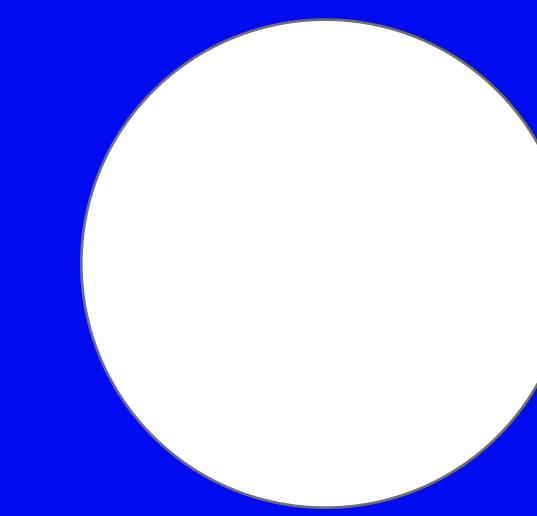
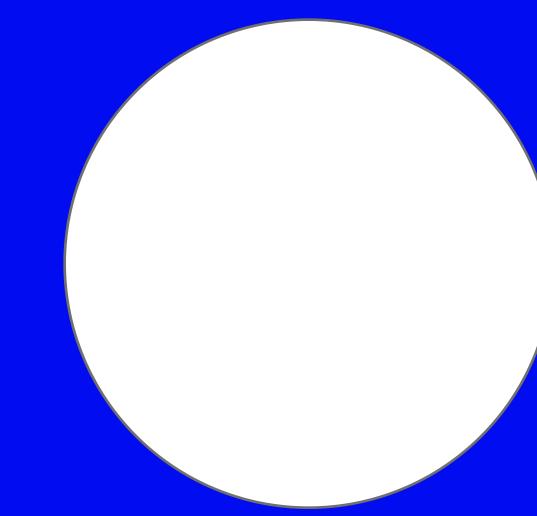
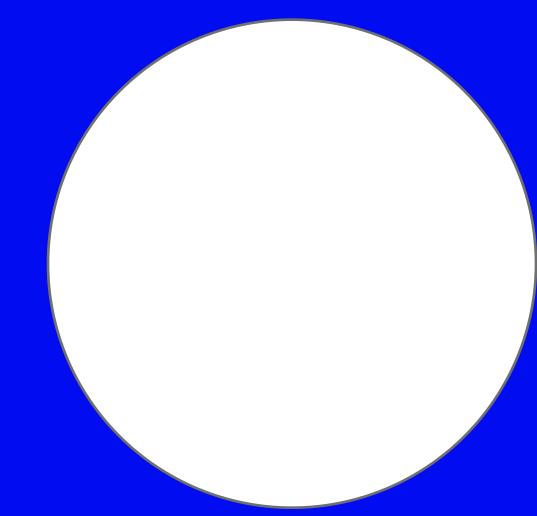
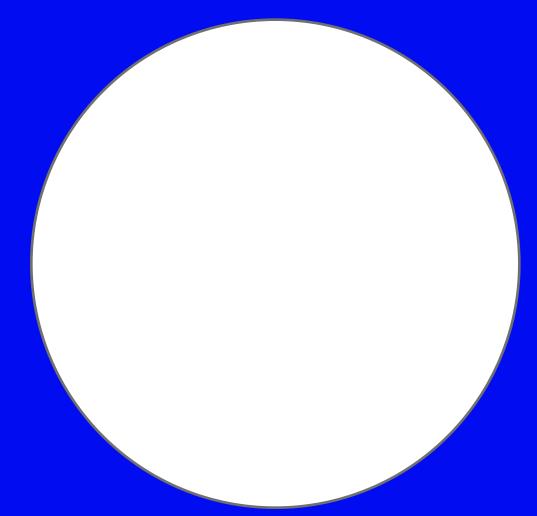
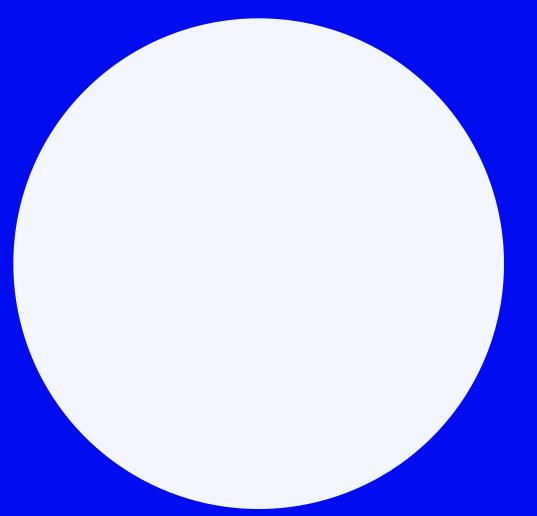
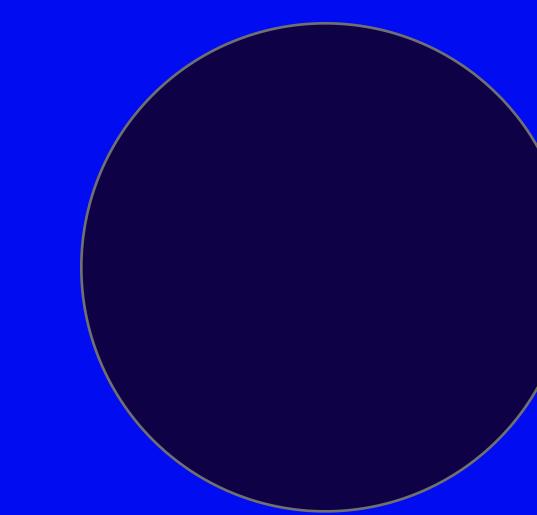
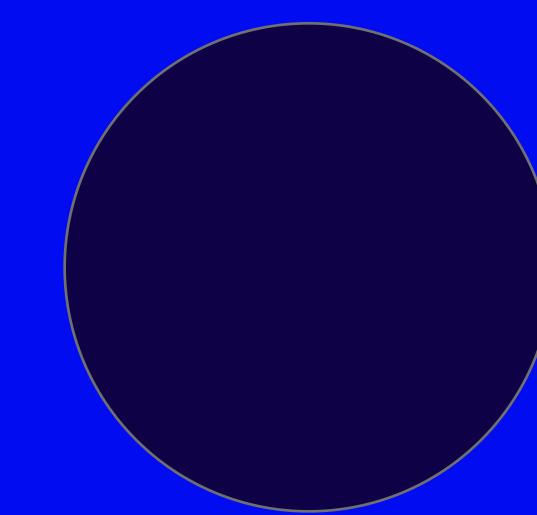
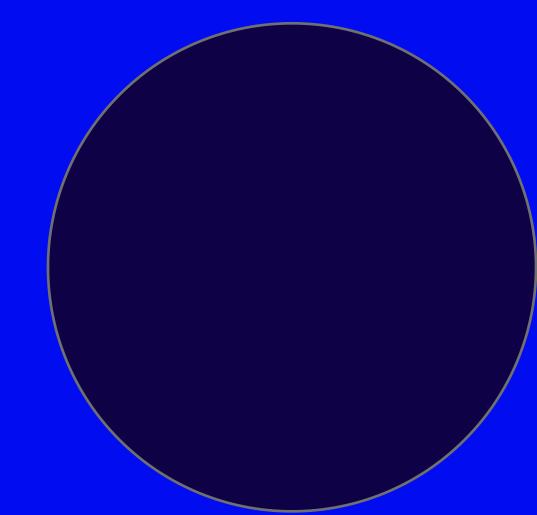
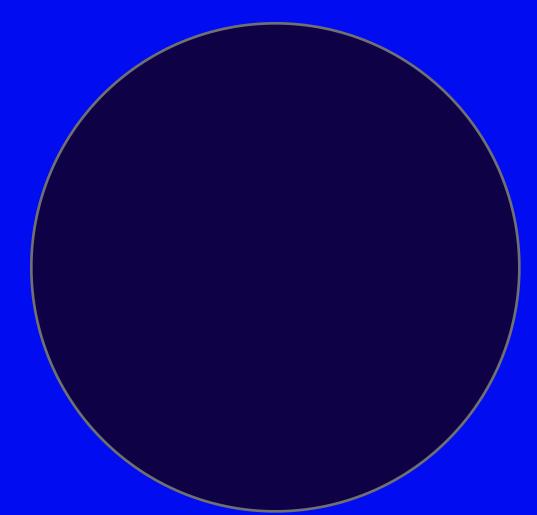
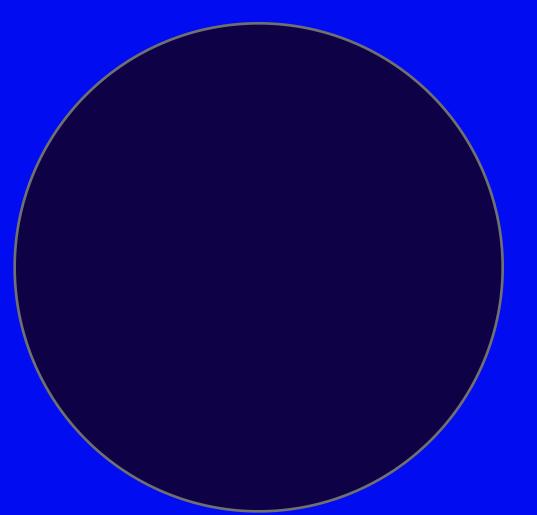
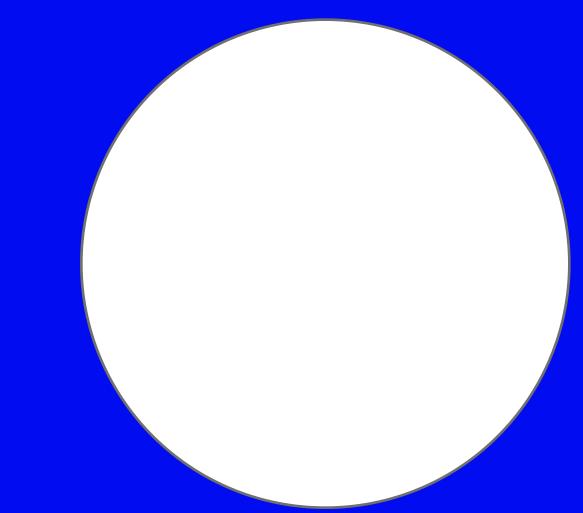
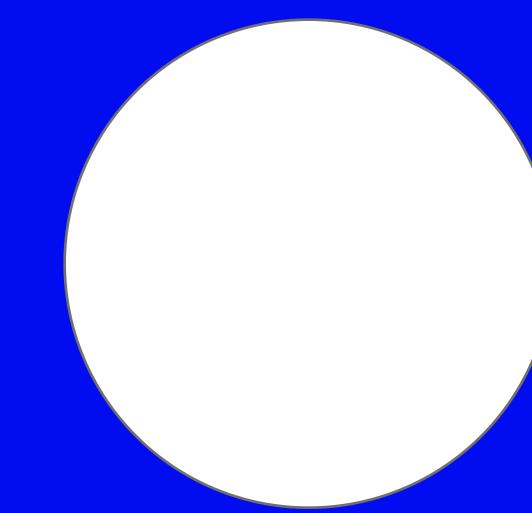
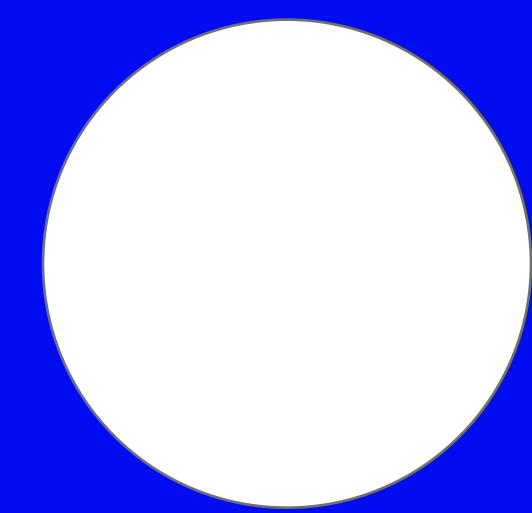
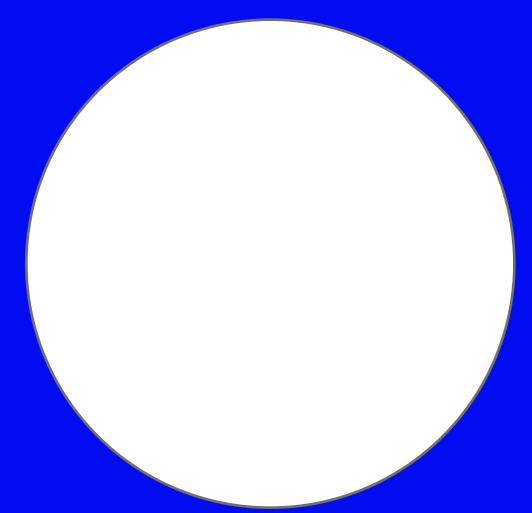
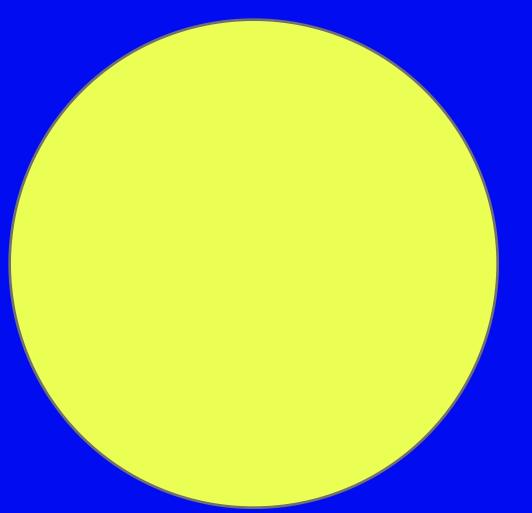
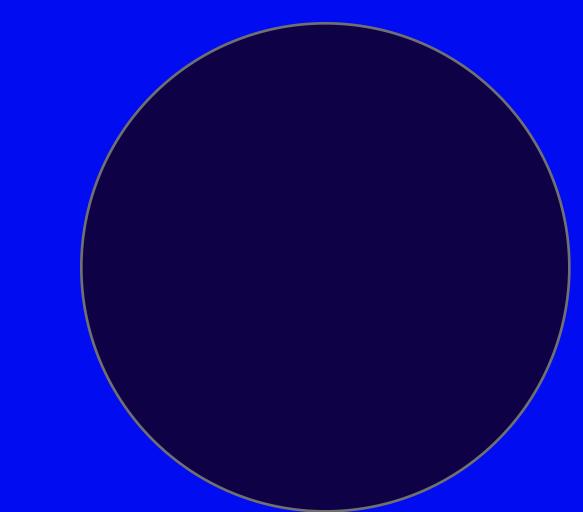
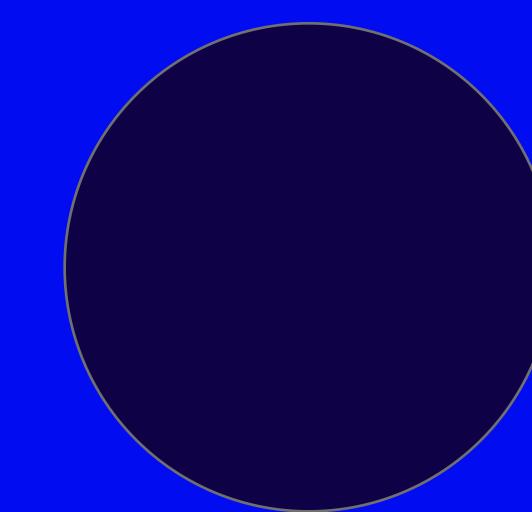
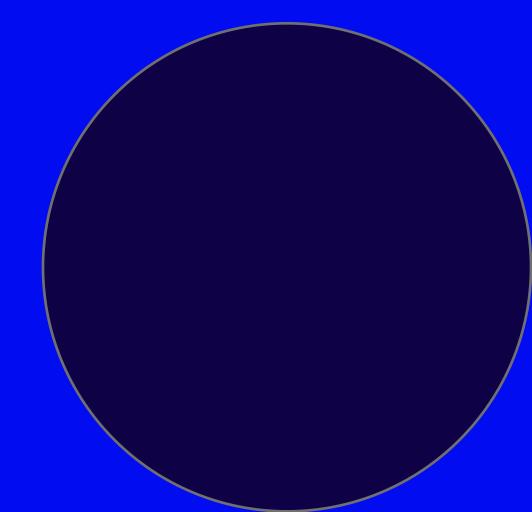
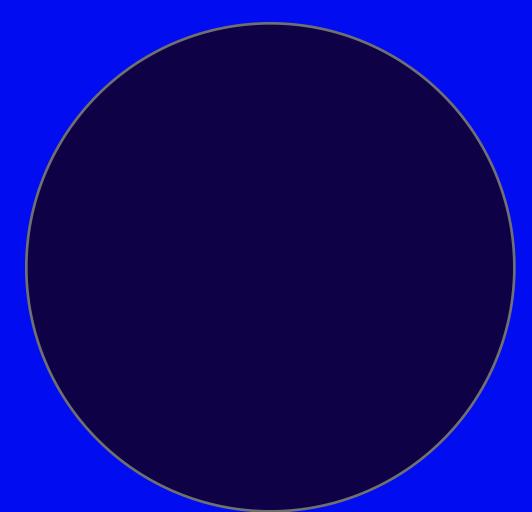
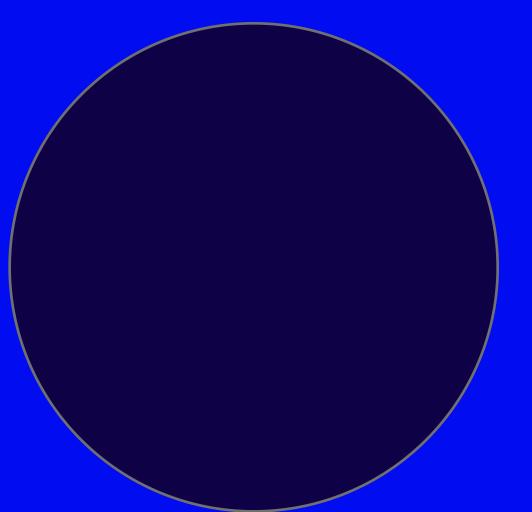
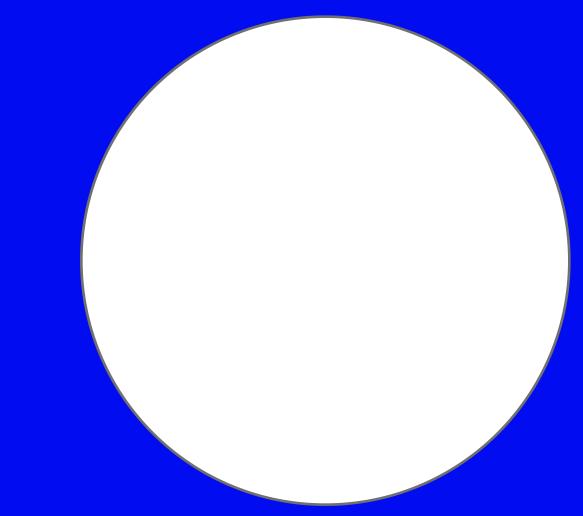
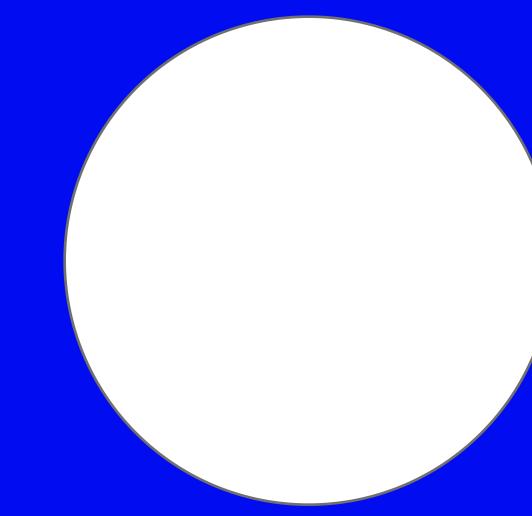
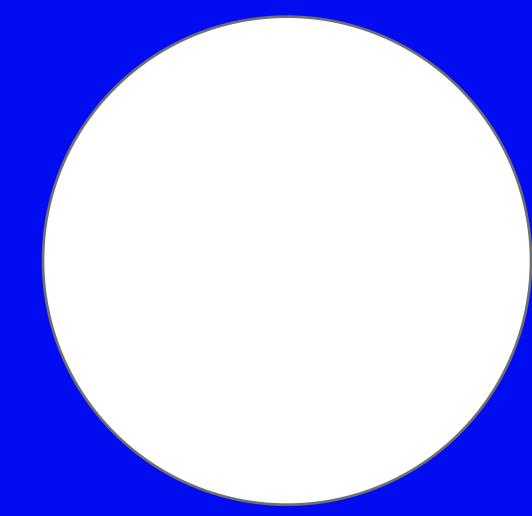
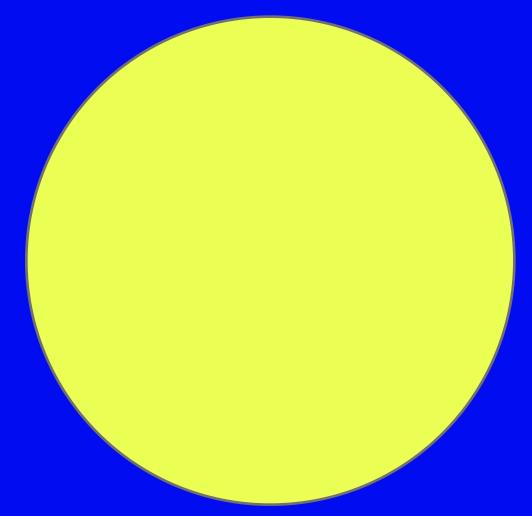
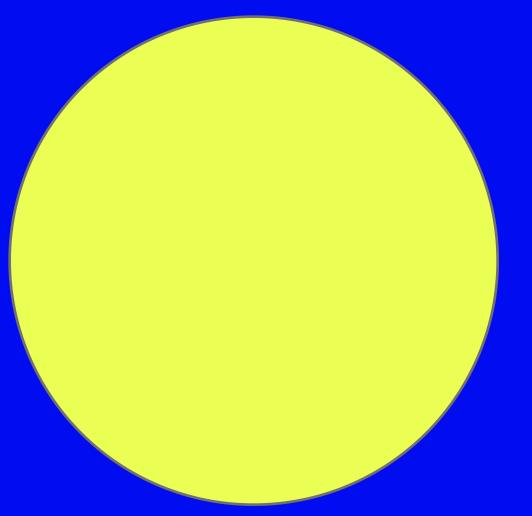
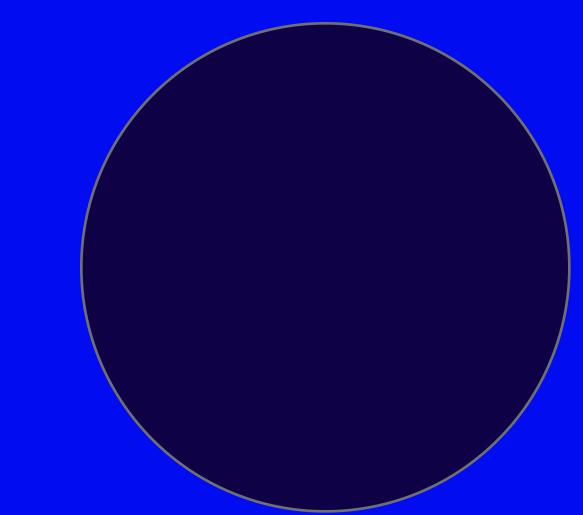
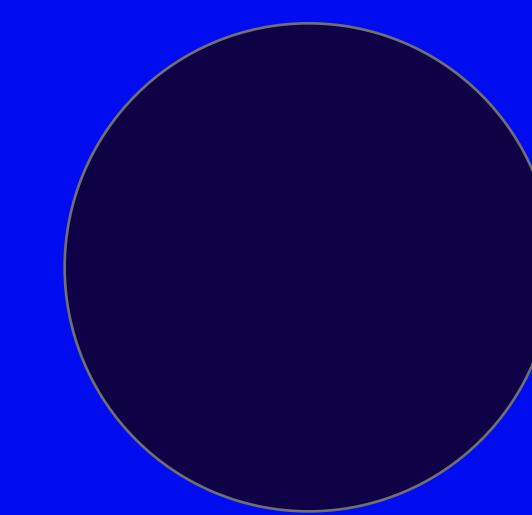
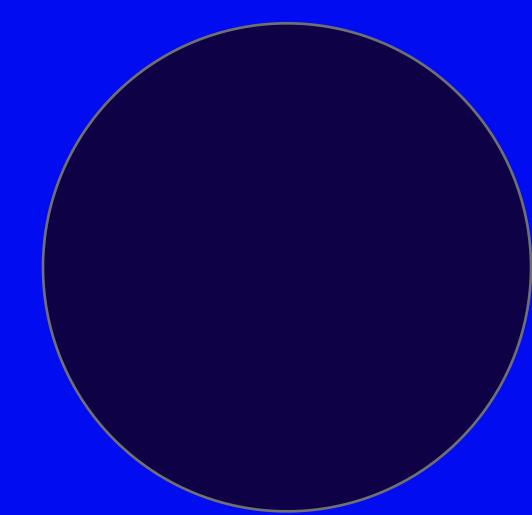
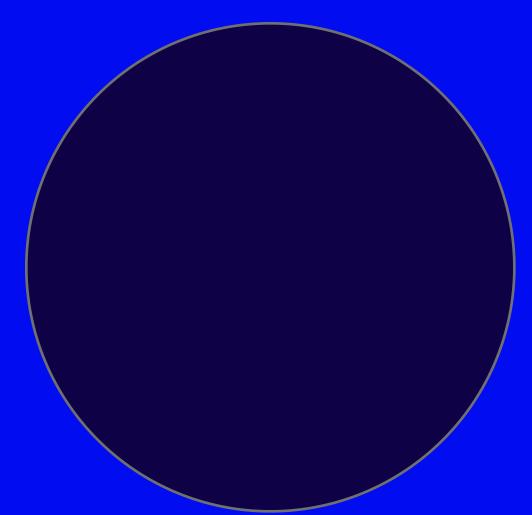
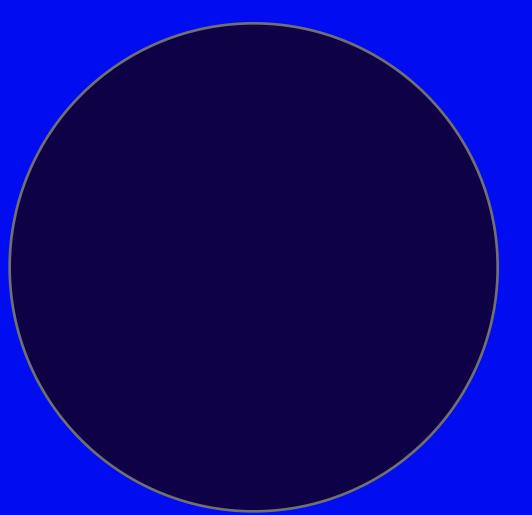
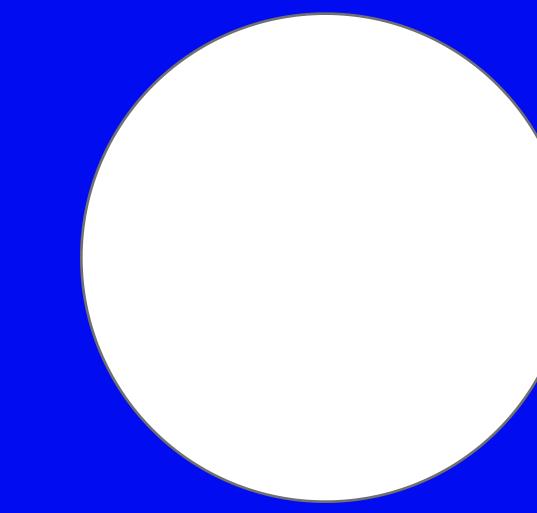
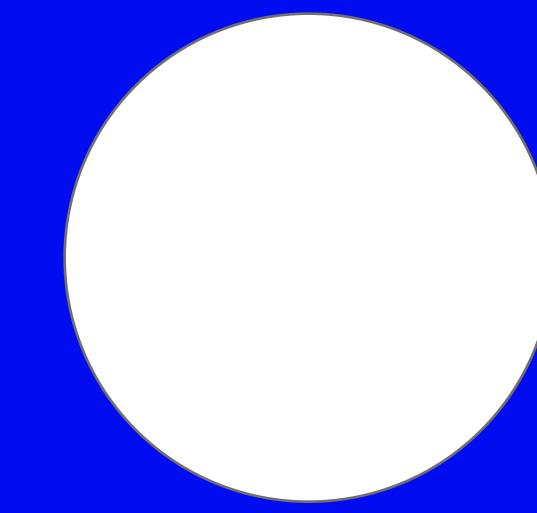
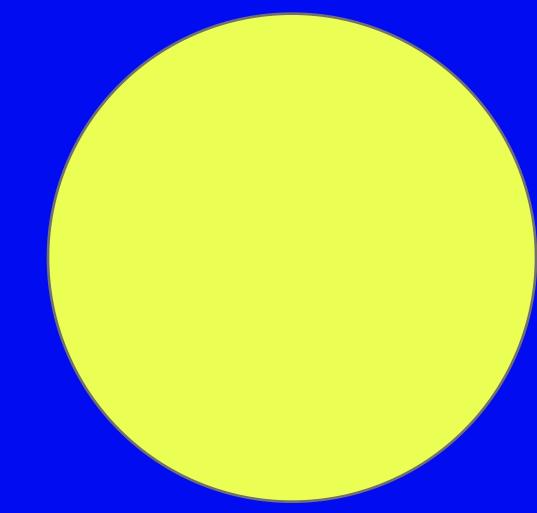
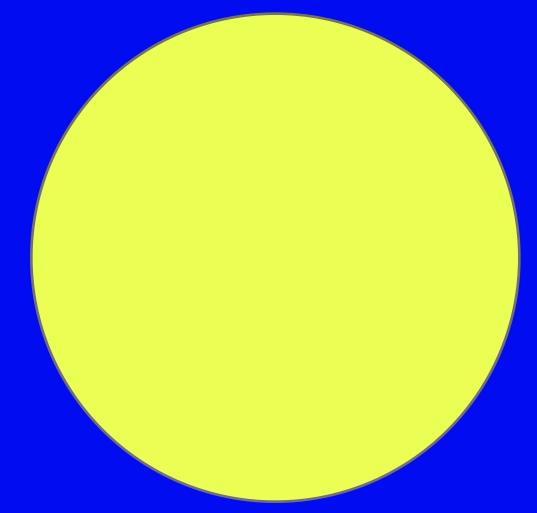
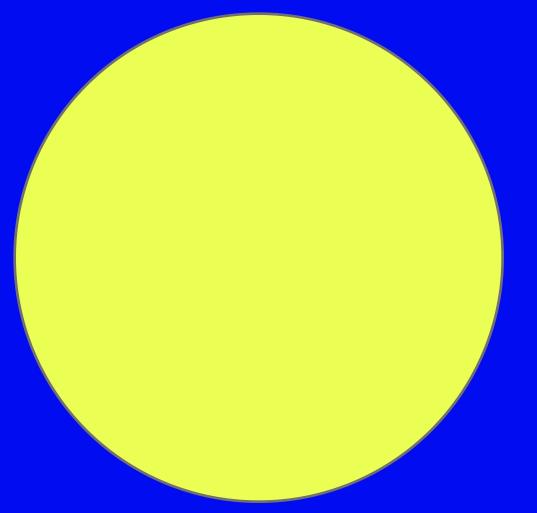
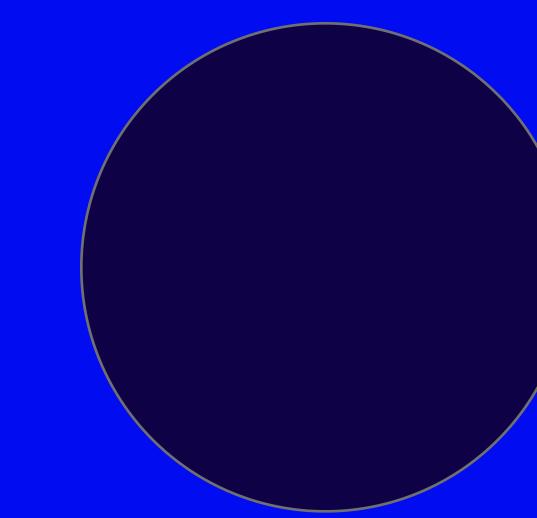
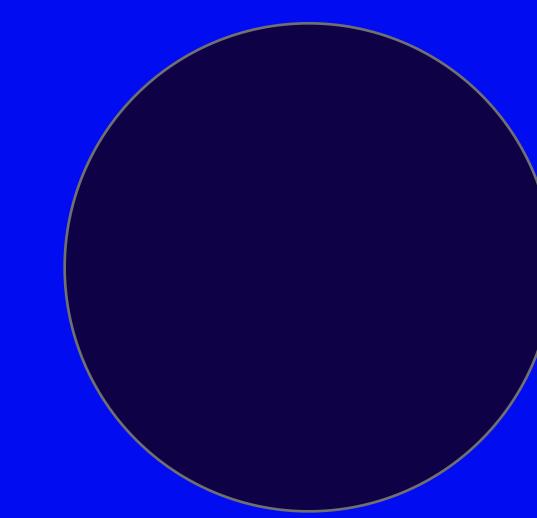
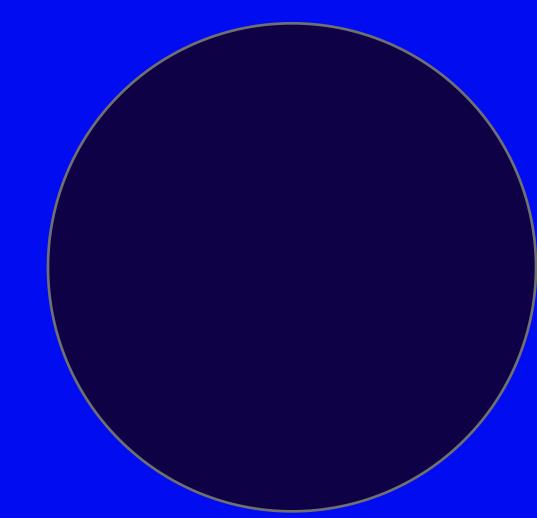
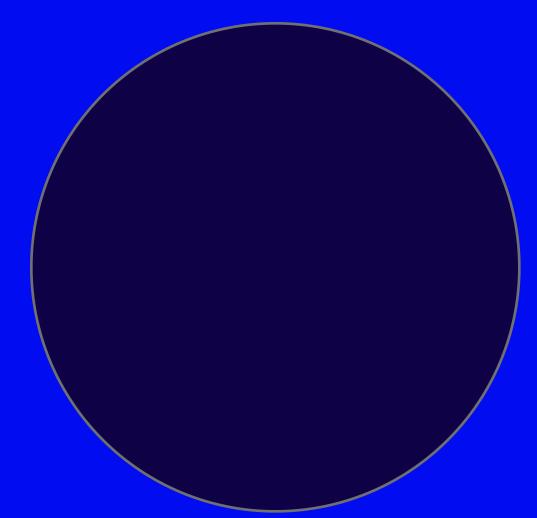
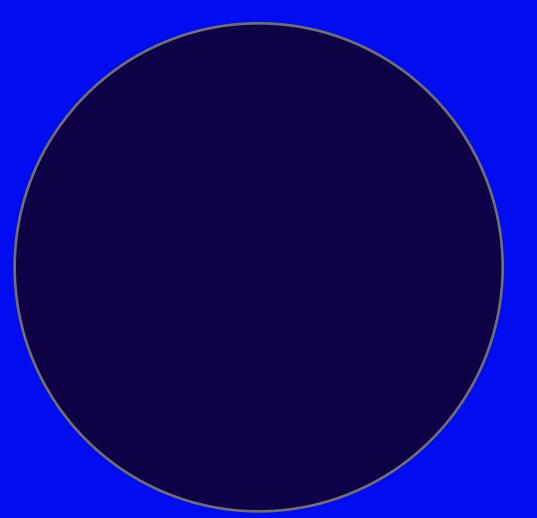


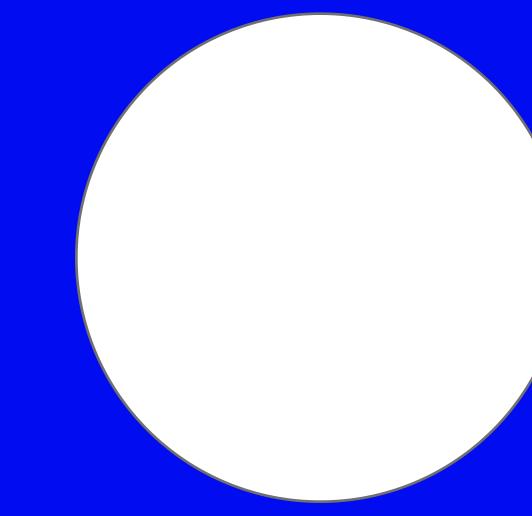
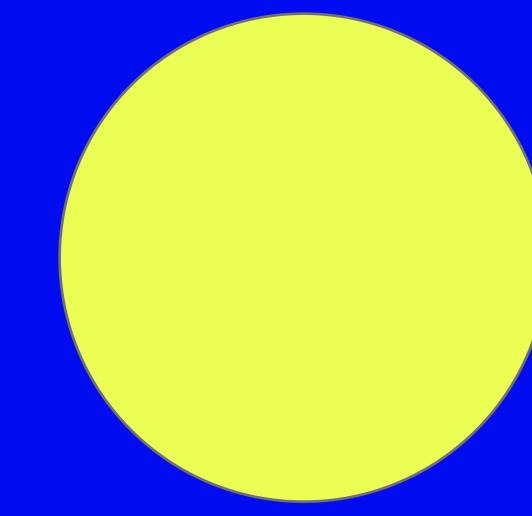
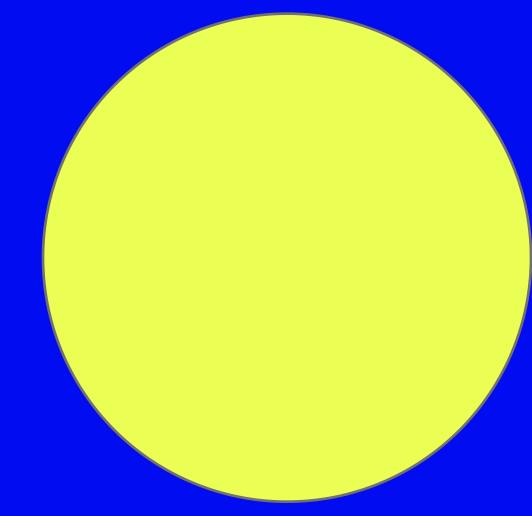
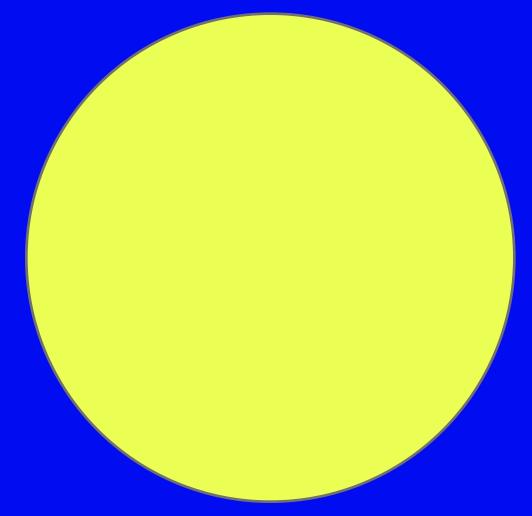
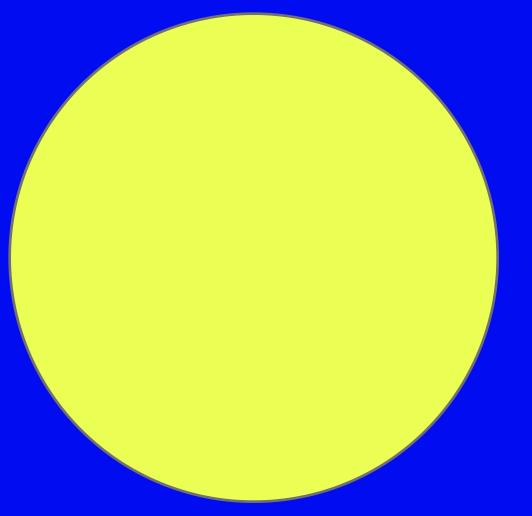
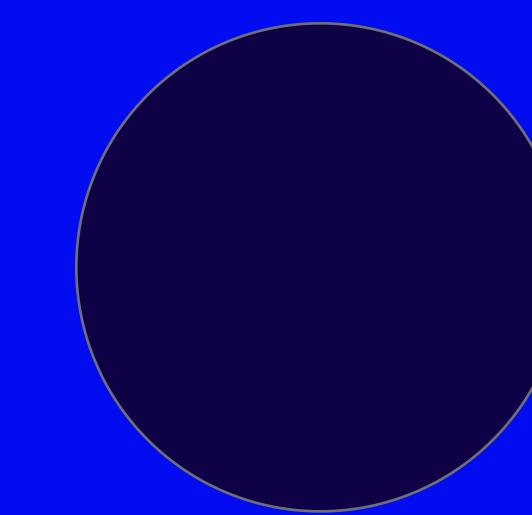
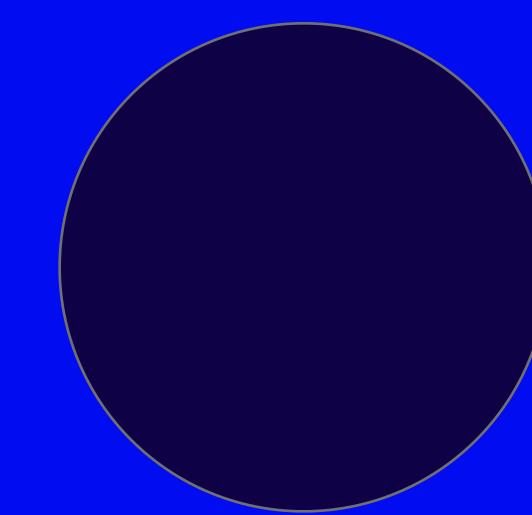
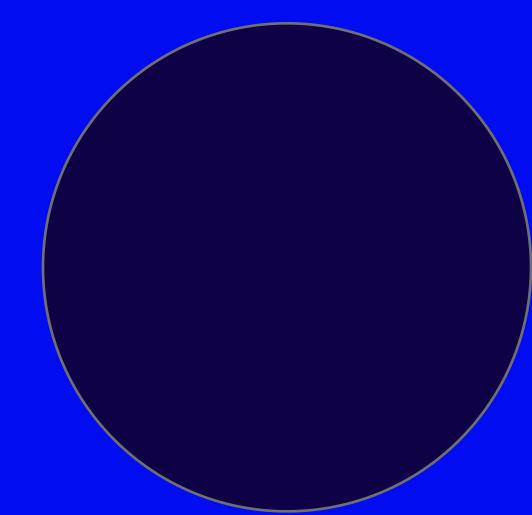
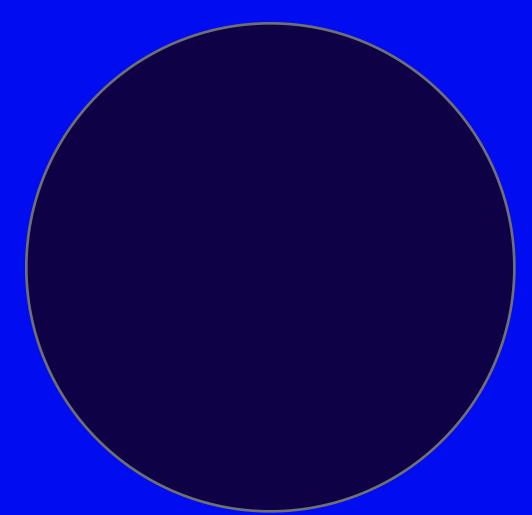
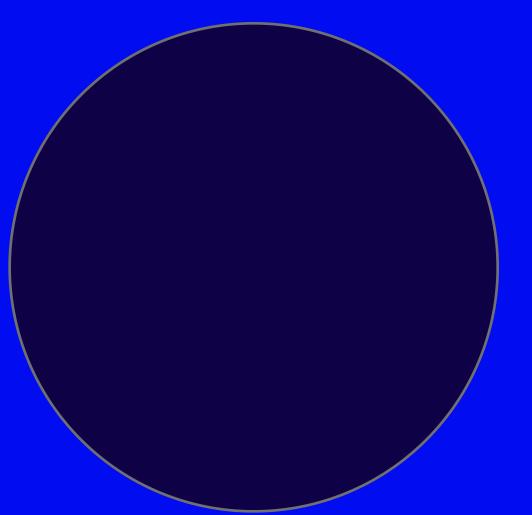
Get ready for the race

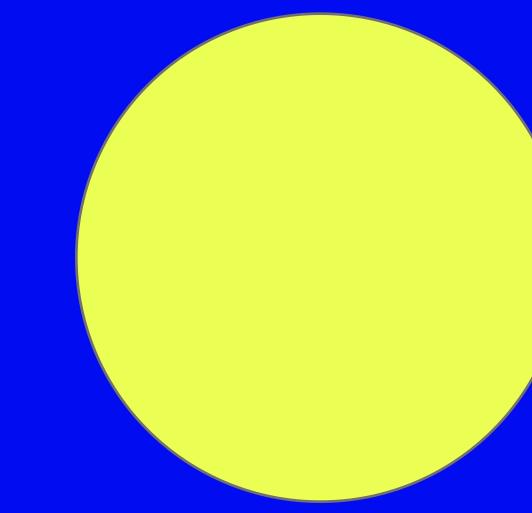
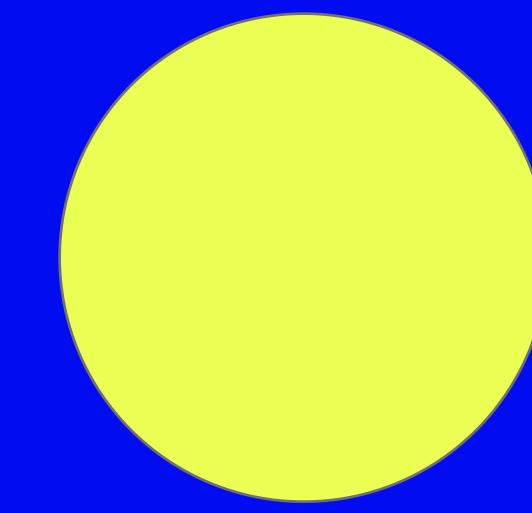
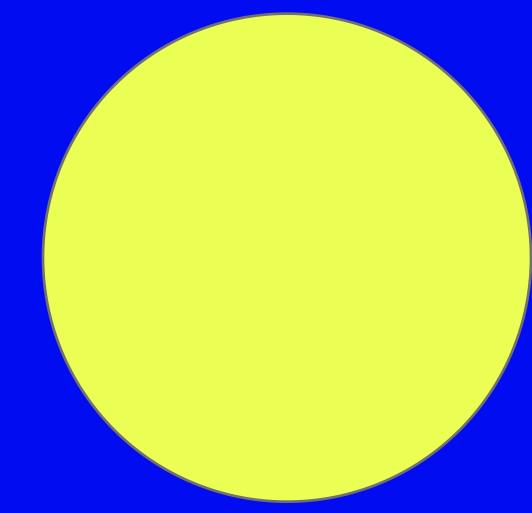
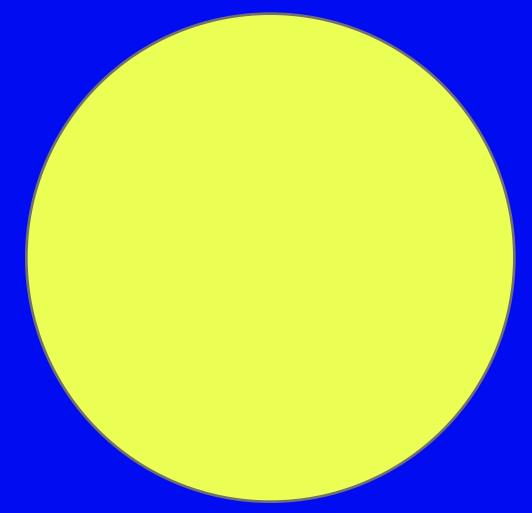
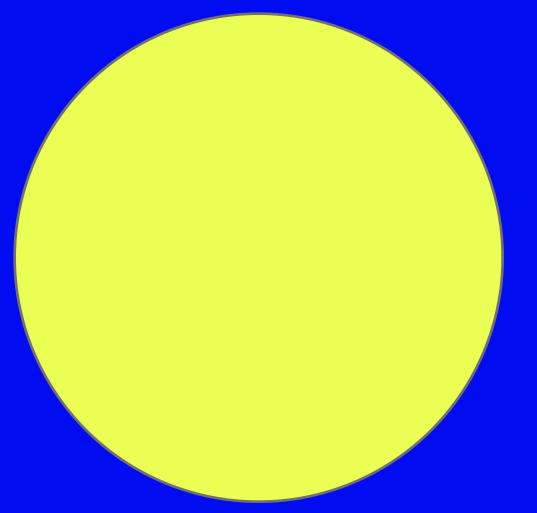
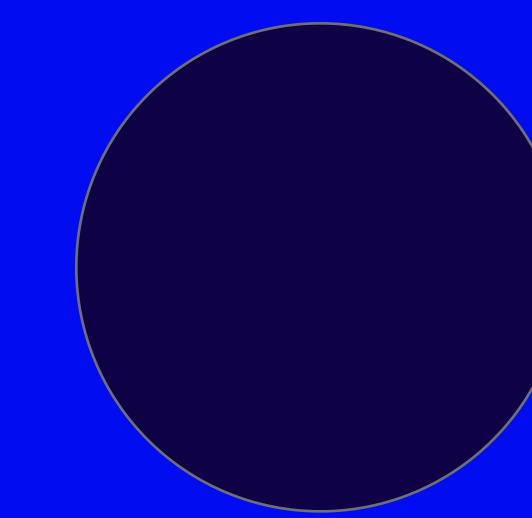
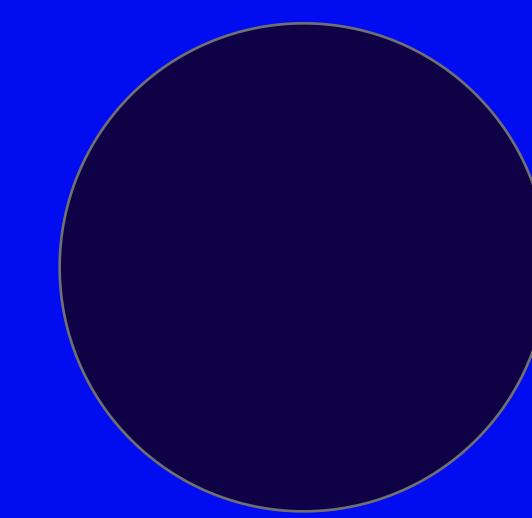
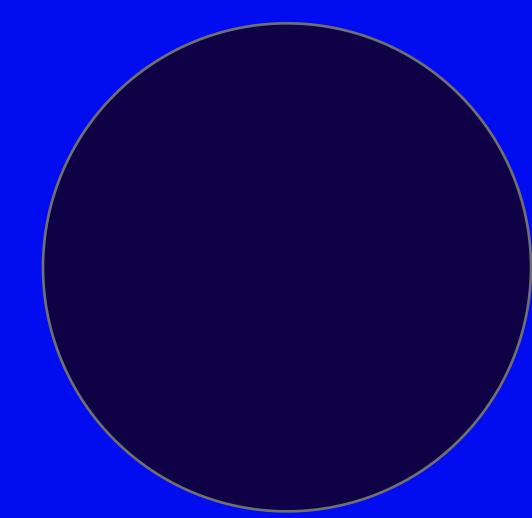
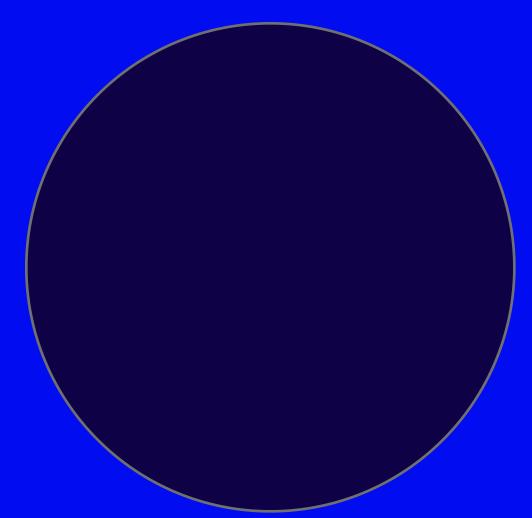
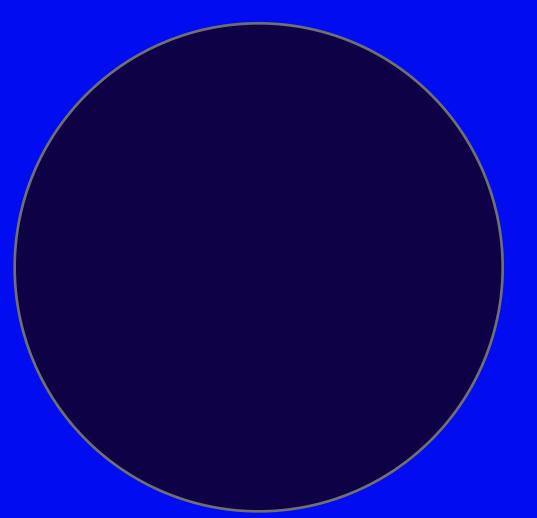














Start!

North 1000.com

ragodrom

what is it about?

what is it about?

Creating a corporate identity for
a fictional Formula 1 circuit in Prague.

why did I choose it?

why did I choose it?

Because I'm an active Formula One fan.
I've been watching it for about 5 years and
I drive a racing simulator at home

Pragodrom?

Pragodrom?

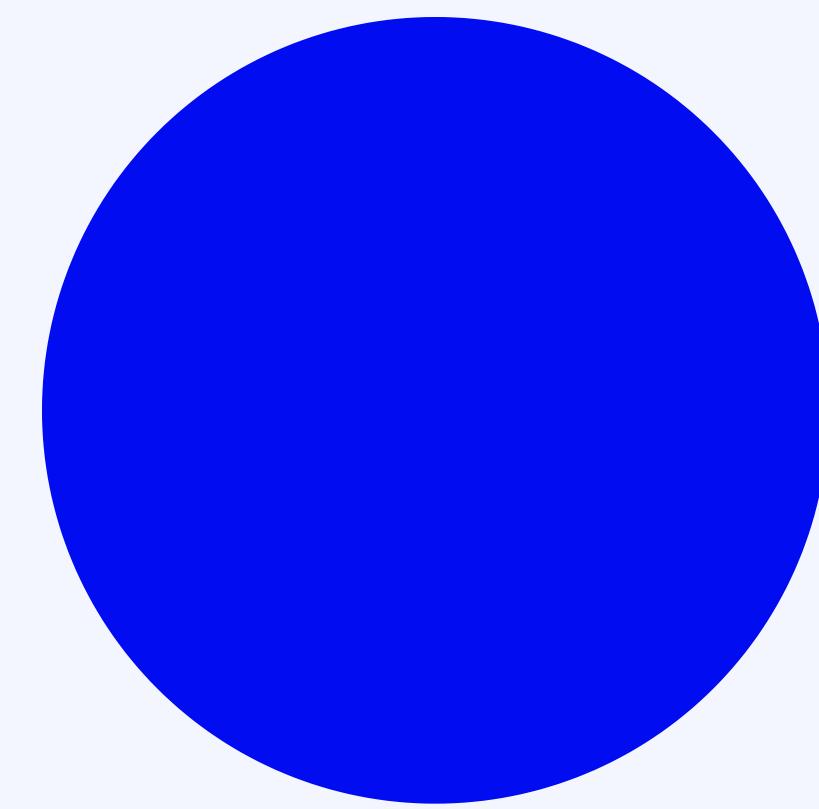
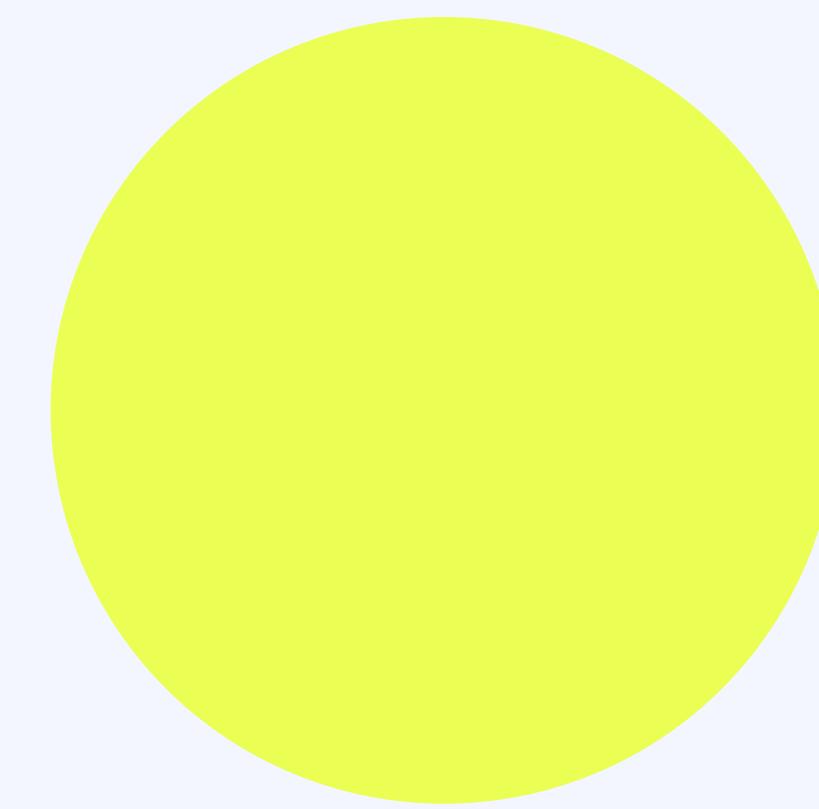
It is a combination of the English word Prague with the word autodrom, which is a racing circuit

Corporate *identity*

Corporate identity

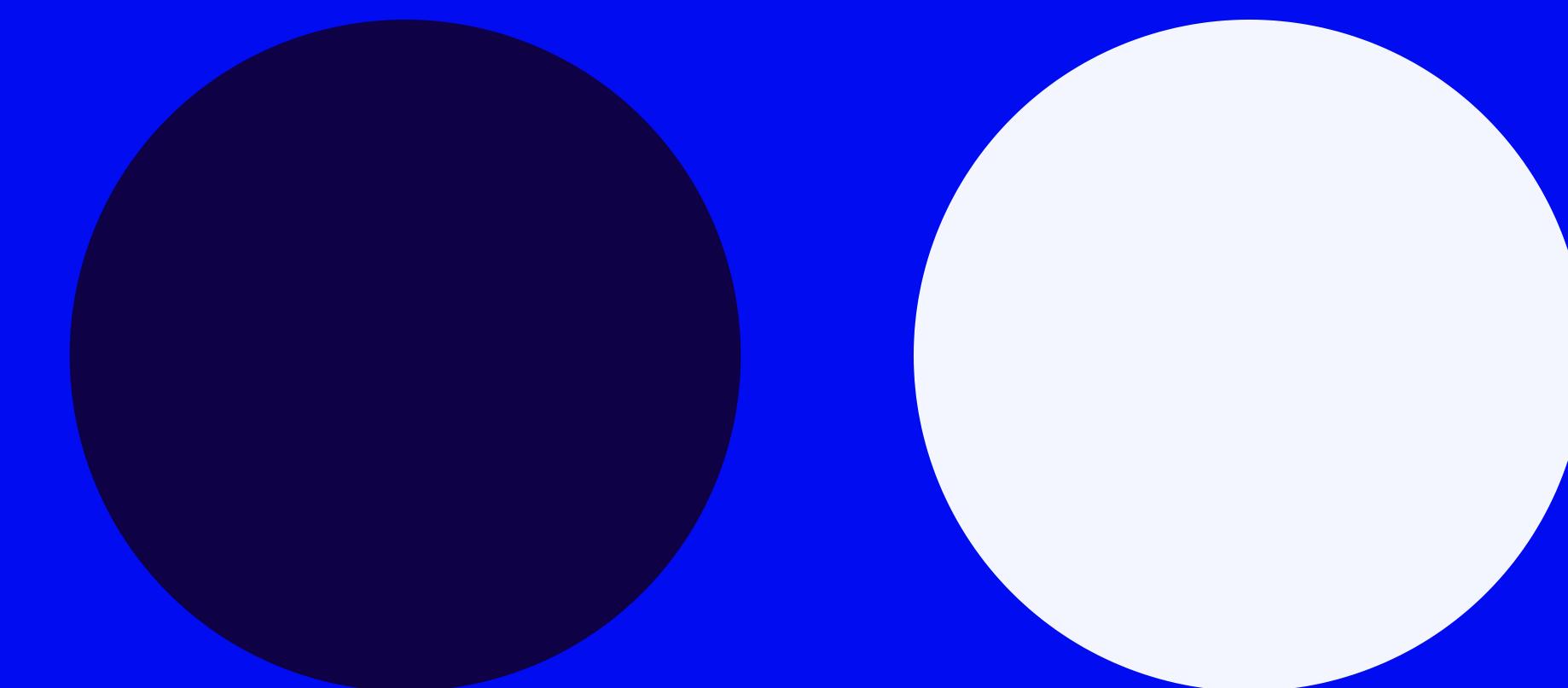
The basic idea in creating the identity is to combine the slow historical city with fast formulas 1

Corporate identity



Basic colors

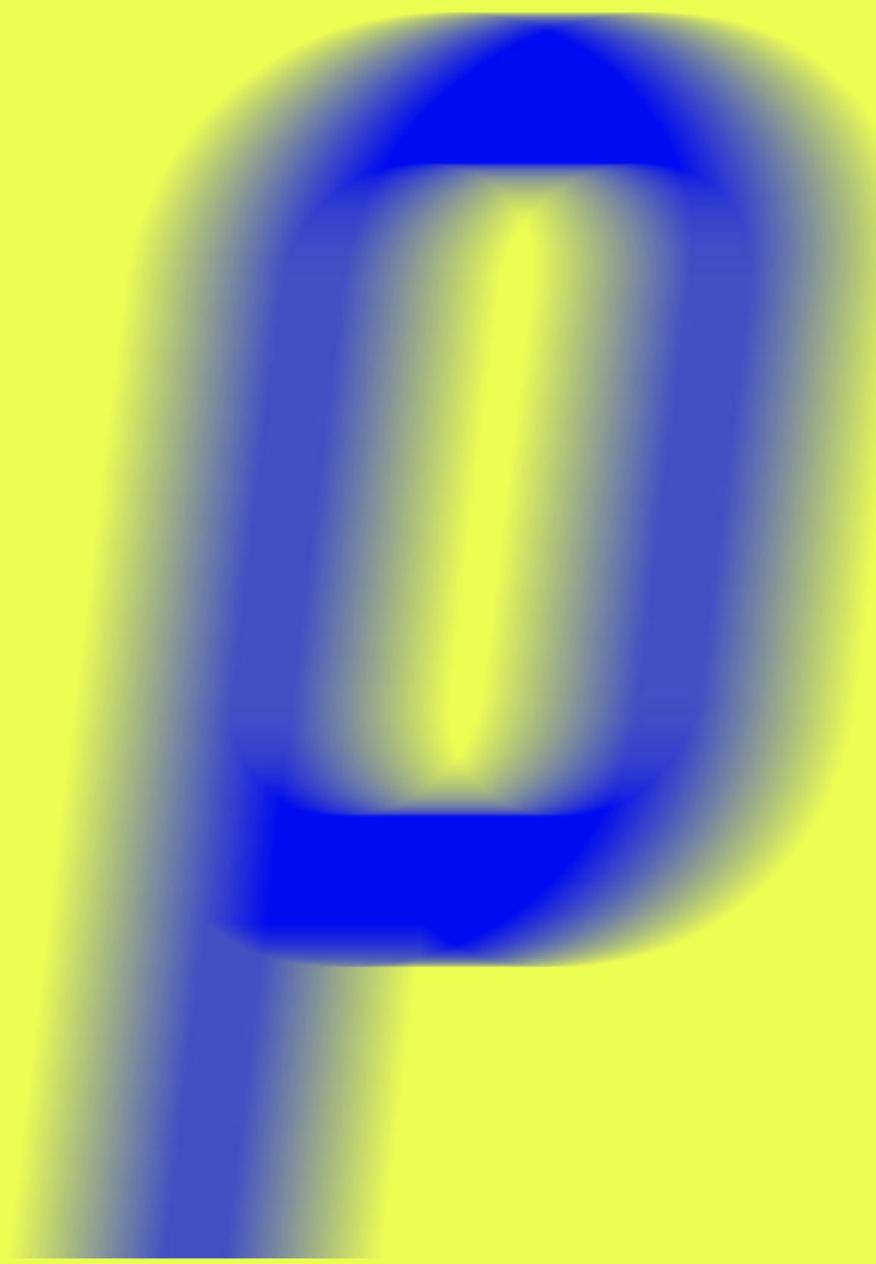
Corporate identity



Additional colors

pragodrom

0



The blur effect is the main graphic element that runs through the entire corporate identity.

Typo \circ graphy

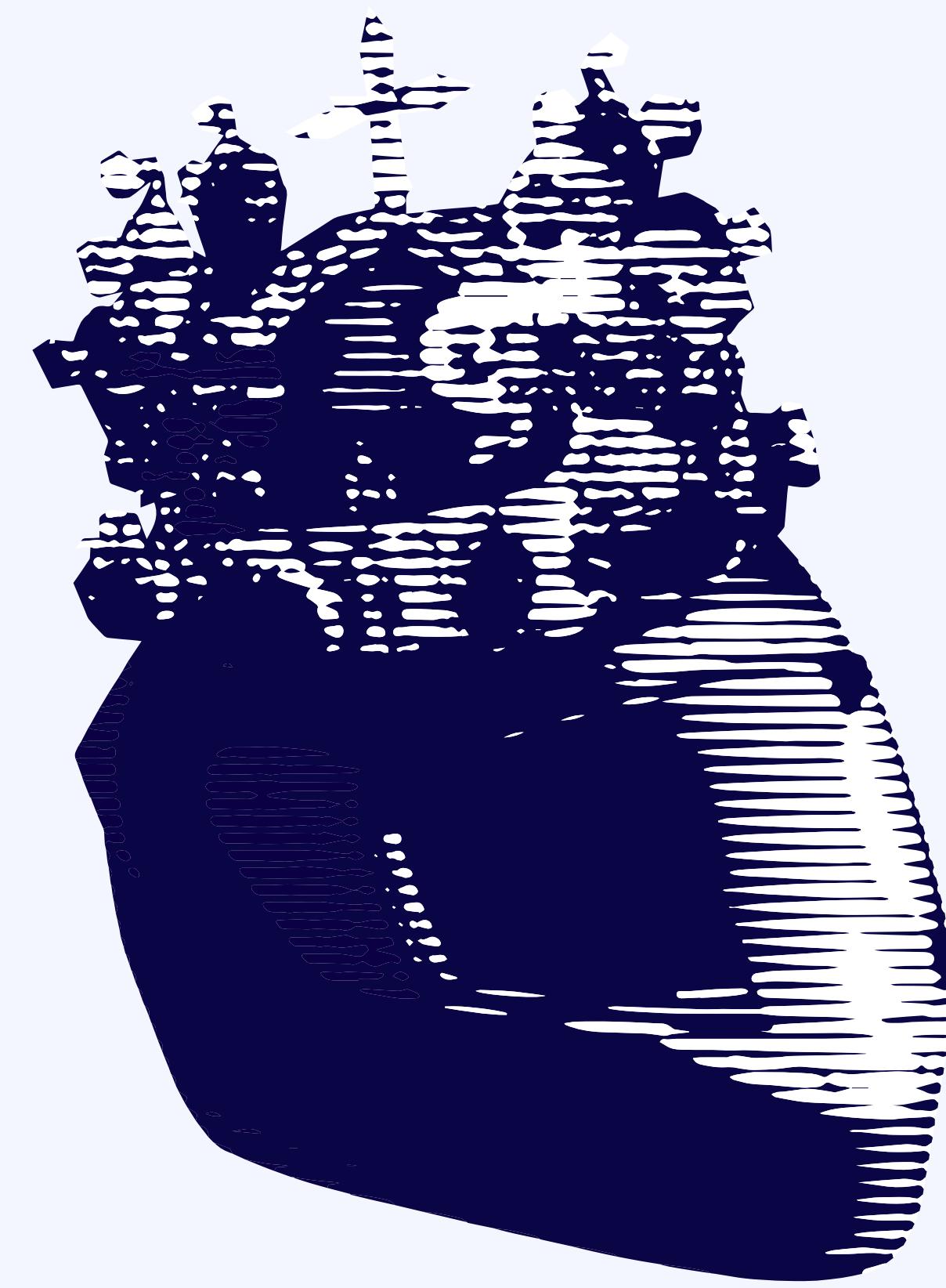
Typo^ography

Font ladislav is a geometric font, which has a round composition and in combination with *italic* is very dynamic. Even with the blurry effect.

Illustrations



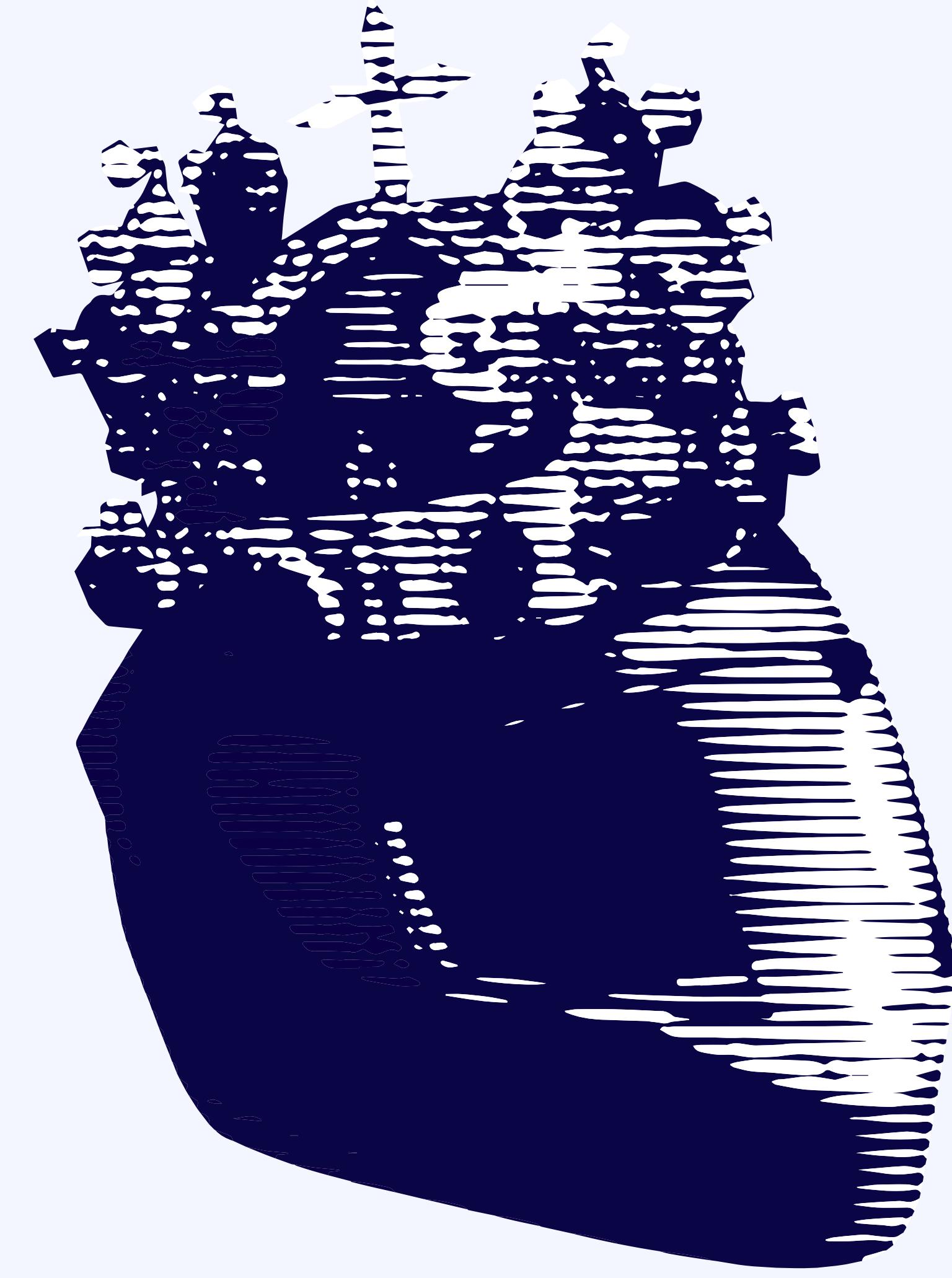
Illustrations



Illustrations function is a complementary graphic element which combine historic city and Formula 1

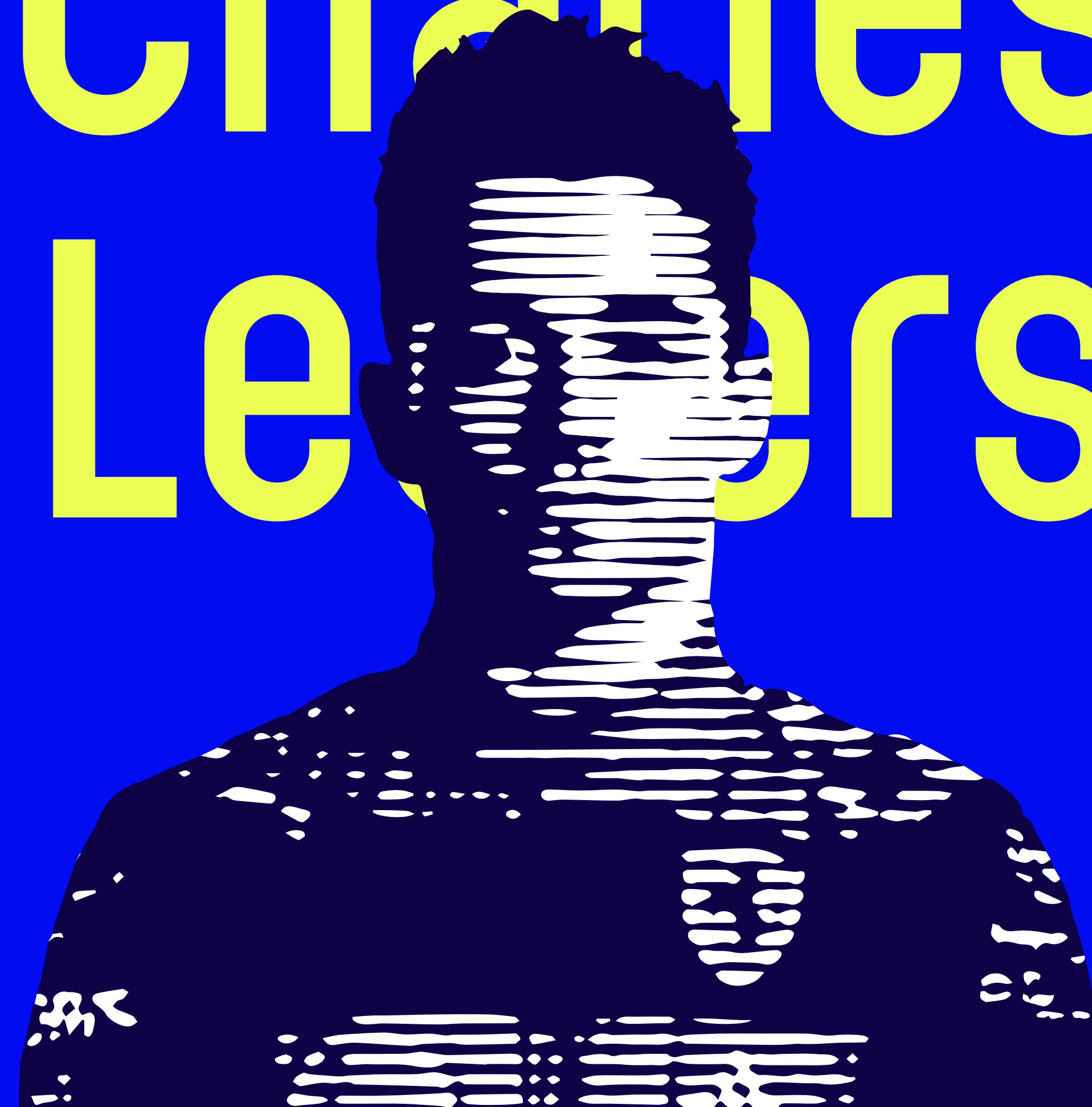


chequered flag
statue of sv. Václav



crown
helmet

Charles Levers



illustrations replace photos
that I don't use as part of my
corporate identity

Design application

Banners and billboards

Design application

Banners and billboards



Design application

Banners and billboards



Design application

Banners and billboards



Design application

Banners and billboards



Design application

Banners and billboards



Design application

Banners and billboards



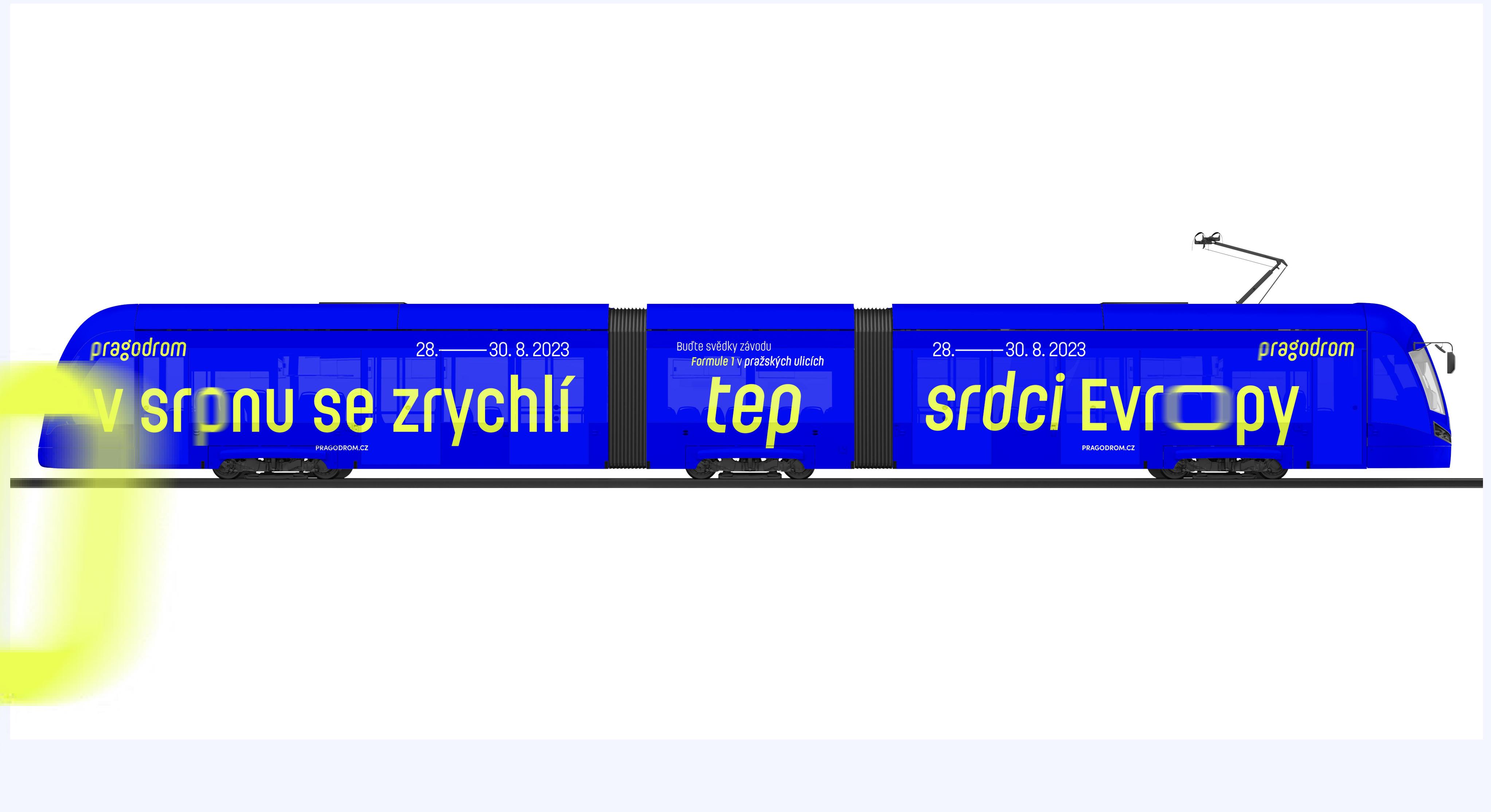
Design application

Banners and billboards



Design application

Banners and billboards



Design application

Banners and billboards



Online application

Website and instagram

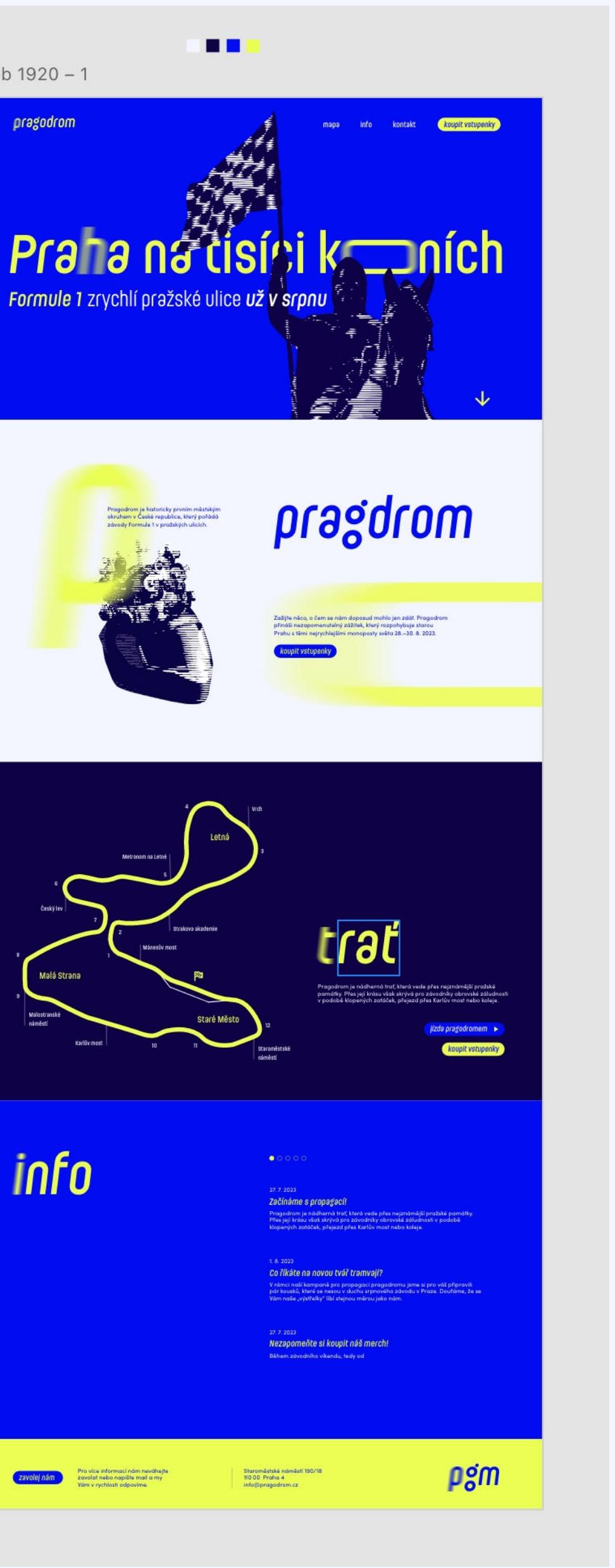
Online application

Website and Instagram



Design application

Banners and billboards



Merchandise

and others

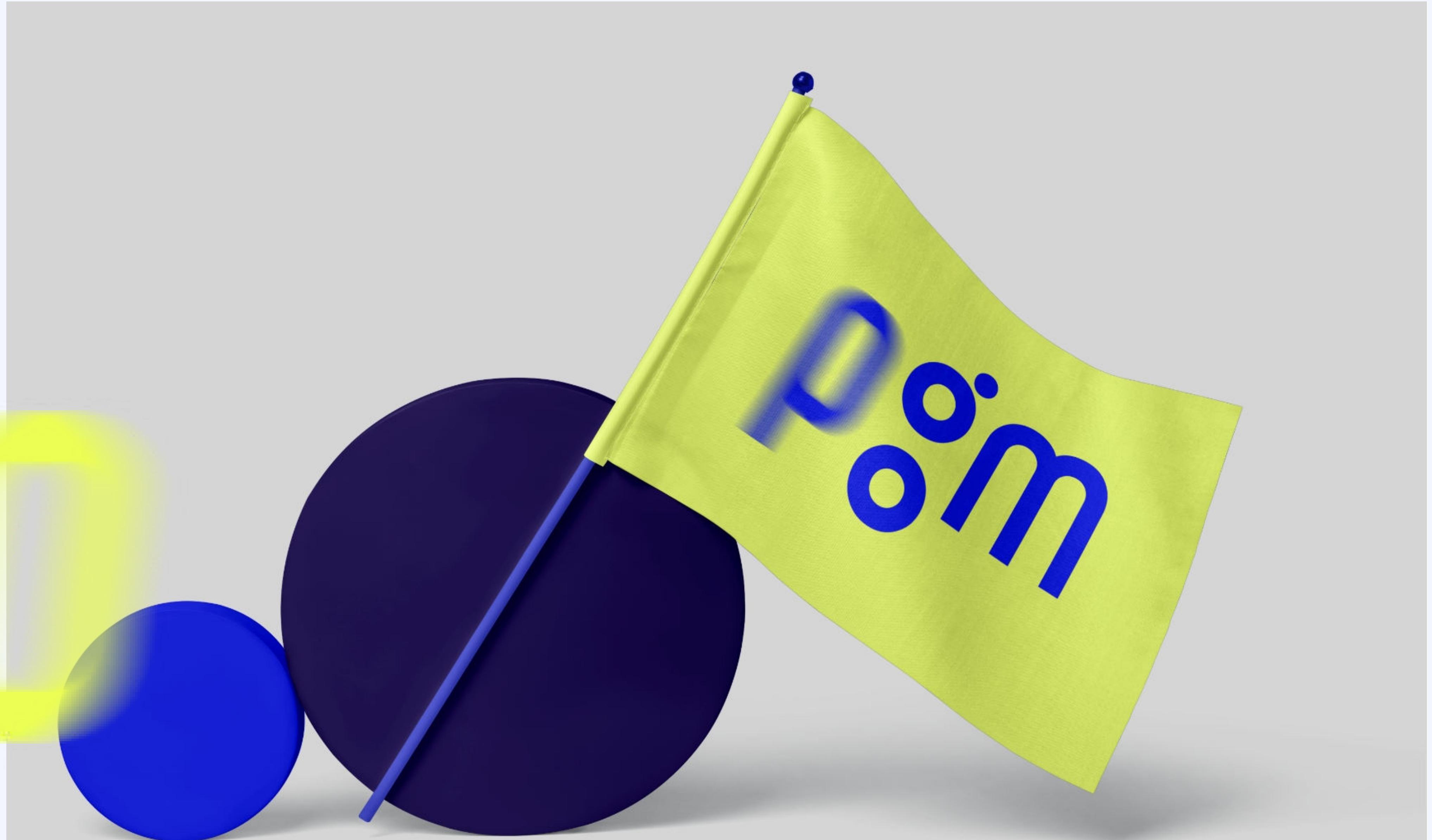
Merchandise

and others



Merchandise

and others



Merchandise

and others



Merchandise

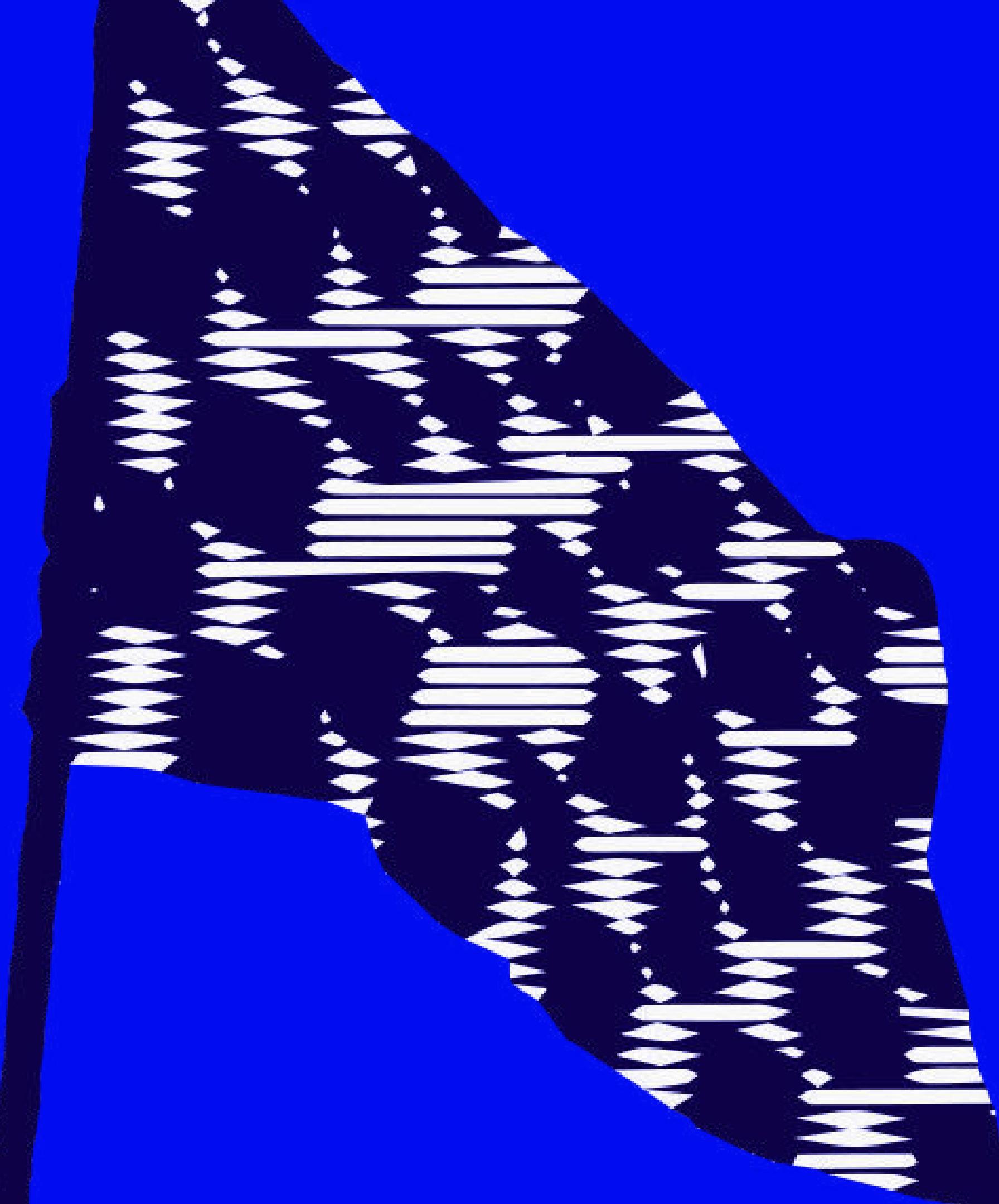
and others



Merchandise

and others





Finish line!



..any questions?

pls no