Vulcan Riders Association

**Chapter Logo
Graphic Standards**

INTRODUCTION

This Graphic Standard document is a recipe of how to use the logo for it's specific application.

Graphic standards are useful only if followed, so it is strongly encouraged to use what is presented in the pages to follow.

The below bullet points are a prime example of why it is important to use these Graphic Standards. As a world-wide organization,

sticking to the Graphic Standards provides a solid foundation of how we are viewed in the eyes of the public. If we use different fonts and use different colors, it decreases that foundation and makes us look less organized as an association.

WHO WE ARE

The Vulcan Riders Association (and used within the United States as: Vulcan Riders USA) is an international association founded to provide a means for Kawasaki Vulcan riders worldwide to meet and ride in chapter-based and inter-chapter activities.

OUR PURPOSE

The purpose of the Association is to promote responsible motorcycling activities for its members by conducting chapter activities and encouraging the participation of its members in these activities while maintaining a family-oriented atmosphere.

OUR MISSION

The mission of the Vulcan Riders Association is, and will endeavor to:

• Provide a means for Kawasaki Vulcan enthusiasts of all ages and skill levels to meet for rallies, outings, and social functions in a cohesive family atmosphere

• Promote Vulcans, and motorcycling in general, as a fun and safe activity to be enjoyed by people of all ages and abilities

• Promote the image of the Vulcan Riders Association, and motorcycle riders in general, through involvement in public functions and charitable events and through demonstrated responsible motorcycling

FONTS

The Vulcan Riders Association is a distinctive logo by use of one font.

There are many styles of Old English fonts out there. Each has a different look and feel: Some are vertically scaled (vertically "squished"), some are heavier (thicker), some have more of a calligraphy style, and there are many designers of the same font. That's why it is important to be using the exact same font when creating collateral for the Vulcan Riders Association.

In keeping consistent across all applications–whether on a Mac or a PC–and whether printed or on-line, we use the font described below.

This font is used for all printed and electronic uses, however adjustments are made for embroidery (see EMBROIDERY page).

Font: Old English

Full Font Name: Old English Text

Kind: TrueType®

Copyright: Typeface   © The Monotype Corporation plc Data
                               © The Monotype Corporation plc/Type Solutions, Inc.
                                  1990-1992 All rights reserved

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

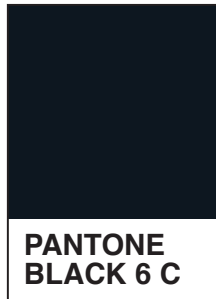a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

COLORS

The VRA uses two main colors for all uses of the logo. Below are the colors used whether printed or on-line.

Colors respond (display) differently whether printed, on-line, embroidered, etc), that's why it is important to use the colors specified below for consistency.

BLACK COLOR VALUES:

PANTONE BLACK 6 C

RGB	**R** 16 **G** 24 **B** 32
HEX/HTML	101820
CMYK	**C** 100 **M** 79 **Y** 44 **K** 93
THREAD	ISACORD 0020/0021

GOLD COLOR VALUES:

PANTONE 116 C

RGB	**R** 255 **G** 205 **B** 0
HEX/HTML	FFCD00
CMYK	**C** 0 **M** 14 **Y** 100 **K** 0
THREAD	ISACORD 0704

LOGO USES

The Vulcan Riders Association is a distinctive logo by use of one font. There are three main ways to display the logo, and described below.

When we use the logo in the same way, we show that we have a strong foundation as an association.

Below are three ways to use the logo

ONE LINE
Vulcan Riders Association

STACKED (and centered)
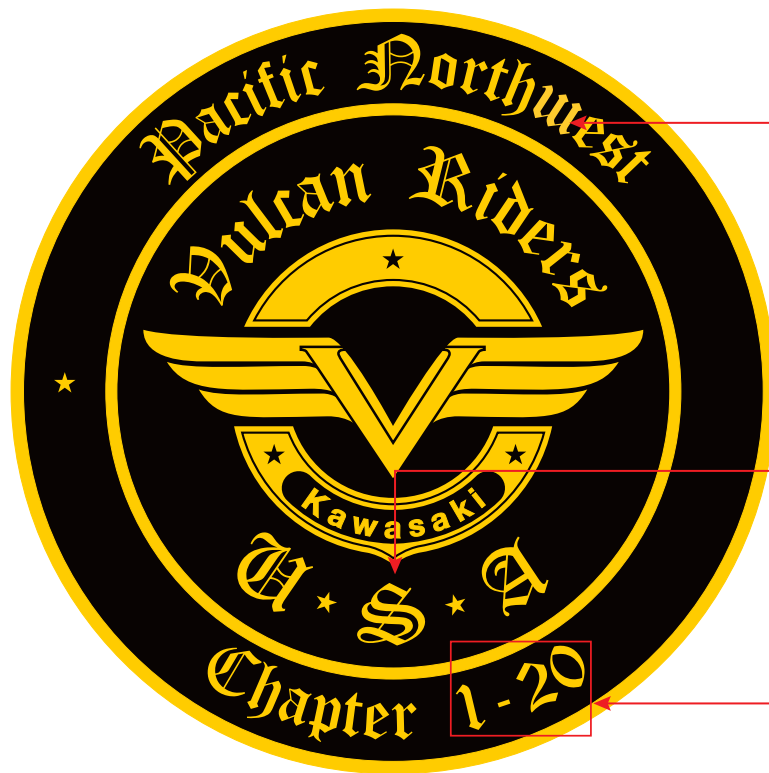Vulcan Riders
Association

CURVED (Shown on right)

CHAPTER LOGO CREATION

When chapter logos are created, it starts with a Master Illustrator file, and then adjusted if certain letters are used (refer to Page 6: EMBROIDERY)

There are certain letters and elements that are used/adjusted to insure the logo is perpendicular and/or not skewed. Below are examples of items adjusted.

example of the "w" being changed for an "m", notch removed, and flipped 180° to avoid looking like an "m".

* The G, w, and v are letters adjusted

The "S" rotated -7°

1 has a kern of -50

- has a kern of 100

#'s have a kern of -11

EMBROIDERY

Some letters and numbers are altered for embroidery readability. Below is how to use the letters.
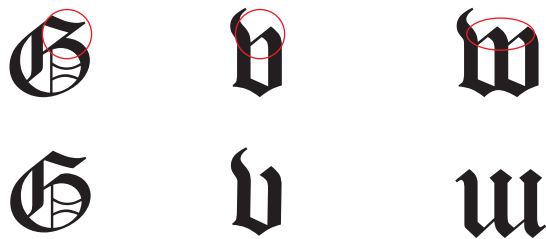
Since the patch is primarily made up of a Satin Stitch – each point, or the smallest area, needs to be at least 10mm wide, otherwise it defaults to a flat stitch or chain stitch, so adjustments are made to allow them to be a satin stitch (except for the black "half moon" shapes within the yellow half moons).

Each area has nodes where you have a curve, l-shape, etc., so adjustments are made to the nodes as much as possible but still retain the original shape.

The smaller the patch (the 4" patch for example), smaller needles need to be used for a simple line stitch, and may not be consistent in exact placement.

Specific letters are change/adjusted (shown below on the left) to prevent them from looking like other letters, and in other areas within letters, some nodes are deleted and/or joined for readability (shown below on the right).

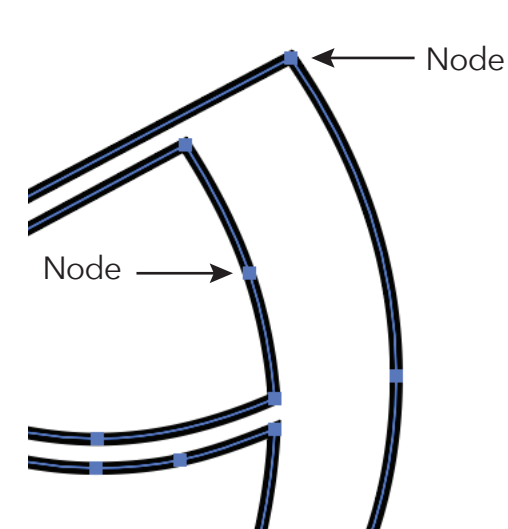### SPECIFIC LETTERS ADJUSTED FOR BETTER READABILITY

Capital "G" - notch removed

The "v" - notch removed (so it does not look like a "b")

The "w" is an upside down "m" with the notch removed (on the lower left portion of the rotated "m")

OVERALL - LETTERS ADJUSTED FOR BETTER READABILITY

Node

Node

Example of Nodes combined

Example of Nodes removed

J. DONOVAN SMITH