

VIAMOTO®

The logo consists of the word "VIAMOTO" in a bold, italicized, orange sans-serif font. The letters "O" and "T" are stylized to incorporate a graphic of a person riding a motorcycle. The "O" is formed by a thick orange line that curves upwards and to the right, ending in a solid orange circle representing a head. The "T" is formed by a thick orange line that curves downwards and to the right, ending in a solid orange circle representing a head. A small registered trademark symbol (®) is located to the upper right of the final "O".