Benvenuti!

A new **brand identity** for the **best cycling startup**

Concept Rationale

Evolving the Brand

Rather than a complete redesign, existing elements were enhanced, preserving FantaCycling's spirit while aligning it with the future.

This approach allows users to feel part of the brand's journey, balancing familiarity with freshness and ensuring that the community feels connected to the rebrand and not alienated.

Reflecting Brand Values

The brand's positive, sporty, and engaging personality is communicated through vibrant yet balanced colours, ensuring accessibility.

Typography choices combine modern, clean lines with playful edges, enhancing readability while reflecting the brand's creative, empowering and cheerful nature.

These elements amplify FantaCycling's identity without losing simplicity or functionality.

Design development

The updated logo is a refined version of the original, maintaining recognition but adapted to be more abstract, energetic and dynamic.

Colours have been tweaked from their originals and new colours have been introduced to the palette for variety.

Colours have also been tested for accessibility and comfort.

A Balanced Evolution

This redesign strengthens the connection with FantaCycling's community, creating a cohesive and scalable brand that's ready for growth.

This new brand delivers a clean, versatile, and user-friendly experience that both honours the past and looks to the future.

I hope you enjoy seeing your brand in a new light.

01

Logo

Improved the shape of the **F** to be more dynamic and energetic whilst preserving the spirit of the original.

The core colours of yellow and blue have been retained, but tweaked to appear more fresh and vibrant.

FantaCycling

It was felt that the original mark needed to evolve in a way that the community would still recognise and, therefore, feel involved in the brand's ongoing evolution.

The font 'Barlow' features soft curves and rounded corners to tie in with the mark whilst remaining contemporary.

Landscape

FantaCycling

Icon / favicon

Portrait

Fanta
Cycling

App icon

I liked the spirit of the original app icon. It showed that the brand didn't want to take itself too seriously and could be playful with joining the **F** and the wheels of a bike. This has been retained as it was a strong idea but has now been executed more effectively.

02
Colour & typography

Sprint Yellow
An improved version of the original yellow. This version adds greater warmth and energy and acts as a primary colour.

R 255　C 2
G 194　M 33
B 0　Y 100
#ffc200　K 0

Chalk Road*
An off-white (RGB only) used in the app to decrease eye strain for users.

R 247　C 0
G 247　M 0
B 247　Y 0
#f7f7f7　K 0

Jersey Blue
Our second primary colour. This blue has improved vibrancy to complement the energy of the yellow.

R 66　C 100
G 38　M 70
B 242　Y 0
#4226f2　K 0

Tire black
An off-black (RGB only) used in the app to create a more comfortable reading experience.

R 5　C 0
G 3　M 0
B 43　Y 0
#05032b　K 100

Cadence Coral
A secondary colour to be used as a highlight and to add warmth to the palette.

R 247　C 0
G 94　M 78
B 69　Y 76
#f75e45　K 0

Tints
Jersey blue can be used to provide tints for use in the app to create extra distinction between elements.

100%　80%　60%　40%　20%

Peloton Navy
A darker version of Jersey Blue used to add contrast to the mobile app.

R 33　C 100
G 23　M 90
B 138　Y 15
#21178a　K 15
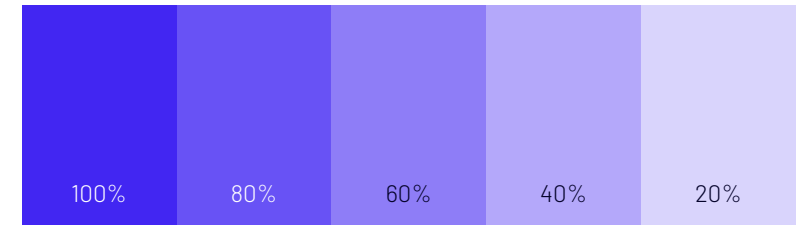
*Chalk Road is a reference to Strade Bianche.

Accessibility
The following colour combinations pass AA accessibility testing.
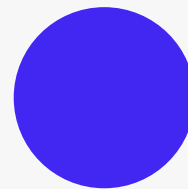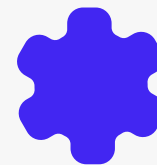
Background

Text / icon colour

Graphic shapes
Simple bike related graphics to add decoration to the brand and to be holding devices for photos (see below).
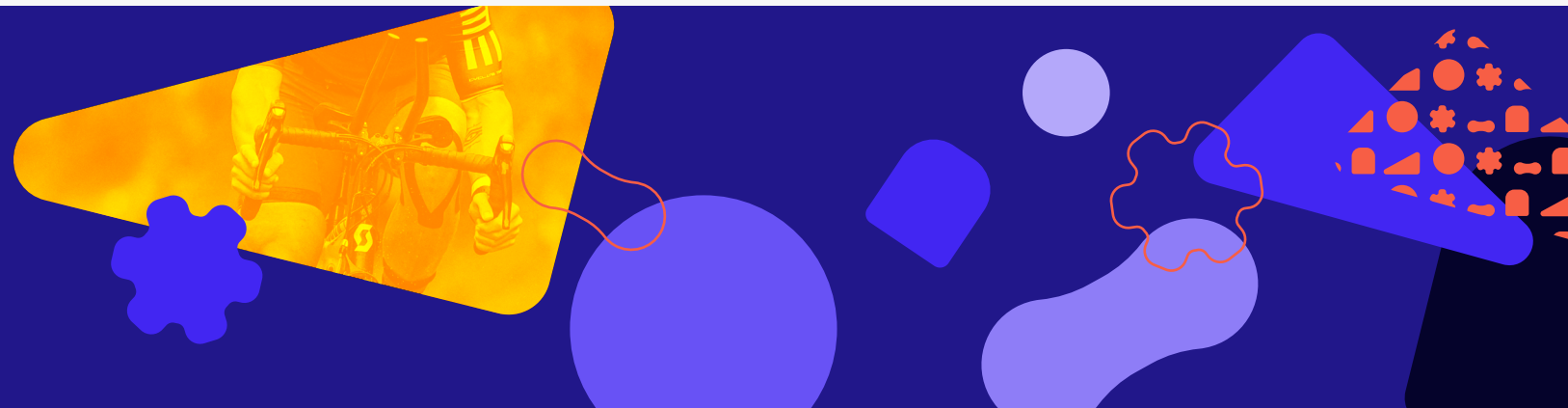
Rear triangle

Wheel

Hub

Chain link

Pedal

Graphic shapes usage
The shapes can be scattered in a random but playful way. Shapes outlined in Cadence Coral can be used to 'link' groups of shapes together - highlighting the close knit community of FantaCycling.

Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. It features soft curves and appears friendly, modern and highly readable.

Text hierarchy

With a wide range of weights there is great flexibility in deciding upon type hierarchy.

Below is an example of good hierarchy using Barlow.

01 (Black)

Heading (Bold)

Subheading (SemiBold)

Body copy (regular)

CTA button_SemiBold

Barlow Light
Barlow Regular
Barlow Medium
Barlow SemiBold
Barlow Bold
Barlow Black

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Licensing
Barlow is a google font and is free to be used in products & projects – print or digital, commercial or otherwise.

03

App

Header image with a photo background. Cyclist illustration sits within a circle.
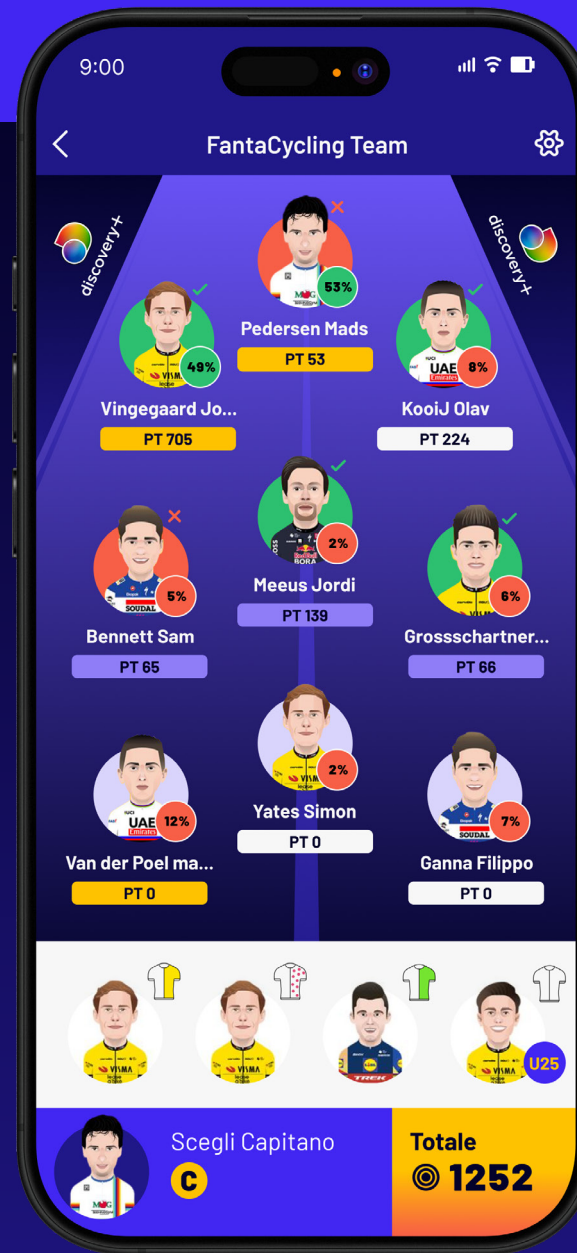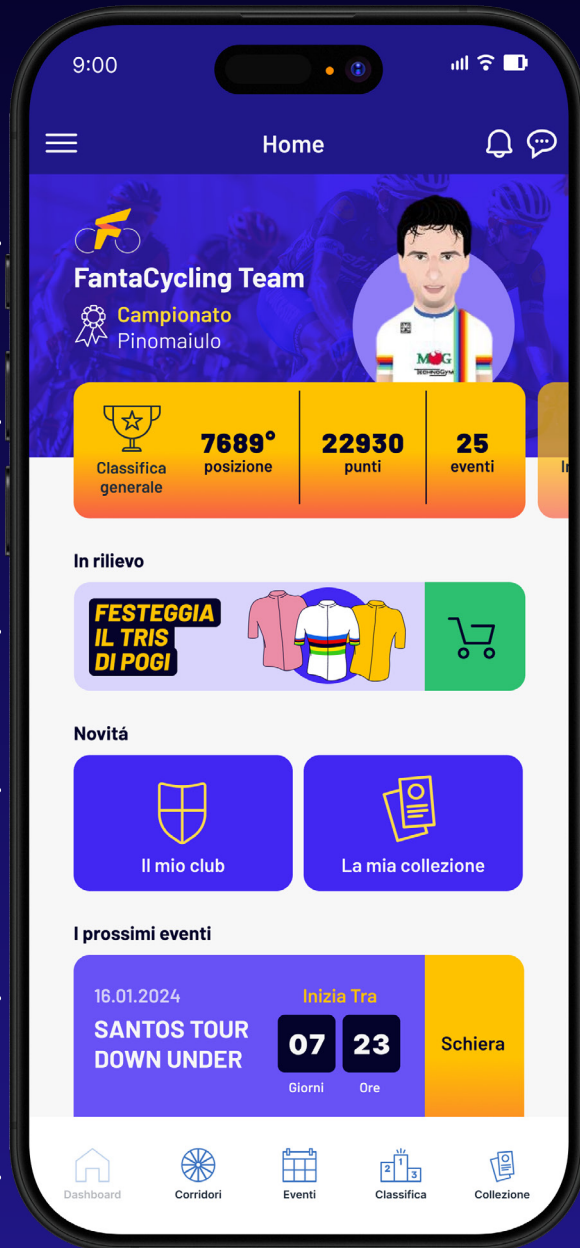
This section is now more prominent and retains the carousel feature.

Updated advert.

Simplified the buttons and used flat colour to appear more modern.

Event section is clearer with more prominence to the name and dates.

New icons

This section has been simplified by removing the gradients within the circles and carefully selecting softer colours within the palette to make this section easier to read.
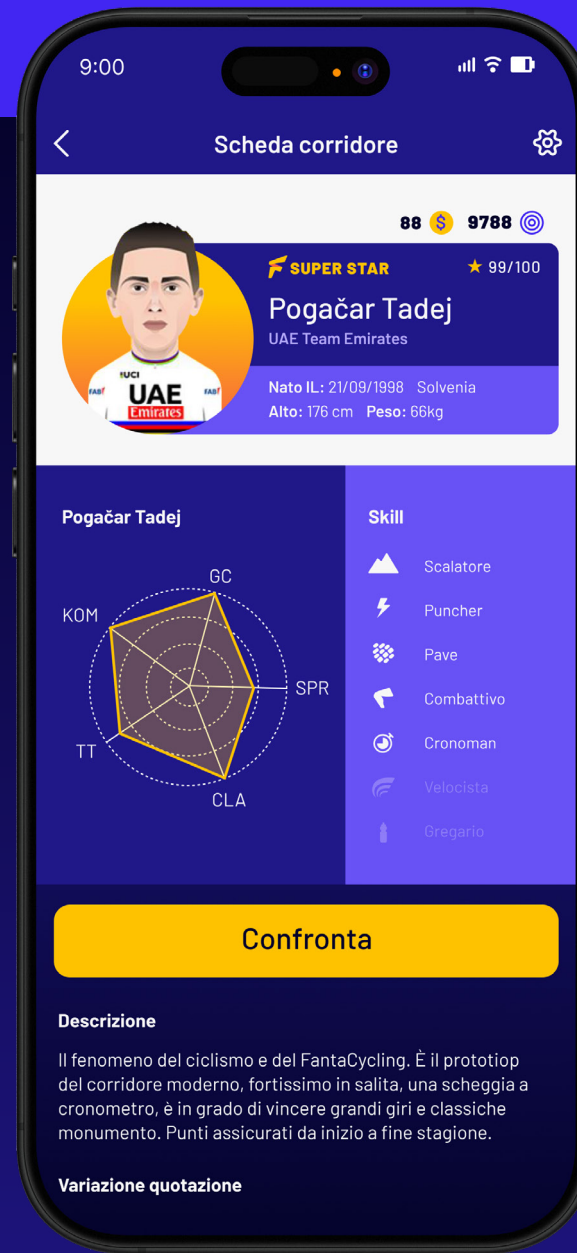
Illustration style has been retained.

Retained, but refined this section.

This section has been overhauled, made clearer and more prominent.

Phone 1 (left) — Home screen:

Home

FantaCycling Team
Campionato
Pinomaiulo

Classifica generale — 7689° posizione — 22930 punti — 25 eventi

In rilievo

FESTEGGIA IL TRIS DI POGI

Novitá

Il mio club

La mia collezione

I prossimi eventi

16.01.2024
SANTOS TOUR DOWN UNDER
Inizia Tra
07 Giorni
23 Ore
Schiera

Dashboard — Corridori — Eventi — Classifica — Collezione

Phone 2 (right) — Line up screen:

FantaCycling Team

discovery+

Pedersen Mads — 53% — PT 53

Vingegaard Jo... — 49% — PT 705

KooiJ Olav — 8% — PT 224

Bennett Sam — 5% — PT 65

Meeus Jordi — 2% — PT 139

Grossschartner... — 6% — PT 66

Van der Poel ma... — 12% — PT 0

Yates Simon — 2% — PT 0

Ganna Filippo — 7% — PT 0

Scegli Capitano — C

Totale — 1252

U25

Filter options now more prominent.

Redesigned the cyclist list sections by keeping the profile image clean and in a circle to be consistent across the app. The text has been rearranged to be easier to read and the colours are more engaging and vibrant.

Lista corridori

Filtra

Cerca per corridore...

SUPER STAR ★ 99/100 88 $
Pogačar Tadej
UAE Team Emirates
9788

SUPER STAR ★ 98/100 72 $
Vingegaard Jonas
Team Visma | Lease a bike
3393

SUPER STAR ★ 97/100 75 $
Evenepoel Remco
Soudal quick-step
4994

SUPER STAR ★ 96/100 61 $
Roglič Primož
Red Bull - Bora - Hansgrohe
3600

SUPER STAR ★ 95/100 58 $
Van Aert Wout
Team Visma | Lease a bike

Dashboard   Corridori   Eventi   Classifica   Collezione

Scheda corridore

88 $ 9788

SUPER STAR ★ 99/100
Pogačar Tadej
UAE Team Emirates
Nato IL: 21/09/1998 Solvenia
Alto: 176 cm Peso: 66kg

Pogačar Tadej

Skill
▲ Scalatore
⚡ Puncher
Pave
Combattivo
Cronoman
Velocista
Gregario

GC
KOM
SPR
TT
CLA

Confronta

Descrizione

Il fenomeno del ciclismo e del FantaCycling. È il prototiop del corridore moderno, fortissimo in salita, una scheggia a cronometro, è in grado di vincere grandi giri e classiche monumento. Punti assicurati da inizio a fine stagione.

Variazione quotazione

Retained the cost here.

This section has been designed to appear exactly like a larger version of the 'list' version.

Skill section has been colour coded to match where it is shown on the 'list' section.

The graph has been recoloured and dotted lines used instead for a more 'punchy' graphic.

Compare button is more prominent.

Removed the text background, it does not need it.
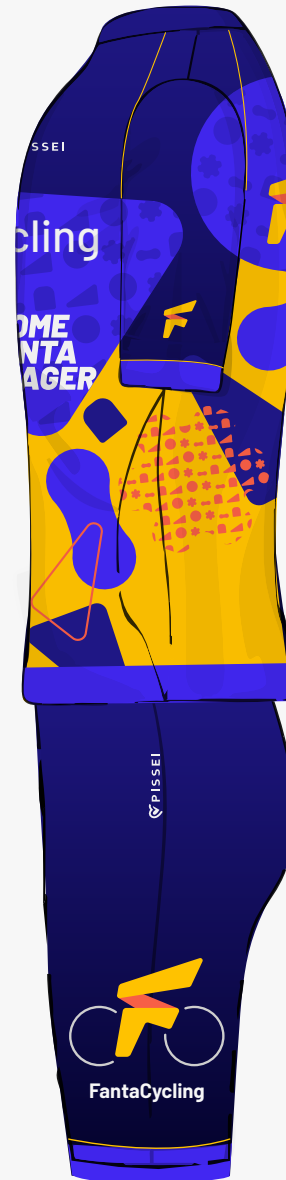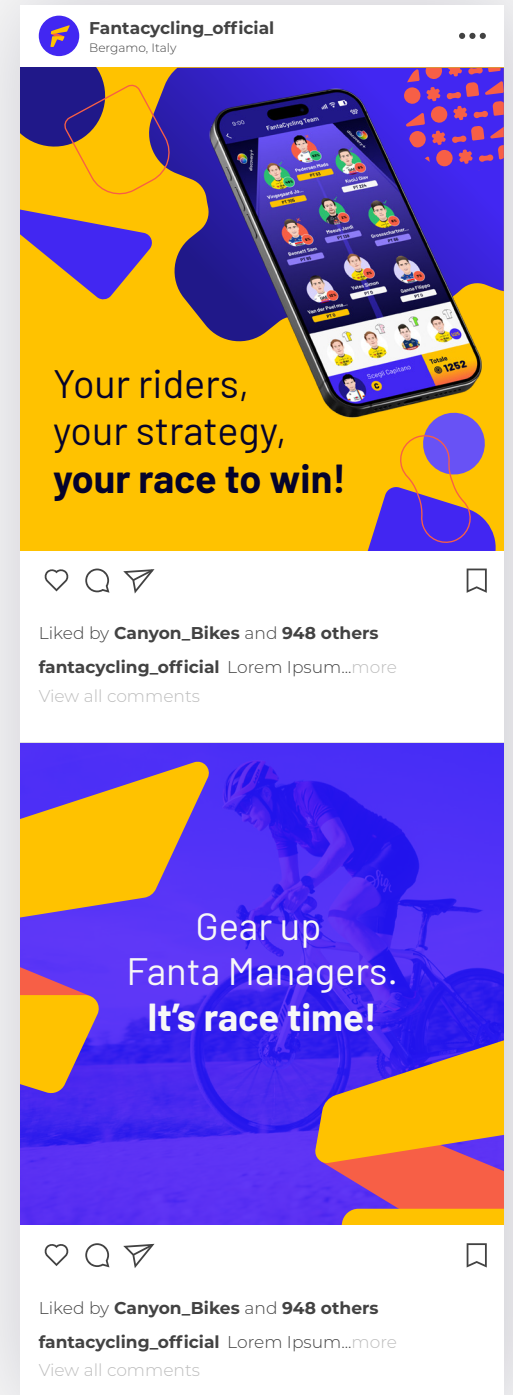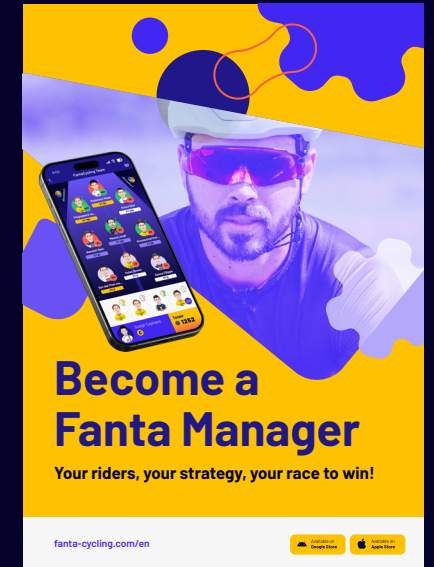
04

Brand in action

Front

Side

Back

Cycling kit
Using the new graphic shapes across the kit we can create a visually striking, energetic but playful design by jumbling the shapes. The logo sits front and centre and the 'bike' version of the logo mark has been retained on the shorts. Using the shapes to create patterns adds a layer of detail and texture to the kit.

FantaCycling

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Become a
Fantamanager

A simple app easy to use. Create your team for the
Championship or challenge your friends in a league!

Available on
Google Store

Available on
Apple Store

Fantacycling_official
Bergamo, Italy

Your riders,
your strategy,
your race to win!

Liked by **Canyon_Bikes** and **948 others**
fantacycling_official Lorem Ipsum...more
View all comments

Gear up
Fanta Managers.
It's race time!

Liked by **Canyon_Bikes** and **948 others**
fantacycling_official Lorem Ipsum...more
View all comments

Grazie