FS1 | NASCAR RACE HUB
PACKAGE REDESIGN

FOX SPORTS

DESIGN OBJECTIVES

Rebrand and modernize NASCAR Race Hub's on-air presentation to match it's status as the top rated NASCAR studio show.

Create a graphic system that puts Racehub in the center of everything NASCAR without being literal.

Present NASCAR news, information, and analysis in a fresh, modern way that makes it stand apart from the rest of the NASCAR universe without being offensive to the core fans.

DESIGN GOALS:

Clean, fresh, bold design that's slightly over-the-top.

Challenge any preconceptions as to what a graphics package for a NASCAR studio show should look like.

The graphics presentation should be as loud, colorful, and boisterous as a pack of 43 stock cars on the front stretch of a superspeedway.

Design needs to be cliché busting, modern, high-tech without getting into the nuts and bolts of the sport, trend setting without appalling core fans.

WINNERS WEEKEND

JIMMY JOHNSON

UNDER CAUTION

FANTASY PICKS

AROUND THE TURN

NEXT UP

DAILY FUEL

CRUNCHING NUMBERS

4 KEVIN HARVICK

NASCAR RACE HUB

HUB

COMING UP

HEADERLINE
SUBHEADER

HEADERLINE
SUBHEADER

HEADERLINE
SUBHEADER

WINNER'S WEEKEND