2024

Cycling into the Future: The Rebranding of FantaCycling

1. Key Points
2. New Brand
3. Type
4. Colors
5. Pattern
6. Aplications

Key Points

1. ***The brand already has a loyal community, they already have LOVERS, so let's keep it familiar!***

   A strong and loyal community is one of the brand's greatest assets. For this reason, **the goal of the rebranding is to preserve key aspects of the current logo and identity**, such as colors and shapes, while refining them to better reflect the brand's values and modernize its appearance.

2. ***From enthusiasts to casual fans.***

   The updated branding also appeals to casual cycling fans, creating a welcoming and approachable atmosphere through **simplicity** and **friendliness**.

Characteristics

Bold, cheerful, contemporary, engaging, friendly, international, positive, and sporty

The old brand

The new brand

Concept

A logo that bridges the familiar with a modern aesthetic

The new logo represents a seamless evolution of the original design. By retaining the iconic "F," it bridges the brand's strong heritage with a bold step towards modernity. Simplified and restructured, the logo conveys speed, energy, and connection—key elements of Fantacycling's identity. This thoughtful update ensures recognition for loyal users while appealing to a broader, more casual audience.

Rounded corners: We kept everything rounded to emphasize friendliness and positivity.

Symbol in italic: The symbol also leans in italic, conveying movement and dynamism.

fantacycling

Lowercase letters: Lowercase lettering enhances approachability. We differentiate the two words using font weight, avoiding uppercase letters.

Based on triangles: builded by triangles cuts, resembling bicycles, this element is a core part of the visual identity.

Italic for energy: Italicized text represents motion and the vibrant energy of a young brand.

Logo and Icon

The logo has only one version, combining the wordmark and the symbol to keep it simple and consistent across all applications.

Logo

Icon

Protection area

The protection area ensures the logo's visibility and integrity. It is defined by the height of the "F" in the icon, creating a clear space that must remain free of any graphic or typographic elements.

Colour application

Dark Background: The symbol is applied in yellow, while the logo typography is in white to ensure visibility and contrast.
Light Background: The logo is applied in blue to maintain harmony and readability.

Negative and positive versions

If the visibility of all elements cannot be guaranteed with the colour applications rules, use the negative (white) or positive (black) versions to ensure consistency and clarity.

Primary Typograph

Urbane

Urbane is a friendly sans-serif font, easy to apply and highly legible in both online and physical spaces. The brand utilizes all its variations, from light to bold, seamlessly. Its italic version brings a sense of speed and sportiness, perfectly aligning with the desired identity.

Type Designer: Joe Public
Foundry: Device Fonts
Year of Release: 2020

License: Urbane is part of Adobe Fonts, so you can use it if you have access to the Adobe Suite. Alternatively, you can purchase the license on the official website for $459.

Purchase links
https://www.devicefonts.co.uk/catalogue/urbane

Just one font, we want to keep it simple

Bold

Versatile, modern, and effortlessly adaptable

Medium

Light

Urbane is a versatile all-purpose sans-serif family of seven weights plus italics. Drawing inspiration from early geometric modernist sans-serifs like Futura, Vogue, Spartan, and Tempo, Urbane stands out with its contemporary design. Its high x-height ensures even color in running text, while slightly condensed bowls provide balanced letter widths.

This combination makes it perfect for both headlines and text. Urbane's single-story 'a' and alternative forms for R, r, and t add a unique character, while its full international character set, along with lining, tabular, and old-style numerals, enhance its functionality. A sleek choice for digital and print applications alike.

Colors

Keeping the yellow and blue, but adding a fresh twist.

How can we stand out in a sea of similar palettes?

Analyzing the competitors (Cycling Fantasy, Cylimit), we noticed that blue and yellow are widely used. To differentiate Fantacycling, we introduced updated tones of these colors, bringing a fresh and modern twist. These vibrant hues align with the app's digital nature, creating a dynamic and engaging interface.

Additionally, this approach enhances versatility, ensuring the palette performs consistently across both digital and physical applications, while maintaining the brand's friendly and youthful identity.

Yellow Bike 1

F3FF00
R243 G255 B0
C16% M0% Y98% K0%

Yellow Bike 2

EAF600
R234 G246 B0
C5% M0% Y100% K4%

Yellow Bike 3

CAD400
R202 G212 B0
C5% M0% Y100% K17%

Yellow Bike 4

AAB300
R170 G179 B0
C5% M0% Y100% K30%

Yellow Bike 5

899100
R137 G145 B0
C6% M0% Y100% K43%

Yellow Bike 6

696700
R105 G103 B0
C0% M2% Y100% K59%

Blue Fantasy 1

080040
R8 G0 B64
C88% M100% Y0% K75%

Blue Fantasy 2

1E126A
R30 G18 B106
C72% M83% Y0% K58%

Blue Fantasy 3

3F3295
R63 G50 B149
C58% M66% Y0% K42%

Blue Fantasy 4

6C60BF
R108 G96 B191
C43% M50% Y0% K25%

Blue Fantasy 5

A69CEA
R166 G156 B234
C29% M33% Y0% K8%

Blue Fantasy 6

DAD4FF
R218 G212 B255
C15% M17% Y0% K0%

Grey 1

E4E4E4
R228 G228 B228
C0% M0% Y0% K11%

Grey 2

DADADA
R218 G218 B218
C0% M0% Y0% K15%

Grey 3

B8B8B8
R184 G184 B184
C0% M0% Y0% K28%

Grey 4

525252
R82 G82 B82
C0% M0% Y0% K68%

White

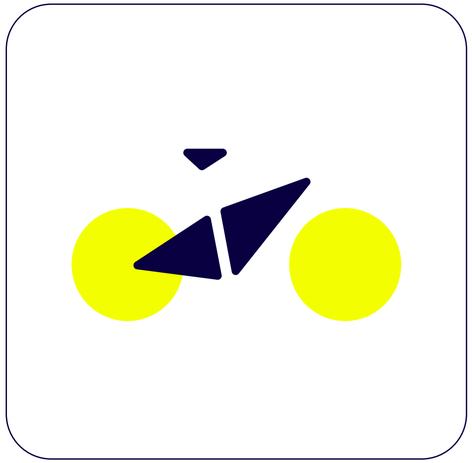
FFFFFF
R255 G255 B255
C0% M0% Y0% K0%

Black

1A1A1A
R26 G26 B26
C0% M0% Y0% K90%

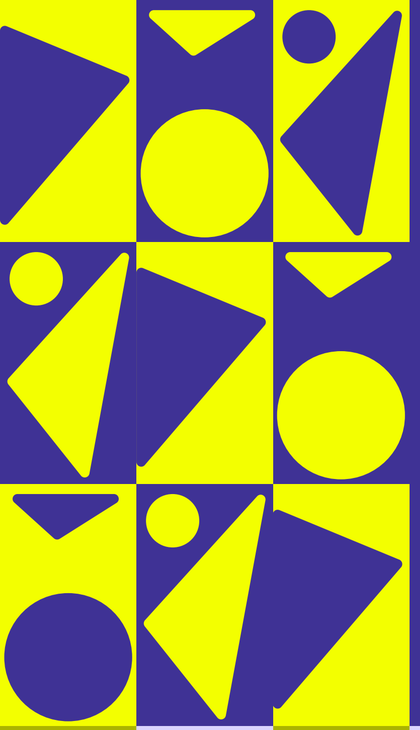
Pattern

More geometric than a bike? Circles, triangles...



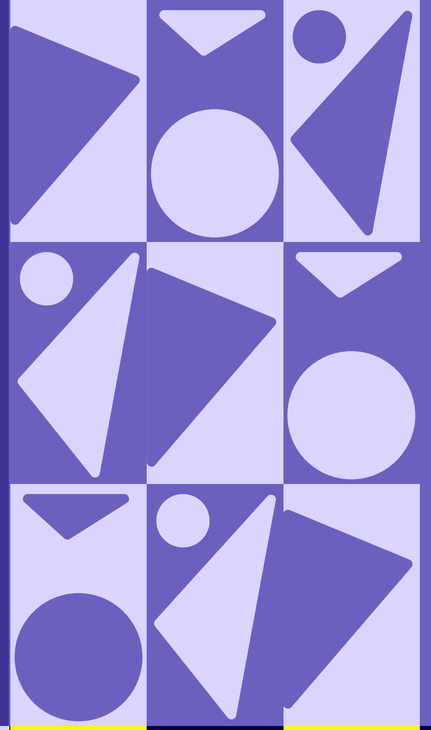
The new patterns are inspired by the geometric elements of a bicycle, specifically triangles and circles. These shapes form the backbone of Fantacycling's visual identity, ensuring strong brand recognition in any context. The simplicity of the geometric design complements the logo and reinforces the modern, sporty aesthetic.

→



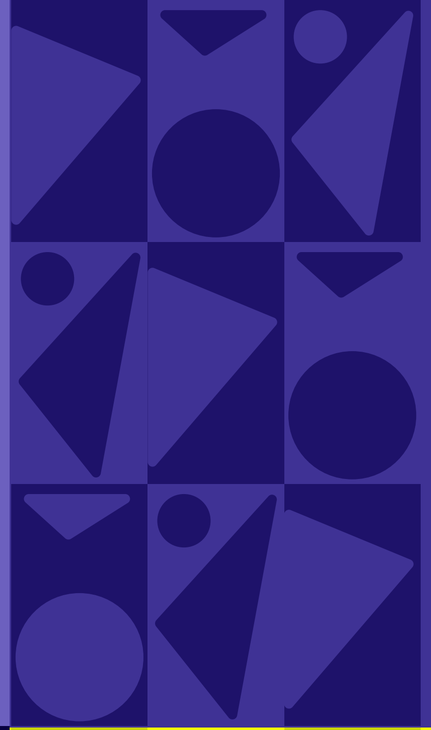
Variation 1

Blue 3 + Yellow 1



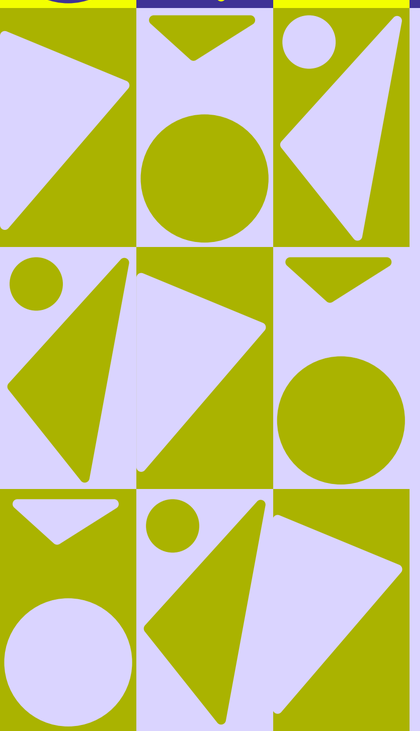
Variation 2

Blue 4 + Blue 6



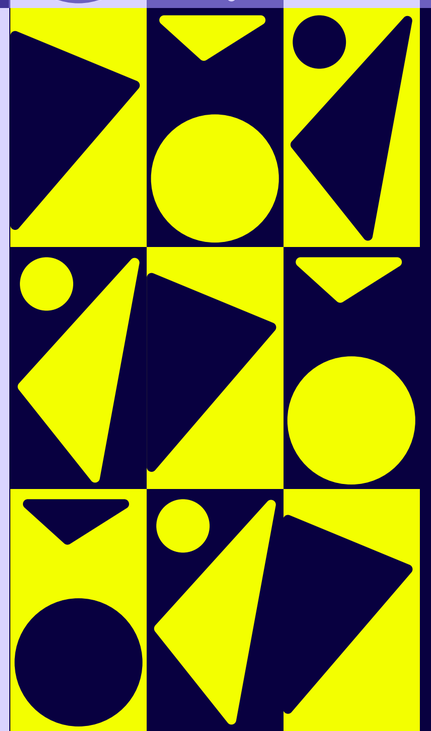
Variation 3

Blue 1 + Yellow 3



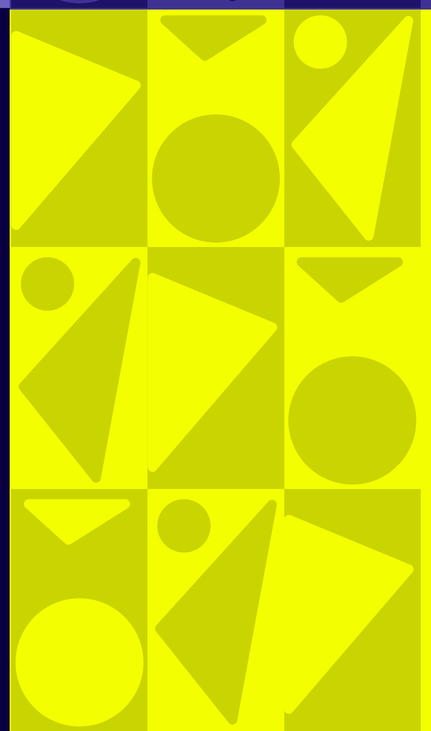
Variation 4

Blue 6 + Yellow 3



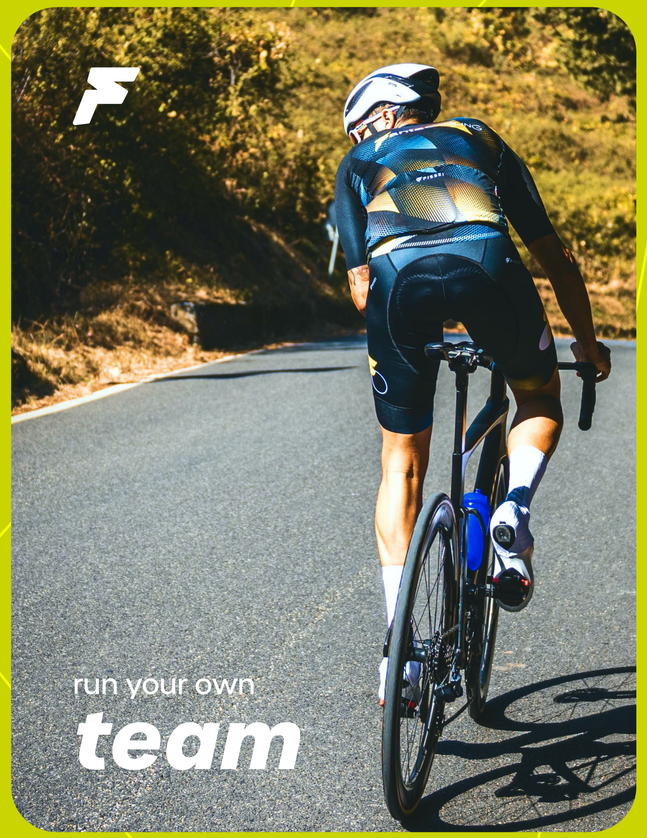
Variation 5

Blue 1 + Yellow 1



Variation 6

Yellow 1 + Yellow 3



Create your own **team**

Sing up

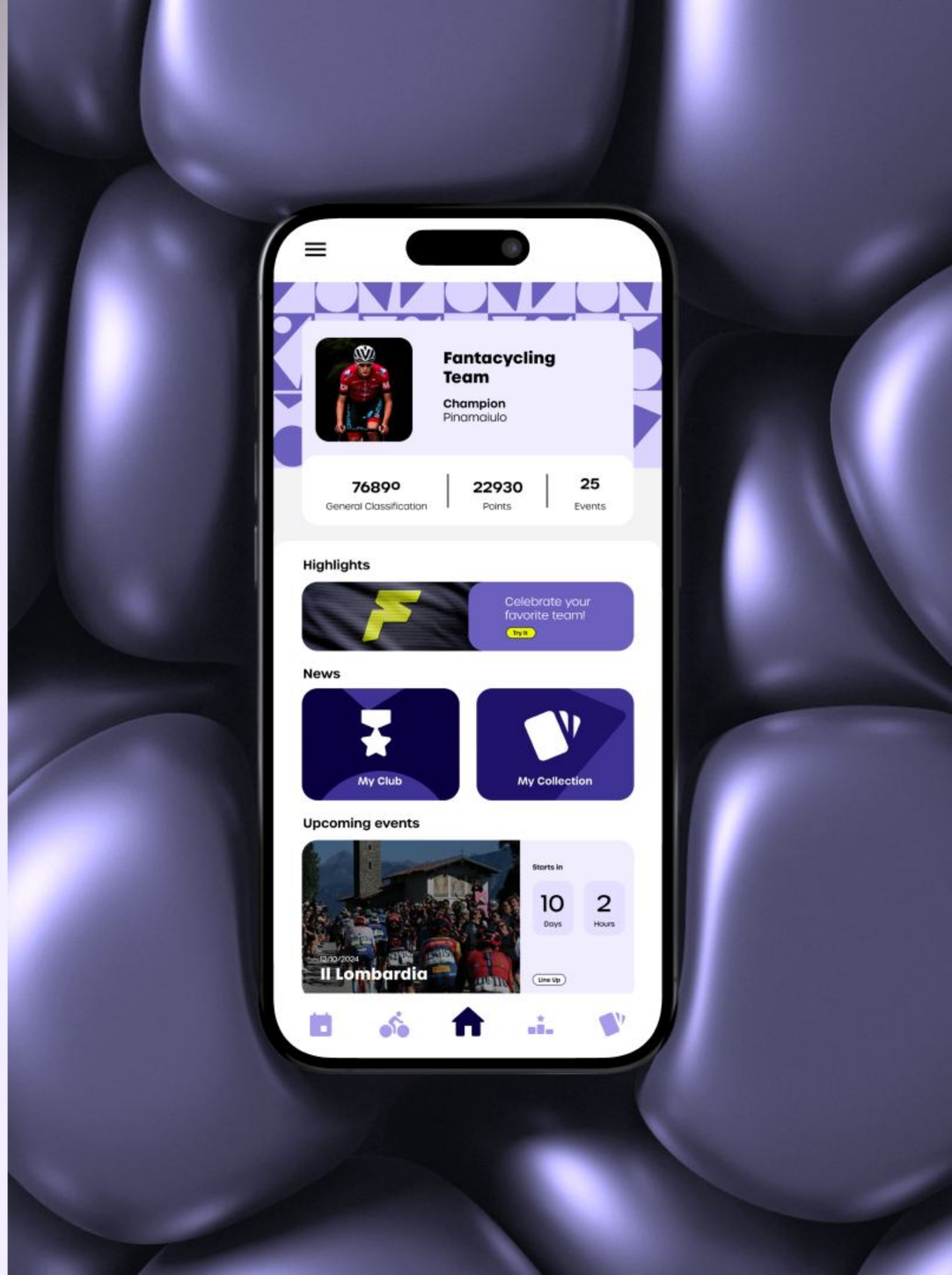
RANKINGS FANTACYCLING
BEST RIDERS

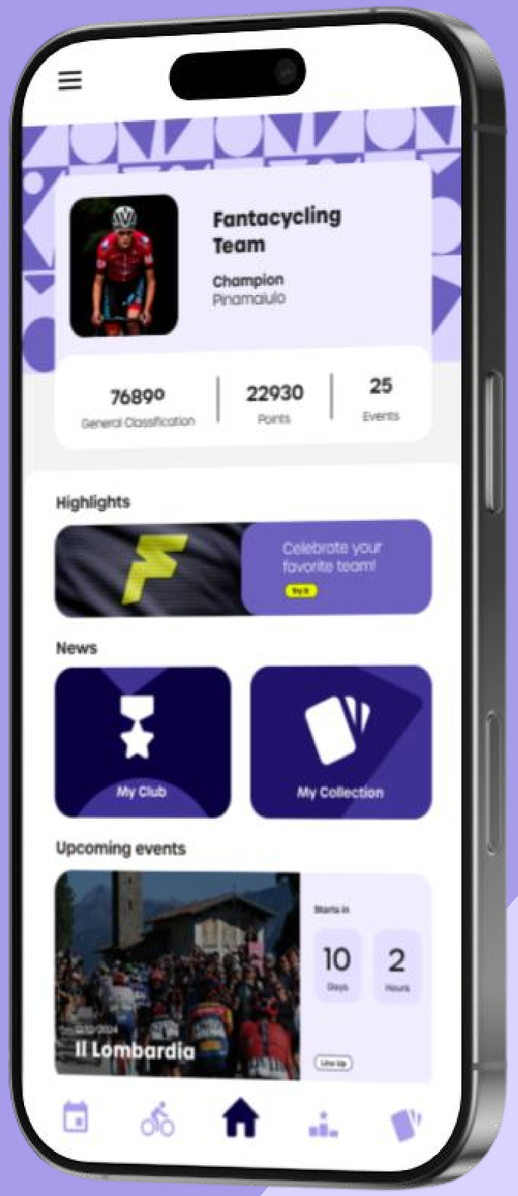
TOP 10 RIDERS		Points
1	Tadej Pogacar	10454
2	Remco Evenepoel	5519
3	Jasper Philipsen	3708
4	Primoz Roglic	3600
5	Mathieu van der Poel	3463
6	Jonas Vingegaard	3393
7	Matteo Jorgenson	3393
8	Ben O'Connor	3376
9	Enric Mas	2872
10	Carlos Rodriguez	2795

Fantacycling

https://fanta-cycling.com/

Search


Fantacycling Team
Champion
Pinamaiulo
76890
General Classification
22930
Points
25
Events
Highlights
Celebrate your favorite team!
Try it
News
My Club
My Collection
Upcoming events
Il Lombardia
Starts in
10
Days
2
Hours
Line Up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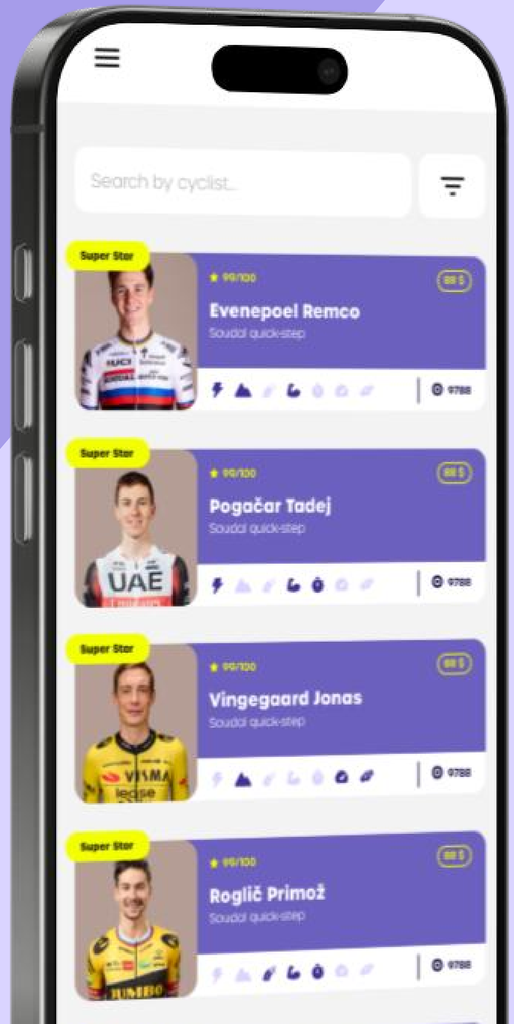
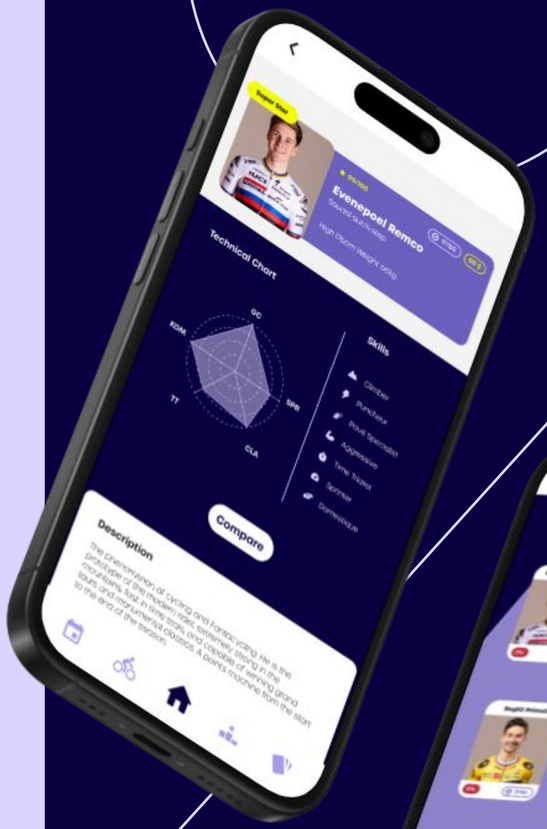
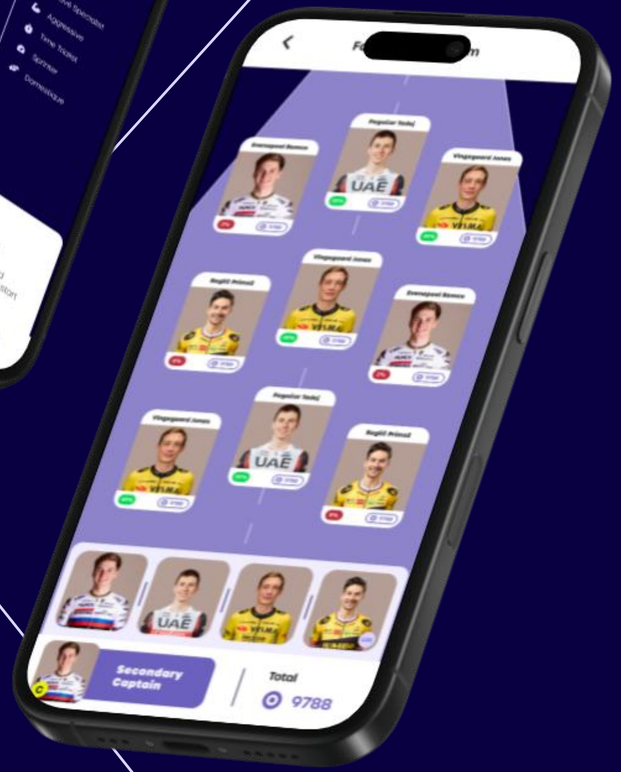

Search by cyclist...
Super Star
99/100
Evenepoel Remco
Soudal quick-step
9788
Super Star
99/100
Pogačar Tadej
Soudal quick-step
9788
Super Star
99/100
Vingegaard Jonas
Soudal quick-step
9788
Super Star
99/100
Roglič Primož
Soudal quick-step
9788


Technical Chart
Skills
Compare
Description


Secondary Captain
Total
9788

Home

Fantacycling Team

Champion
Pinamaiulo

76890	22930	25
General Classification	Points	Events

Highlights

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List of Cyclist

Search by cyclist...

Super Star
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88 $
Roglič Primož
Soudal quick-step
9788

Super Star
★ 99/100
88 $

Cyclist Profile

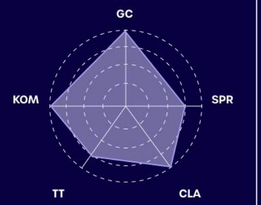
Super Star

★ 99/100
9788
88 $

Evenepoel Remco
Soudal quick-step

High 176cm Weight 66kg

Technical Chart



Skills

- Climber
- Puncheur
- Pavé Specialist
- Aggressive
- Time Trialist
- Sprinter
- Domestique

Compare

Description

The phenomenon of cycling and Fantacycling. He is the prototype of the modern rider, extremely strong in the mountains, fast in time trials, and capable of winning grand tours and monumental classics. A points machine from the start to the end of the season.

Fantacycling Team

Secondary Captain

Total
9788

fantacycling

fantacycling
fantacycling

fantacycling

fantacyclin

Cycling just got more competitive
Cool
Aud
Creativ
porty
Passionc
fantacycling
Cyclist Profile
Super Star
Evenepoel Remco
Technical Chart

Prove you're the ultimate cycling fan
Build your legacy
Join Fantacycling!