

# Scuderia Ferrari Redesign by Olivia Taylor

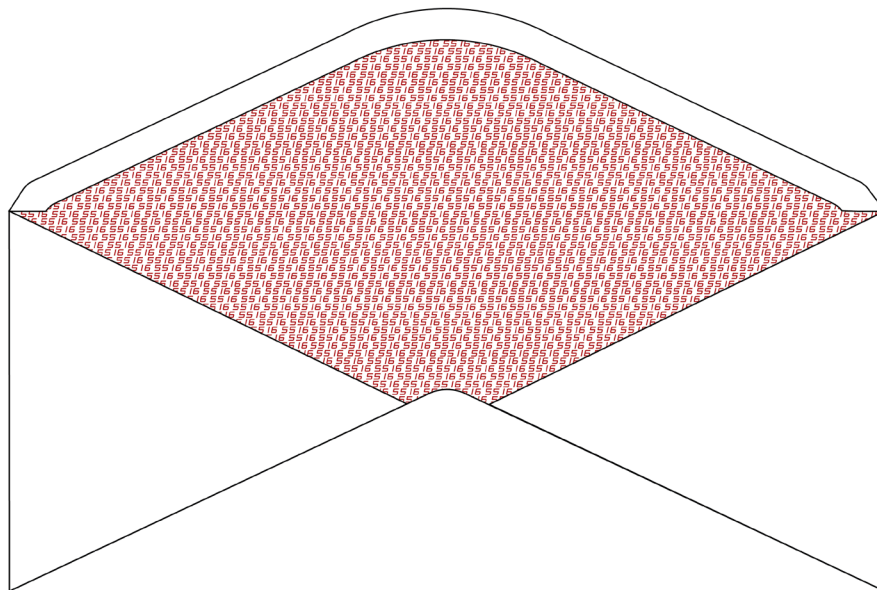
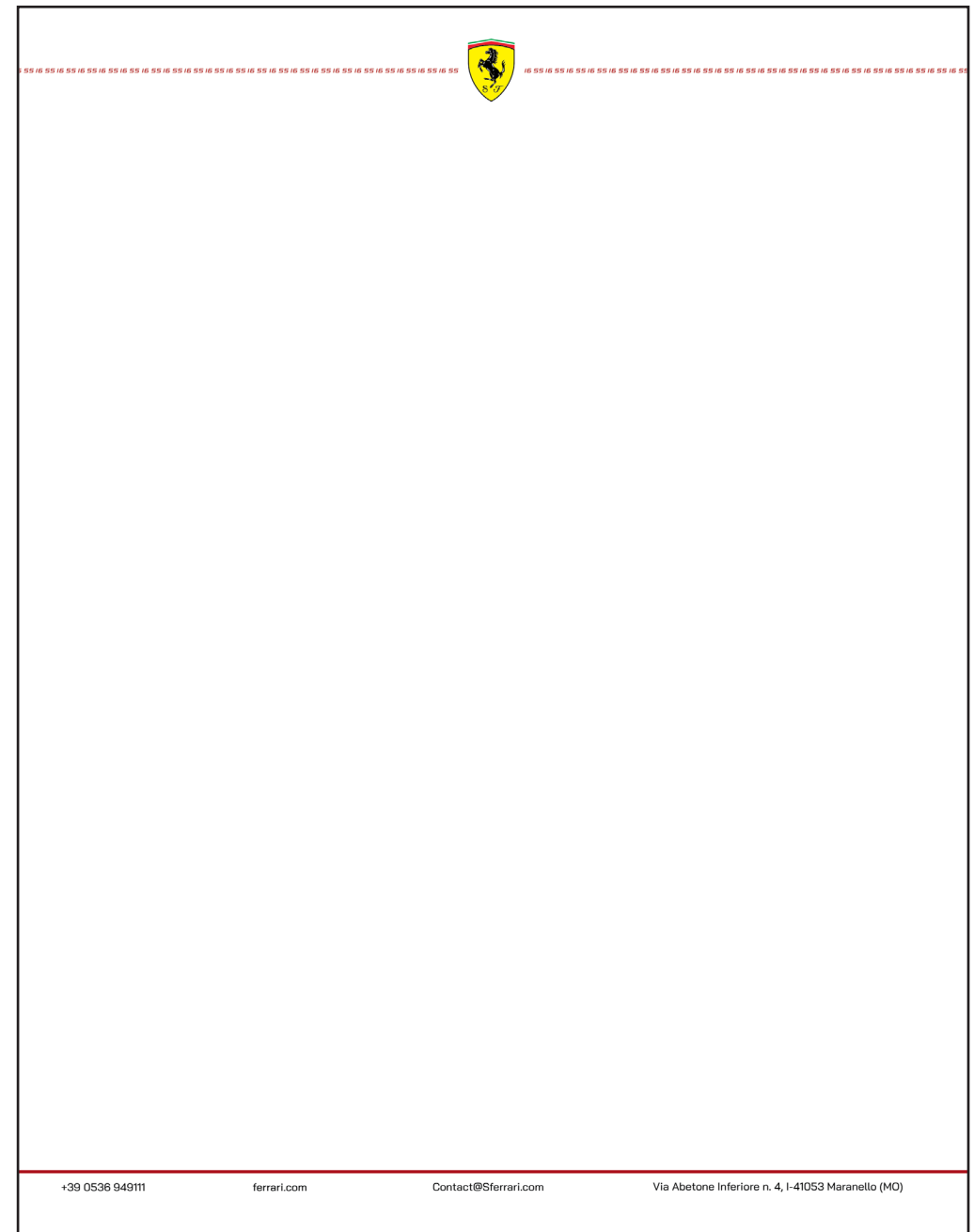
ART 499 Honors Project

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Corporate Stationery

Letterhead  
Envelope

Design Context: My main goal for the stationery was to capture the feeling of Scuderia Ferrari which is tradition, excellence, and camaraderie. The way I exemplified those values was by keeping the layout and elements simple looking while adding flare where it counts. The outside of the envelope is just as nice as the inside, but the inside has the team spirit shown through the use of the driver numbers. The letterhead has a similar layout to the business card with the use of line, and it keeps the spirit with the iconic logo and line of driver numbers.



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Design Context: I kept the Scuderia Ferrari logo very prominent so that it was the first piece that caught your eye. To keep the look of the card sleek I kept the design simple but strong. I used just one line of my design and kept the card balanced with the red line towards the bottom.

Corporate Stationery

Business Card







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Design Context: For the post templates, the designs are all cohesive and use the same elements and color schemes but everything is combined in different ways for each. The first two, pole position and race win posts use the curvy shapes to add in movement and both color schemes feature red the most but I also used black to add depth and white for high contrast. I also used my design as a starting point for the race win post where instead of both driver's numbers I only used 55 which is Carlos' racing number.

Instagram Post Templates

Race win for Carlos Sainz  
Pole position for Charles Leclerc

Photos from Scuderia Ferrari Instagram





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Design Context: To keep the cohesiveness without the drivers being in the photo I continued with the number patterns and red and black main colors. Both posts use my design but the opacity is changed so it is not repetitive and I kept with the trend of using my design differently with the change to P3 and P6 behind the big grid placement announcements. I also kept the layout of all of the posts similar with the angle of the type and the placement of the boxes and curved shapes.

Instagram Post Templates

Race weekend announcement  
Qualifying results

Photos from Scuderia Ferrari Instagram





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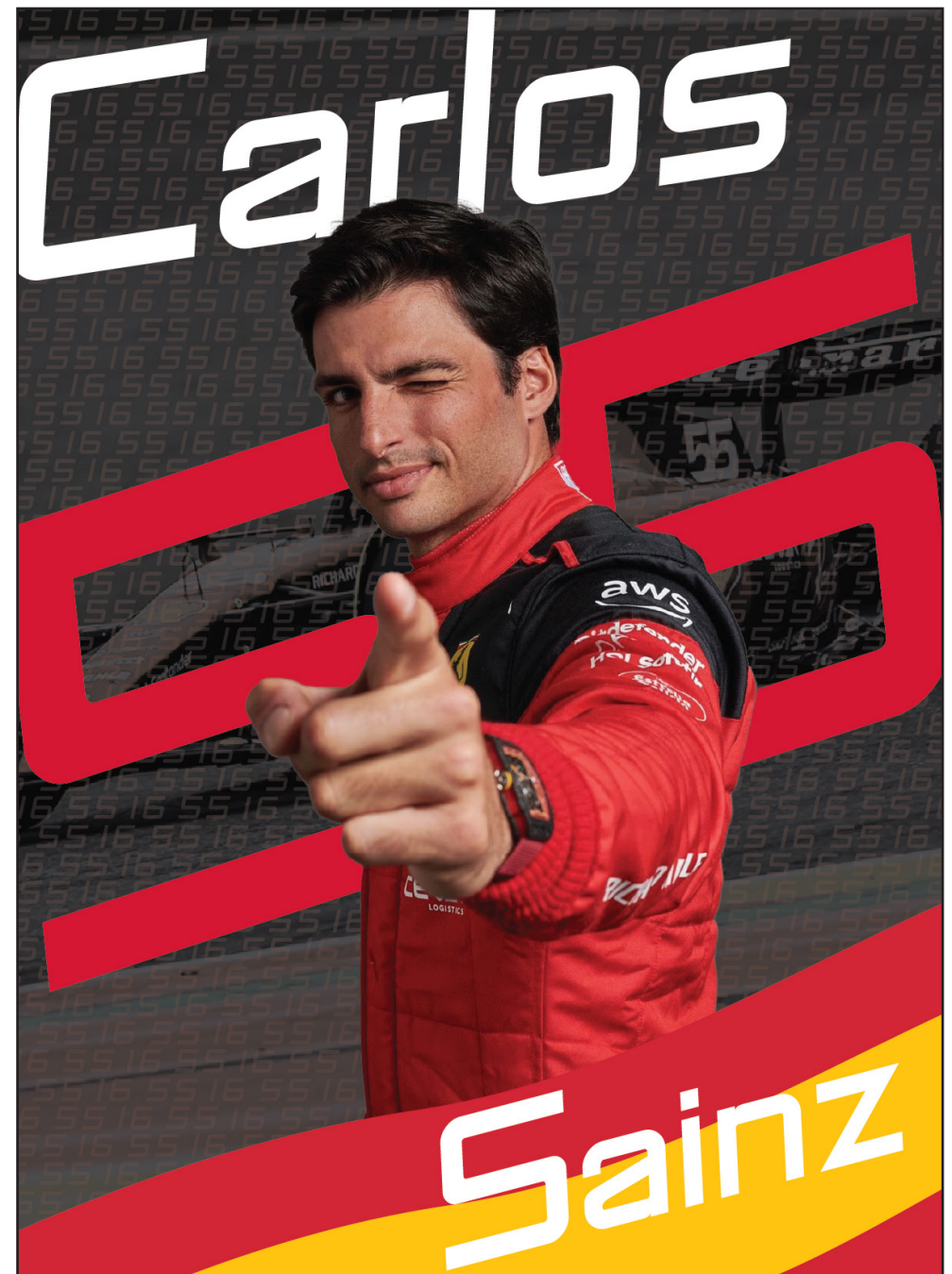
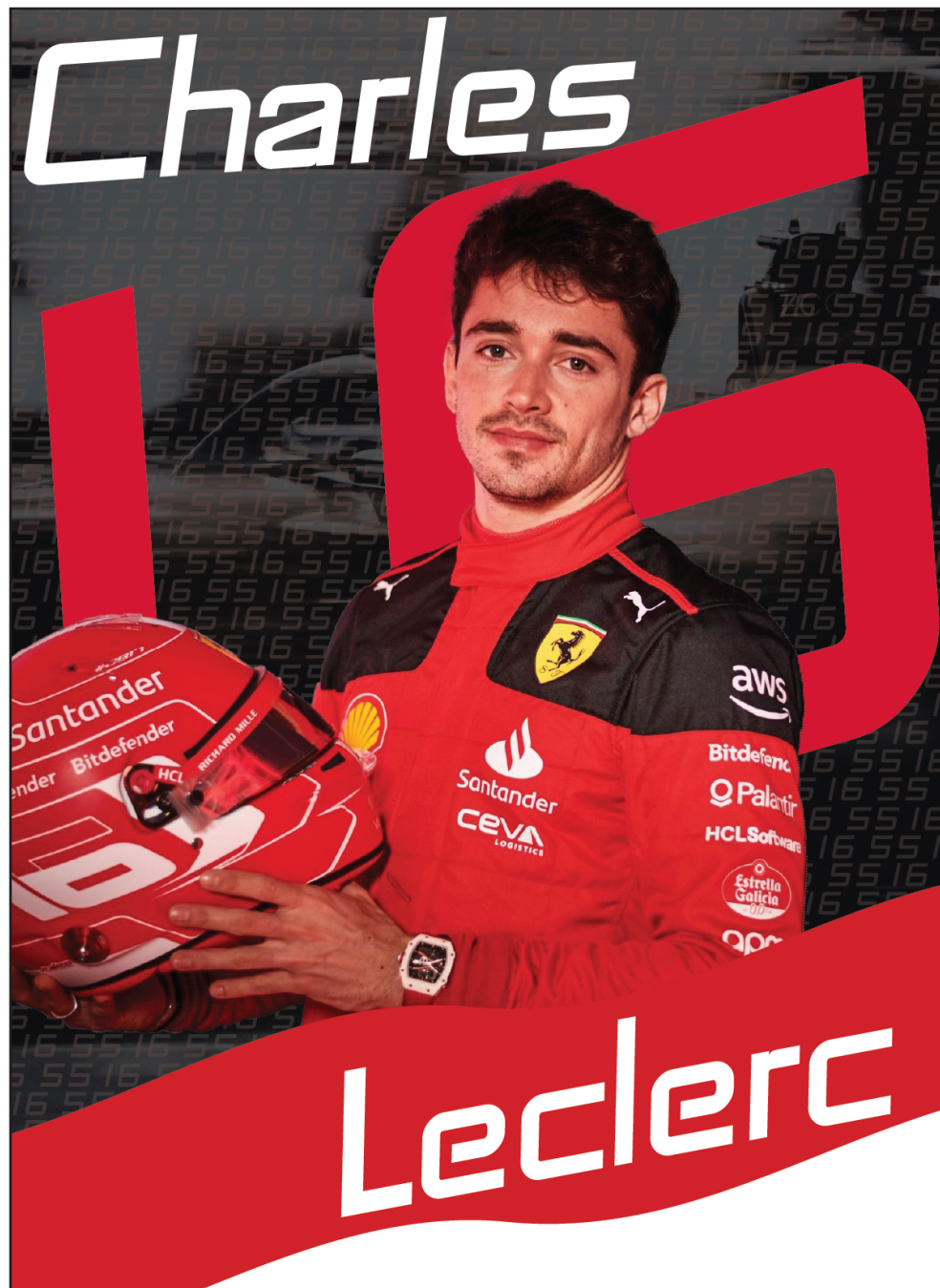
Design Context: The driver cards were very fun to play around with since there are no real requirements on what you can and cannot include in the design. I went with the same feeling that I've kept throughout so they will blend well, but I made them more fun so they would also stand out among the rest of what I made. I kept it sleek with a similar use of typography styling and color choice, but I added the fun elements with their cars in the background and choosing some more interesting photos of the drivers. I also made sure to incorporate my design a lot by putting it as the background at a low opacity and keep my message of driver importance by including their home colors at the bottom of the card.

Driver Cards

Charles Leclerc

Carlos Sainz

Photos from Scuderia Ferrari Instagram



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Racing Kit

Driver Suit

Design Context: I wanted something subtle for the suit designs and I tried out placements where the numbers are on the chest and arms but it did not fit the Ferrari look. I also thought there could be a more natural incorporation of my design on the suit which I found with the striping. I had it curve to the front to make it more dynamic and I made the neck, wrists, and ankles black to keep that element consistent throughout. I also thought it added a something more to the suit design. The thicker black outlines indicate rolling fabric hems and there is a line of deep red that would be on the inside of the lapels when applied practically.

## Driver's Suit





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Racing Kit

Team Helmet

Team Suit

Design Context: Team suits have a few practical adjustments like the cargo pockets and aspects of the design incorporation. Specifically, the design going straight down the leg instead of wrapping around so there is differentiation between driver and team as well as the black main pocket and small design on the flap so it can be easy to locate and flip open. As for the helmet, the design has similar shapes to the livery and similar breaks to the suits so the entire kit is cohesive while being responsive to the item it is on. The thicker black outlines indicate rolling fabric hems and there is a line of deep red that would be on the inside of the lapels when applied practically.

## Team's Suit



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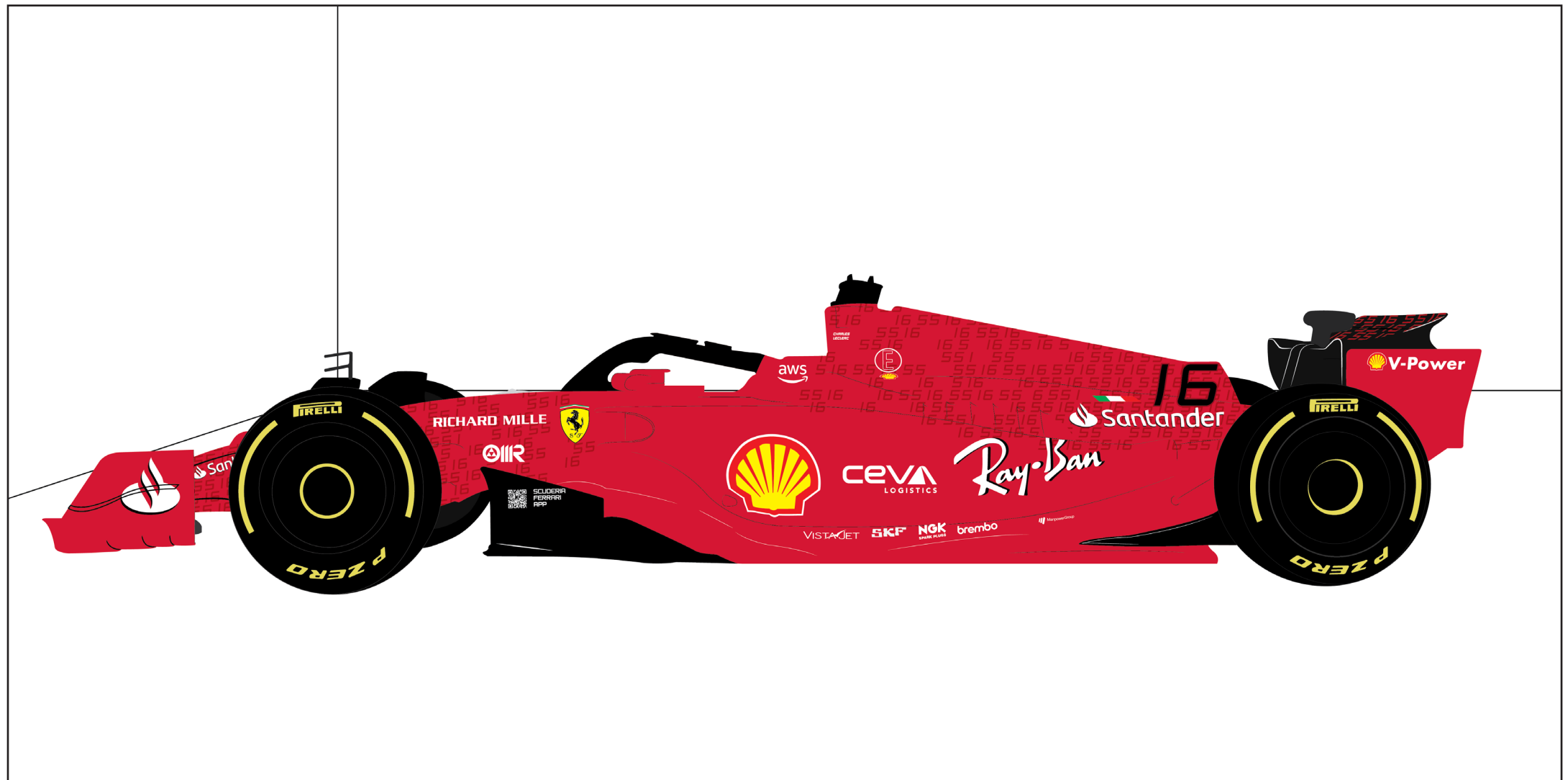
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Livery Design

Side view

Design Context: Ferrari and Scuderia Ferrari are known for the classic Ferrari red cars and simple lux looks and I wanted to honor that tradition while also innovating and refreshing the design. In order to do that I had to make sure the design was not too flashy and make sure the Ferrari red is still the star of the show. I accomplished that by using a deep red so the change was noticeable but not overtaking since this is meant to be their yearlong livery, not a one race special. I also made sure my design was prominent but didn't overpower anything by placing the design in three main areas of the car, the front wing, power unit, and rear wing.



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Livery Design

Front view

