

**PHASE**

FORMULA STUDENT TEAM

1.1

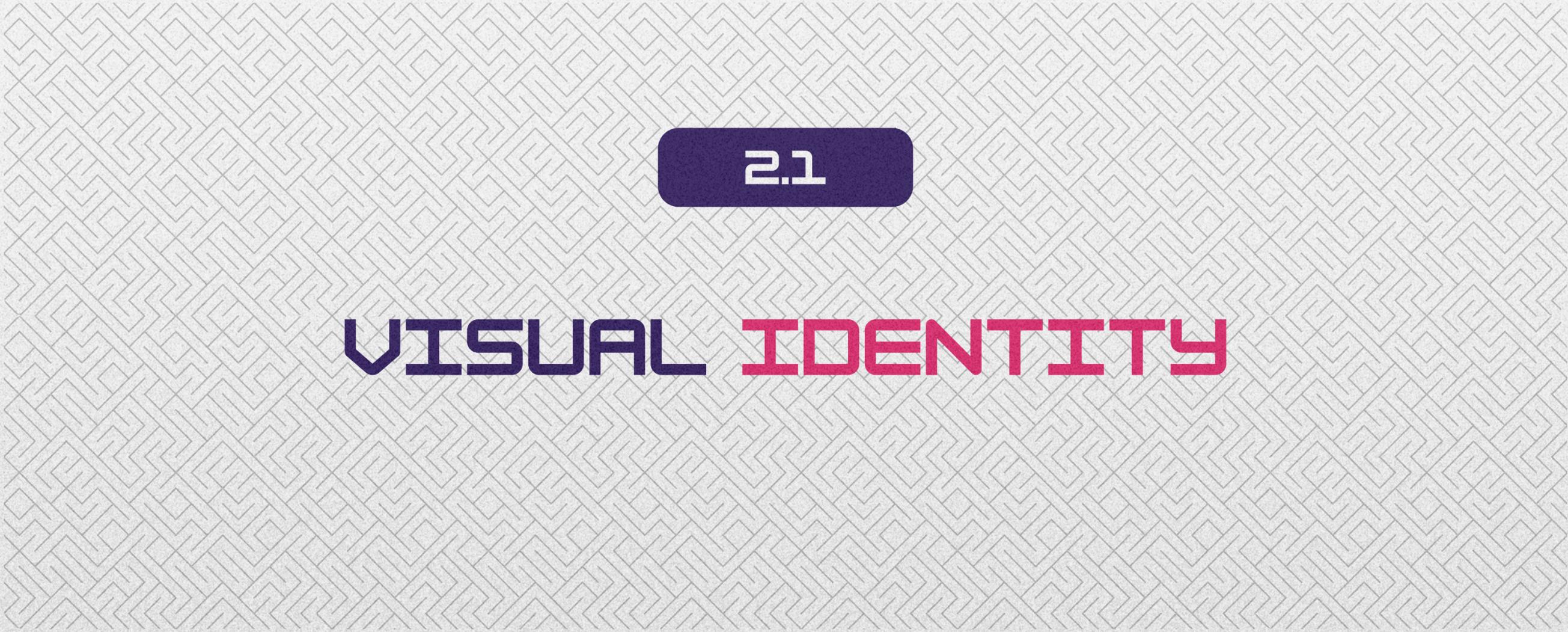
# WHO WE ARE

Phase Design approaches every design decision as a process; from concept to production, each phase is deliberate, measurable, and performance-driven.

# WE ARE PHASE

ENGINEERING PASSION  
INTO MOTION.

FROM CONCEPT TO TRACK,  
WE TURN IDEAS INTO PERFORMANCE.



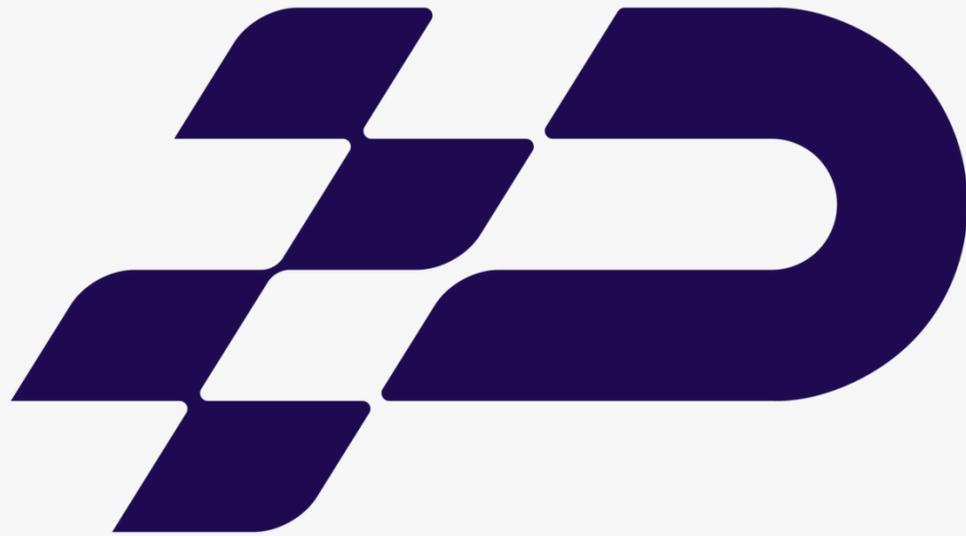
2.1

# VISUAL IDENTITY

Phase Visual Identity is built around speed, clarity, and consistency across every phase of design. Through bold forms, high-contrast colors, and precise geometry, it reflects a performance-driven mindset both on and off the track.

**REFLECTS SPEED,  
PRECISION, AND  
CONTINUOUS  
PROGRESSION.**

## Primary Logo



The primary logo of Phase Design Team symbolizes speed, precision, and transformation. The dynamic checkered texture on the left represents the process of data and design merging into a solid structure (phases), while the "P" form on the right emphasizes the brand's strong presence and continuity.

The logo is designed to excel in negative space, ensuring maximum legibility across both digital screens and physical print materials. With its modern and minimalist approach, it aims to convey the brand's innovative vision at first glance. To maintain visual integrity, the designated clear space around the logo must be respected at all times, ensuring the mark remains undistorted and prominent.

## Variations

Main Colors



The Deep Purple and Vibrant Pink reflect the brand's core character, balancing energy with professionalism. In single-color applications, these tones are used to establish visual hierarchy and ensure consistent contrast across various backgrounds.

Mixed Colors



The "Mixed Colors" variation represents the color transitions used to enhance the design's dynamism.

Monochromatic



Monochromatic versions showcase the logo's form in its purest state. They ensure the logo remains instantly recognizable in black-and-white printing, faxing, or when placed over complex visual backgrounds where high contrast is required.

## Main Banner



## Design Philosophy and Visual Identity

The main banner for Phase Formula Student Team is designed to evoke the essence of high-performance engineering and competitive racing. The bold, wide typography represents stability and power, while the distorted checkered flag pattern on the right adds a sense of aerodynamic motion and high speed. This banner serves as the primary visual asset for large-scale applications such as garage signage, website headers, and event backdrops, ensuring the brand identity is striking and recognizable from a distance.

## Variations



3.1

# TYPOGRAPHY

Phase Typography combines modular structure with high readability.  
HK Modular delivers a bold, technical presence, while Montserrat ensures clarity in body text.

92 px **TITLE HK MODULAR**

64 px **SUBTITLE HK MODULAR**

50 px **HEADING HK MODULAR**

15 px **Body**

Montserrat

The primary typeface, HK Modular, is used for titles, subtitles, and headings, creating a strong, structured, and performance-driven visual hierarchy. Its modular geometry mirrors engineering logic and mechanical accuracy, reinforcing Phase Design's technical identity. For body text, Montserrat provides balance and readability, ensuring clear communication without compromising the brand's bold character. Together, this typographic system supports consistency, legibility, and a dynamic racing-oriented visual language across all platforms.



4.1

# COLOR PALETTE

Phase Color Palette is built on contrast and clarity, combining energy with precision. It enhances performance, visibility, and a strong racing identity across all applications.

COLOR PALETTE  
CONVEYS ENERGY,  
PRECISION, AND  
CONTRAST.

# PHASE OF PINK

Phase of Pink is the core color of Phase Formula Student Team and represents the brand's energy, boldness, and competitive spirit. With its high contrast and strong saturation, it visually emphasizes speed, motion, and performance while ensuring maximum visibility on track. More than an aesthetic choice, this color reflects Phase's determined, ambitious, and boundary-pushing character. Throughout the design process, Phase of Pink is used as a powerful visual tool to highlight key moments and strengthen the brand's performance-driven identity.



# PHASE OF PINK

#dc1b62

# WILD PURPLE

#220c52

# LIGHTNING WHITE

#f6f6f6

#e63777

#34137c

#333333

#ef80a9

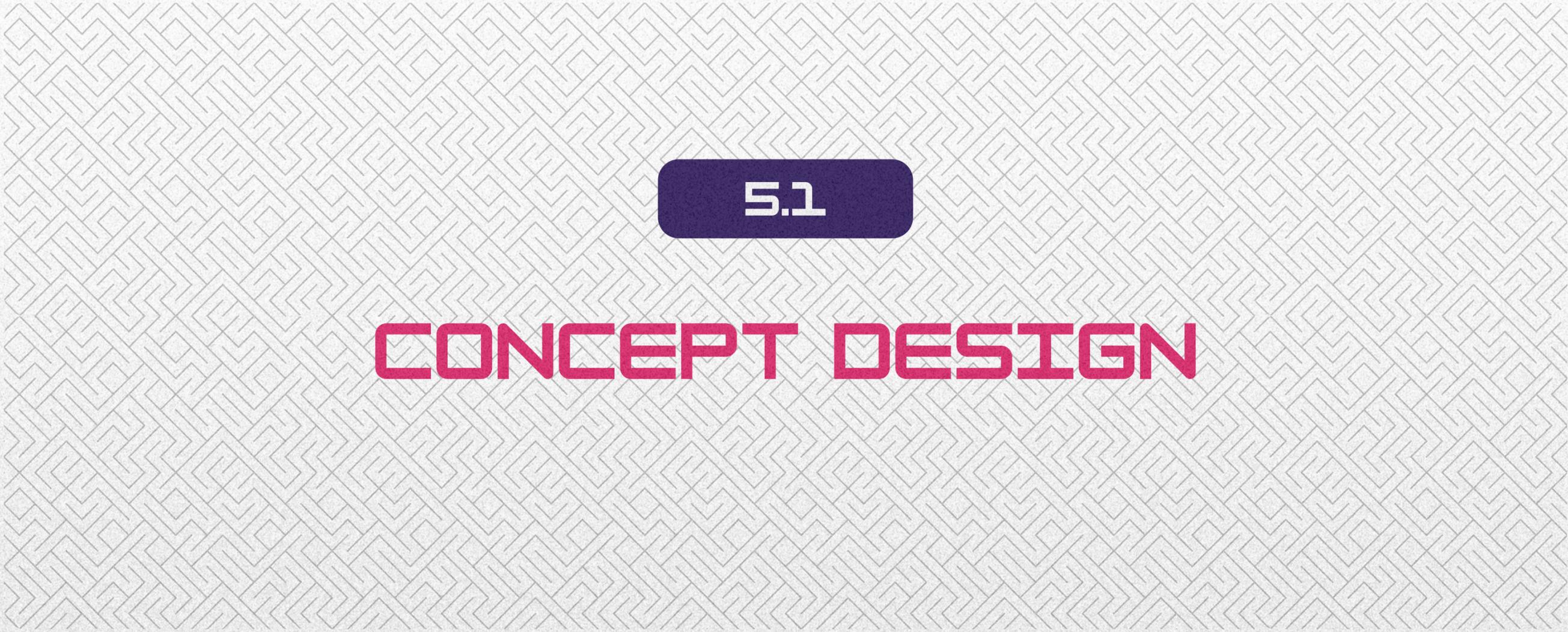
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#999999

#f8c9da

#bea6f2

#e0e0e0



5.1

# CONCEPT DESIGN

The aerodynamic silhouette of the vehicle serves as a physical manifestation of the Phase brand identity, blending high-performance engineering with a futuristic aesthetic.

SHAPED TO EXPRESS  
SPEED, CONTROL, AND  
THE RELENTLESS  
PURSUIT OF  
EFFICIENCY.

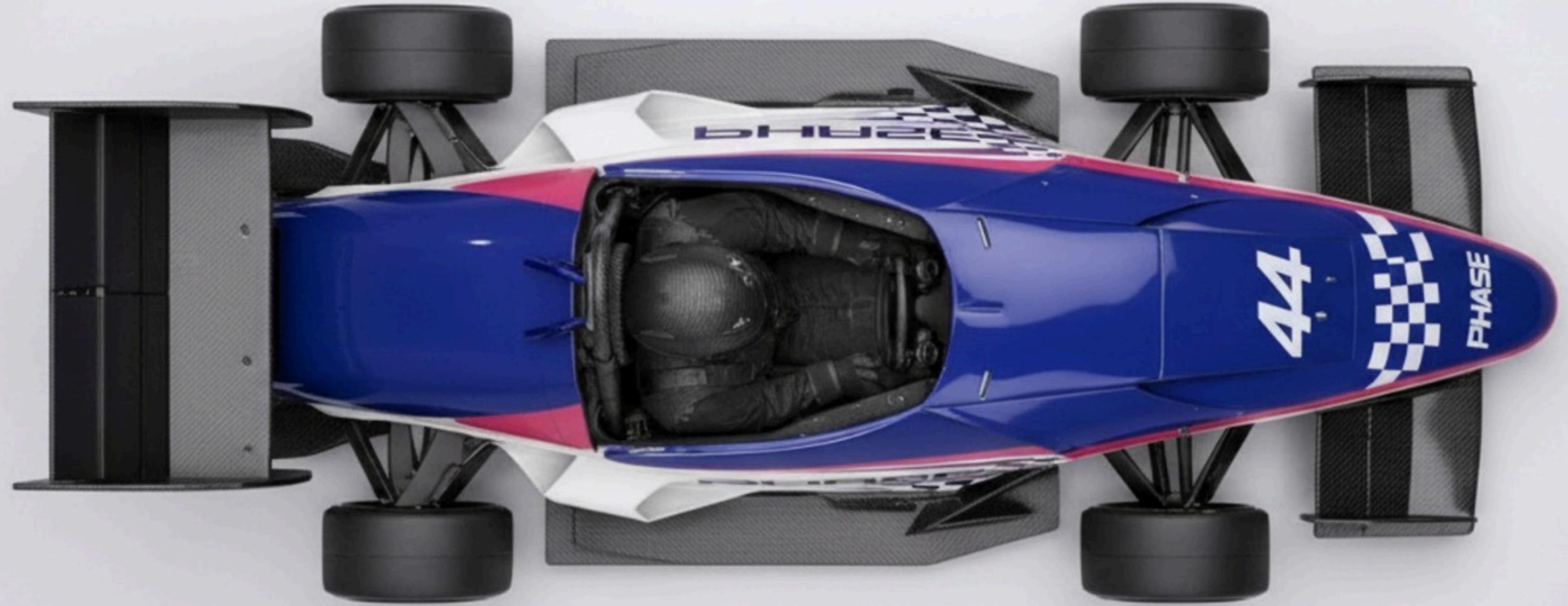
# FRONT VIEW



# SIDE VIEW



# TOP VIEW



# PERSPECTIVE VIEW



