Ride to the Edge: Image Elements

# Logo

### What does the logo represent? What is its meaning?

The logo should make the viewer associate with travel and motorcycling culture. The logo should be identifiable as a symbol for Ride to the Edge as an entity.

### Where will the logo be used?

The logo will be used anywhere branding is likely to be required. This would include email signatures, letterheads, in print media, on the website, banners, t-shirts, and will be applied to the motorbikes as well. I would like to be able to make the logo into stickers and iron on patches for t-shirts.

### Desirable colours

I am open to suggestions on colours, however I do like the idea of aqua blue and bright pink together in small amounts to create bold contrast.

### Broad elements

I like the idea of a road sign to frame to logo in some way. If a highway, a motorcycle and an image of Australia could be incorporated into to the design that would also be nice.

### Font selection

I would like the font to be striking and unique, with Ride to the Edge being a focal point of the logo. I would like it to reflect the broader concept of the logo: the freedom that motorcycle travel brings.