

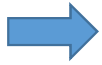
SaikoMoto  
Brand Background Info,  
Style Guide and Design Brief  
最高もと

19 October 2018

# Background to Café Racers

- SaikoMoto specialises in building custom motorcycles in the “Café Racer” genre. Not choppers, not sports bikes, not trikes, but café racers
- To familiarise yourself with café racers, please see the youtube links below:
  - <https://www.youtube.com/watch?v=QiO4Fd4sjbA>
  - [https://www.youtube.com/watch?v=KQFcsPR\\_leQ](https://www.youtube.com/watch?v=KQFcsPR_leQ)
  - <https://www.youtube.com/watch?v=mXOetORVGxo>
- Great Café Racers are designed with three things in mind:
  - It should be beautiful – a work of art. Something that can be appreciated and admired even by non motorcyclists
  - It should observe the design principles of the early café racers, which produces a minimalist approach in design and construction thereby reducing weight and improving performance
  - It should be functional and operational and not just a museum piece
- They are to an extent the opposite of Custom Choppers (eg Orange County Choppers) which are laden with chrome and design gimmicks that aim to catch your eye
- Whereas a café racer is so minimalist in design, it is the sum of all parts that is an object of art and beauty

# Background to Brand and Brand Essence

- SaikoMoto will mainly build café racers from Japanese brands of bike, eg Honda, Yamaha, Suzuki, Kawasaki, so that is the brand's connection with the Japanese word(s)
- However there is also a play on words specifically intended in the brand:
- “Saiko” is pronounced identical to the English word “Psycho”. However the meaning is quite different, in that “saiko” in Japanese means “awesome”. I am happy with the audible connection between ‘Saiko’ and ‘Psycho’ as ‘psycho’ can also mean ‘crazy, mad, out there, etc’. Motorcyclists are to some extent considered slightly crazy or mad, so I am ok with the association – but would never want to use “PsychoMoto” as it loses its connection with ‘awesome’
- ‘Moto’ is a short word used in English to mean ‘motorcycle’ (Eg the world motorcycle grand prix racing championship is called “Moto GP”)
- ‘Moto’ in Japanese means “original” and a word with almost the same pronunciation, “motto” in English means ‘more’
- So SaikoMoto in Japanese can be loosely translated to mean “The Best”, or maybe ‘more awesome’ audibly, but I am also very happy with the intended joint English-Japanese meaning, being “Awesome Motorcycles”. The other meanings are ‘nice to have’
- I would like to include the Japanese characters for the brand in a small way on the web site, where I can provide the explanation regarding from where it came. They are shown here: 
- **However, this is just for design and interest purposes and this brief is to create a logo in English**
- However, I would be interested to see a combination of both English and Japanese characters with say the Japanese characters appearing as smaller size font under the English letters for some uses (eg on Web Site, T shirts, caps, etc)

最高  
もと

For example .....

SaikoMoto  
最高もと

Saiko  
Moto  
最高もと

Saiko  
Moto  
最高もと

# Brand Identity Brief

- **Business and Industry**

SaikoMoto builds custom motorcycles, which are most often one-offs and is in the (custom) motorcycle industry (segment/category)

- **Competitors**

There are a small number of direct competitors in Australia, but all are small and the market is disaggregated. There are very few custom motorcycle builders in Australia.

Deus Ex Machina is an indirect competitor as their bikes in Australia are simply modified and not custom built. However, they have done an admirable job in building a global brand via bikes and merchandise

- **Differentiation**

SaikoMoto will build true custom bikes that are almost a piece of art, rather than just 'slightly modified bikes'. The finished bike will appear as if it is brand new, from the factory. SaikoMoto will use all endeavours to combine style and performance to provide a finished bike that is a fantastic ride coupled with an awesome design, where even non-bikers are visually excited by its appearance.

- **How do people hear of SaikoMoto?**

Organic Search and YouTube videos on the progress in building the bikes, plus the finished bikes and word of mouth

# Brand Identity Brief

- **Qualities and Values of SaikoMoto: Awesome, Design, Quality, Performance**

Must make every build 'Awesome'. "Good" or "Great" is not good enough. It must be "Awesome".

Eye popping and mouth drooling style. High quality, reliable, increased performance but not intending to be race-ready. Very high standards of construction and finish.

Fun, Passionate, Lifelong Love of Motorcycles and Riding. Constantly questioning and learning. Challenging the status quo. Desire to build pieces of art that look perfect in a showroom, a museum and in an enthusiast's garage.

- **What makes SaikoMoto a great place to work?**

Our values. We will hire like-minded people who are passionate about their craft, skilled and fun

We will celebrate our successes and reward them.

- **Outcome of the new brand identity**

The new brand identity will convey the values of awesome, design, quality and performance

The brand identity will match the awesome bikes built by SaikoMoto

Other people will want to own a SaikoMoto bike and/or work here.

# Brand Identity Brief

- **Customer/Target**

Motorcycle enthusiast who wants an awesome unique or rare motorcycle that he or she will love to ride, but also love to see other people's reaction and love to have it in his/her garage.

Likely to be professional and aged 30 to 60. Less concerned about price. They want something that no one else has

- **Stakeholders in the Brand ID**

Me

- **How do other people describe me and dealing with me?**

Driven, perfectionist, entertaining (sense of humour), determined, will not let up until it's done. Loved motorcycles since the age of 4years old. Admires beautiful things.

- **Look and feel of Brand ID**

Stylish, cool, desirable, modern, upmarket/premium, engaging and desirable

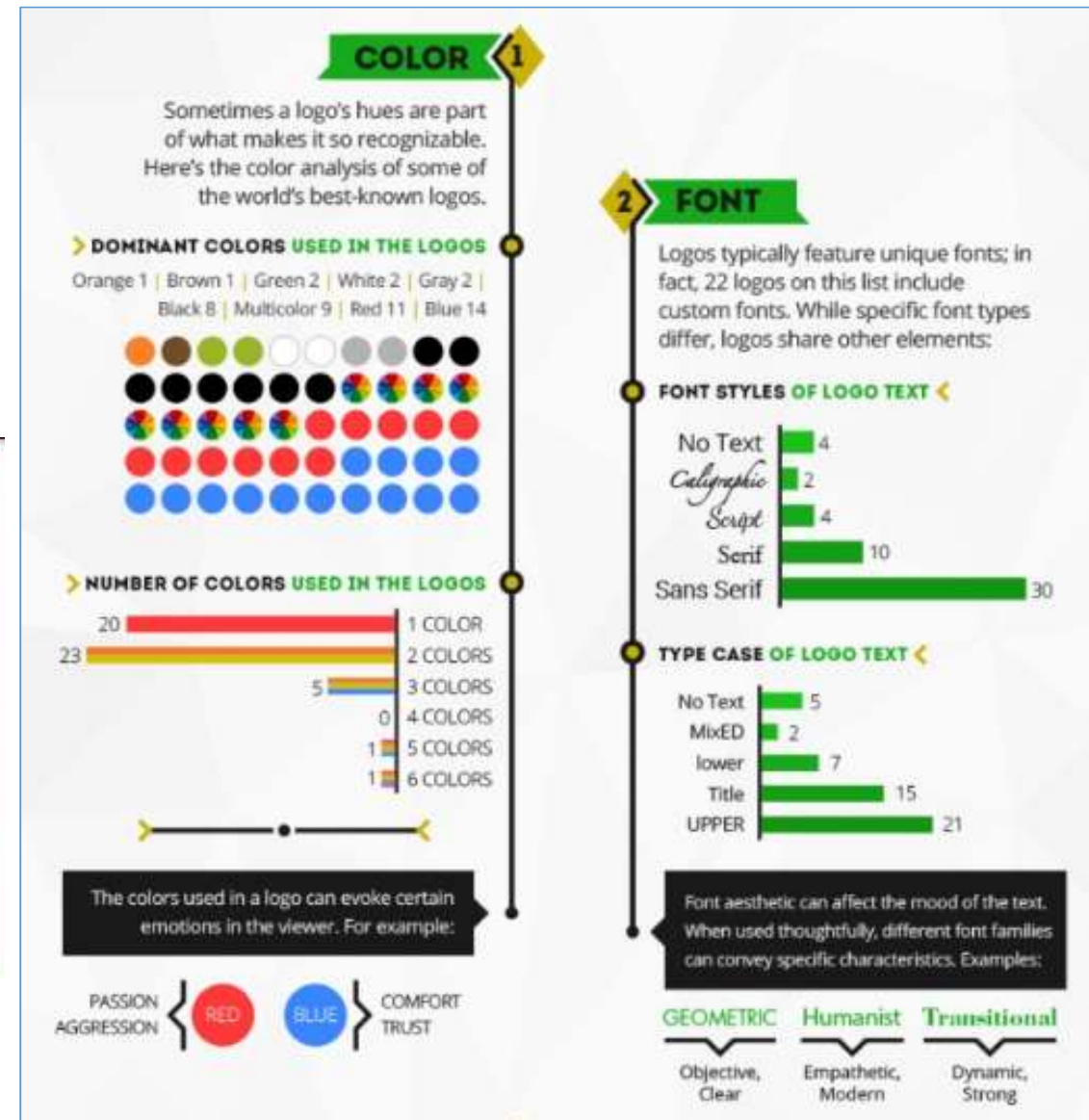
- **Preferred colours**

Colours that reflect quality and cool. Not green or pink.

# Logo Best Practice

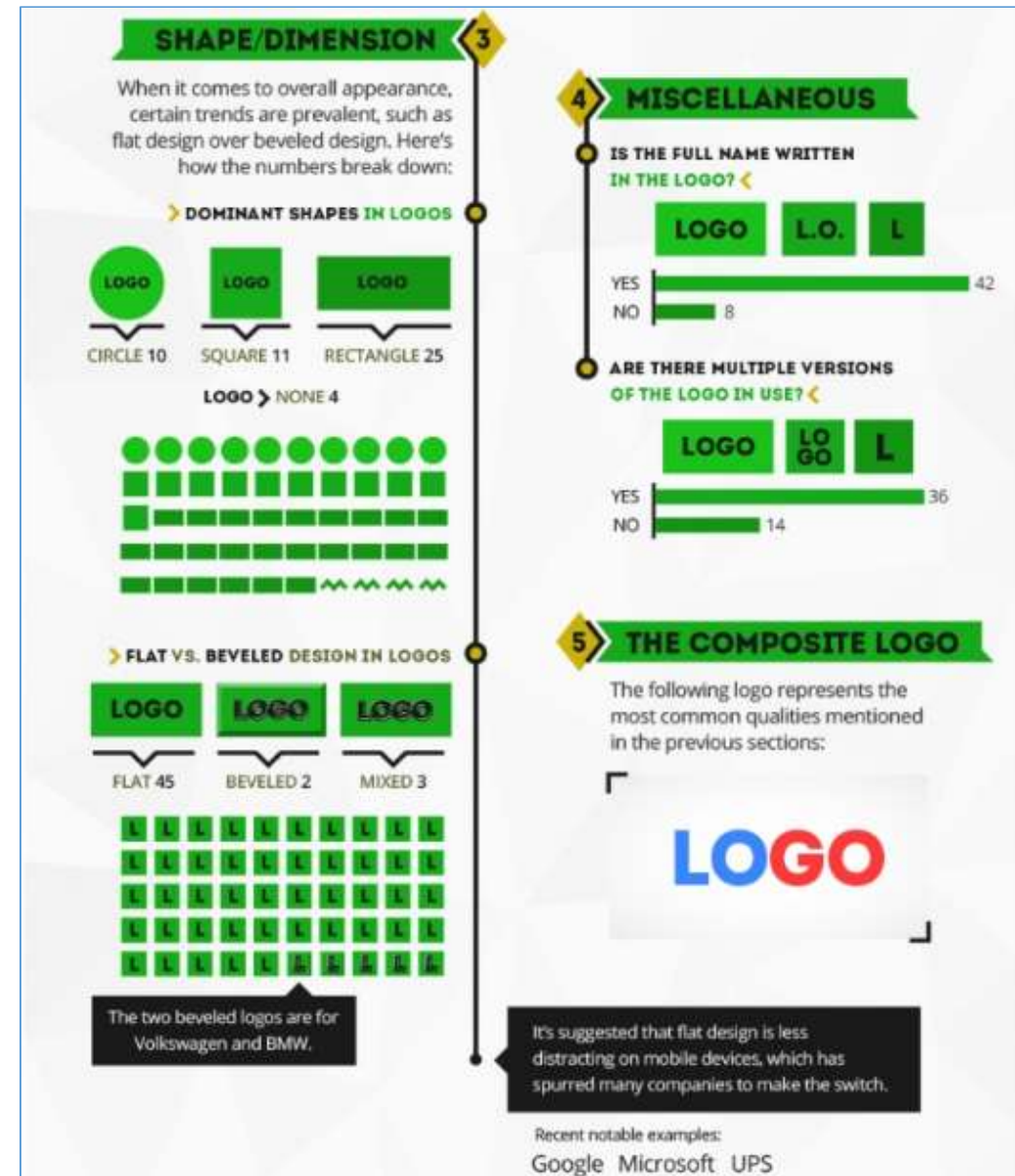
Please see this article, the infographic from which is shown below and overleaf:

<https://www.adweek.com/brand-marketing/heres-what-most-popular-brands-logos-have-common-165884/>





# Logo Best Practice



# Do's and Don'ts

## Do's

- Create a unique logo design that captures the connection between art, class, elegance, sophisticated simplicity as well as the sense of speed or performance

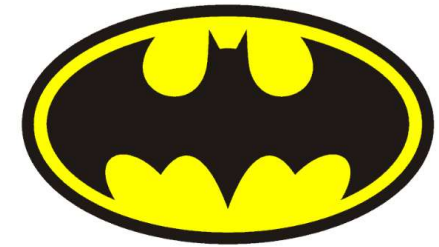
## Don'ts

- Focus solely on speed or racing
- Focus on comedy or comedic images
- References motorcycle gangs or any of the negative images and connotations that go with that, eg skulls, death, outlaw, evil, etc
- Images that convey the meaning of 'psycho' in a negative way, ie crazy, mentally impaired or deficient, etc
- Images that reference choppers, bobbers, scooters, sports bikes, dirt bikes and standard bikes from the original manufacturer
- Images that reference vintage motorcycles
- Images that convey inappropriate context for women

Logos I like



Firefox®



SONY



FedEx®



Logos I don't like



# Borderline



This vaio logo is a cool design for the right product/category and, to some extent, reflects the lines of a motorcycle. But is difficult to read



Not really what I am looking for, but the example on the left is cool

Examples of bike build projects,  
which reflect the brand





CX500 Build

# Lakic bike w gold shocks



Lakic bike uses combination silver & black  
Downloadable images at:  
<http://motorcycle.shoesfortop.com/sacha-lakic-cx500-cafe-racer/>





<https://i.pinimg.com/originals/c8/64/bc/c864bcd27607573721000961045c0633.jpg>



- Replace conventional forks with upside down forks plus dual front disks, larger rear rim and tyre
- Use tank as a style guide, but improve seat

[http://thebullitt.blogspot.com.au/2011\\_02\\_01\\_archive.html](http://thebullitt.blogspot.com.au/2011_02_01_archive.html)



Triumph Thruxton Build



[motoaus.com](http://motoaus.com)



180/55 Rear tyre and Ohlin piggyback rear shocks  
Note Mirrors  
Different bike



Recess tail light into rear cowl









Paul Smart/GT1000 Alloy Front & Rear Spoke Wheels  
with dual discs and Brembo Callipers

# Japanese Characters

最高

もと

Saiko  
Moto

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SaikoMoto