

12/13/15

Re: 21<sup>st</sup> Century Biker Logo Project (in conjunction with a T-Shirt Design)

The first round of submittals for this logo project provided some excellent work! I have a very high level of appreciation for the time and creative effort everyone put into their work. Thank You!

Having gone through that process I've realized three important aspects that weren't interpreted as I had hoped. Please review this outline in the hopes it may inspire you.

**First:** The 21<sup>st</sup> Century Biker logo could be a STAND ALONE (abstract) or UNIVERSAL image/graphic/icon/mark . It's either something that Stands Alone, with no notable association to motorcyclists or something that's universal to all motorcyclists.

*Stands Alone:* This direction has no notable association to motorcyclists or motorcycles. This is where an artists' creative imagery comes into play. Keep in mind it needs to be scalable and align with the second and third aspect outlined below.

Universal: The premise for this approach is to visually identify an interface between a person and the motorcycle they're riding. For example (see attachments) I've selected a hand wrapped around the throttle grip of a motorcycle that includes the front brake lever. I imagine a stylized line drawing that lends itself to a genderless graphic. I'm open to alternative approaches to this concept but for the life of me I can't imagine a foot on a peg or a butt on a seat being as sexy and sensual as a hand on the throttle. What do you see?

Second: The COLOR(s) of the logo has (have) yet to be determined. This is an area for the pros to conjure up. Read through the full posting to gain a broader "global" understanding behind the 21st Century Biker and include it with your submittal. BTW: Black and White isn't it!

Third: The FONT for "21st Century Biker", that will accompany the logo, hasn't been selected. What I have in mind, a guide post if you will, includes:

curves (twisty roads)

undefined edges (freedom)

has an emphasis on "Biker" (the focus is the person)

21st is reflected with lower case "st" (makes it easier to read)

needs to tie into the color of the logo (symmetry)

The winning Logo will be integrated into project 1558719, a graphic to be used on the first shirt for the 21<sup>st</sup> Century Biker.