

Metroplex Motorsports Park

BACKGROUND

Metroplex Motorsports Park is a proposed racing circuit concept to be located in the Dallas/Fort Worth Metroplex. It is planned to be a 3.2km FIA Grade 2 road course that would share the same layout and serve as the sister circuit to Audru Ring, a FIA Grade 4 racing venue in Eastern Europe.

This branding package is designed to primarily target the teenage and young adult demographic, as MMP's goal is to introduce racing to a new generation of fans. The logo's design accentuates its concept of speed leading to victory with angular lines that converge sharply, implying excitement, and a color palette that is modern and bold but also reminiscent of classic racing heritage, as it is similar to the Gulf Racing livery colors worn by many famous historic race cars throughout the years.

COLORS



C : 1	C : 63	C : 98	C : 7	C : 0
M : 73	M : 20	M : 95	M : 5	M : 0
Y : 99	Y : 2	Y : 38	Y : 5	Y : 0
K : 0	K : 0	K : 35	K : 0	K : 70

LOGO



CONCEPT

As the layout of the circuit is very quick, with expected top speeds in excess of 180mph, speed was an important consideration when conceiving the logo. An arrow represents movement and the breaks in the stem imply speed and acceleration.

In motorsport, there's not much better than a race win. As checkered flag designs have become overused, the "V for Victory" hand sign was chosen for its recognizeability and uniqueness.

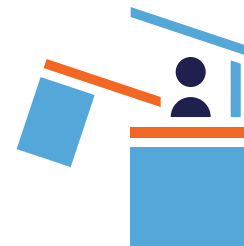
INGREDIENTS



ICONS

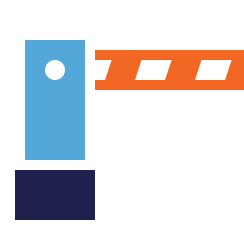
COMPETITION

Track
Scrutineering
Pit Lane
Flag Marshal's Post

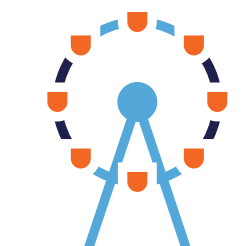
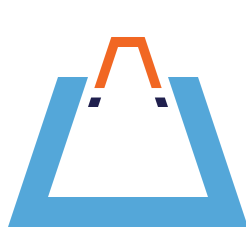
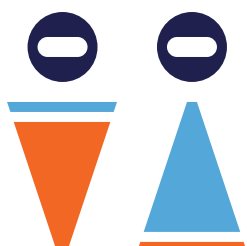


SPECTATING

Infield Care Center
Winner's Circle
Grandstands
Parking

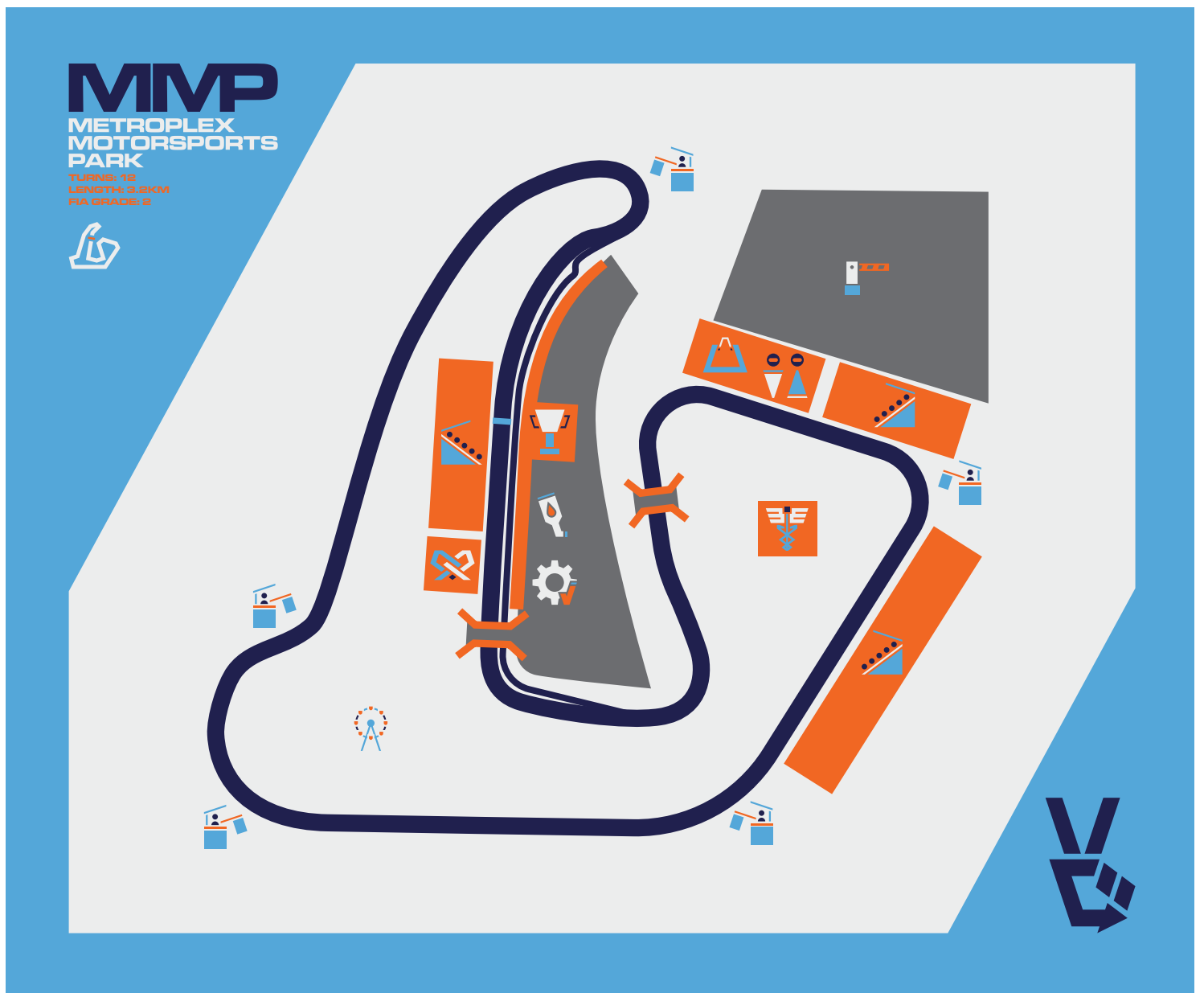


Restrooms
Concessions
Gift Shop
Ferris Wheel



MAP

The map carries the bold color palette and angular theme of the icons onto the track. The circuit layout and pit lane is outlined in violet, buildings are orange, and the paved parking lot and paddock areas are rendered in gray. The icons are distributed where their respective functions will likely be carried out based on data from other FIA Grade 2 circuits.

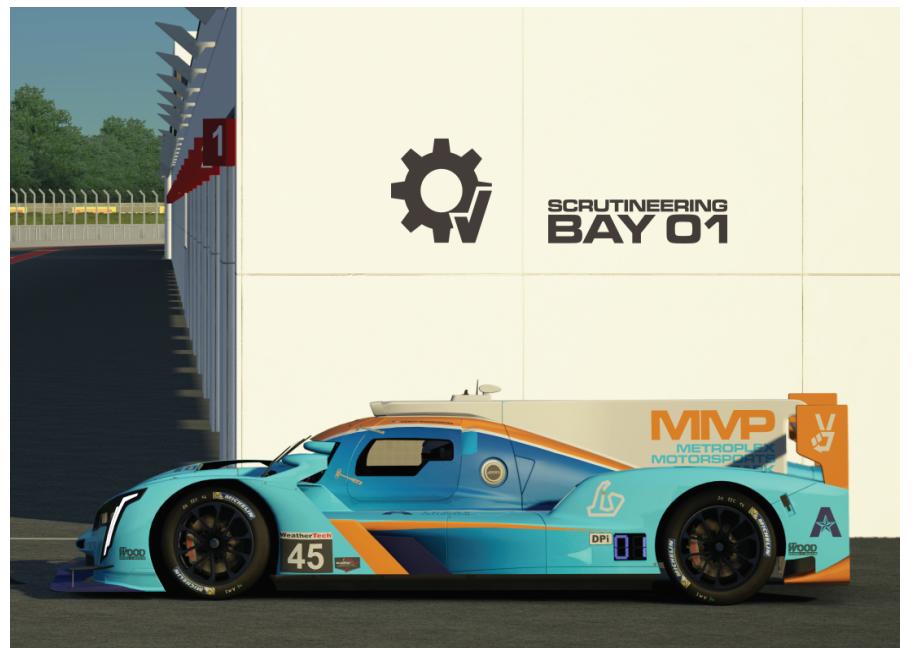
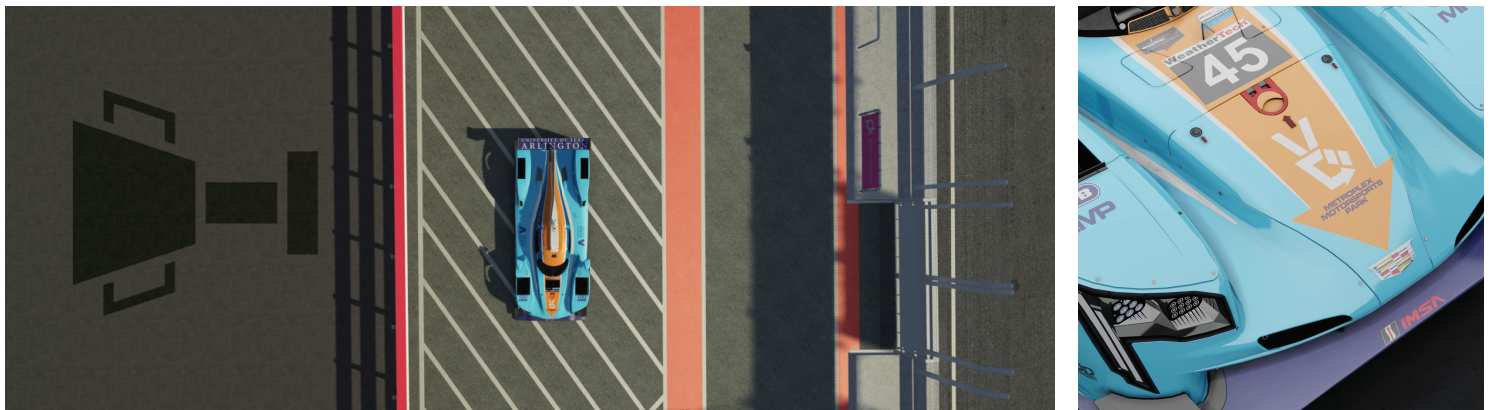


SIGNAGE

The wayfinding icons take on a simple, angular look that corresponds with the main logomark. Racing circuits are very large outdoor venues, so the icons would benefit from being painted, stenciled, or applied with vinyls in large format to be easily visible from a distance.

The icons are paired with type set in Microgramma Extended Bold, an eye-catching wide font that works well stretched across gantries and banners. It also has a

The track layout icon is unique in that it is not very useful as a wayfinding icon in situ, since the icon refers to most of the venue and would be redundant in most cases. It finds use, however, as a secondary icon on the new Benchmark Racing MMP-sponsored Cadillac DPi-V-R, serving as international advertising across North America and thus, in a roundabout way, a way to direct people towards the track.



STUDENT DESIGNER

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Art 3354: Sign & Symbol
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