

# The Specialist

PASSION FOR THE RIDE—BACK ON THE BIKE™

We're on the web: [www.backonthebike.com](http://www.backonthebike.com)

September 2008

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## Who's B O B?

A logo is defined in the dictionary as a name, symbol, or trademark designed for easy and definite recognition. In addition to its gracious lines and vibrant colours this logo has a story. "BOB" Bernice designed this emblem herself; as a brand formidable and majestic enough to be iden-

tified with a motorcycle. Berni's inspiration was aerodynamic! In her mission statement she penned the words: "We possess power; freedom to choose the Way we live our lives. As motorcycle enthusiasts, many believe the Ride to be the sensation of Heaven on Earth." Riding a motorcycle is said to be the closest experience to flying on earth. \*\*\*

*Photo left: THE BIG BAND  
-enhance visibility-*

E-shop online: [backonthebike.com](http://backonthebike.com)  
September 1, 2008! or/Contact our  
Showroom at 604.536.6186. or/ Coming  
soon to motorcycle dealerships near you!



**"YOU'RE GOING TO THINK ANYWAY, SO WHY NOT THINK BIG?" - DONALD TRUMP**

\*\*\*Hence, the business logo portrays this exact thing. The placement of the B's simulating the look of outstretched wings ready to take flight are set along either side

of the "O" signifying the circumference of the earth. The center of the logo is perhaps the most visually dynamic since the intersecting lines are those of a compass ex-

panding across all four cardinal directions. The outer oval circumnavigates the inner design detail and thus the globe—a lofty ideal. Berni has big plans for her business.

*Upcoming Events:*

*AIM & Kilby First Annual*

*Show'n Shine*

*Sunday, September 7, 2008*

*Kilby Historic Site*

*215 Kilby Road,*

*Harrison Mills, BC*



Last month's correct answer:

C) Alan Shepard

Source: [www.worldbook.com](http://www.worldbook.com)

**THE BIG BAND Tip:**

This adjustable band is designed with a durable Velcro closure to comfortably wear when commuting, and 3M Scotchlite Reflective Tape to enhance visibility. Sized from XS to XL, it provides the wearer with optimum fit.

Have to work on your bike at the side of the road? Wear **THE BIG BAND**.

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