

Identity guidelines Renault F1 Team 2010

Renault F1 Team 2010 graphic guidelines

After successive title partnerships over many years, 2010 marked a return to first principles for the Renault F1 Team identity. The brief required that the Renault main brand be presented front and centre, but along side it the technology and excitement of Formula One added a dynamic twist.

Features

Bright, contrast, Renault, visibility, positive, balance, retro.

