

A “Spartan Owners Club” Spare Wheel Cover Logo

For many years I was content to have the spare wheel on my Ford based Spartan exposed to the elements. But as the shiny chrome of the wheel started to give way to o rust, I finally conceded that the protection afforded by a wheel cover was essential. Goodbye to the cast aluminium mounting boss. Hello to a bland black vinyl cover.

A couple of years ago to relieve the blandness, I applied a large, circular vinyl ‘Le Mans 24 hours 2009’ logo to the cover, and instantly transformed the rear view. But not one of my brightest ideas to use a logo with a ‘use by’ date writ large on it, so two years on and the search began for something to replace it.

I had always wanted to display the familiar Spartan’s head logo somewhere on the car, so when I saw that the latest in SoC regalia contained a tee-shirt with a rather attractive circular logo on it, I resolved to reproduce the logo on the wheel cover.

I’m not one for re-inventing the wheel (no pun intended!) but in the 21 years I’ve been attending kit car shows, I couldn’t remember seeing any Spartans carrying artwork like this (I’m sure this will attract quite a few indignant responses!). So I decided I’d take the idea a bit further.

I’m no expert in photo-manipulation, but I did manage to acquire the image of the tee-shirt from the SoC web site and stretch it into a reasonably circular shape. This proved useful for scaling up the logo to full size and for talking to sign suppliers about what I wanted. It wasn’t exactly high quality, but it gave me a good idea of how the logo would look on the car, and I got some options and pricings for supplying and fitting it.

Then I approached Dave Kerwin with the idea, and to check if the club had a high-res version of the image. He came up trumps with a good copy of the logo used on the tee-shirt, and club approval to use it for the artwork. I duly went back to one of the sign suppliers (Acorn Signs), who made and applied the logo to the wheel cover, as in the accompanying photos.

I got the cover back in 3 days, and it cost me £30. As it happened, Acorn still needed to produce new artwork, but this was included in the price. **Repeat orders will cost about half this amount because the artwork is already done.**

I was expecting a single circular transfer containing the logo and lettering, but in fact each element is cut and stuck on separately. Everything seems well stuck (great, until the day I

decide to replace it!) and without any blistering, though it hasn't yet had to stand up to the rigours of extreme temperatures and frequent washes.

All in all, I'm very pleased with the result, my only reservations being:

- The size takes some getting used to - it is probably visible from space
- The 'owners club' lettering is a bit too close together, so that some letters run together
- The 'head' has lost some detailing, notably on the face
- White on black is a bit boring!



The first three points are easily fixed, and I'm toying with the idea of a coloured logo similar in design to the club's steering wheel centre. With a background colour, I guess it would need to be printed on a single circular sheet of vinyl, rather than several separate elements.

What do fellow Spartaneers think of it? Does anyone have any experience or examples of applying vinyl signs to wheel covers, that they'd care to share?



If you are sufficiently impressed to want one yourself,
Acorn Signs is at Mansfield, Notts, NG18 3HQ,
website: www.signsfromacorn.com/,
email: acornsigns@googlemail.com, tel: 01623 414004.

Happy and safe motoring to you all!

Richard Long