



### NASCAR RACE HUB PACKAGE REDESIGN





#### **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.



### 

## RACE HUB



RACEHUB







# 







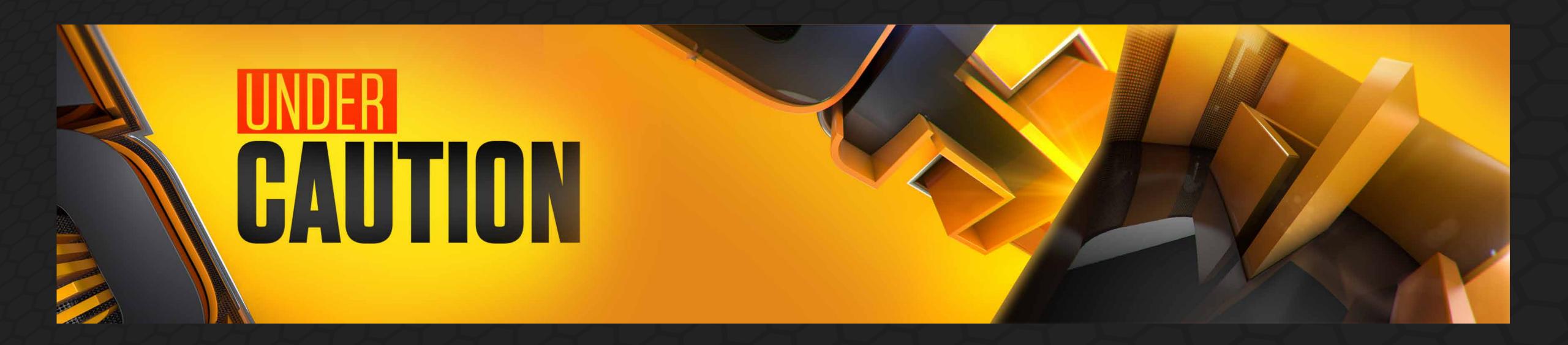






























































**RACING MOTION** 

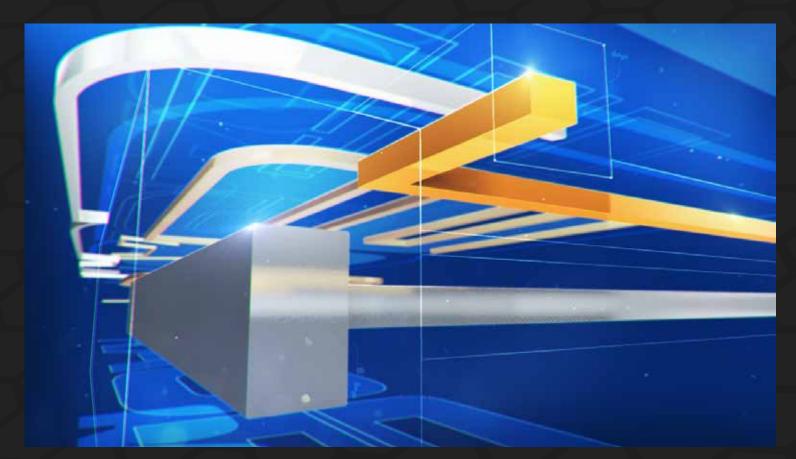


















**RACING MOTION** 



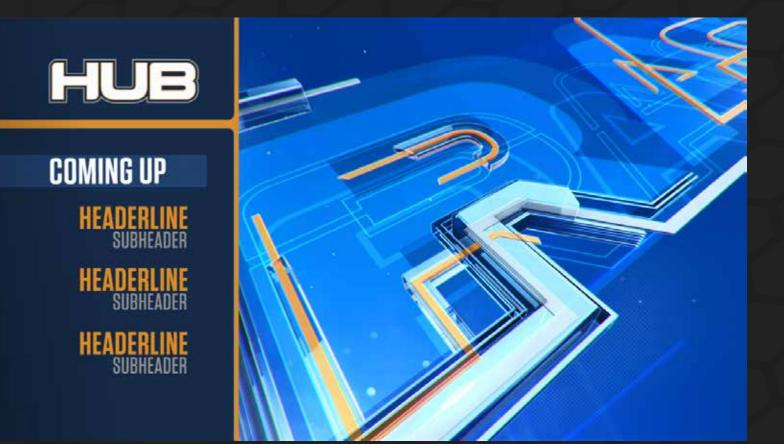














**RACING MOTION** 

















**STRUCTURE** 

















**STRUCTURE** 

