



2016 NHRA GRAPHICS PRESENTATION

DESIGN OBJECTIVES

Provide the fans watching in their living rooms the experience of feeling the chest pounding rumbles of the 150dB, 10,000HP, engine firing, eye watering, explosive fumes of methanol and nitromethane burning, and the grit of rubber tire debris hitting their faces.

Build on the success of NHRA's sixty-three year old sport by infusing the big, bold attitude of FOX Sports, and extend the way sports are presented to the drag racing world.

DESIGN GOALS

Modernize how NHRA is packaged and presented while staying true to the traditions of the sport and the fans.

Create a graphic system that is bold and slightly over the top in attitude, but clean in design and execution.

Package NHRA events with a graphic system that is loud, heart pounding, explosive, cliché busting, but authentic, colorful, and boisterous.

Capture the moment of anticipation and adrenaline right before the light turns green.









3D LOGO





OPEN



SUPPORTING ELEMENTS



JENNA HADDOCK

PRO STOCK MOTORCYCLE



JENNA
HADDOCK



BRADY
KALIVODA

TEXTLINE

MOTORSPORTS







TOP FUEL

**BRITTANY
FORCE**

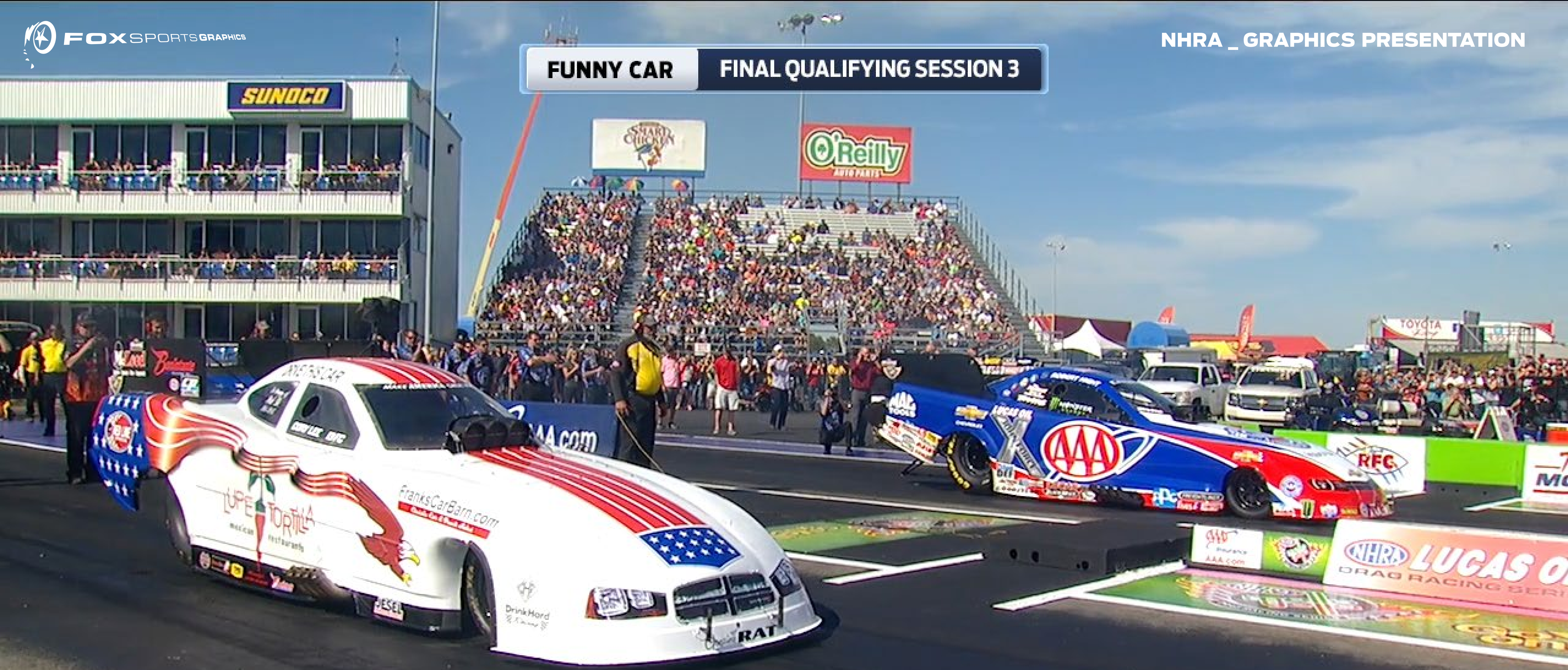
CURRENTLY QUALIFIED 2ND - 3.802 ET
#1 QUALIFIER 3 TIMES IN CAREER

SEPTMBER 00, 2015



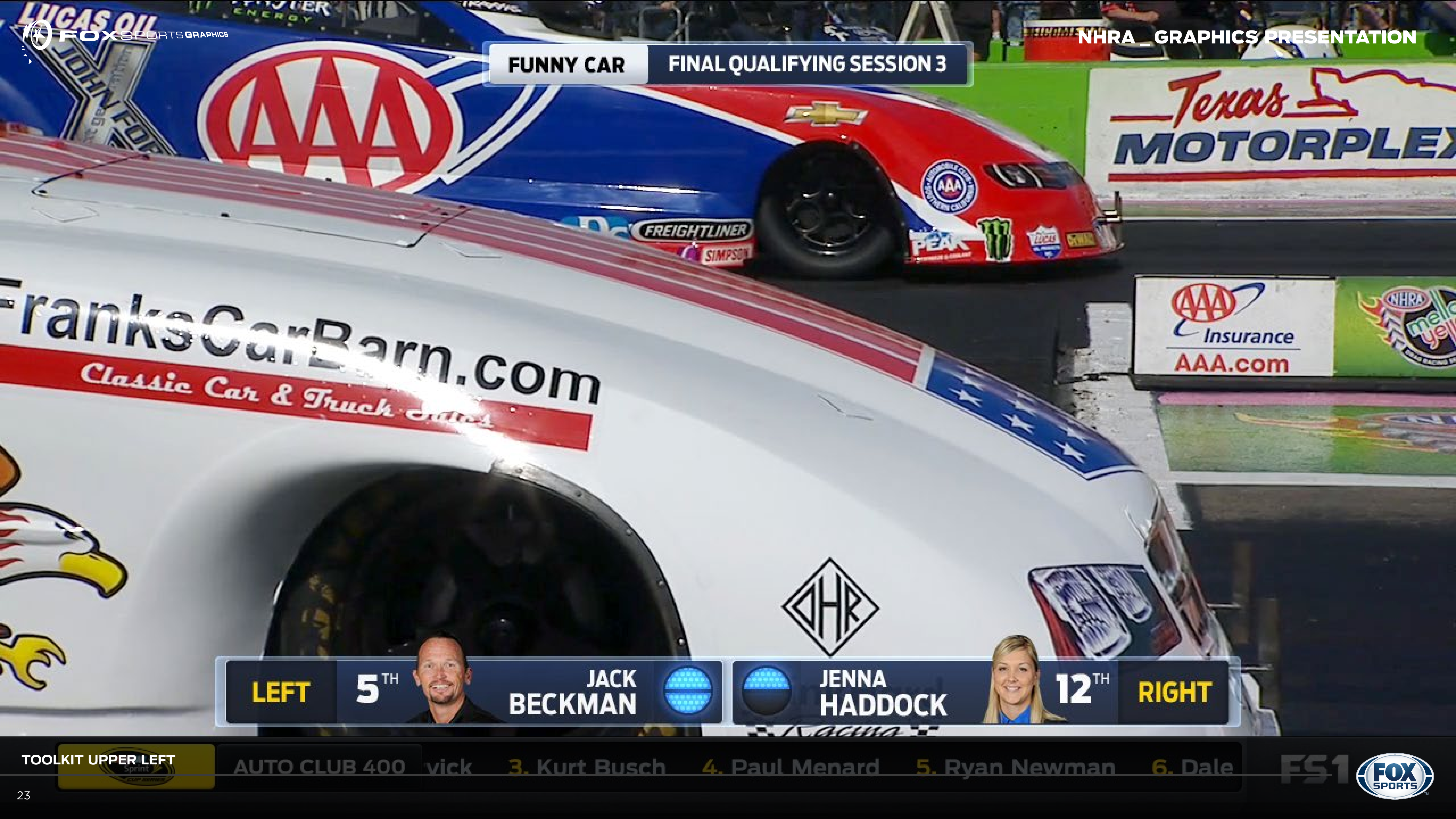
INSERT LOOK



FUNNY CAR FINAL QUALIFYING SESSION 3



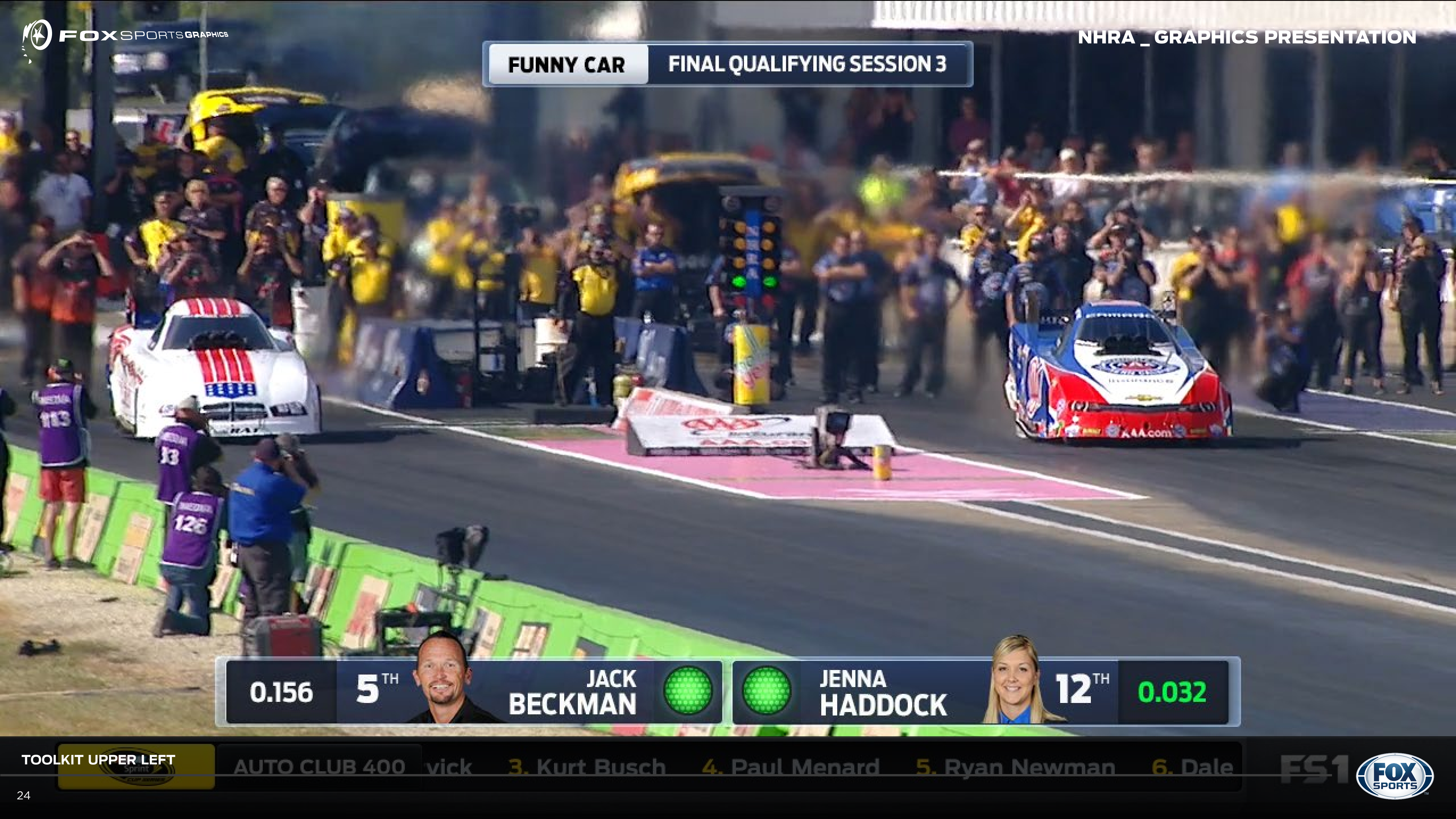
LEFT	5TH		JACK BECKMAN		JENNA HADDOCK		12TH	RIGHT
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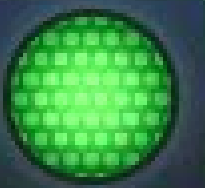
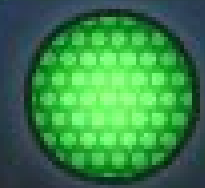

FUNNY CAR FINAL QUALIFYING SESSION 3



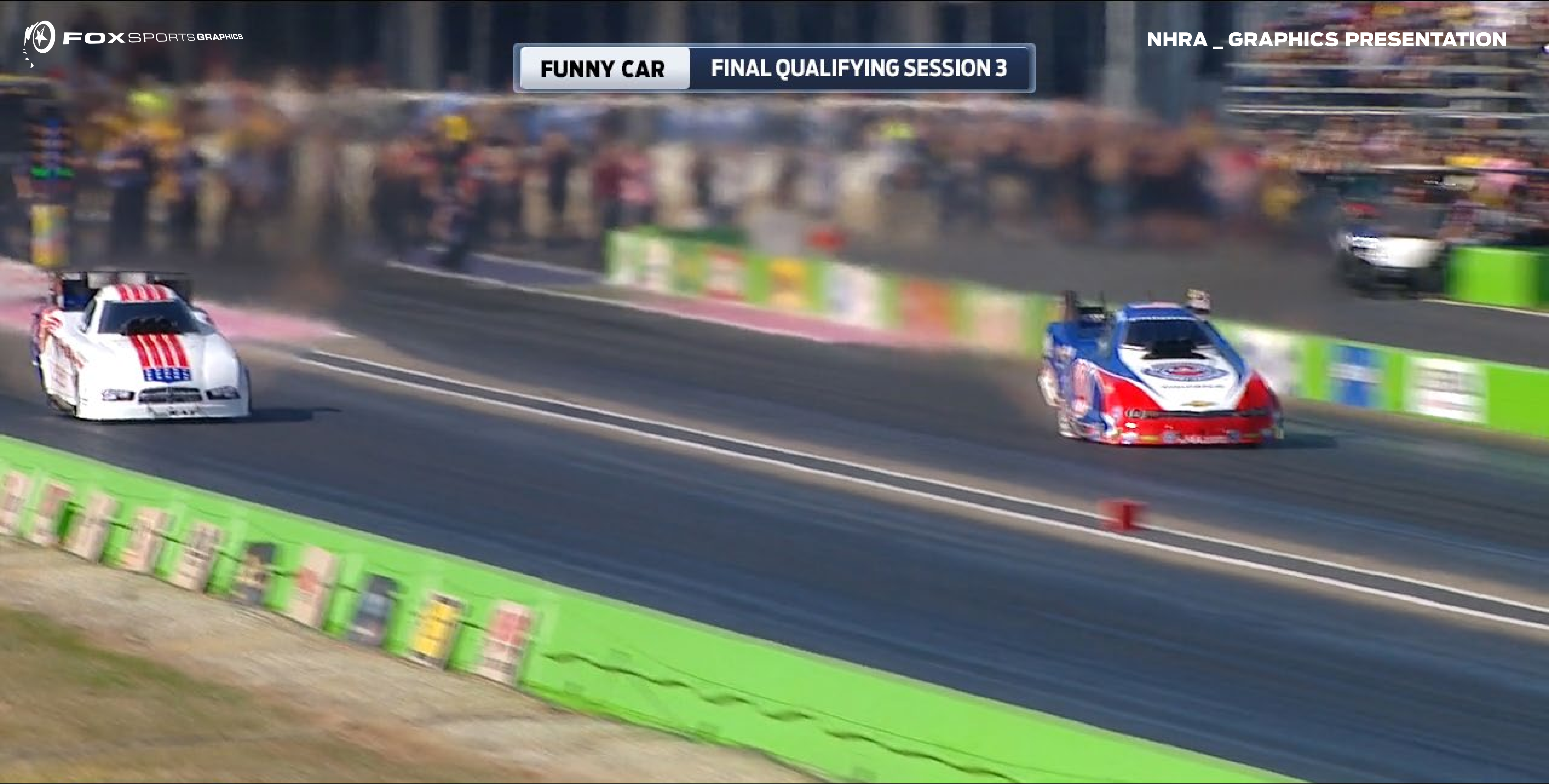
LEFT	5TH		JACK BECKMAN			JENNA HADDOCK		12TH	RIGHT
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FUNNY CAR FINAL QUALIFYING SESSION 3



0.156	5 TH		JACK BECKMAN			JENNA HADDOCK		12 TH	0.032
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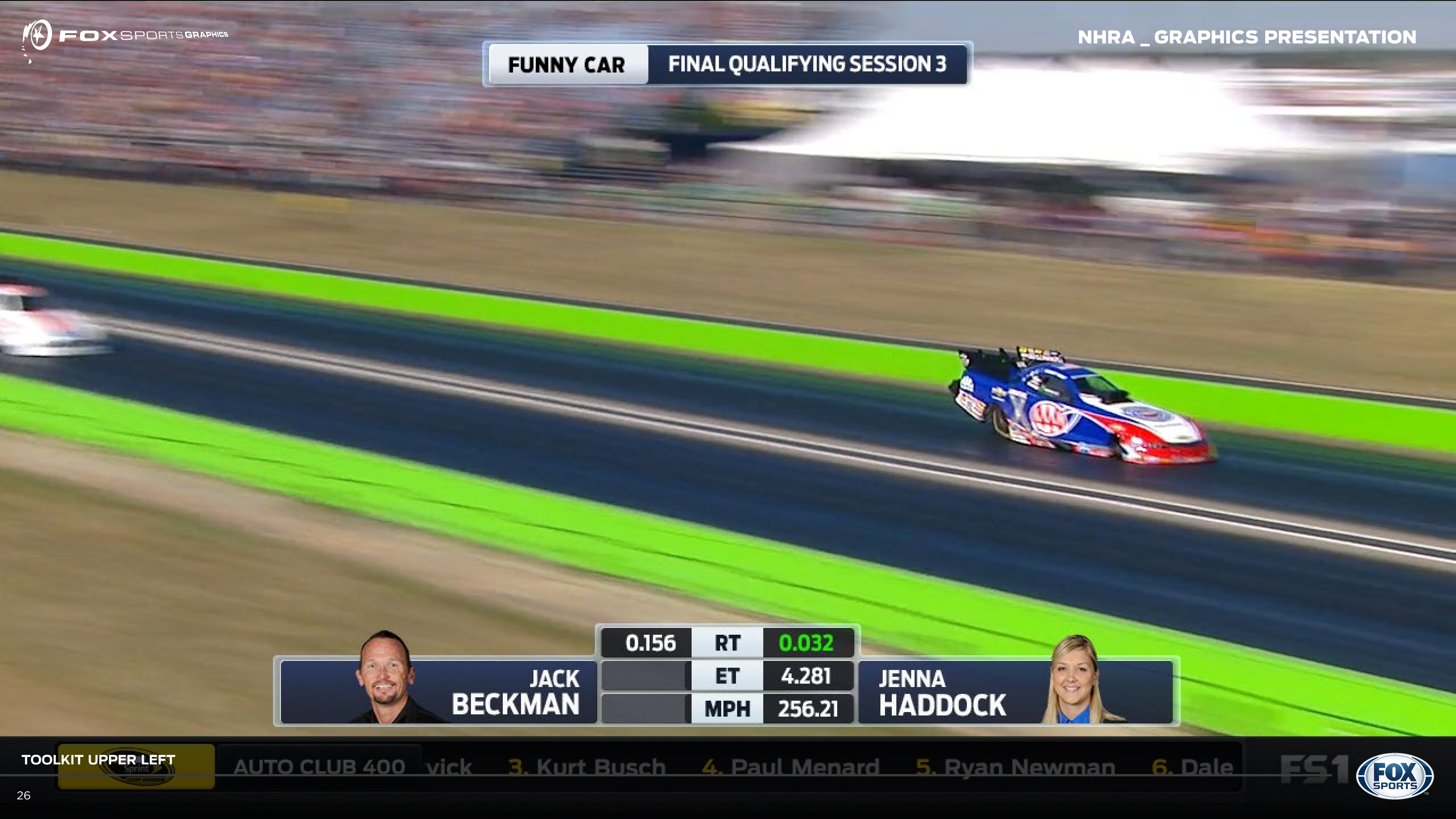
FUNNY CAR FINAL QUALIFYING SESSION 3



TOOLKIT UPPER LEFT

AUTO CLUB 400 vick 3. Kurt Busch 4. Paul Menard 5. Ryan Newman 6. Dale


FUNNY CAR **FINAL QUALIFYING SESSION 3**



	JACK BECKMAN	0.156	RT	0.032		JENNA HADDOCK
			ET	4.281		
			MPH	256.21		

FUNNY CAR FINAL QUALIFYING SESSION 3




-8	13 TH		JACK BECKMAN	0.156	RT	0.032	WINNER		
				4.370	ET	4.281	JENNA HADDOCK	9 TH	+3
				267.70	MPH	310.70			

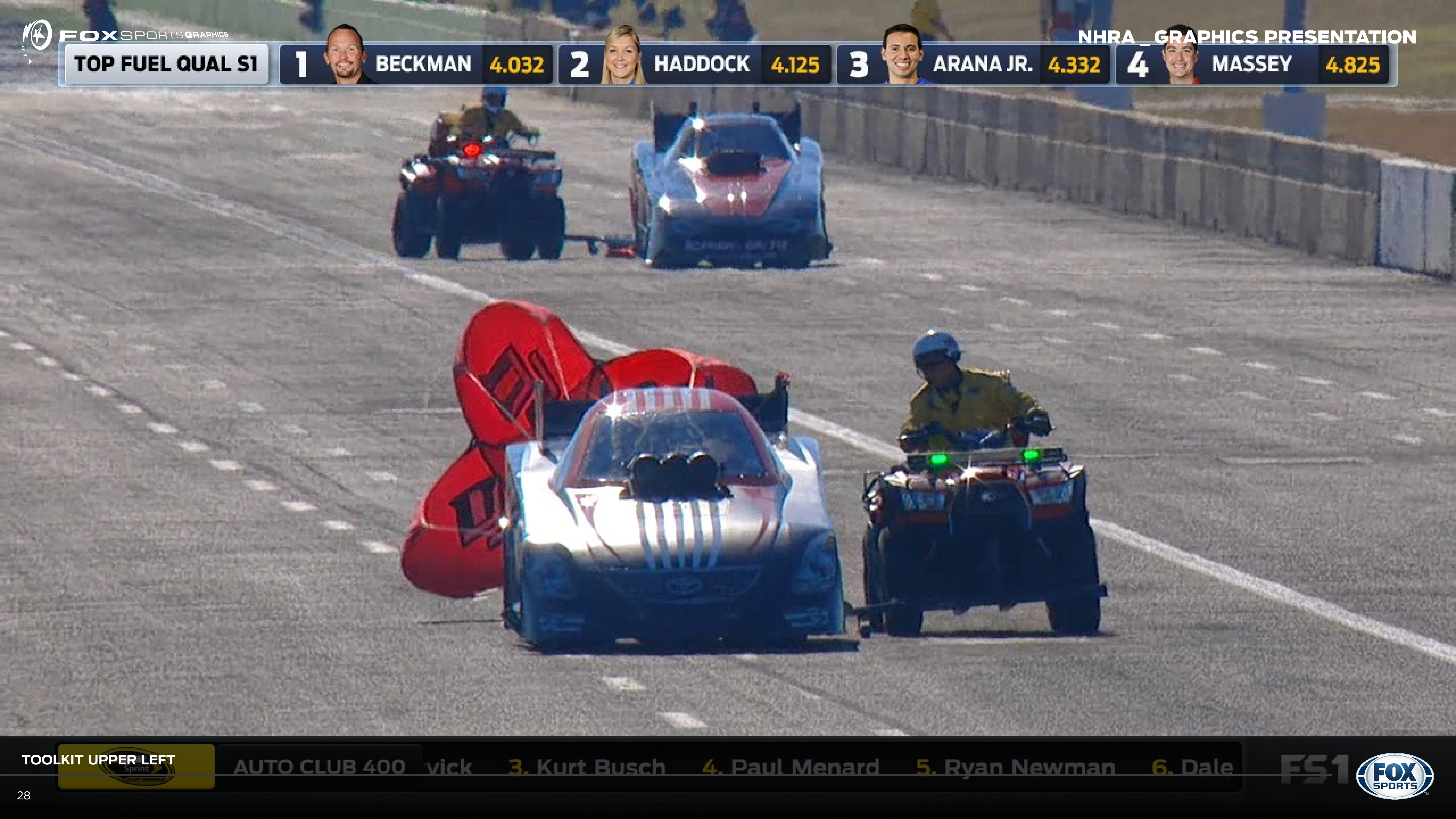
TOP FUEL QUAL S1

1  **BECKMAN** **4.032**

2  **HADDOCK** **4.125**

3  **ARANA JR.** **4.332**

4  **MASSEY** **4.825**



WINNER ADVANCES TO FINAL



5		JACK BECKMAN			JENNA HADDOCK		12
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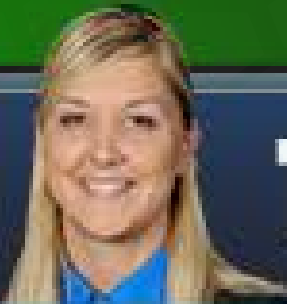
LEFT	5		JACK BECKMAN			JENNA HADDOCK		12	RIGHT
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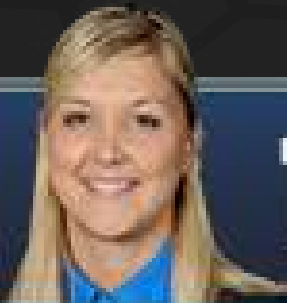
LEFT	5		JACK BECKMAN			JENNA HADDOCK		12	RIGHT
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0.156	5		JACK BECKMAN			JENNA HADDOCK		12	0.032
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-0.032	5		JACK BECKMAN			JENNA HADDOCK		12	0.102
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5		JACK BECKMAN	0.156 RT 0.032	WINNER	
			4.280 ET 4.107		12
			267.70 MPH 310.70		

+8	5		JACK BECKMAN	FOUL	-0.156 RT 0.032	WINNER	
				4.280 ET 4.107		12	-3
				267.70 MPH 310.70			

+8	5		JACK BECKMAN	4.280 ET 4.107		12	-3
				267.70 MPH 310.70			

5		JACK BECKMAN	0.042 RT 0.032	HOLESHOT WIN	
			4.203 ET 4.302		12
			310.02 MPH 310.70		

5		JACK BECKMAN	DRIVER NOTE	0.042 RT 0.032	DRIVER NOTE
			4.203 ET 4.302		12
			310.02 MPH 310.70		

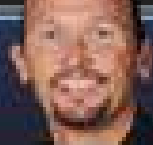
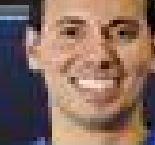

WINNER ADVANCES TO FINAL


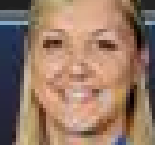


FUNNY CAR FINAL QUALIFYING SESSION 3

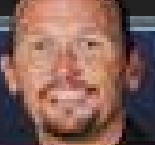
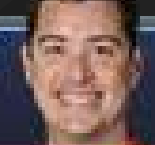
FUNNY CAR	FINAL QUALIFYING SESSION 3		
0.132	BECKMAN	HADDOCK	0.032

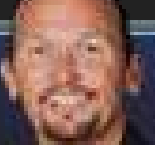


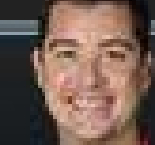
Mirpar Mile-High Nationals - Bandimere Speedway - Denver, CO

 Mirpar Mile-High Nationals - Bandimere Speedway - Denver, CO

TOP FUEL QUAL S1	1  BECKMAN 4.032	2  HADDOCK 4.125	3  ARANA JR. 4.332	4  MASSEY 4.825
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TOP FUEL QUAL S1	10  BECKMAN 4.032	11  HADDOCK 4.125	 ARANA JR.	 MASSEY
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TOP FUEL QUAL S1	BECKMAN  10 DEF	11  HADDOCK	ARANA JR  3 DEF	24  MASSEY
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TOP FUEL QUAL S1	BECKMAN  10 DEF	11  HADDOCK	ARANA JR  3 VS	24  MASSEY
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