

UNIVERSITI TEKNOLOGI MARA

**A DESCRIPTIVE RESEARCH ON THE VARIOUS
ELEMENTS OF EMBLEMS AS ACCESSORIES
FOR MOTORCYCLES**

MARZUDI BIN MD YUNUS

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ABSTRACT

A Descriptive Research on the Various Elements of Emblems As Accessories for Motorcycles.

The problem of this study is to describe the characteristics of emblems as accessories for motorcycles particularly in the aspect of the design process, materials used, colours, shape and form, motifs, surface finishing, size and placement. At the moment there is no proper documentation in relation to emblem development. This has caused difficulties for designers, students and manufacturers who want information for references. This study is confined to these eight areas and it is not intended to touch on other areas related to motorcycles.

Data for this research was gathered through the use of observation and questionnaire. Researcher observes about 151 pieces of emblems on the market. The questionnaire was divided into two parts, A and B. Part A was intended to gather information on the respondents while Part B contained eight sections, each related to the eight areas understudy. Every section contains between nine to twenty nine statements. There were eight experts selected as respondents. These respondents were motorcycle and emblem manufacturers.

This research has reached the following findings. First, the design is an important aspect of the whole process of emblem development. Secondly, emblems are either made of metal or plastic, though plastic is more preferred than metal. Thirdly, manufacturers tend to use a common colour for their motorcycle emblems. Fourthly, emblems do not have a specific shape and form. Fifthly, brand names, models and corporate logos are primary motifs for emblems. Sixthly, the surface finishing is important for motorcycle emblems. Seventhly, emblems do not have a specific size. Lastly, emblems do have a specific location and as a decoration parts to be applied on motorcycles.

An emblem is an important component in the manufacture of a motorcycle because its role is not only for aesthetical purposes but also for its corporate image of the company, trademark and identity for its product. It is also used for effective marketing of the motorcycle. Because of its importance, motorcycle manufacturers must implement a systematic work system for emblem development to ensure a high quality in design and production.

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CHAPTER 1

INTRODUCTION

There are many companies producing motorcycles in the world. According to Kevin Ash (2002), from the year 1876 until 2002 more than 2500 companies are producing motorcycles. Each company has their own brand. From these figures there are many popular well known companies and motorcycle brands in the world such as Harley-Davidson, All British Company (ABC), Aprilia, Benelli, Bavarian Motor Works (BMW), Birmingham Small Arms (BSA), Cagiva, Ducati, Honda, Indian, Motorad Zschopau (MZ), Suzuki, Kawasaki, Yamaha and Norton. In Malaysia until the year 2002 there exists five established motorcycle companies such as Honda, Yamaha, Suzuki, Kawasaki and Modenas. So, how could we differentiate each of these motorcycles belonging to which company? The manufacturers use emblem on their motorcycles to gain recognition by their customers. Over the years an emblem has become an essential accessory for a motorcycle. Motorcycle manufacturers have their own emblem design department that is responsible for designing an emblem for their motorcycles.

In Malaysia, the motorcycles industry started in 1957 when the late Mr. Loh Boon Siew (later Tan Sri) got the distribution and francias license from Honda Japan Co. Ltd. (Yusoff, 1999). Since then, the motorcycle industry in Malaysia developed. Today there are many established companies such as Modenas Sdn. Bhd., Suzuki Assemblers (M) Sdn. Bhd., Hong Leong Yamaha Sdn. Bhd., Boon Siew Honda Sdn. Bhd. and Kawasaki Sunrock Sdn. Bhd. All these companies do use emblems on their motorcycles. From the beginning, all these companies used emblems that supplied by their main companies in Japan (Yahaya, 2002). They started to develop the graphics and emblem according to the local trend. In 1980 3M Malaysia Sdn. Bhd. (from United State of America) was the only company to supply the graphics for motorcycle manufacturers in Malaysia. This company supplied mostly all the motorcycle graphics including emblems.