

TEAM IDENTITY



TEAM ETHOS

As an all-female team racing towards the future of engineering, we hold our core values at the heart of everything we do. Fiercely passionate about our individual areas of interest, whether that be engineering, marketing or business, each one of us is wholeheartedly dedicated to fulfilling our role to the best of our abilities. It is this energy, passion and ambition, alongside the strong sense of unity felt among us, which drives our team forward and helps us to overcome any challenges thrown our way. We hope that by setting an example of an all-female team competing in the rigorous *F1 In Schools* STEM competition, we can inspire more girls to go into STEM careers and empower the younger generation to be unafraid to dream big and work hard for their goals.

TEAM NAME

Our team name, created by merging the initials of two of our founding members, 'Isabella' and (Alyssa) 'Quinney' doubles up as 'Intelligence Quotient', and reflects our ethos of teamwork and bringing together people with diverse interests, who seamlessly compliment each other's work to produce the best possible results. Since our ethos emphasises passion and authenticity rather than a mere statistic, our name now takes on an added meaning of "Innovation" and "Quality", which are two words that perfectly encapsulate Team IQ's core values.

HERITAGE AND LEGACY

Inspired by our racing heritage and fuelled by the possibilities of the future for female engineers, we are always striving to learn from the past and evolve with the times. Following a successful 2019-2020 season, where Team IQ came 1st in both the North London Regional and UK National Final competitions and 5th at the World Finals, we hope to carry forward the Team's successful brand legacy.



North London Regional Finals

UK National Finals



Aramco F1 in Schools World Finals 2020(21)

MASCOTS

Having team mascots gives our brand personality and adds an energetic spirit and relatability to the face of our team, which helps form an emotional connection with our target audience, thus strengthening our team identity and making us more memorable.

We have two mascots, to represent both the enterprise and engineering aspects of the competition; together, they embody Team IQ's core values of **RESILIENCE, CREATIVITY, PASSION, DRIVE, and INSPIRING MORE GIRLS INTO STEM CAREERS.**

Apex



Apex is a leading innovator in the world of automotive engineering and a very determined individual. She is all about precision and speed, and is very competitive, with a strong work-ethic. She is not afraid of failure, and if something doesn't work out quite as planned, she'll always bounce back stronger.

LOGO

The dynamic shape, strong colours and graphic style used in the logo, portray the bold and driven character of the team. Its complex design is also closely linked with our value of creativity, aiming to draw attention and spark interest.



TEAM COLOURS

Central to our team identity, is our chosen colour palette, which has been incorporated into every aspect of our brand marketing:

- Red exudes deep passion and drive raging within each member of our team, perfectly conveying our exciting team dynamic. We adopted a specific shade of red to encapsulate the boldness and authenticity inherent in our core values: D42C1F - IQ Red
- White represents a blank canvas, on which we allow our imaginations and creativity to run wild.
- Black embodies the resilience and perseverance that has been nurtured within the team.

Turbo



The director of a world-leading company, Turbo is a true entrepreneur at heart, he is very creative and loves to dream big. His organisation ensures that he works efficiently and always meets deadlines. Turbo is prudent, but also confident in his own ability to make sensible decisions, so he is not afraid to take risks and think outside the box.

CHALLENGES

Since the 2020/21 Regionals and 2020 World Finals were taking place simultaneously, we had to clearly differentiate between the two divisions of Team IQ to avoid confusion.

Initially, we chose to rebrand the 2020/21 team to 'IQ Racing' and adopt a different logo, whilst remaining part of Team IQ. This would have enabled us to independently approach sponsors and have our own social media presence.

However, we realised that the past achievements and racing heritage of Team IQ was associated with our original team's name and logo. By modifying our name and logo, we would be changing the team's identity, thus losing its association with a successful brand.

Whilst a lot of time and effort had already been put into developing the new brand, our whole team agreed to revert to our original name and logo. We tackled our initial challenge of avoiding confusion by unofficially adding (Pro) to the end of our team name to ensure clarity in all forms of marketing and sponsorship.

The way in which our team overcame this challenge proved that our communication management and project evaluation strategies were very effective. In the end, we do believe that we made the right decision, one that is in line with our core values, especially resilience, passion and drive.