

Logotypes

Racing car icon

More of a pictogram than a logotype, the car was drawn as an alibi symbol for the Mild Seven tobacco brand for use in territories where tobacco advertising was banned on television. It was so useful and recognisable as part of the Renault F1 Team identity that it was still in use on clothing and merchandise in 2010.

RF1TEAM

RF1TEAM was designed in response to a request to make the racing team brand less corporate and to increase sales when used in a merchandise context. It was applied using a variety of techniques including 3D silicone print, laser etching and padded embroidery.

