

# Evolution of our Logo

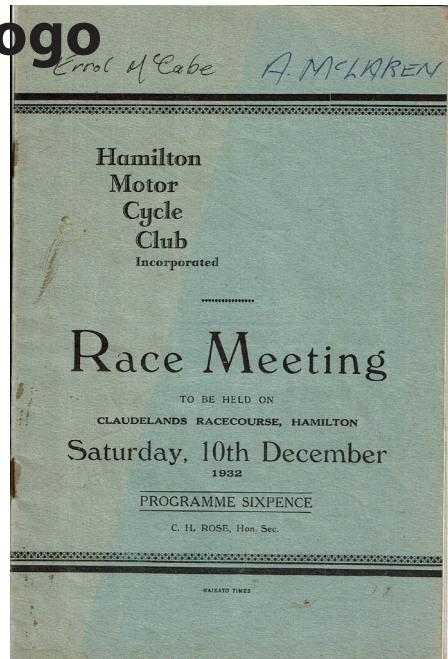
We have programmes of our race meetings going back to the 1920's.

Typography in those days was not very sophisticated, and the Club made do with our name just in headline text, as was the practice at the time.

The first item I found with our name as a design element, was a programme from 1932 with this elegant logotype.

In use maybe 20 years.

**Hamilton  
Motor  
Cycle  
Club  
Incorporated**



*Not an actual logo, but interesting club imagery.*

In the 1940's, we produced this fabulous Certificate, all hand drawn (except for the photo). This had a brilliant HMCC Initials logotype left and right of the motorcycle, but I found no evidence of it being used elsewhere.

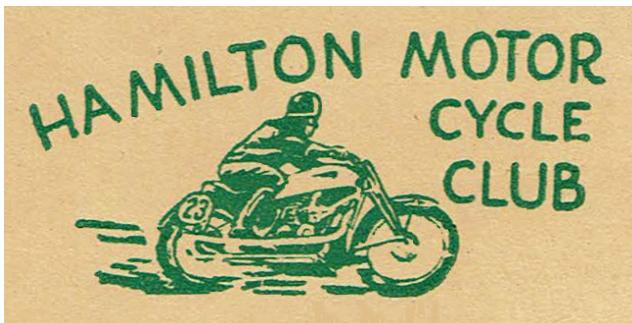


Also in the 1940's, we used these metal pennants, that rider attached to their motor-cycles.

You can see these as a feature of the large Logo Board that is installed pride of place in the Clubrooms.



From the late 1940's, and well through the 1950's, this logo was used extensively, on both Club printed material, and in newspaper advertising. Again all hand lettered and drawn. In use for 20-25 years.



Not an actual logo, but some nice club imagery from the 1950's.

The speeding road racer was definitely a thing back then, hand painted in colour on the Honours boards in the Club Rooms





This logo board has been mounted at the head of our hall for the last 70 odd years, and is what we think of as our traditional logo.

Much debate has been had over the abstract depiction of the the leather helmet and goggles (if that is indeed what it is supposed to depict)

It is often unmounted and taken to use at events promoting the club. Here it is at Claudelands probably in the late 60's/early 70's. It has also been used in Mooloo or Christmas Parades in the 1950's, and it is in photographs taken inside the hall in the 1960's.

I extracted the wing/helmet logo for our use in the 1980's.

Used for around 25 years ealrly 60's to late 80's

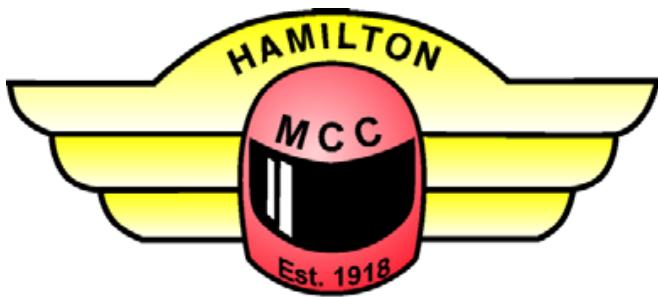


This alternate was used in the 1970's for the Newsletter Header

## **HAMILTON MOTOR CYCLE CLUB INC.**



Somewhere around 1990, due to the criticism of, or lack of recognition of the vintage helmet/goggles, a more modern helmet was requested. I created this version (with a nod to Eric and Douglas of Revs fame) and this version has been used from around 1990 to the present. Again 25 years.



Same problem now. The helmet is very outdated again (and even I cringe at admitting I created it!), so we are moving along the track to another update.

We are happy to take submissions or even ideas, but as they they are seldom forthcoming, I have come up with a couple of update ideas that may do another 25 years.