



**Movie Title:** F1

**Studio Name:**

Warner Bros. Pictures & Apple Original Films

**Genre:**

Sports Drama, Action

**Main actors and actresses:**

Brad Pitt, Damson Idris, Kerry Condon, Javier Bardem

**Teaser sentence or tagline:**

Girl: Are you a driver?

Joshua: Yes I am.

Girl: Can you introduce me to Carlos Sainz?

**Quote or review (optional):**

1. Hope is not a strategy.
2. Mistake is the tuition you pay for success.
3. You don't win by playing it safe. You win by knowing when to risk it all.

**Other relevant information:**

This film is being supported and presented by Apple Original Films, a division of Apple that collaborates on high-profile cinema projects. The partnership ensures that the movie will not only appear in traditional theatres but also be exclusively available for streaming on Apple TV+, Apple's global streaming platform. Apple is using this movie as part of its strategy to merge cutting-edge technology with cinematic storytelling. One unique feature announced is an immersive viewing mode on Apple devices: when the film is streamed through the Apple TV app on iPhone, certain moments in the movie will trigger haptic feedback (phone vibrations).

**Target audience (teenager, adult, etc.):**

Teenagers & Adults, especially sports and racing fans

**Movie plot:**

The movie is about Sonny Hayes, a retired Formula 1 driver who comes back to racing with a team called APXGP. He not only drives again but also helps a young racer, Joshua Pearce.

The story shows the fast and dangerous world of Formula 1, with both exciting races and the personal struggles of the characters. Sonny tries to prove he still has the skill to compete, while Joshua learns how to deal with the pressure of being new in the sport. Their bond grows as they learn from each other, and the film focuses on teamwork and courage.

## LIST IT

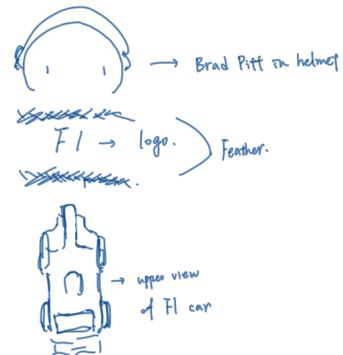
Write out ideas for visual, fonts, and layout for your film poster.

## SKETCH IT

Sketch out ideas for your film poster

### Color Scheme

1. Dominant two-tone palette: deep navy blue and bright neon yellow as a base of Duotone filter
2. Contrast is extremely high, shows intensity and urgency
3. Yellow used as spotlight effect on central visuals, e.g. helmet, logo
4. Blue used as shadow color across the poster background



### Visual Elements

1. Top: Close-up of Brad Pitt's face inside a racing helmet, visor reflecting light. The eyes are central, drawing focus
2. Helmet Logos:
  - o "APXGP" fictional team branding
  - o "IWC" is a watch sponsor
3. Center: Bold F1 logo is in italic form
4. Bottom: Rear view of Formula 2 car with sparks on both side

### Layout

1. Top-to-bottom hierarchy: Actor's name → intense driver close-up → title logo → car shot → credits
2. Poster divided vertically with imagery flowing downward
3. Negative space: top background mainly yellow; bottom more blue
4. Balance between large visual and smaller detail

### Fonts

1. Actor Name:

Font: ITC Machine Bold Condensed

- o All uppercase, green text on yellow background

2. Title Logo "F1"

- Official Formula 1 logo font
  - Bright yellow against blue background
3. Actor Credits:
- Typeface: Akzidenz-Grotesk
  - Condensed, evenly spaced, yellow text
4. Studio Logos (bottom corners): Left: Apple Original Films logo in grayscale Right: Warner Bros. Pictures logo in grayscale

### **Typography Style Notes**

1. Consistent use of all caps for emphasis and uniformity.
2. Largest text is the F1 logo; actor names are secondary priority

### **Principle of Design**

1. Contrast: Extreme yellow/blue split ensures text and visuals pop.
2. Balance: Poster keeps symmetry on the left and right and from the top to bottom by centering, helmet eyes & Formula 2 car
3. Movement: Sparks at bottom create sense of speed and kinetic