

Dear WAHCC Member,

At the general meeting on Monday July 16th you will be asked to vote on the club logo. This letter contains the proposed questions as well as background reading circulated previously (Not The Spoken Word Vol 16 No 5).

For many years we have been operating under a constitution that required a quorum of 60% of all members to be present for us to conduct a legal meeting. Neither did that constitution provide an avenue for absentee and proxy votes, making it difficult to progress any club business that required a properly constituted meeting. Under our new constitution the rules require just 20% of the membership be present to make a quorum. Members may be counted as present if they are participating in the meeting electronically, by conference call or by Skype, for example. Remote members may also vote by proxy, allowing them to have their input.

IMPORTANT. If you intend to vote by proxy please ensure that the club secretary (Robert Hunt) is in receipt of your proxy appointee prior to the beginning of the meeting. You can email proxies to [info.wahcc@gmail.com](mailto:info.wahcc@gmail.com) or post them to PO Box 224 Applecross WA 6953. Please also note that only current financial members are eligible to vote.

The questions to be considered are:-

Question 1. Should the club keep the current winged-wheel logo?

Please answer 'yes' or 'no'.

Question 2. Should the club revert to the original club logo showing an 'ordinary' (penny-farthing) bicycle or design a new logo?

Please answer 'revert' or 'new'.

NOTE. This question (Q2.) will only arise if there is a majority vote of "no" on Question 1. If the answer to this question is 'new', then the committee will meet to consider new designs to be placed before the members at a future date.

Thanks,  
WAHCC Committee.



## **The Value Of The Original Logo**

*David Clark and Mal Buckland*

The following are some of the reasons that we believe that the Logo should remain as it has been since the clubs inception.

These items are the thoughts of Many and have been presented by David Clark and I am merely the mouthpiece for David and I might or might not agree with them.

It was recently stated by a high profile politician that “ Something done in secret is something to be concerned about”.

The process has been undertaken by the Committee with insufficient verification by the membership. And as such has given the impression that it was being foisted on “The Membership” without consultation.

Any significant decisions undertaken by the “Committee” should be verified by the “membership “ at the earliest possible time after the decision has been made.

All it takes is a vote at the next meeting, and if the Membership are in agreement then it will be agreed to quickly. Not foisted on us as if the membership did not matter.

The committee are elected by the membership and must work for the membership.

The idea of a logo is to identify the club.

The NEW logo might be that for a motor bike or car and is very similar to those in use by others.

The new logo does not suggest Cycling.

The original logo suggests cycling historically and is instantly identified by the greater majority of people whether they are cyclists or not.

The original logo depicts a “Ordinary or Penny Farthing” and it instantly is synonymous with ancient bicycles. WAHCC is a “Historical Cycle Club as the name suggests and the original logo is something that is instantly identified as a historical type cycle.

We are “West Australian” and the WA should be part of any Logo. I am sure that people look to us for information since the demise of “The Friends Of The Canberra Cycle Museum” closed down some years ago. However we are proud of being a WA club and should promote it in the Logo.

I am sure that some might feel that we are getting bigger than WA but first and foremost we are WA, not some unknown area.

On a personal note it has been suggested that I am in favour of the original logo because I have a "Ordinary"

I take offence at this suggestion because as any of you that know me will know that I have a significant number of "Moultons" and also I have been a fervent member of the HPV groups both here in WA and overseas, having built several.

If the idea that I would like a logo that was of personal interest then perhaps I should hope to see a Moulton type logo. This would be wrong of me because most people do not even know what a moulton is or the fact that they were responsible for the arrest in decline in British cycling in the 60's. They do know that a "Ordinary" was a historic type of cycle and that is what we want to indicate in our logo.

However WAHCC is a "Historical Cycle Club and the original logo is something that is instantly identified as a historical type cycle.

The new logo ( which has not been verified by the members ) looks like it has been

an attempt to re invent the wheel. If anything was to happen with the logo then the existing logo should be modified slightly. Not a reinvention of the wheel.

## **The Case for Change**

*Tim Eastwood*

I've been asked to offer a "new logo" perspective for discussion amongst the membership on the issue of the club logo. This arose after a new logo design was commissioned. Originally there was discussion regarding the new logo design and then went to the fundamental issue of whether we

need a new logo or not. It is on this latter point alone that I am offering a perspective as I believe a decision on this point is required before any further action is warranted.

My experience with logos and branding goes back more than 20 years although to be clear, I am not a graphic designer. My role in design is principally in managing designers. My insights come more from over-seeing the process between client and designer.

### **The case for a new logo**

We use logos to capture the attention of, and connect with, a target audience; regardless of whether it's a product, service, organisation or even just a one off event.

I've often heard conversation around the desire to build membership and bring in 'some new blood'. I think this makes good sense. It speaks of a club that aspires to prosper in perpetuity. Do we imagine the club still being alive and relevant in 10 or 20 years? Relevance speaks of the present and looks forward; reverence

speaks of the past. My argument does not disrespect the past but rather brings what we deeply respect to a new audience.

In the lifetime of the club the popularity of cycling and with it, a keen interest in vintage bikes, has skyrocketed. It is now recognised as a shift in lifestyle interests (globally) and not just a market trend. The WAHCC is in a unique position to leverage off this phenomenon. Public interest roused through the website in the short time it has been running supports this.

So the question arises, is the original logo all that it should be, to take advantage of the new era in cycling popularity and our new potential members who will be the lifeblood of the club in the decades to come? In short, I don't think so. It has served the club well in it's formative years but if growing the club is seen as part of our future vision then a new logo would be the head- lamp lighting the path.

A good logo should be simple, versatile, relevant, distinctive and memorable. And the best logos are also timeless. Corporations spend vast amounts of money to

get all this in one. While there is no such thing as a perfect logo, we can work toward a logo that will work well for us into the future.

I offer my own opinion here of the original logo, if for no other reason than to bring on a discussion about what the club represents now and into the future.

- The original logo is probably too complicated and therefore does not capture attention. For example, in using the words WAHCC and also having a map of WA included is effectively saying the same thing twice. Our WA-ness is not really our key message as we're not competing with anyone.
- The penny farthing, being a quite literal depiction of a type of antique bike is too specific to accurately describe what we do – it only represents a very small part of our collective. Something less specific could be more relevant.
- With the value of hindsight, the logo now appears dated, in a style sense. Visual literacy rates amongst younger people and to some extent amongst anyone who uses digital media frequently is very high compared to pre digital era. This means clean simple concepts are read and recognised much more easily than, in the case of logos, those with more elements. I think the original logo has too many elements.

I'm offering one perspective for your consideration. There will be other perspectives too, each is also worthy of consideration. Then we need to decide whether we want a new logo or not before proceeding to use our resources (time and money) to develop a new logo.