



SUPER FAST BRAND IDENTITY

© Ahmed Yusuf — Identity Designer

A good trademark is not about what one likes or dislikes; its about what works.

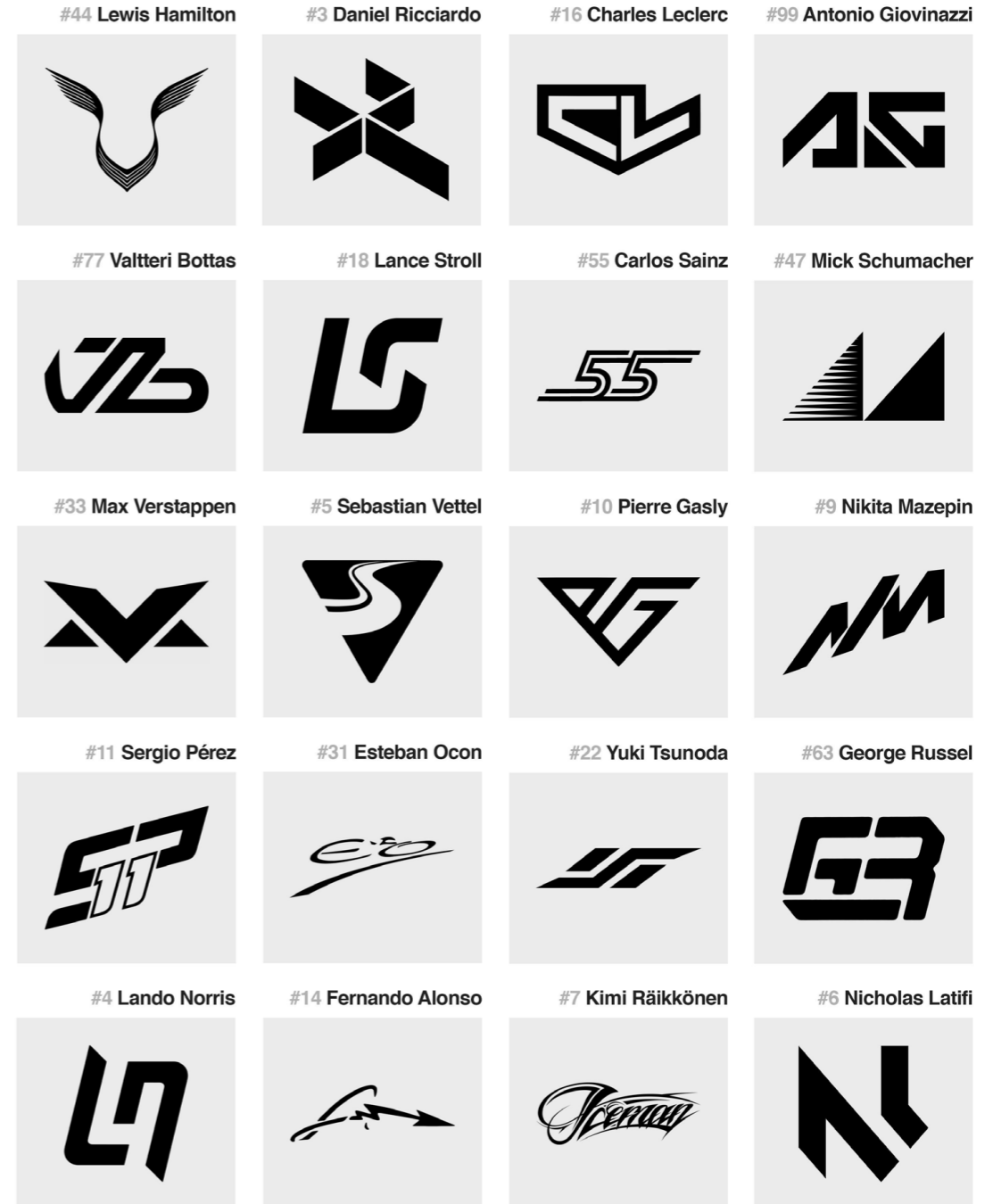
Strategy



Inspired by Formula 1 and the logos of its drivers, we incorporated elements into our logo design.

We observed that many of these logos feature lettermarks and include race tracks.

With this insight, our concept centers around the race track and incorporates the initial letter of the company, 'S'





Concept

Our logo concept is inspired by a race track, where we ingeniously formed the letter 'S' using a circular track as the foundation. This 'S' was carefully customized to mirror our company's identity. A strategic cut in the middle of the track adds a touch of speed and precision to the design.

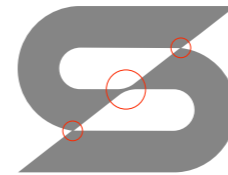
Moreover, we've chosen a modern sans-serif typeface within a lockup for our company name. This not only enhances brand clarity but also ensures memorability in our branding.



- Race track
- Letter S

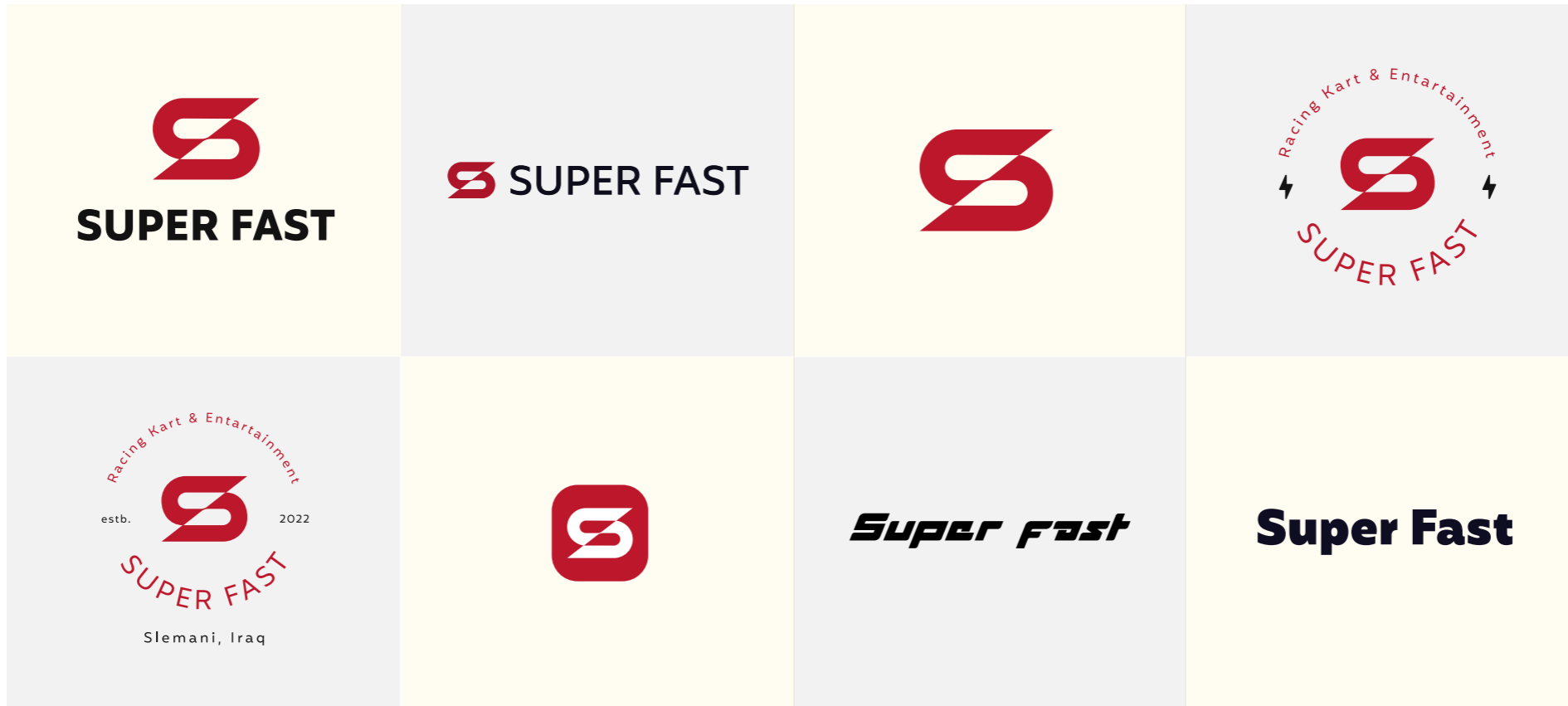


- Modifying the track by cutting it to achieve a sharp and dynamic appearance, conveying a sense of speed and agility

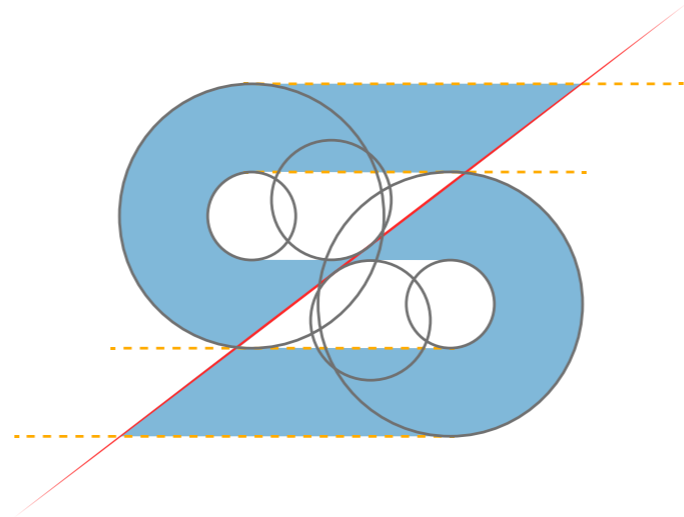


- Connecting the track to for a continuous look.

Variations



Construction



Typography

FLYING
HIGH

Typography

Super Fast

Super Fast Go-Kart in Slemani, Iraq, is the premier go-karting facility with the region's longest 1 km track. As the first and only go-kart destination in Iraq, we offer thrilling experiences for all ages, driven by our commitment to excellence and sustainability. Come to Super Fast Go-Kart and discover the thrill of controlled speed and a vibrant racing community.

Stretch Pro

Super Fast

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*abcdefghijklmnopqrstuvwx
0123456789*

Mohr

Super Fast

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*abcdefghijklmnopqrstuvwx
0123456789*

Color

“The brand colors have been thoughtfully chosen to mirror the passion for speed and the racing universe. Our primary color, ‘Racing Red’ from Pantone, symbolizes a direct link to the racing industry and honors Italy’s traditional racing color.

Our color palette also includes ‘Blue de France’ blue, inspired by France’s official racing color, and ‘Yellow,’ drawing inspiration from both the world of Ferrari and the speed of lightning. Black and white pay homage to the iconic racing flag, while gray adds a hint of the German racing tradition.

These colors transcend mere aesthetics; they embody our dedication to accessibility, simplicity, and consistency across all our brand communications.”



Color

#bd162c

RGB (189, 22, 44)
HSL (352°, 79%, 41%)
CMYK (0%, 88%, 77%, 26%)



#0072b5

RGB (1, 114, 182)
HSL (203°, 99%, 36%)
CMYK (99%, 37%, 0%, 29%)



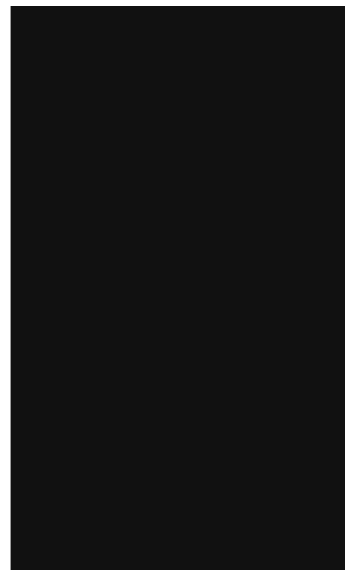
#ffc906

RGB (255, 201, 6)
HSL (47°, 100%, 51%)
CMYK (0%, 21%, 98%, 0%)



#111111

RGB (17, 17, 17)
HSL (0°, 0%, 7%)
CMYK (0%, 0%, 0%, 93%)



#ffffff

RGB (255, 255, 255)
HSL (0°, 0%, 100%)
CMYK (0%, 0%, 0%, 0%)





Tone & Voice

Our tone is charged with energy, just like the high-speed races on our track. We communicate with enthusiasm, reflecting the thrilling experiences that await our visitors.

Our voice is designed to spark excitement and anticipation. We use words and visuals that ignite the sense of adventure and the joy of competition, inviting everyone to be part of the excitement.

We are here to have fun! Our tone is light-hearted, and our voice radiates the spirit of enjoyment. We want every interaction with Super Fast Go-Kart to bring a smile and create memorable moments.

ENERGETIC

EXCITING

FUN

Photography

BOLD & DRAMATIC

Our photos have a bold and dramatic aesthetic. They feature deep contrasts and dark backgrounds to create a dynamic and intense atmosphere. This style captures the adrenaline and speed associated with our go-karting experiences.

PEOPLE & PASSION

Our style places individuals at the forefront, capturing their diverse stories, energy, and dedication within the Super Fast Go-Kart community. This dynamic, bold imagery authentically reflects the human element and inclusivity that define us.

ENERGY & SPEED

The core of our photography style is capturing the essence of energy and speed. We emphasize dynamic shots that freeze high-speed action and exhilaration, ensuring that every image resonates with the excitement of Super Fast Go-Kart.



SUPERFAST









SUPER FAST IN ACTION





superfast.suli

قريبا...
بهم زوانه...

2023
SUPER FAST
GRAND PRIX 2
پيشريکي کهوره
سوپر فاست

SUPER FAST

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SUPER FAST

پشتيني سهلامه تي بهستن...

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SUPER FAST
عروض حصريه

ختم 50%
في الاشتراك الثاني
مشاركتان في نفس الوقت



SUPER FAST

دریژترین ریپرهوی پیشبرکن
له ناسیا و روزههلاتی ناوهراست

Family Mall parking (1)



SUPER FAST

دریژترین ریپرهوی پیشبرکن
له ناسیا و روزههلاتی ناوهراست

Family Mall parking (1)



SUPER FAST

دریژترین ریپرهوی پیشبرکن
له ناسیا و روزههلاتی ناوهراست



أطول مسار سباق
في آسيا والشرق الأوسط



SUPER FAST
أطول مسار سباق في آسيا والشرق الأوسط
مناسب للأطفال والكبار (من ٣ سنوات إلى ٦٠ سنة)
يتم توفير مسارات للأطفال
من ١١ ص


SUPER FAST
درئترین ریزهوی پیشبرکن
له ناسیا و روزههلاتی ناوهراست
١١ بهانی بو ١١ شهو

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Super Fast



٠٧٧٣ ١٧١ ٣٠٠٠
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٠٧٧٣ ١٧١ ٣٠٠٠
Family Mall parking (1)

بو مندال و كهوره گونجاوه
(٣٦ سال بو ٦٠ سال)
ریزهوی تاییت به مندلان
داین کراوه




SUPER FAST


SUPER FAST



دریژترین ریپروس پیشبرکن
له ناسیا و روزهه لاتی ناوهراست

📍 Family Mall parking (1)

SUPER FAST

If you're in control,
you're not going
fast enough.


SUPER FAST



مسار السباق
على يمينك



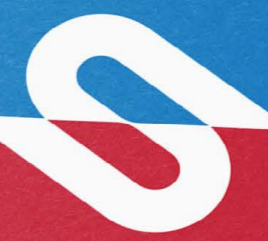
Super Fast Company
Sleman, Family Mall
+964 773 171 3000



سلطان لیبیت

تیمہ زور خوشدالین کہ بانگھیشستان دہکھین بو کردنہوس گھورہس
رپڑہوس نوئی گوکار تینگمان کہ له گھراجس دفتس فاملی مۆل
دهیت. تراکھکہ به شپوه پیک دیزاین کراوه کہ نزمونیکس خوش بو
شؤمیرانی سهرتایی و به نزمون دابین بکات، و به پهروشوه
چاوه رپزی به شداریتان دہکھین له رۆژس کردنوه کهمان!
چالاکیه گھورکھس کردنوهس له ۲۰۲۳/۴/۱۰ له ۹:۰۰ شو
به رپوه دهچیت و جه دین چالاکیه جوراوجور له خوده گرت بو
پیشبرکن! وهک به کتیک له موانه خواردن و خوارنوه، و یگومان،
تیوهش له گهمان بن بو نم بوئه تایبته.
سویاس بو پشتگیری بهردوامتان، و چاوه رپزی بینیس تیوهین له
کردنوهس سوپهر فاست له فاملی مۆلی سلیمان

Bilal Majeed Ahmed
CEO & Founder



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Thanks



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