

The Marque — Design Bible

The single source of truth. Every render conditions on this document. If a frame contradicts a line here, the frame is wrong, not the line. This car is ONE object; these words keep it identical from every angle.

1. The Name

VÈLTRO

Pronounced VELL-troh. One word, five letters, hard consonant front and back so it sits on a badge like a struck coin. Derived from *veltro* — the swift sighthound of old Italian, the hunting greyhound bred for the single explosive chase. It carries speed and lineage without saying either out loud, and it has never been a car marque.

The badge reads **VÈLTRO** in a single line of tight, high-waisted capitals, the grave accent over the first E doing the work of a crest — a small mark that means this word was chosen, not generated. On the nose it lives as a slim vertical shield; on the tail it lives as spaced-out letters across the panel between the lights.

Why the lead fits. The character is the sighthound: narrow at the shoulder of intent, wide at the haunch of drive, built for one thing done violently well. That is exactly the stance the client asked for — the wide hips, the low crouch, the sense that it is already moving while parked. A greyhound at rest still looks like a coiled sprint. So does this car. The name and the body say the same thing, which is how you know a marque is real.

Alternates

- **ALVÈO** (*al-VAY-oh*) — "riverbed," the channel that shapes the flow. Softer, more sculptural, leans into the aero-as-water reading. Strong, but quieter than the character wants.
- **STRIGE** (*STREE-jeh*) — the night raptor of Roman myth. More gothic, more Lamborghini-aggressive. A great name for a darker, angrier car; slightly too menacing for the poster-clean drama we're drawing.

VÈLTRO wins because it is fast, ownable, pronounceable in any market, and it means *the chase* without ever printing the word.

2. The Stance & The Signature Line

The stance

A cab-forward wedge on a wide track. The cabin is pushed forward over the front axle so the entire rear two-thirds of the car reads as engine, hip, and haunch — the mid-engine proportion made obvious. Nose low and hunting, tail high and packed. Front and rear tracks are visibly wider than the cabin, so from any three-quarter the wheels sit *proud* of the body — you see shoulder past the greenhouse. Ride height is minimal: the sills nearly kiss the ground, the front splitter lives a hand's width off the floor.

Weight sits back and down. The greenhouse is a small, dark, fast-tapering teardrop — a helmet visor, not a room. Glass is minimal and blacked. The body around it is all muscle.

THE signature line — *the Chase Line*

There is exactly one line that belongs to this car and no other. Call it the **Chase Line**.

It begins as a hard crease at the very top outer edge of the front fender, right where the headlight ends. It runs rearward and *downward* along the flank — dipping low through the door, tucking beneath the scissor-door cut — then, at the leading edge of the rear haunch, it **snaps back upward** and outward, exploding into the top shoulder of the wide rear hip and feeding directly into the rear intake. One continuous stroke: high–low–high, like the compression and launch of a running hound. It is a taut line, not a soft one — a single crisp edge that catches a hard highlight down its entire length.

This line does three jobs and is the reason the car reads as designed:

1. It visually lowers the door and lengthens the flank (the low, fast read).
2. Its upward snap at the rear is what *creates* the wide-hip drama — the hip looks like it's being flung outward by the line.
3. It terminates in the intake, so the car looks like it's breathing along its own length.

Every profile and three-quarter render must show the Chase Line as one unbroken high–low–high crease from front fender top to rear intake. If the flank looks smooth or the line breaks, it is the wrong car.

The roofline

A single dark arc from the top of the steeply-raked windshield to the tail, with no break — a "double-bubble" hint over the two seats, then falling into a fastback that stops abruptly at a **Kammback** tail (chopped flat, not tapered to a point). The roof does not flow into the deck; it ends, and the engine cover and rear deck are a separate, lower plane behind it. Two roof scoops? No — a single central roof-mounted airscoop feeding the engine, a slim raised spine running down the center of the fastback into the deck. This central spine is a permanent identity feature.

The intake language

Intakes are **carved, not applied** — they are recesses cut into the body volume, with a sharp painted leading lip and a matte-black internal throat. There are exactly four intake zones, and their shapes are consistent:

- **Front corner intakes:** two large vertical trapezoids in the lower fascia, canted inward at the top (leaning toward the nose badge).
- **Side hip intakes:** the large scoops fed by the Chase Line, ahead of the rear wheels — deep, forward-facing, with a single horizontal blade splitting each opening.
- **Rear quarter intakes:** smaller crescent slots high on the shoulder, just below the greenhouse tail.
- **Rear fascia venting:** the diffuser and the exhaust surround (see rear read).

3. The Design Read — Angle by Angle

Concrete enough to draw identically every time. These are the four hero angles the set is built from.

Three-quarter front (the HERO MASTER angle)

The definitive shot. Camera low, ahead and to the driver's side, looking slightly up at the nose.

- **Nose:** low, wide, and hunting. A narrow vertical VÈLTRO shield sits centered on a black splitter blade. The hood between the fenders has a shallow central channel that flows back toward the windshield.
- **Headlights (front light signature):** the car's face. Each headlight is a **slim horizontal L** — a thin, sharp daytime-running-light blade that runs along the top edge of the fender and then hooks down vertically at the outer corner, wrapping into the wheel arch. The DRL is a single continuous thin illuminated edge, cool white with a faint blue core. No round lamps, no clusters of dots — one clean L of light per side. This is the permanent front signature: **two thin white L-blades framing the nose.**
- **Front corner intakes:** the two canted vertical trapezoids, deep and black-throated, dominate the lower fascia and pull air past the front wheels.
- **Stance in this view:** the near front wheel sits proud, the fender crowns above the hood line, and the Chase Line's origin crease catches light at the top of the fender. The scissor door cut-line is visible arcing up the A-pillar. Wide track obvious — the far wheel is well outboard of the cabin.

Profile (side)

The poster shot. Camera dead-level, square to the flank.

- The full **Chase Line** reads here in one stroke: high at the front fender, dipping low through the door, snapping up into the rear hip and into the side intake.
- **Cab-forward proportion** is unmistakable — cabin over the front axle, long muscular rear.
- **Scissor doors** shown closed: the cut-line runs up the A-pillar and along the roof edge, with a subtle jamb seam that tells the eye the door hinges forward-and-up.
- **Side hip intake** ahead of the rear wheel, deep with its single horizontal blade.
- **Wheels:** see wheel spec below — the full face reads in profile.
- **Roofline:** windshield rake steep, roof arc unbroken to the chopped Kammback tail; central roof scoop and spine visible as a raised line.
- Sills nearly on the ground; a body-color side skirt with a black lower blade runs the length between the wheels.

Rear three-quarter

The muscle shot. Camera low, behind and to the side, looking up at the haunch.

- **Wide hips** are the subject — the rear track is the widest point of the car, shoulders flaring out past the cabin.
- **Taillights (rear light signature):** a single **full-width thin light bar** spanning the entire tail, broken only by the center VÈLTRO lettering — a continuous crimson-red illuminated line, thin like the front DRL, with the same L-hook turning down at each outer corner to mirror the front. **The front and rear signatures rhyme: thin L of white up front, thin full-width bar with L-hooks at the rear.** Above the bar, the VÈLTRO name is spaced across the panel in slim capitals.
- **Kammback tail:** chopped flat, with the central roof spine feeding down into a subtle ducktail lip.
- **Engine cover:** below the fastback glass, a louvered engine cover shows the powerplant's heat venting — hexagonal mesh, angled slats.
- **Exhaust & diffuser:** see rear-detail below; the diffuser's vertical fins and the twin high-center exhaust are the base of this view.

Low hero (the wall shot)

Camera on the ground, wide lens, front three-quarter, car filling the frame and towering.

- Everything exaggerated: the splitter blade is a knife edge in the foreground, the front L-lights glow, the fender crown rises, the Chase Line rockets back into a huge lit rear hip.
- The car looks like it is crouching to launch. Sky reflection rakes across the hood channel and down the flank, and the single hard highlight of the Chase Line runs the whole length of the car in one unbroken glint.
- This is the poster. Drama over information.

Wheels (identical every frame)

- **Design:** a **turbine-blade** wheel — ten deep, twisted spokes that curve like a jet compressor, each spoke concave to pull air out of the brake. Dark satin bronze-graphite finish. A machined outer lip. A small centered VÈLTRO cap.
- **Sizes:** staggered — 20-inch front, 21-inch rear, with visibly wider rear tires.
- **Brakes:** carbon-ceramic, matte dark grey discs behind the spokes, with a slim body-colored caliper (painted to match the hero color).
- Same wheel, same finish, same size split in every single render.

Diffuser & rear fascia (identical every frame)

- A deep matte-carbon **diffuser** with five vertical strakes, aggressively raked upward.
- **Twin exhaust:** two large round tips mounted **high and center**, stacked close together in a carbon surround above the diffuser (a single central exhaust module, not corner pipes).
- A thin body-color blade splits the diffuser from the crimson light bar above it.
- Small vertical rear-corner vents (the rear quarter crescents' exit path) bleed air at the extreme outer edges.

4. Color

Hero color: **Rosso Levriero** ("Greyhound Red")

Not a fire-engine red and not a maroon. **Rosso Levriero** is a deep, saturated, slightly-toward-scarlet red with a faint warm brown depth in the shadows — the color of oxblood under studio light, of a hunting hound's coat catching sun. Multi-coat: a dark base, a rich red mid-coat with fine metallic flake, and a clear that gives it wet, liquid reflections. Under a hard studio light it reads bright and alive along the crown lines and the Chase Line; in the shadowed intakes and under the hips it falls to a near-black burgundy. That contrast between glowing edges and dark recesses is what makes the body look sculpted.

Paired against: matte-black carbon (splitter, diffuser, intake throats, side blades, engine louvers), bronze-graphite wheels, cool-white front lights, crimson rear bar. The red is the only chromatic color on the car — everything else is black, carbon, graphite, and light.

This is the launch color and appears on every render unless a specific detail crop calls otherwise.

5. The Spec Sheet

The numbers a real launch prints. Confident, plausible for a modern mid-engine V8 hybrid supercar in the 296/SF90 competitive set.

VÈLTRO — Technical Specification

Layout	Two-door, two-seat, mid-engine, rear-biased all-wheel drive
Engine	3.9-litre twin-turbocharged V8, dry sump, 120° cross-plane
Electrification	Plug-in hybrid — one rear axial-flux motor (engine side), two front hub motors
Combustion power	690 hp (514 kW) @ 7,750 rpm
Electric power	220 hp (164 kW) combined
System power	910 hp (679 kW)
System torque	900 Nm (664 lb-ft)
Redline	8,200 rpm
Transmission	8-speed dual-clutch, rear-mounted
Drivetrain	AWD (electric front axle, mechanical rear)
Dry weight	1,485 kg (3,274 lb)
Weight distribution	41% front / 59% rear
Power-to-weight	613 hp per tonne
0–100 km/h	2.6 s
0–200 km/h	7.1 s
Top speed	340 km/h (211 mph)
EV-only range	28 km (17 mi)
Chassis	Carbon-fibre monocoque with aluminium front and rear subframes
Body	Carbon-fibre composite panels
Brakes	Carbon-ceramic, 398 mm front / 380 mm rear
Wheels	20" front / 21" rear, forged bronze-graphite turbine
Tyres	265/35 front, 325/30 rear
Doors	Forward-hinged scissor (dihedral)

Dimensions

Length	4,630 mm (182.3 in)
Width	2,020 mm (79.5 in), excl. mirrors
Height	1,150 mm (45.3 in)
Wheelbase	2,680 mm (105.5 in)
Front track	1,700 mm
Rear track	1,730 mm
Ground clearance	100 mm (splitter)

Width is greater than height by 870 mm — the car is nearly twice as wide as it is tall. That single ratio is the poster-on-the-wall silhouette in one number.

Identity lock — the non-negotiables

If a render must be checked against this bible in ten seconds, check these:

1. **Front face:** two thin white **L-blade** headlights framing a narrow vertical VÈLTRO shield.
2. **Flank:** one unbroken **Chase Line**, high–low–high, front fender to rear intake.
3. **Rear:** one thin full-width **crimson bar** with L-hooks at the corners, VÈLTRO spaced above it, twin high-center exhaust over a five-strake diffuser.
4. **Wheels:** ten-spoke **turbine** in bronze-graphite, 20/21 staggered.
5. **Proportion:** cab-forward, wide track proud of the cabin, chopped **Kammback** tail, ~2:1 width-to-height.
6. **Color: Rosso Levriero** — glowing red edges, near-black burgundy recesses.
7. **Doors:** forward-hinged **scissor**.

Same car, every frame.