



### **Guidelines for the Use of The Victory Motorcycle Club Registered Trademark**

The winged logo, the club name and the font type (Arabic Typesetting), as shown above, is the registered trademark and the "brand" of the Victory Motorcycle Club (VMC). The combination of these elements identifies and distinguishes the VMC from others. As the owner of this trademark, the VMC has spent time and money in presenting our club to the membership, motorcycle community and the public and we shall protect this investment by preventing others from using the trademark and profiting from this investment.

Proper use of the trademark is important to its protection. The VMC shall not weaken its trademark by allowing many alterations and blurring its distinctiveness. The more distinctive, the stronger the mark. The VMC will allow a family of marks, which keeps certain elements common among them. These common elements have become recognizable by the membership and public as the trademark of the VMC, making it possible for the VMC to garner broader protection for other marks that incorporate these same common elements.

That stated; the following guidelines shall be adhered to when using/reproducing the VMC logo for all international, national, regional and chapter use.

1. The VMC "engine and wings" logo and logotype should be black on white, as are our national patches. Logo should have the logo and "Victory Motorcycle Club" type, as per our national patch.
  - a. The only exception to that stated above would be the VMC "engine and wings" logo and logotype reproduced as "stand-alone" on marketing materials and apparel. In this case, the logo may appear in a contrasting color to the item on which it is reproduced."
2. The club logo should be reproduced accurately, with no proportional changes made to our trademarked logo and logotype. The VMC logo cannot be altered or distorted in any way.

3. The VMC logo must appear sharp and legible. Artwork and font used on the VMC patch are available on request.
4. Any additional artwork/graphics/type is allowed, but should not be touching the trademarked logo, nor should it be designed to alter the basic club logo design.
5. Different shapes and aspect ratios of the final patch will be allowed, subject to approval.
6. Different colors are allowed, if the engine and wings appear as black on a white background.
7. All local chapter patch designs must be submitted to the VMC Local Chapter Administrator for Victory Motorcycle Club approval prior to patch production, or any other usage.
8. Provide the method that the patch will be funded.