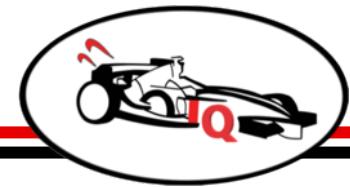


# BRANDING



## PIT DISPLAY

Our pit display would play a very important role in showcasing our team's identity: who we are, what we stand for, and our journey through the competition, so it was essential that the design itself captured the spirit of our team.

To achieve a dynamic and eye-catching, as well as professional and sleek design, we wanted to implement bold lines and levels. A fairly minimalistic design would really bring out our black and red team colour scheme, creating a very striking effect and would make the sleek lines stand out, reflecting Team IQ's passion and drive to succeed in the competition. Our creativity is also displayed through the interactive elements of our display.



Our previous cars are on display, acting as a visual representation of our team's journey and growth from Development Class to Pro Class. Having the cars displayed on a replica of Silverstone Racetrack is a showcase of our creativity, and aims to attract people to our pit display by linking to the theme of Formula 1 in a way which many people at the competition would be able to recognise.



Banner contains team name, logo and our slogan "Releasing Hidden Potential" to serve as a snapshot of our team.

With a rendered annotated diagram of our F1 Car in the centre of our display, all components and information are equally spread out in a structured and easily readable manner.



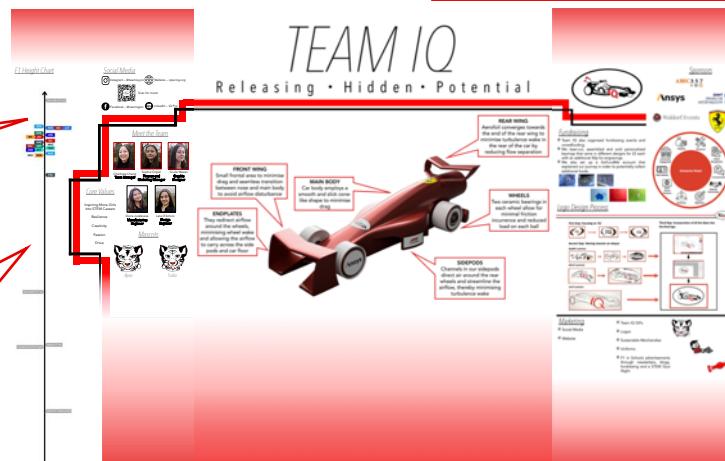
3D printed replica of our car that can be assembled with magnets in speed game

Innovative use of iPad with our sensitivity simulation spreadsheet that can be used to predict other teams' lap times

We shaped our main stand to resemble the letters of our team name: IQ, thus making the display truly unique to our team and showcasing our strong team identity.

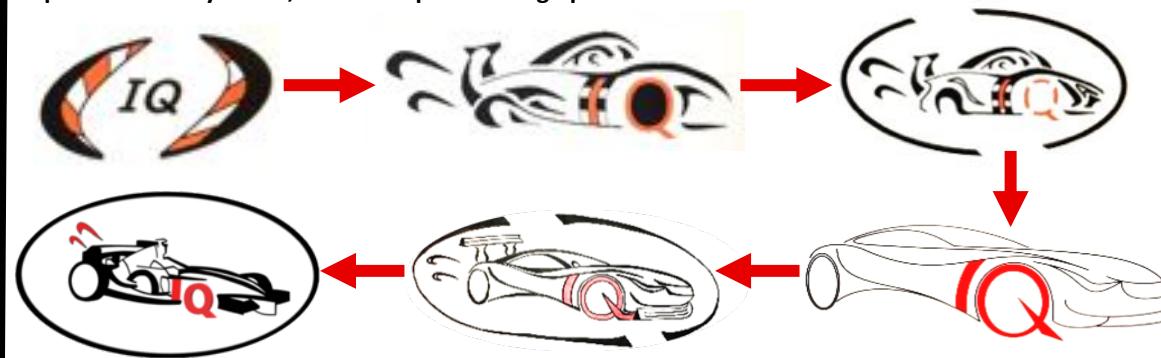
Interactive F1 height chart to attract people to our display

The design of the pit display posters revolved around our team colours and identity. We maintained our team colours of red, white and black to sustain a professional image. The geometric lines stand out and capture the attention of the viewer, inviting them to read further upon our display and learn more about our team.



## LOGO DESIGN

The process of creating our logo was very significant in our branding and promotion of our team identity, so we took great care to design it in a way that accurately reflected our core values. We produced many drafts, with a simplified design process outlined below.



Though we were first inclined to focus on our team name as the main feature of our logo, we quickly realised that it did not portray the creative and driven values of our team. We then focussed on incorporating a race car into our logo in order to unite our team's shared interest in F1 and STEM. It was created using stylised organic and black bold lines with our team name "IQ" as the front wheel of the car in red which demonstrates our core value of creativity. With this design we hoped to craft a memorable and visually striking logo.

## ALTERNATIVE DESIGN

At the start of our journey to Regional Finals, we thought of renaming our team to "IQ Racing", with a new, sleeker and modernised logo, to show development and creativity in our brand image. However, after re-evaluating our team values, we realised that our logo formed a major part of our brand image- an illustration of our heritage and previous achievements. Therefore, in line with our team values of resilience and passion, we decided to keep our original logo going forward.



## SOCIAL MEDIA

Our team brand is clearly displayed in our social media, where our colour scheme and bold graphic style is maintained.

GIFs were part of our marketing strategy, serving as an interesting way to engage with our target audiences and promote our brand, by making our content more visually appealing with moving elements. We made sure to use it on our social media platforms and kept to our colour scheme, while using a graphic style that effectively expressed our core values.

