

Rosso Ritrovato.

The red, found again. How the Scuderia looks, sounds and moves in 2027.

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Four parts, sixteen sections.

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This edition delivers Parts I and II and sections 14 and 15. The other sections follow after review. Items marked "To confirm" are proposals awaiting a decision.

Rosso Ritrovato is a new identity for the Scuderia's 2027 season.

A concept from ADR Studio Lab. It keeps what is untouchable, the Prancing Horse shield and the Ferrari wordmark, and builds everything around them from a single sentence written in Maranello in 1991. This guide is the reference for every page, screen, car and garment the concept shows.

HOW THE PARTS FIT

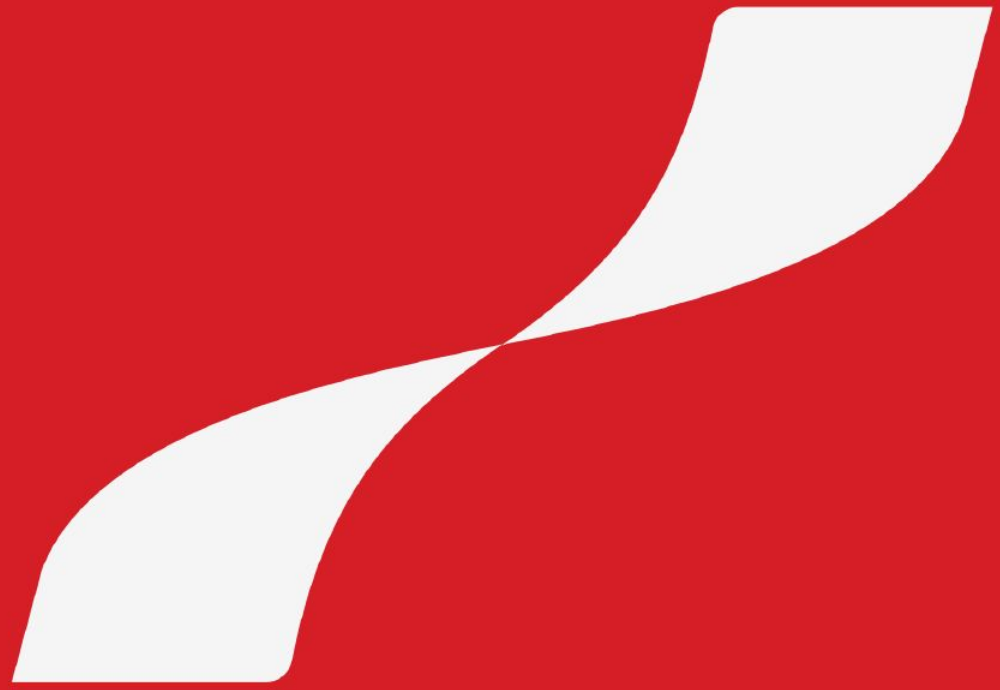
I · Passione	Where the name comes from, what the Scuderia stands for, how it speaks.
II · The identity	Type, logo, color and grid, with their measurements.
III · The world	Curves, photography, timing graphics and motion.
IV · The applications	The F127, suits, helmets, merchandise, screens.

EDITION 01

A system drawn from three things the Scuderia already owns: its red, its corners and its stubbornness. One red, one black, one ice white. One family of type cut from the corners where Ferrari has won.

PART I

Passione



01 The story

02 Brand platform

03 Messaging

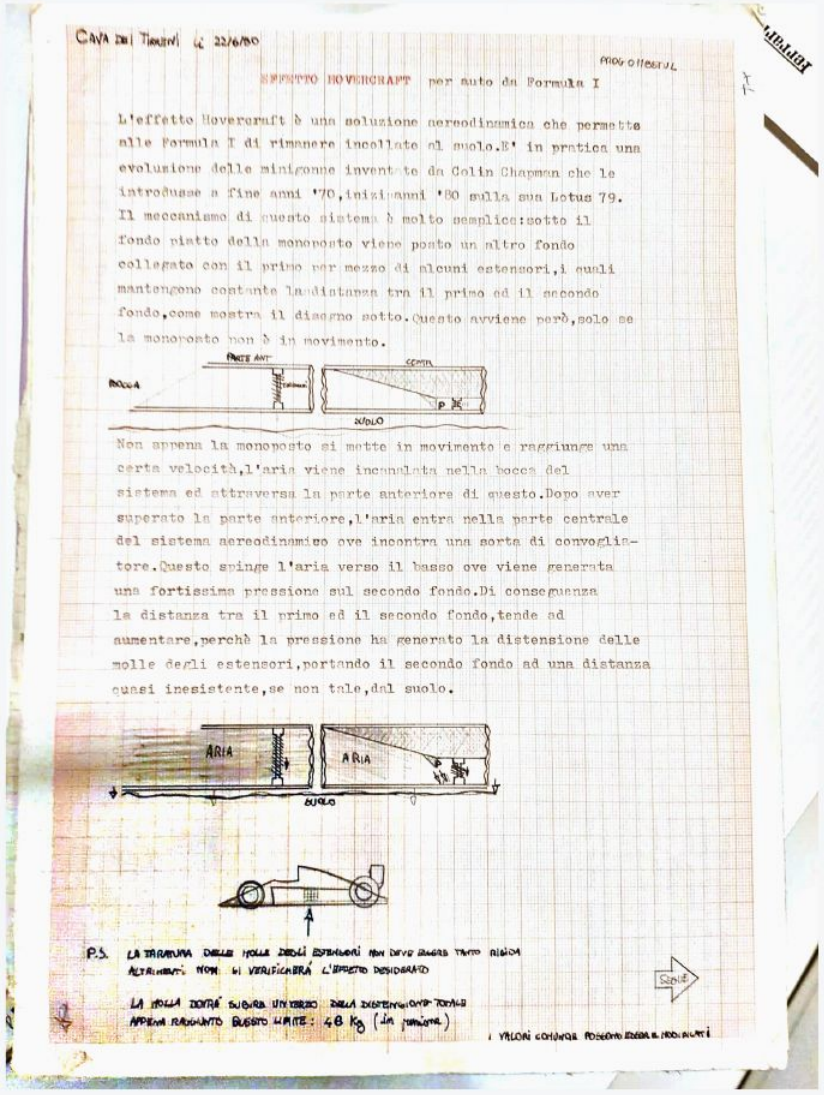
04 Voice and tone

SECTION 01

In 1990, a fifteen-year-old sent Ferrari a floor.

Antonio De Rosa, from Cava de' Tirreni, drew an "Effetto Hovercraft" for Formula 1: a double floor under the car, held by sprung struts, pushed towards the ground by the air flowing underneath. Typed notes, hand lettering, squared paper, dated 22 June 1990. He posted it to Maranello.

Today he runs ADR Studio, a design and brand consultancy founded in 1995. Rosso Ritrovato is what he sends Maranello thirty-five years later.


Cava dei Tirreni, li 22/6/90

EFFETTO HOVERCRAFT per auto da Formula I

L'effetto Hovercraft è una soluzione aerodinamica che permette alle Formula I di rimanere incollate al suolo.E' in pratica una evoluzione delle minigonne inventate da Colin Chapman che le introdusse a fine anni '70,inizi anni '80 sulla sua Lotus 79. Il meccanismo di questo sistema è molto semplice:sotto il fondo piatto della monoposto viene posto un altro fondo collegato con il primo per mezzo di alcuni estensori,i quali mantengono costante la distanza tra il primo ed il secondo fondo,come mostra il disegno sotto.Questo avviene però,solo se la monoposto non è in movimento.

Non appena la monoposto si mette in movimento e raggiunge una certa velocità,l'aria viene incanalata nella bocca del sistema ed attraversa la parte anteriore di questo.Dopo aver superato la parte anteriore,l'aria entra nella parte centrale del sistema aerodinamico ove incontra una sorta di convogliatore.Questo spinge l'aria verso il basso ove viene generata una fortissima pressione sul secondo fondo.Di conseguenza la distanza tra il primo ed il secondo fondo,tende ad aumentare,perchè la pressione ha generato la distensione delle molle degli estensori,portando il secondo fondo ad una distanza quasi inesistente,se non tale,dal suolo.

ARIA ARIA

SUOLO

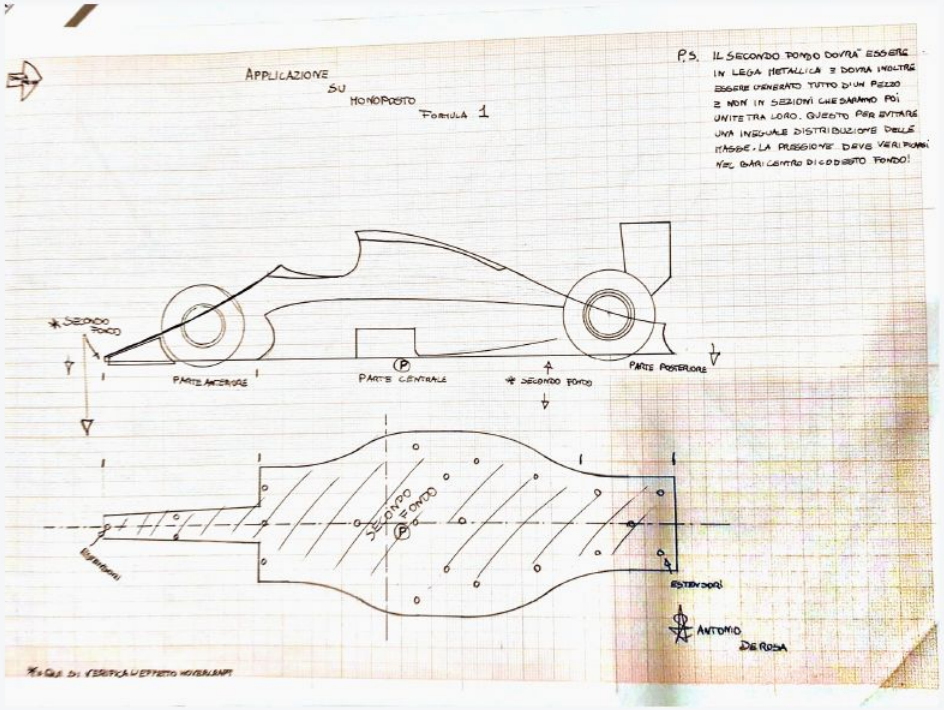
P.S. LA TARATURA DELLE MOLLE DEGLI ESTENSORI NON DEVE ESSERE TROPPO RIGIDA ALTRIMENTI NON SI VERIFICHERÀ L'EFFETTO DESIDERATO

LA MOLLA DOVRÀ SUBIRE UN TERZO DELLA DISTENSIONE TOTALE APPENA RAGGIUNTO QUESTO LIMITE: 48 Kg (in zavorra)

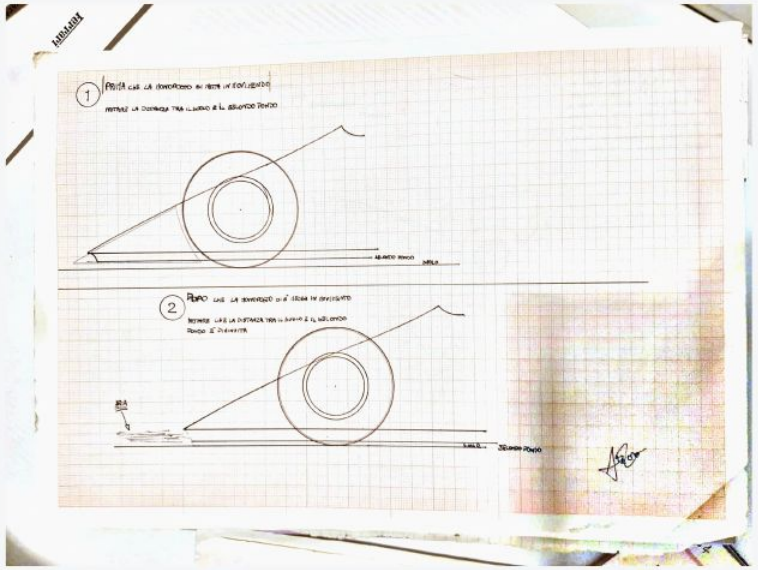
Sheet 1 · "Effetto Hovercraft per auto da Formula I" · Cava dei Tirreni, 22 June 1990

Drawings from the author's archive, light evened out for this guide.

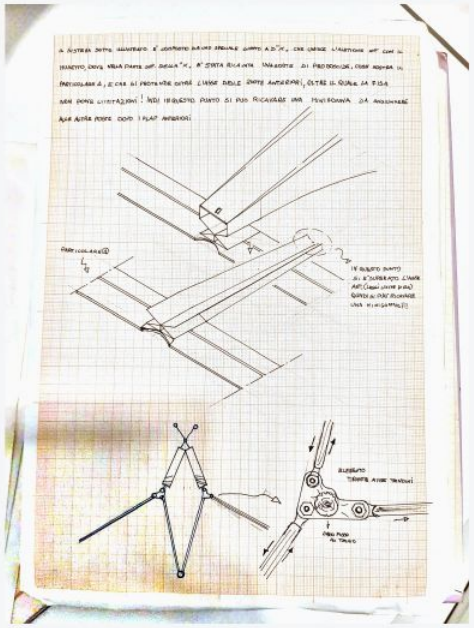
The car, the floor, the joint.



Applicazione su monoposto Formula 1 · plan and side view, "secondo fondo" hatched



1 · Before the car moves 2 · After: the gap to the ground has closed



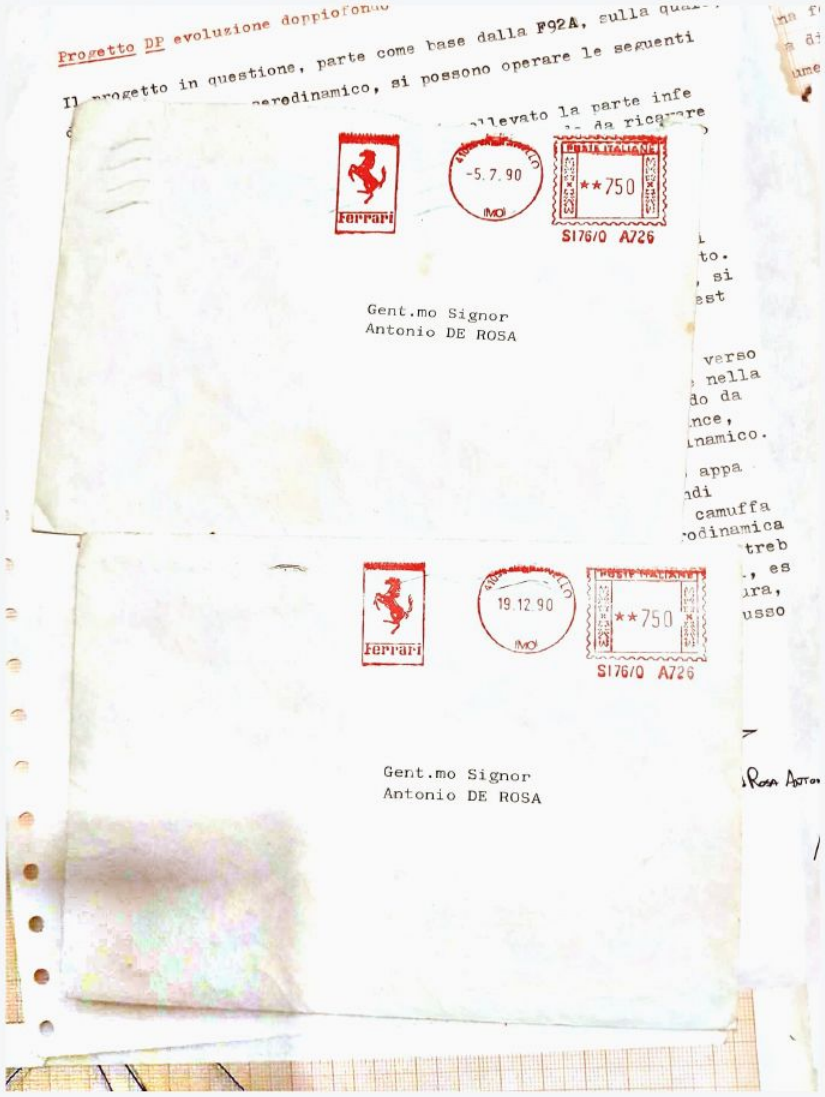
The X joint between front wing and nose, and the three-tendon tie

Four sheets survive. All are reproduced here as found.

1990

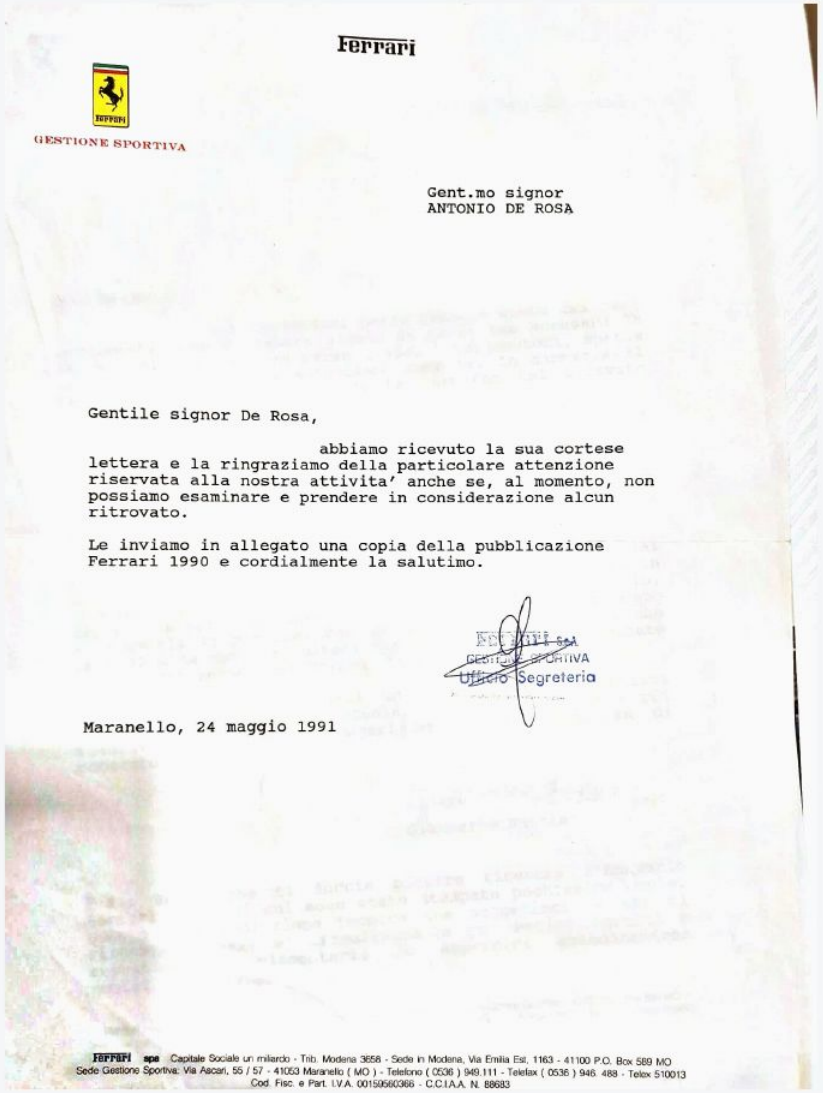
Every time he wrote, Maranello answered.

Two envelopes from Ferrari, franked in Maranello on 5 July 1990, two weeks after the first drawings, and on 19 December 1990. Underneath them, the typed “Progetto DP, evoluzione doppio fondo”: by then he was already drawing the next step.



Ferrari envelopes · Maranello, 5.7.90 and 19.12.90 · address removed

Envelopes from the author's archive.



Ferrari

GESTIONE SPORTIVA

Gent.mo signor
ANTONIO DE ROSA

Gentile signor De Rosa,

abbiamo ricevuto la sua cortese lettera e la ringraziamo della particolare attenzione riservata alla nostra attivita' anche se, al momento, non possiamo esaminare e prendere in considerazione alcun ritrovato.

Le inviamo in allegato una copia della pubblicazione Ferrari 1990 e cordialmente la salutimo.

Ufficio Segreteria

Maranello, 24 maggio 1991

FERRARI spa Capitale Sociale un miliardo - Trib. Modena 3656 - Sede in Modena, Via Emilia Est, 1163 - 41100 P.O. Box 589 MO
Sede Gestione Sportiva: Via Ascari, 55 / 57 - 41053 Maranello (MO) - Telefono (0536) 949.111 - Telefax (0536) 946 488 - Telex 510013
Cod. Fisc. e Part. I.V.A. 00159560366 - C.C.I.A.A. N. 88683

Ferrari Gestione Sportiva · Maranello, 24 May 1991 · address removed

The recipient's street address is masked.

24 MAY 1991

“…non possiamo esaminare e prendere in considerazione alcun ritrovato.”

“…we cannot examine or take into consideration any invention.” Maranello thanked him, sent a copy of the 1990 yearbook, and closed the door politely, as it had to.

RITROVATO

Noun. A find, an invention, a device someone has come up with.
Adjective. Found again, recovered, rediscovered.

FEBRUARY 1992

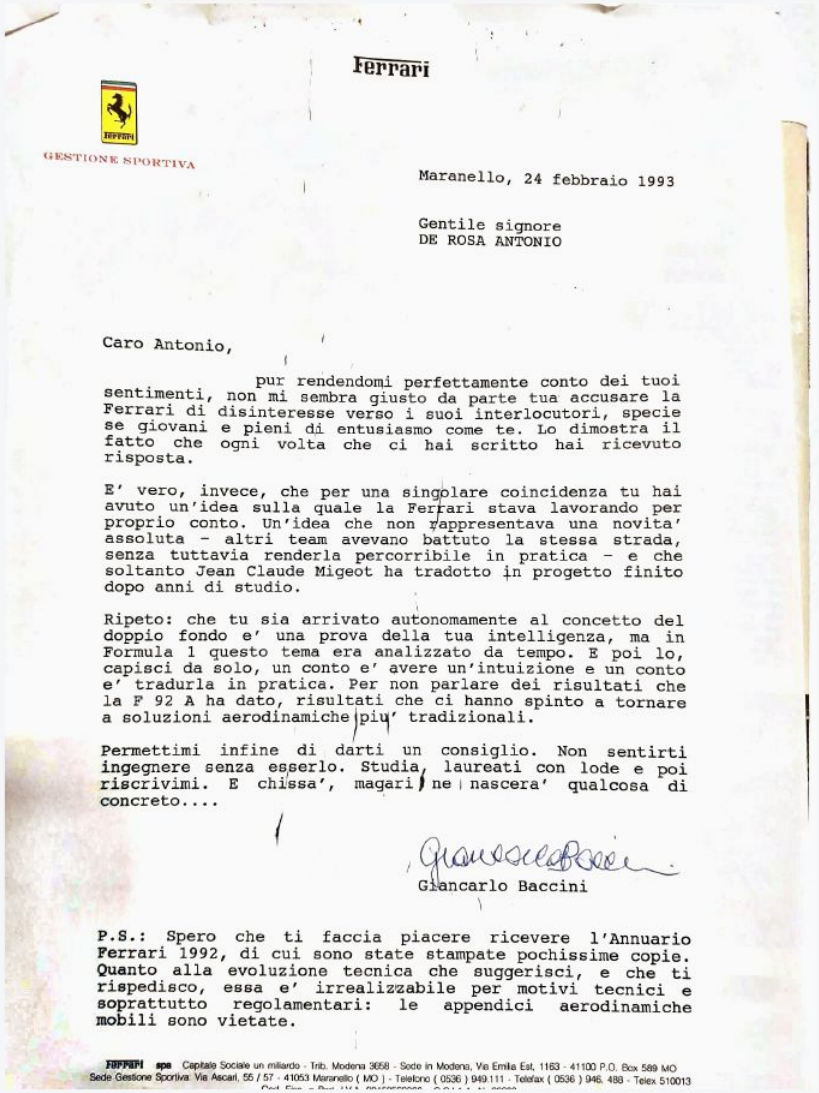
The next year, a Ferrari ran with a double floor.

Autosprint, 11 February 1992: “Tutto sulla rivoluzionaria Ferrari F92A. Che bomba!” The F92A, designed by Jean-Claude Migeot, raced with a “double-flat bottom”. Jean Alesi took two third places in it. On the cover, his car carries the number 27.



Autosprint n. 7 · 11–17 February 1992 · author's copy

F92A facts: Wikipedia, Ferrari F92A. Cover © Autosprint, shown as a historical document.



Ferrari

GESTIONE SPORTIVA

Maranello, 24 febbraio 1993

Gentile signore
DE ROSA ANTONIO

Caro Antonio,

pur rendendomi perfettamente conto dei tuoi sentimenti, non mi sembra giusto da parte tua accusare la Ferrari di disinteresse verso i suoi interlocutori, specie se giovani e pieni di entusiasmo come te. Lo dimostra il fatto che ogni volta che ci hai scritto hai ricevuto risposta.

E' vero, invece, che per una singolare coincidenza tu hai avuto un'idea sulla quale la Ferrari stava lavorando per proprio conto. Un'idea che non rappresentava una novita' assoluta - altri team avevano battuto la stessa strada, senza tuttavia renderla percorribile in pratica - e che soltanto Jean Claude Migeot ha tradotto in progetto finito dopo anni di studio.

Ripeto: che tu sia arrivato autonomamente al concetto del doppio fondo e' una prova della tua intelligenza, ma in Formula 1 questo tema era analizzato da tempo. E poi lo, capisci da solo, un conto e' avere un'intuizione e un conto e' tradurla in pratica. Per non parlare dei risultati che la F 92 A ha dato, risultati che ci hanno spinto a tornare a soluzioni aerodinamiche piu' tradizionali.

Permettimi infine di darti un consiglio. Non sentirti ingegnere senza esserlo. Studia, laureati con lode e poi riscrivimi. E chissa', magari ne nascera' qualcosa di concreto....

Giancarlo Baccini

P.S.: Spero che ti faccia piacere ricevere l'Annuario Ferrari 1992, di cui sono state stampate pochissime copie. Quanto alla evoluzione tecnica che suggerisci, e che ti rispedisco, essa e' irrealizzabile per motivi tecnici e soprattutto regolamentari: le appendici aerodinamiche mobili sono vietate.

Ferrari spa Capitale Sociale un miliardo - Trib. Modena 3658 - Sede in Modena, Via Emilia Est, 1163 - 41100 P.O. Box 589 MO
Sede Gestione Sportiva: Via Ascari, 55 / 57 - 41053 Maranello (MO) - Telefono (0536) 949.111 - Telefax (0536) 946. 488 - Telex 510013

Giancarlo Baccini, Ferrari Gestione Sportiva · Maranello, 24 February 1993 · address removed

24 FEBRUARY 1993

"…per una singolare coincidenza tu hai avuto un'idea sulla quale la Ferrari stava lavorando per proprio conto."

"By a singular coincidence, you had an idea Ferrari was working on by itself." Not an absolute novelty, the letter says: other teams had tried, and only Jean-Claude Migeot turned it into a finished project, after years of study.

"Studia, laureati con lode e poi riscrivimi. E chissà, magari ne nascerà qualcosa di concreto…"

STUDY, GRADUATE WITH HONOURS, THEN WRITE TO ME AGAIN. WHO KNOWS, SOMETHING CONCRETE MAY COME OF IT.

We quote Ferrari's own words. We never claim the F92A used the drawings.

So he wrote again.

Thirty-four years later, with a studio, a typeface and a red. This guide is the letter.

Five dates, one word.

1990

22 JUNE

The drawings

A teenager's "Effetto Hovercraft", posted to Maranello. Ferrari writes back.

1991

24 MAY

The letter

"Alcun ritrovato." No invention can be considered.

1992

FEBRUARY

The F92A

A Ferrari with a double floor reaches the grid, 27 on the nose.

1993

24 FEBRUARY

The coincidence

"Una singolare coincidenza." Study, then write again.

2027

SEASON

Rosso Ritrovato

The word comes back: a color, a car called F127, an identity.

Rosso Ritrovato.

The red, found again.

Statement · the name is both a color and the idea of the concept.

One name, three meanings.

01

The invention

The “ritrovato” Maranello could not consider in 1991. Every idea sent in from outside, by fans, engineers and kids with squared paper.

02

The red

The brighter red of the Schumacher years, found again and fixed as one color: Rosso Ritrovato, #D51E25.

03

The team

A Scuderia that finds itself again: its corners, its craft, its habit of winning. The past as raw material, never as nostalgia.

Every piece of communication should be readable through at least one of the three.

Every choice is checked against four things.

01

Untouchable first.

The shield and the Ferrari wordmark are never redrawn, recolored or cropped. Everything new is built around them.

02

Found, not invented.

Every new form comes from something the Scuderia already owns: a corner, a floor, a red, a number.

03

Engineered.

Each shape has a measure and a reason. If we cannot explain it in one sentence with a number, it does not ship.

04

Always at 15°.

Speed is one angle, held everywhere: type, guides, curves, cuts. Never a second angle.

Twelve rules hold the system together.

01

One red.

Rosso Ritrovato #D51E25, flat. No gradients, no metallic.

02

Red leads.

Red is the hero color; Carbonio and Ghiaccio make room for it.

03

The shield never changes.

Same artwork on every ground: Ghiaccio, Carbonio, Rosso. Giallo Modena lives only inside it.

04

15° everywhere.

Italics, guides, the Vela and cuts share one slant.

05

One family.

Traiettoria Scuderia for words and numbers; Space Mono only for the record.

06

Numbers are tabular.

Times, gaps and laps align in columns.

07

The rule is the floor.

A thin red rule means the double floor. One per view.

08

The Vela points forward.

The flag shape always leads into the wordmark or the direction of travel.

09

Left and moving.

Headlines start from the left edge, as a car leaves the grid.

10

Real corners only.

Every curve we draw comes from real geometry.

11

No drivers' faces.

Drivers appear as robot mannequins in the concept.

12

Say it once.

One idea, one proof, one logo per frame.

Each rule is expanded in its section.

SECTION 02

Brand platform

WHAT THE SCUDERIA IS

The oldest team in Formula 1, and the only one that has raced in every championship since 1950.

Rosso Ritrovato does not change what the Scuderia is. It changes how it shows up in 2027: a single red, a type family drawn from its winning corners, and a graphic language built from the double floor.

Category	Formula 1 team identity, season 2027
Scope	Logo system, color, type, car livery, suits, merchandise, screens
Register	Engineered, warm, Italian. Less luxury, more workshop.
Status	Unofficial concept, ADR Studio Lab

Every season since 1950: Ferrari is the only constructor to have entered every F1 World Championship season.

POSITIONING STATEMENT

For the people who feel the Scuderia as their own, Rosso Ritrovato is the identity that turns its history into raw material, so every corner, number and color says where the team is going, not only where it has been.

For	The tifosi, partners, drivers and the people of Maranello
Who feel	The Scuderia as something they own a share of
It is	A 2027 identity built from the team's own history
That	Turns corners, red and engineering into a visual language
Unlike	Heritage that is framed and hung on a wall
Proof	A typeface cut from ten real corners; a red with a date

Positioning for the concept. To confirm.

The Craftsman.

Not the aristocrat, not the rebel. The person in the workshop at Maranello who knows the history by heart and still files the part again. Passion that shows up as precision.

Precise	***Passionate***	***Rooted***	***Daring***
Numbers, units and dates, stated plainly.	Speaks like someone who cares, never like a brochure.	Every new thing has an origin in Maranello.	Tries the idea nobody else would try.
NEVER vague superlatives, “legendary”, “iconic”.	NEVER shouting, hype, exclamation marks.	NEVER nostalgia for its own sake.	NEVER arrogance about rivals.

Who we speak to.

AUDIENCE	LEVEL	WHAT THEY NEED TO HEAR	LEAD PROOF
Tifosi	Everyone	This is still your red. We found it again.	The red, the shield, the story of 1991
Partners	Commercial	One clear red system that carries your brand without fighting it.	Livery zones, clear space, color rules
Drivers and team	Internal	You wear the corners we won on.	Suits, helmets, the Traiettoria numerals
Media and broadcasters	Screens	Graphics that read at 200 km/h and on a phone.	Timing tower, tabular numbers
Design community	Lab	An identity drawn from geometry, not from a moodboard.	Corner study, construction drawings

SECTION 03

Messaging

Lead with the find, then the proof. Every message follows the same three beats.

01

Found.

Name what was found again: a red, a corner, a floor, a number.

02

Measured.

Give the measure: a date, an angle, a radius, a lap.

03

Forward.

Say where it goes next: the 2027 car, the next race.

TAGLINE CANDIDATES

Rosso Ritrovato.	Primary. The name is the line.
The red, found again.	English support line.
Every corner, ours.	For the type family and the circuits.
Il rosso, ritrovato.	Italian, for Italy and the garage.

Taglines are proposals. To confirm.

Ten, thirty, sixty words.

01

10 words

"Rosso Ritrovato: Ferrari's red and its winning corners, found again for 2027."

02

30 words

"Rosso Ritrovato is a concept identity for Scuderia Ferrari's 2027 season. One red, fixed from the Schumacher years. One typeface, cut from ten corners where Ferrari has won."

03

60 words

"In 1991 Maranello told a fifteen-year-old it could not consider any 'ritrovato', any invention. Thirty-five years later his studio sends one back: Rosso Ritrovato, an unofficial identity for the Scuderia's 2027 season. A single red, a type family drawn from real circuit geometry, and a graphic language built from the double floor he once drew on squared paper."

Use these as written. Shorten only by cutting whole sentences.

SECTION 04

Voice and tone

We sound like the engineer who loves the car: exact, warm, a little proud, never loud.

MOMENT	TONE
Race weekend	Short, factual, present tense. Times and positions first.
Launch and story	Warm, first person plural, one memory and one number.
Partners	Clear and measured. What the system gives them, in units.
Defeat	Honest, brief, forward. No excuses, no drama.

Before and after.

INSTEAD OF	WE SAY
“The legendary Prancing Horse returns in an iconic new look!”	“The shield stays. Everything around it is new, and every piece has a reason.”
“Unleashing the passion of millions of fans worldwide.”	“This is still your red. We fixed it at #D51E25.”
“A revolutionary font inspired by racing.”	“The numbers are cut from ten real corners, from Fiorano to Adelaide.”
“Back to winning ways!”	“P3 in Monza. 0.2 seconds from the front. Next: Singapore.”
“Heritage meets innovation.”	“A double floor, drawn in 1990, redrawn in 2027.”

Words we use, words we leave.

WE USE	
Scuderia	The team. Always capitalised.
Rosso Ritrovato	The color and the concept. Never translated.
F127	The 2027 car concept, always with no space.
Corner names	In their local form: Curva Alboreto, Eau Rouge, 130R.
Tifosi	The fans, plural. Never “customers”.

WE LEAVE	
Legendary, iconic	Show the proof instead.
Unleash, ignite	Engines do that, copy does not.
Revolutionary	Unless the regulations say so.
Exclamation marks	The red is loud enough.
Rival names in copy	We race them; we do not talk about them.

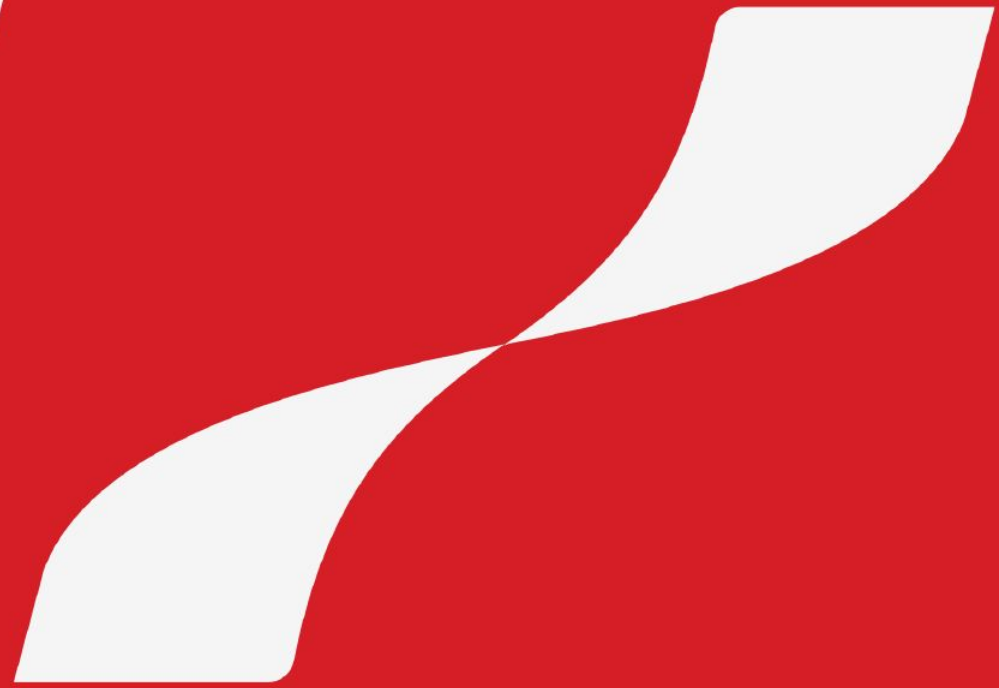
Facts we may say, as registered.

CLAIM	SOURCE	STATUS
The drawings were dated 22 June 1990	Author's archive	Approved
Ferrari answered every letter (envelopes 5.7.1990, 19.12.1990)	Author's archive	Approved
Ferrari replied on 24 May 1991 declining to consider "alcun ritrovato"	Author's archive, letter	Approved
The F92A (1992) had a double floor and was designed by Jean-Claude Migeot	Wikipedia, Ferrari F92A	Approved
Ferrari called it "una singolare coincidenza" (24 Feb 1993)	Author's archive, letter	Approved, quoted
The F92A used or was inspired by the drawings	Never	Rule
Ferrari is the only constructor in every F1 season since 1950	Public record	Approved
From about 1996 to 2007 the car ran a brighter red for television	Wikipedia, Rosso corsa	Approved, with source
The ten corners of the Traiettoria numerals use real geometry	OpenStreetMap contributors, ODbL	Approved, credit line
Rosso Ritrovato is official, endorsed or licensed	Never	Rule

Every external piece carries the unofficial concept line.

PART II

The identity



05 Typography
06 Logo
07 Color
08 Grid and layout

SECTION 05

Typography

Before the logo, the letters. The wordmark, the numbers on the car and every headline come from one typeface, and this is how we got to it.

WHERE WE STARTED · SPACE MONO

FERRARI 27

WHERE WE ARRIVED · TRAIETTORIA SCUDERIA

FERRARI 27

01

Start from a font that exists.

Space Mono over Bitter: more angles to cut into, and a mono rhythm that already reads like timing data.

02

A slab, then not.

The first slab prototype was not beautiful enough. We kept the mono bones and let the slab go.

03

Ten corners.

Each numeral is cut from a corner where Ferrari has won, traced from the real track.

04

One slant.

15°, the angle the whole system shares, from the italics to the curves.

The full story of the typeface is told in the typeface film.

THE FAMILY

One family, four styles.

Traiettoria Scuderia: one family, four styles, built from Space Mono and cut by ten corners. Space Mono stays for the record.

Bold Italic	Wordmark, headlines, numbers on the car
Light Italic	Descriptors, F1 in F127
Bold / Light	Text, tables, interfaces
Space Mono	Labels, specs, timing data

Aa

SCUDERIA FERRARI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghi jklmnopqrstuvwxyz
0123456789 àèéìòù

The red, found again. Il rosso, ritrovato.

SPACE MONO · LAP 53 · 1:21.046 · +0.212

Traiettoria Scuderia is derived from Space Mono (SIL Open Font License 1.1) and ships under the same license.

Four styles, one slant.

Traiettoria Scuderia Light

Traiettoria Scuderia Light Italic

Traiettoria Scuderia Bold

Traiettoria Scuderia Bold Italic

01

Proportional.

Letters are spaced by their shape. Only the numbers keep one width.

02

15° italic.

The italic is the same 15° as every guide in the system.

03

Square details.

Square dots on i and j, no slab ears on B and D, short middle bars on E and F.

Ten corners, ten numbers.

0



FIORANO

1



TAMBURELLO

2



CURVA ALBORETO

3



POUHON

4



VARIANTE ASCARI

5



EAU ROUGE

6



FAIRMONT

7



130R

8



SUZUKA

9



ADELAIDE

Corner geometry © OpenStreetMap contributors, ODbL. North up, scaled to fit.

Where each number comes from.

	CORNER	CIRCUIT	WHY
0	Fiorano	Fiorano, Maranello	Home. The test track where every Ferrari starts.
1	Tamburello	Imola	The long flat-out left, the single stroke of the 1.
2	Curva Alboreto	Monza	The former Parabolica, renamed for Michele Alboreto in 2021.
3	Pouhon	Spa-Francorchamps	The double left, the two bowls of the 3.
4	Variante Ascari	Monza	The chicane named for Alberto Ascari, Ferrari's first world champion.
5	Eau Rouge and Raidillon	Spa-Francorchamps	The climb and the crest.
6	Fairmont hairpin	Monaco	The slowest corner of the calendar, the loop of the 6.
7	130R	Suzuka	The fast left, the diagonal of the 7.
8	Suzuka	Suzuka	The only figure-eight circuit on the calendar.
9	Adelaide hairpin	Adelaide	The old street circuit of the Australian Grand Prix, 1985 to 1995.

Nine circuits where the Scuderia has won, and home.

The details that make it ours.

GLYPH	WHERE	WHAT CHANGES
0	Counter, bottom left	Squared with an R 48 fillet. The dot stays.
1	Flag meets stem	An S-curve tangent to the flag, from 634 down to 512.
2 · 3 · 6 · 9	Counter corners	R 48 fillets, one or two per numeral. Outer shapes untouched.
4	Diagonal meets stem	The same eased curve as the 1, so the two read as a pair.
A	Counter apex	Flattened at 577, with R 10 fillets. Antonio's A.
U	Inner bottom left	One R 48 fillet. The right side stays square: it keeps the U moving.
R	Leg	Bowl of the P, a 40 slit from the stem, superellipse leg N 2.6, horizontal terminal.
B · D	Stem	Slab ears removed. D widened by 80.
E · F	Middle bar	Shortened by a quarter, so the letters lean forward.
l · i · j · l · r	Serifs	Removed. Square dots on i and j, as wide as the stem.
M · N · W	Diagonals	Redrawn: full stems, diagonals at 0.9 of the stem, flat vertices. W is M turned.

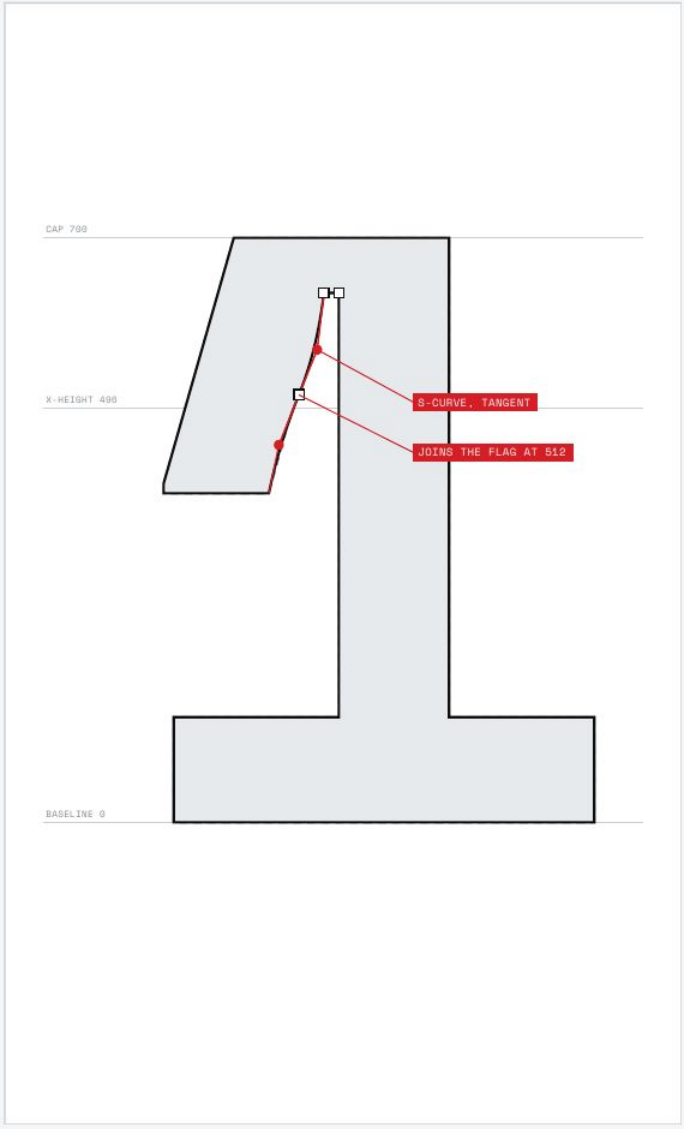
Units are font units, 1000 to the em, measured on the Bold.

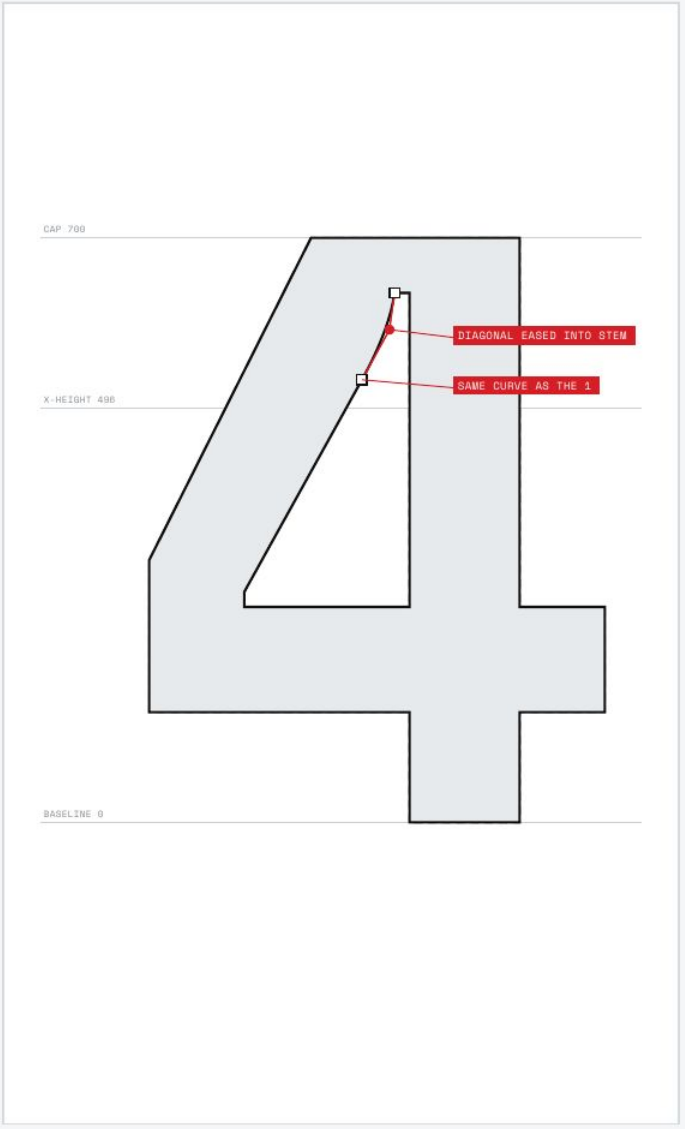
DETAIL · 1 AND 4

One curve, two numbers.

Where the flag of the 1 and the diagonal of the 4 meet the stem, the corner becomes a short S-curve, tangent on both sides. It is the only place the numerals soften on the outside.

Dashed: Space Mono. Filled: Traiettoria. Red: the points we moved.



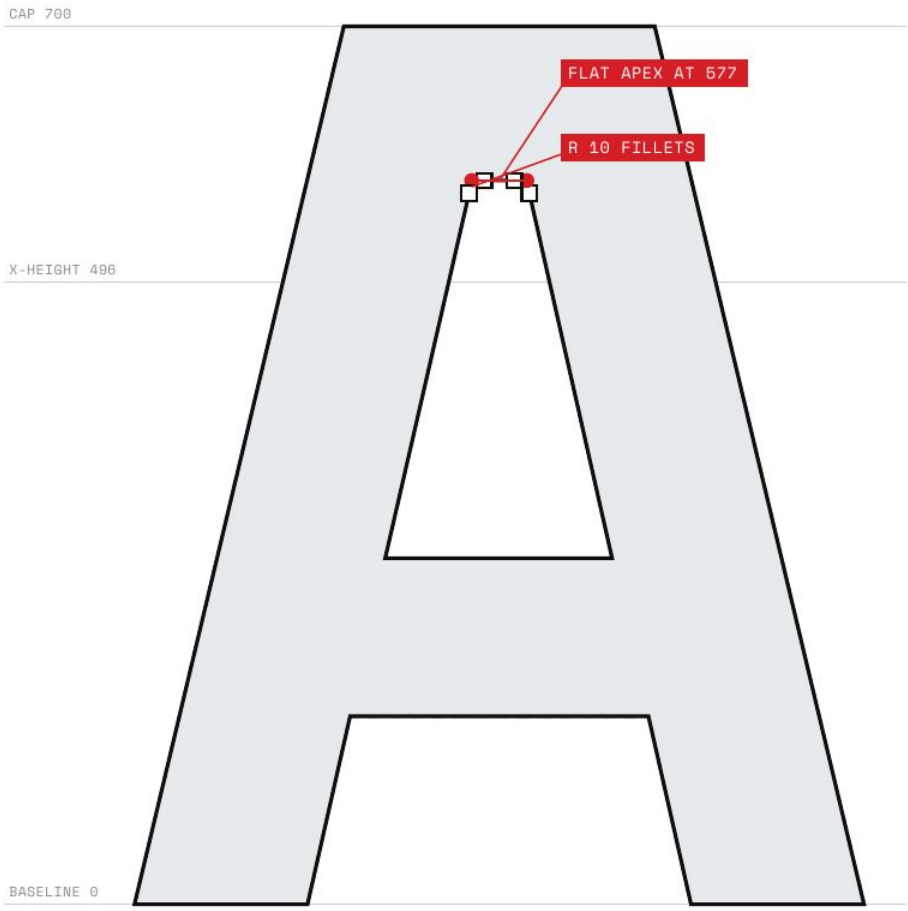


DETAIL · A

Flat at the top.

The counter of the A no longer ends in a point. It is cut flat at 577, with two R 10 fillets, so the inner shape matches the square counters of the rest of the family.

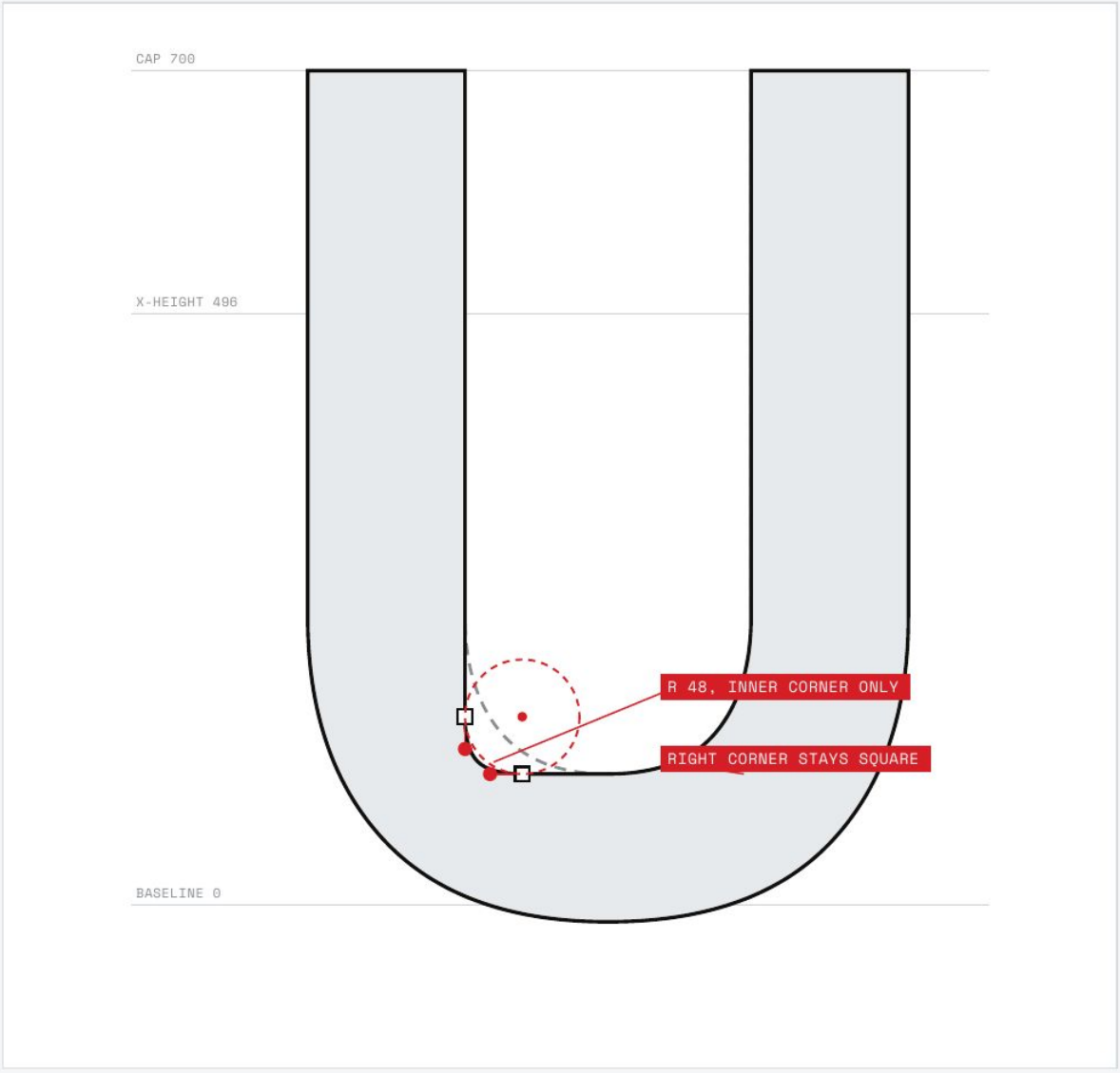
Drawn by Antonio De Rosa, traced and fitted to the grid.



DETAIL · U

One soft corner.

Only the inner bottom-left corner of the U gets the R 48 fillet. The right side stays square. Paired with the D, it builds the parallel that keeps SCUDERIA moving.

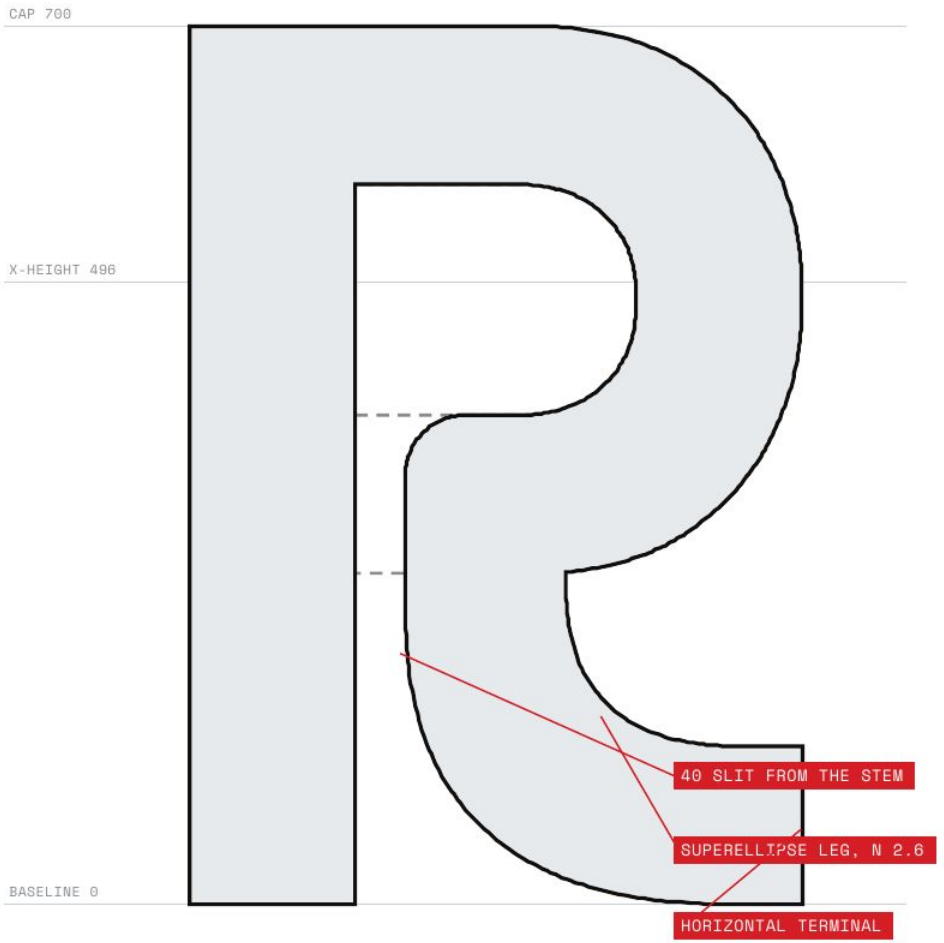


DETAIL · R

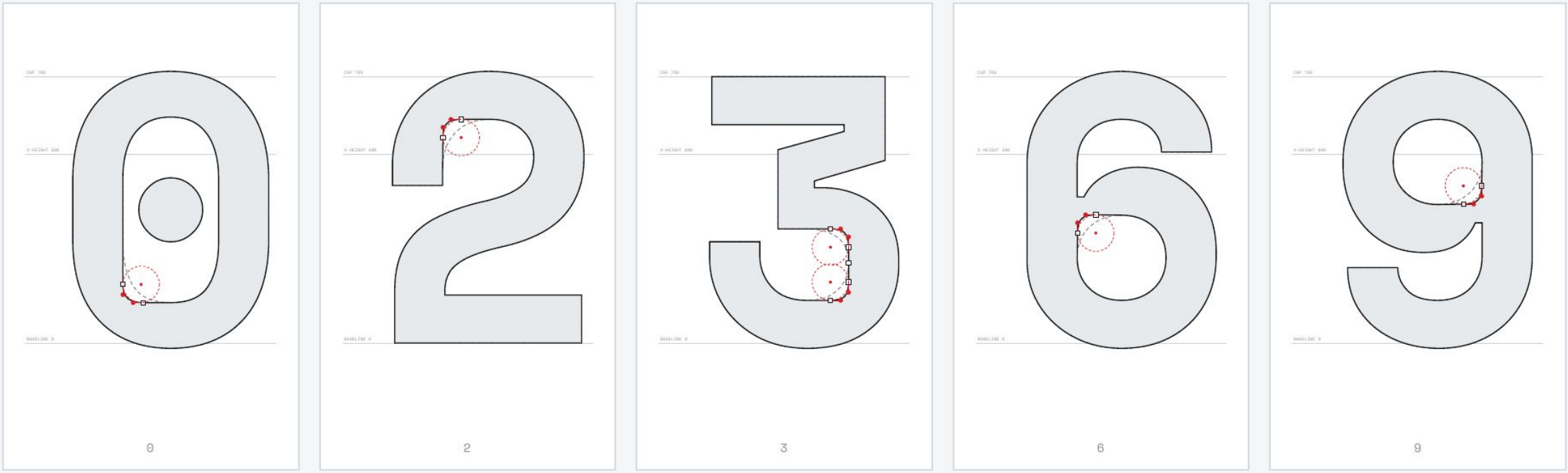
Built on the P.

The R starts from the square bowl of the P. A 40 slit separates the leg from the stem, the inside corner takes the R 48 fillet, and the leg is a superellipse with exponent 2.6, the same squareness as Space Mono's curves. It ends on a horizontal terminal.

Dashed: the original P.



The 48 rule.



Every rounded counter corner in the numerals has the same radius: 48 units. Outer silhouettes stay as Space Mono drew them; the curves live inside.

Sizes, in one ratio.

DISPLAY · BOLD ITALIC · 96/90	**Rosso Ritrovato**
HEADLINE · BOLD ITALIC · 40/44	***Ten corners, ten numbers.***
LEAD · LIGHT · 18/26	One red, fixed with a value and a story.
TEXT · LIGHT · 12.5/18	The space between lines is the height of F1 TEAM, above and below SCUDERIA.
LABEL · SPACE MONO · 9/12	LAP 53 · 1:21.046 · +0.212
NUMBERS · BOLD ITALIC TABULAR	***1:21.046***

SECTION 06

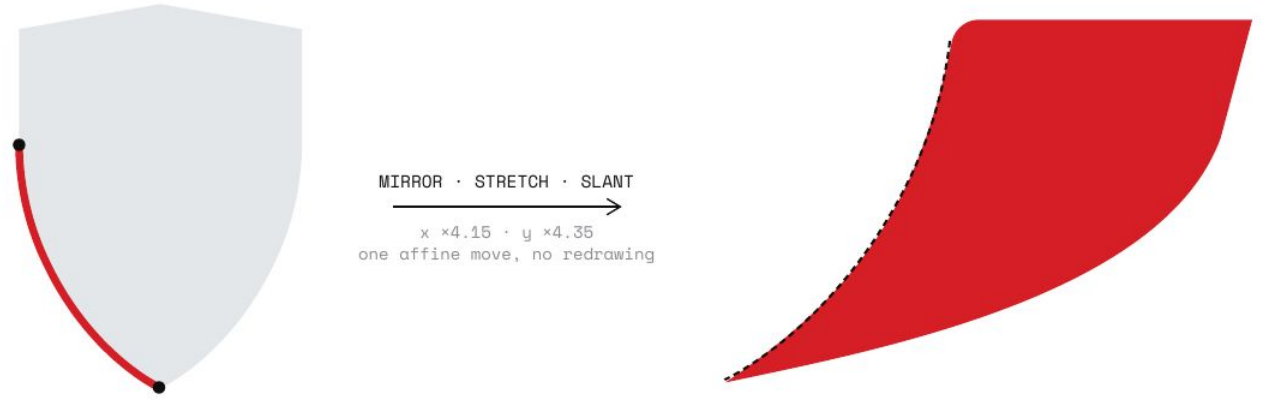
Logo

It starts with one shape, on its own.

The left part of the lockup is a road before it is a sign: a path with a start and an end, a corner taken flat out. Look closer and it is also something older, the flank of the Ferrari shield.



The shield, stretched.



1 · THE FLANK OF THE SHIELD

2 · THE LEADING EDGE OF THE VELA

01

Mirror.

The lower flank of the shield, from the corner of the side to the point, turned to face forward.

02

Stretch.

Scaled about 4.2 times and slanted, in a single affine move. No point is redrawn by hand.

03

Within 0.7%.

Laid over the leading edge of the Vela, the stretched flank never strays by more than 0.7% of its length.

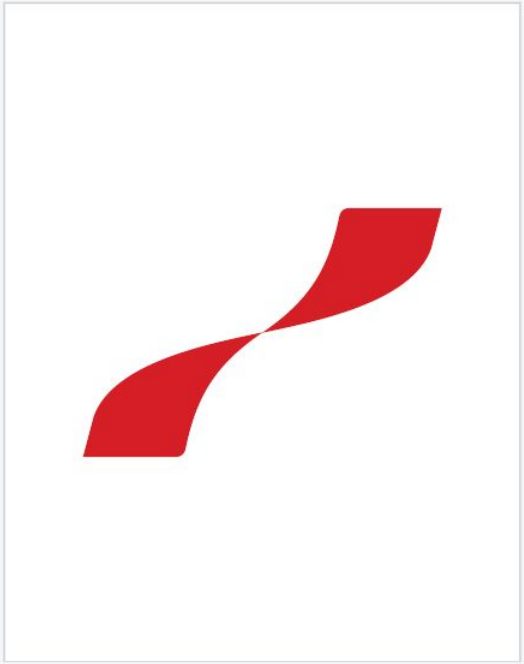
Fit measured on the master paths: maximum deviation 1.3 units on a 182-unit edge.

THE VELA

A wing, a sail, a road.

The Vela is the only new shape in the system. Two of them, point to point, make a chicane. In a row they make a road.

Single	Inside the lockup only, carrying the shield.
Chicane	The module: graphics, openers, the nose of the car.
Road	Chicanes in series: livery bands, banners, motion.
Two colors	Ink over Rosso, for the car and the suits.



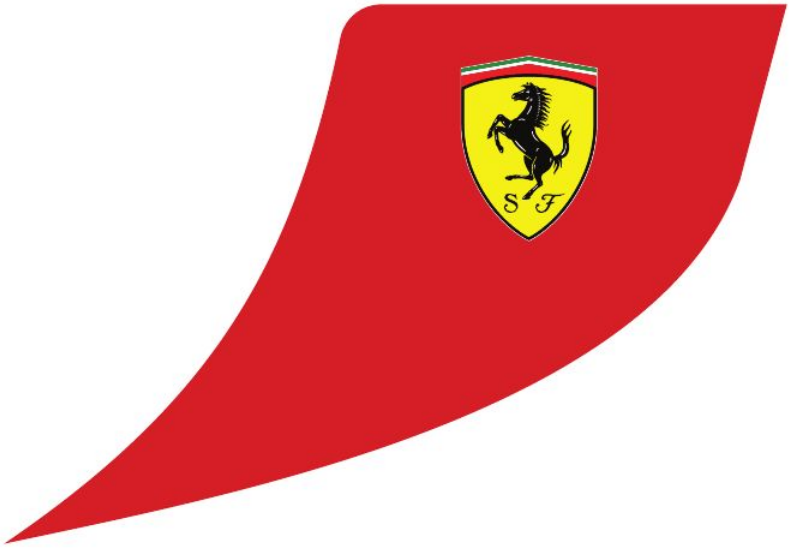


Full curve system in Part III. Modules by Antonio De Rosa.

THEN THE SHIELD

The shield finds its place.

The Prancing Horse sits inside the Vela, untouched, where the stretched flank comes from. The road carries the shield.





SCUDERIA FERRARI · F1 TEAM · 2027

ANATOMY

Five parts, one lockup.

Read it again, part by part. Two are Ferrari's and never change. Three are ours and hold them together.



1 · The Vela	The red flag. A sail, a fin, the first corner. It carries the shield.
2 · The shield	Ferrari's Prancing Horse shield. Original artwork only.
3 · The wordmark	SCUDERIA FERRARI in Traiettoria Scuderia Bold Italic.
4 · F1 TEAM	The descriptor, in Bold Italic, right-aligned.
5 · The floor	The thin red rule. The double floor of 1990, under the sky of the name.

Built on the S, slanted at 15°.



01

One S.

The gap between the Vela and the wordmark is the width of one S.

02

One F1 TEAM.

The space between lines is the height of F1 TEAM, above and below SCUDERIA.

03

One angle.

Every guide, the Vela's leading edge and every letter share 15°.

Construction drawing by Antonio De Rosa. Measurements scale with the logo.

CLEAR SPACE

Keep one S clear on every side.

Nothing enters the area defined by the width of the S of SCUDERIA, measured at the size used. Not text, not sponsor logos, not the edge of the format.



MEDIUM	MINIMUM SIZE
Print	40 mm wide minimum
Screen	160 px wide minimum
Below that	Use the shield alone, or F127

Minimum sizes are proposals. To confirm with print tests.

Three grounds, one lockup.



POSITIVE · ON GHIACCIO

The default. Red Vela, Carbonio wordmark.



NEGATIVE · ON CARBONIO

Night, screens, the garage. Ghiaccio wordmark.



REVERSED · ON ROSSO

The Vela turns Ghiaccio. The shield never changes. To confirm.

Never.



Never stretch or squash.



Never rotate. The 15° is already in it.



Never recolor the Vela.



Never add effects or shadows.



Never outline or ghost it.



Never crop the Vela or the shield.

THE CAR MARK

F127

The name of the 2027 car concept: F1 and 27, the season. F1 in Light Italic Ink, 27 in Bold Italic Rosso. The weight steps up where the year begins.

Use F127 on the car, the nose, the engine cover and every piece about the car itself. It never replaces the Scuderia lockup.



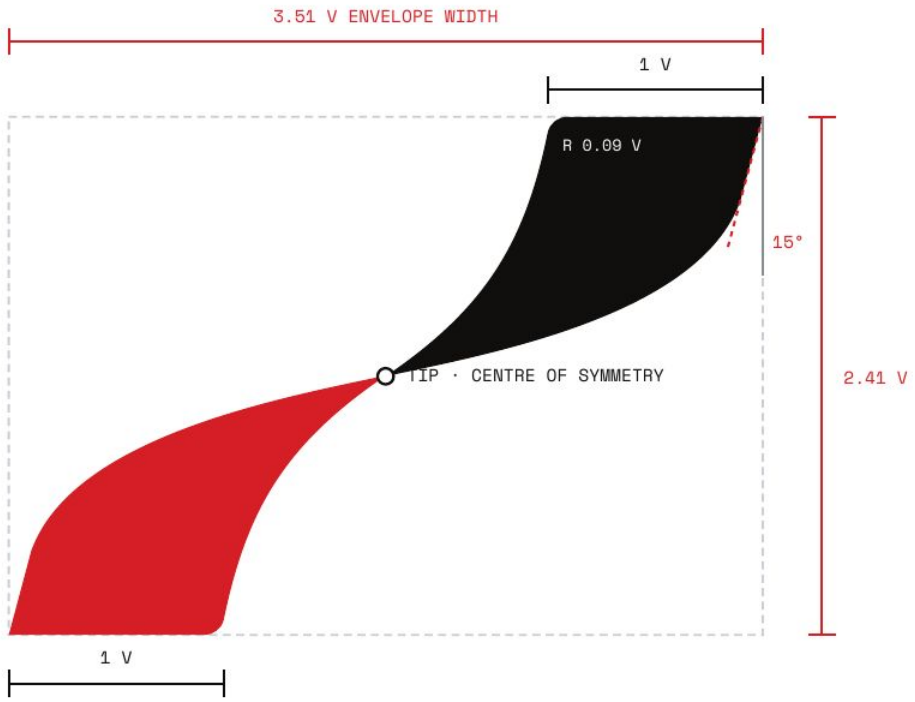
Mark by Antonio De Rosa.

THE ROAD, MEASURED

One unit: V.

V is the flat end of the Vela, rounded corner included. Every measure of the curve system is a multiple of it, so the road scales without losing its shape.

Module envelope	3.51 V × 2.41 V
Flat ends	1 V, horizontal
Leading edge	15°, parallel to the type
Corner radius	0.09 V, only at the open ends
Tip	Centre of symmetry: the lower Vela is the upper one turned 180°



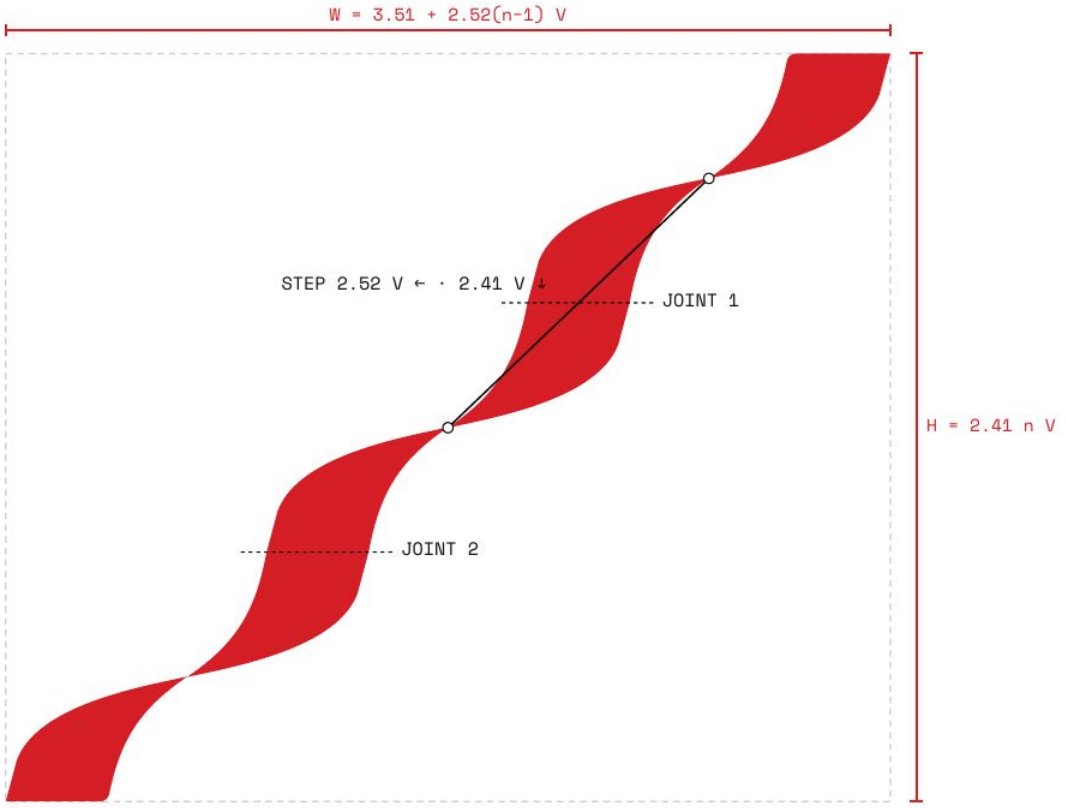
Measurements from the Illustrator master by Antonio De Rosa.

THE ROAD, IN SERIES

$W = 3.51 + 2.52\,(n - 1)\,V$
$H = 2.41\,n\,V$

Chicanes join flat end to flat end. At each joint the rounded corners become square, so the edge runs on without a step. The road climbs at 43.7°.

Step	2.52 V left, 2.41 V down
Joints	Square corners, no gap, no overlap
Open ends	Keep the 0.09 V radius
Clear space	1 V around the envelope
Pattern pitch	4.5 V between parallel roads



Use the formulas to reserve space on the car, suits and layouts before placing the road.

SECTION 07

Color

One red, fixed with a value and a story. Carbonio and Ghiaccio make room for it.



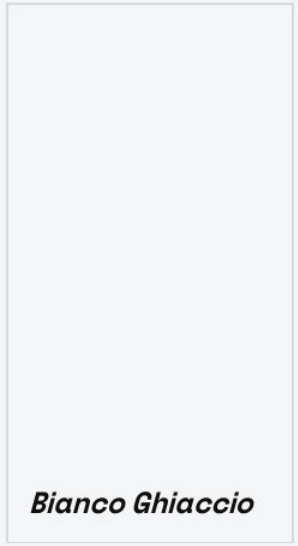
HEX #D51E25
RGB 213 30 37
C0 M90 Y85 K5
PMS 1795 C

The hero. The Vela, the floor rule, 27, the car.



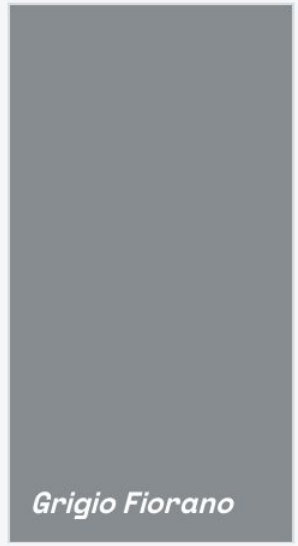
HEX #110F0D
RGB 17 15 13
C60 M60 Y60 K90
Black 6 C

Wordmark, text, night grounds.



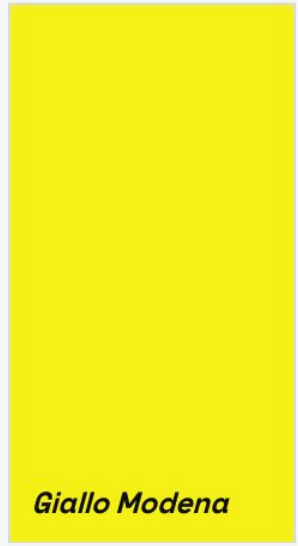
HEX #F4F6F8
RGB 244 246 248
C3 M1 Y0 K0
Uncoated white, no spot

The page, the reversed Vela.



HEX #878C90
RGB 135 140 144
C45 M33 Y30 K10
PMS Cool Gray 8 C

Captions, hairlines, guides.



HEX #F5F015
RGB 245 240 21
Shield artwork only
Shield artwork only

Inside the shield. Nowhere else.

CMYK and Pantone are starting points, to verify on a physical swatch book and on press.

Red leads.



01

Car and suits

Rosso ground, Carbonio for the floor and the Vela's second half.

02

Print and screens

Ghiaccio ground, Carbonio type, one red element per view.

03

Night and garage

Carbonio ground, Ghiaccio type, the red as the only light.

Proportions are for the brand as a whole, across a season of material.

WHY THIS RED

From about 1996 to 2007 Ferrari's red was brighter, almost orange, built for television. In 2007 the classic rosso corsa came back.

Rosso Ritrovato does not copy either. It sits between them: the energy of the Schumacher years with the depth of the classic red, fixed at one value so it reads the same on a car, a screen and a shirt.



History: Wikipedia, Rosso corsa. The two reference swatches are approximations for comparison, not official values.

SECTION 08

Grid and layout

Twelve columns, 48 px margins, one slanted guide. Headlines start from the left edge, like a car leaving the grid.

Format	1200 × 675, 16:9, and its multiples
Columns	12, gutter 24
Margins	48 left and right, 40 top, 36 bottom
Slant	One 15° guide may cut the page, once



This guide is built on this grid.

PART IV

The applications

13 The F127

14 Race suits and helmets

15 Merchandise

16 Screens and social

SECTION 14

The driver kit

Helmet, suit, gloves and shoes are one object. The same road runs through all of them, the same marks sit in the same places, and every piece is embroidered or moulded, never stuck on.

Suit	Rosso Ritrovato Nomex, one chicane panel in Nero Carbonio over the left shoulder, front to back.
Helmet	Gloss red shell, symmetric black band, FER, shield and 27 on both sides.
Gloves	Red suede, one chicane across the back of the hand, black cuff with shield and 27.
Shoes	Red suede, one chicane from sole to collar on the outer side, classic shield at the heel.



Front, standing



Back, the two-piece chicane

Concept images made from technical flats by ADR Studio Lab. A fictional driver, visor closed. Sponsor zones left empty.

THE SUIT

One road over the shoulder.

The chicane starts at the right hip, climbs across the chest and wraps the driver's left shoulder. On the back it lands as the second Vela: two flags, one contact point.

Chest, driver right	Scuderia Ferrari lockup, rectangular badge
Chest, driver left	Rectangular shield, smaller, on the black panel
Left sleeve	F1 27, only on this sleeve
Belt	Tricolore, 27, FER
Back	Lockup, FER, 27, all centred on the spine
Cuffs	Black, shield and 27, see gloves



Front



Back

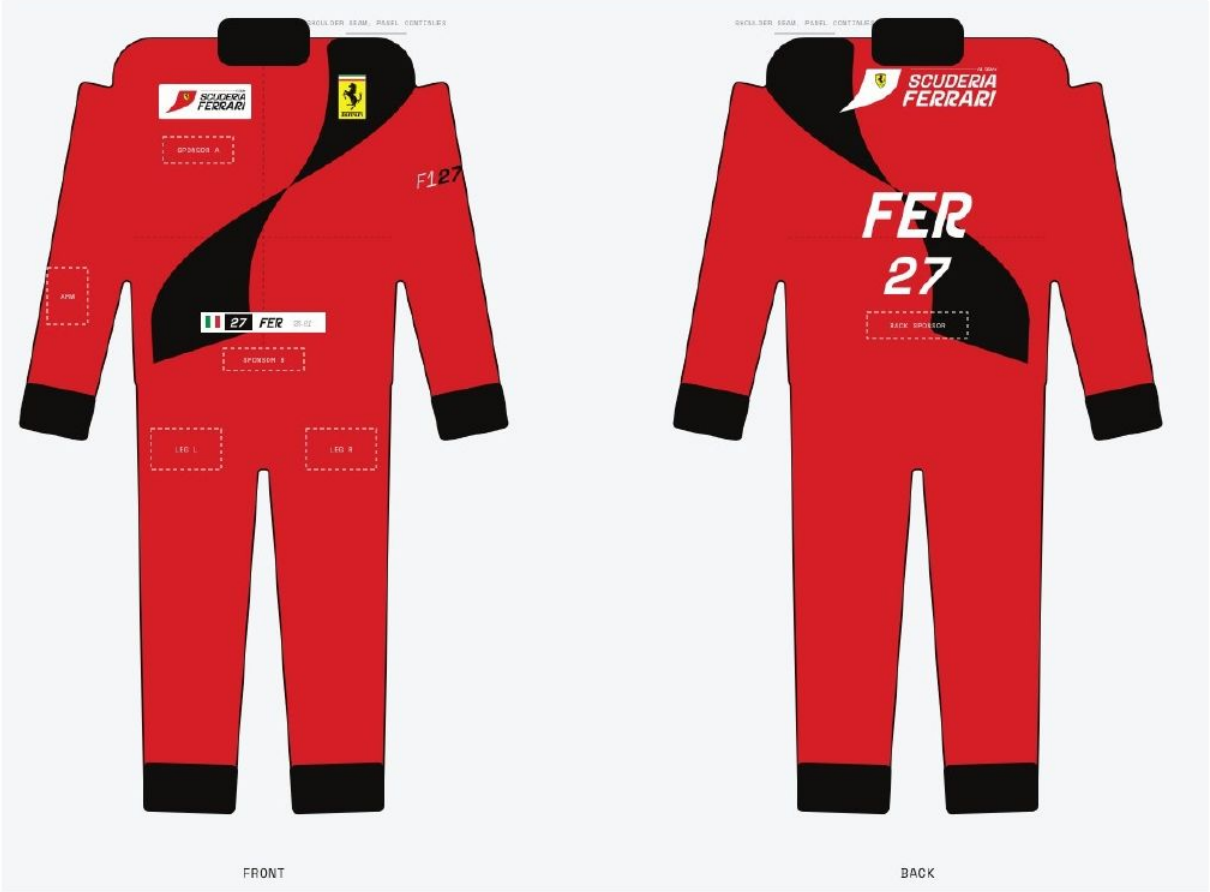
The back panel is the front panel mirrored on the centre line of the suit, so the road meets itself at the shoulder seam.

TECHNICAL FLAT

Draw it flat first.

Every photograph of the kit starts from this drawing. Positions are fixed here, then carried into each view. If a photo and the flat disagree, the flat wins.

Chicane	Uniform scale, never stretched to fit a seam
Angle	−18° on the front panel
Shoulder seam	The panel crosses it without a break
Back	Front panel mirrored on the centre line
Sponsors	Dashed zones only, kept neutral



FRONT BACK

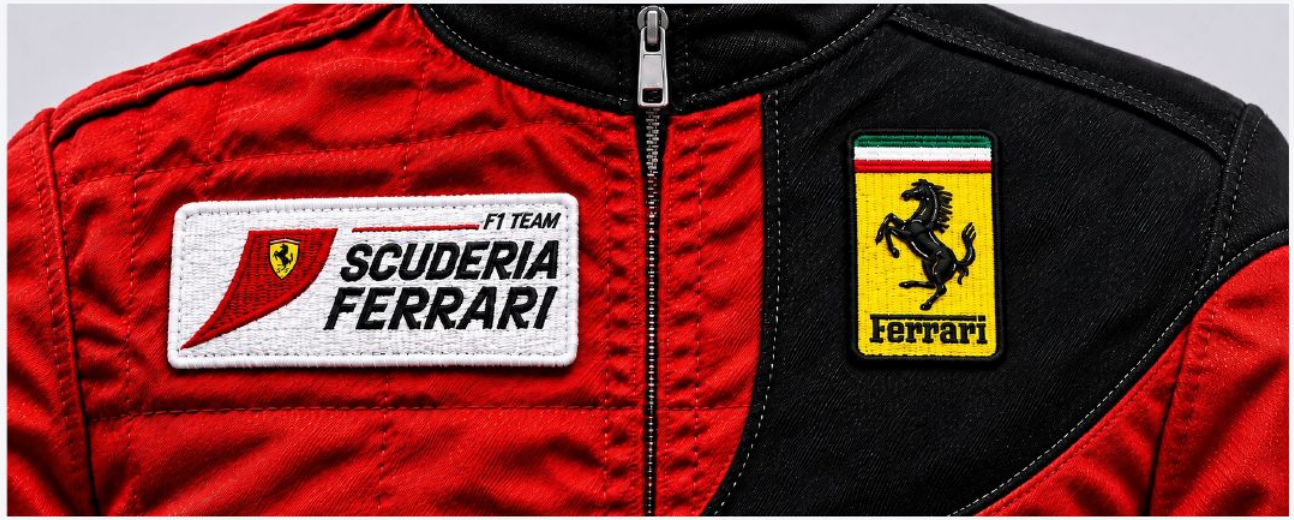
CRAFT

Embroidered, never printed.

Every mark on the suit is stitched into the fabric: raised satin thread, visible needle edges, the Nomex quilting running underneath. The FER 27 strip sits on the belt, where the driver tightens it.

LETTERFORMS

All lettering on the kit is set in Traiettoria Scuderia Bold Italic, then digitised for embroidery. No substitutes, no outlines.



Chest, lockup and shield on the black panel



Belt, tricolore, 27, FER

THE HELMET

One band, both sides.

A modern F1 shell in gloss red. A black band runs from the neck over the top and down both sides, symmetric, so the helmet reads the same from either side of the car.

Sides	FER on the black, shield and 27 on the red
Visor	Tricolore line along the top edge
Finish	Gloss shell, one soft highlight, no chrome



Left



Right



Three quarters



Front



Back



Top

THE GLOVES

One contact point.

The chicane from the guide, at uniform scale: two Velas meeting at a single point across the back of the hand. The cuff is black, with the shield and 27.

Shield	Little-finger side of the cuff
27	Thumb side of the cuff
Reading	Upright with the fingers up, so it reads upside down when the hands hang down



Back of hand



Cuff, left hand



Palm



On the wheel

The cuff is read by the driver, at the wheel. Standing, the marks are upside down by design.

THE SHOES

From the sole to the collar.

Red suede, black sole. The chicane runs on the outer side only, from the sole to the top of the collar, with one contact point. The classic shield sits at the heel.

Chicane	Outer side only, never on the inner side
Shield	Classic shield, at the heel
Pair	Mirrored, so both outer sides face out



Outer side



Three quarters



From behind



From above

PLACEMENT

Same place, in every view.

MARK	WHERE	RULE
F1 27	Driver's left sleeve	One sleeve only. Never on the right or the chest.
Shield, rectangular	Black chest panel	Smaller than the lockup, always on the black.
Lockup	Chest, driver right · back, centred	Embroidered, white on red at the back.
FER 27	Belt · back, centred	Traiettoria Scuderia Bold Italic.
Cuff	Shield little-finger side, 27 thumb side	Upright with the fingers up.
Helmet	FER, shield, 27 on both sides	Symmetric band, same order each side.
Shoe	Chicane outer side, shield at the heel	Mirrored on the pair.



Sleeve, chest, belt and cuff in one frame

Check every new image against this table before it is used.

Six poses, one kit.



How the kit is photographed.

01

One light.

A single large softbox and a pale grey wall. No rim lights, no studio drama.

02

Real materials.

Matte Nomex with its quilting, suede that shows the nap, a gloss helmet with one soft highlight. No chrome, no plastic sheen.

03

Real poses.

Standing, walking, kneeling, adjusting a glove. Weight on one leg, never a mannequin.

04

Fine grain.

A medium-format look with a little grain. Nothing retouched to look rendered.

Full photography rules for the brand follow in Part III, section 10.

SECTION 15

Merchandise

What the fans wear comes from what the driver wears. The same chicane over the same shoulder, the same marks in the same places, in cotton and twill instead of Nomex.

T-shirt	Rosso Ritrovato cotton jersey, chicane panel in Nero Carbonio over the left shoulder, front to back.
Variant	Nero Carbonio shirt with the panel and collar in Rosso.
Cap	Red six-panel twill, lockup embroidered on the front, chicane on the left side, 27 at the back.



Front



Back

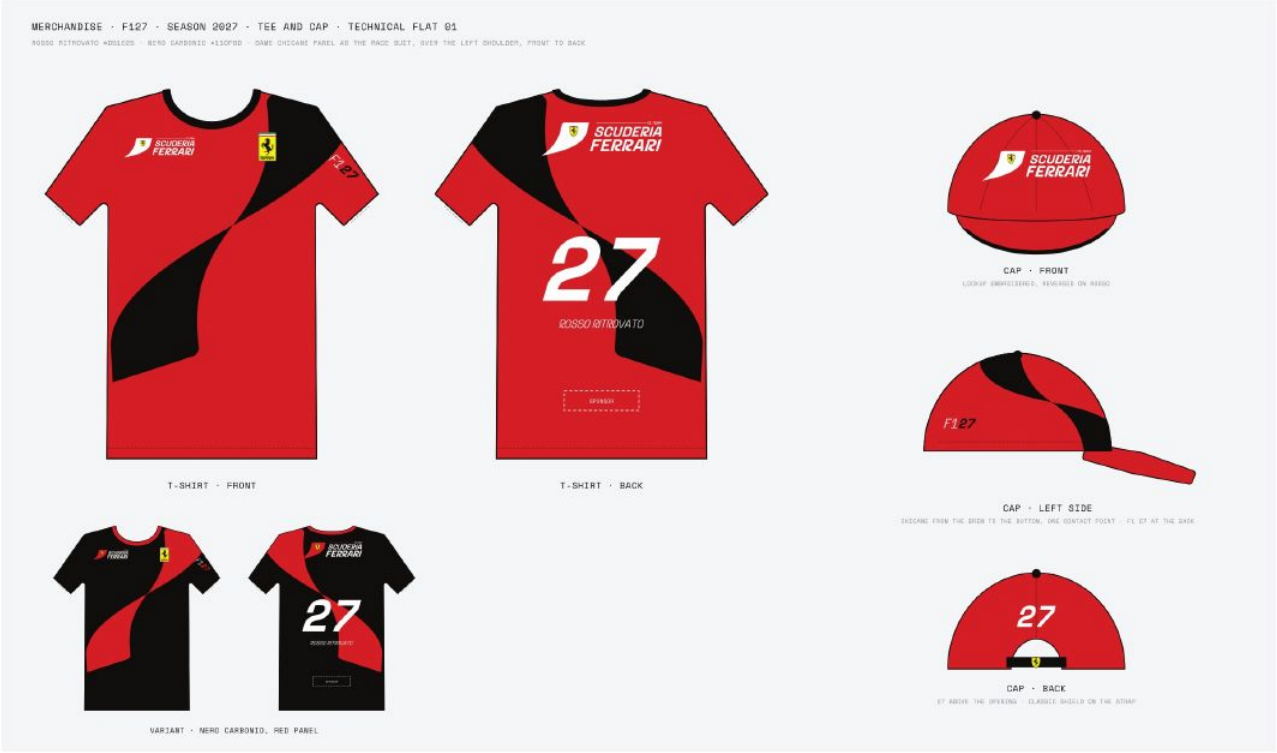
Concept images made from technical flats by ADR Studio Lab, shown on a display mannequin. Sponsor zones left empty.

TECHNICAL FLAT

The suit, in cotton.

The shirt takes the panel of the race suit at the same angle, so a fan and a driver read as one team from across the paddock.

Chicane	Suit module, uniform scale, over the left shoulder
Back	Front panel mirrored on the centre line
Chest	Lockup on the right, rectangular shield on the panel
Sleeve	F1 27 on the left sleeve only
Back print	Lockup, 27, Rosso Ritrovato



Technical flat 01. Vector master by ADR Studio Lab.

THE T-SHIRT

Printed into the knit.

Soft-hand screen print on cotton jersey, so the ink follows the fabric. The shield is a woven badge, the only raised mark on the shirt.

Lockup	Reversed version, white on Rosso
27	Traiettoria Scuderia Bold Italic
Line	Rosso Ritrovato in Light Italic
Black variant	Negative lockup, Rosso panel and collar



Front



Back

THE CAP

One road, brim to button.

The chicane climbs the left side from the brim to the top button, with one contact point, like the one on the race shoe. The lockup sits on the front in raised embroidery.

Front	Lockup, reversed, raised embroidery
Left side	Chicane, F1 27 toward the back
Back	27 above the opening, classic shield on the strap
Underbrim	Nero Carbonio



Three quarters



Left side



Back



Worn

Six views, one fit.



LAUNCH

One line of light.

The invitation to the F127 launch shows nothing of the car. Black, the lockup, the name and our road on the horizon, drawn in light.

Name	F1 in white, 27 in Rosso with a horizontal speed blur
Horizon	The edge of the chicane, laid level, in a Rosso bloom with a white-hot core
Ground	Near black with fine grain, never flat black
Date	Traiettoria Scuderia Light, then the place in spaced capitals
Formats	4:5 for the feed, 9:16 for stories and screens



4:5, feed



9:16, story

Date shown is a placeholder. The car is never shown before the launch.

Every corner, ours.

Still to come: the curve system, photography, timing, motion, the F127 and screens.

adr.studio

EST. 1995

ROSSO RITROVATO · BRAND GUIDE · EDITION 01 · NOVEMBER 2026

CONCEPT, IDENTITY AND DESIGN

ADR Studio Lab
Creative direction: Antonio De Rosa

STUDIO

adr.studio
antonioderosa.com

TYPE

Traiettoria Scuderia, derived from Space Mono
SIL Open Font License

CIRCUIT DATA

© OpenStreetMap contributors, ODbL
bacinger/f1-circuits, MIT

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