



“Brainstorm’s...understanding of our events, our race fans, and the racing industry resulted in one of the best suites of marks we’ve ever had.”

Terry Angstadt Vice President, Indianapolis Motor Speedway

The Indianapolis Motor Speedway needed to celebrate the past, present and future—all at the same time. We made it happen.



Challenge

The Indianapolis Motor Speedway is racing. The storied oval hosts not only the *Indianapolis 500*, but also the *Brickyard 400*. And for several years, it was also home of the *Formula 1 United States Grand Prix*. That’s an impressive lineup of products.

So when they asked us to create a suite of logos for all three races we were, well, giddy. We were also keenly aware that we held in our hands a brand that was precious to race fans around the world. Designers, start your engines.

Solution

Our design team crafted a suite of logos that reflected the venue’s timeless essence, yet celebrated it uniquely for each racing demographic. Through purposeful color choices and thoughtful design we helped the Indianapolis Motor Speedway reach out to fans around the world successfully.

Results

Our work resulted in “one of the strongest and best-designed trio of logos the Speedway has seen,” according to IMS officials. The striking designs also seized the attention of the press and helped catapult us onto the national design and branding scene.

Key Benefits

We branded the world’s three largest single-day sporting events.

- The Indy 500
- The Brickyard 400
- The U.S. Grand Prix

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