

FantaCycling



Our **New** Brand

For the best cycling Startup

Order n°72724

December 2024

FantaCycling

Summary

A cyclist in a black jersey and helmet is riding a road bike on a paved road that curves through a lush, green mountain landscape. The cyclist is in the lower-left foreground, and their shadow is cast on the road. The background shows rolling hills and dense forests under a clear sky. The overall scene is bright and scenic.

**Fanta
Cycling is
Young
Innovative
Sustainable
Authentic
Transparent**

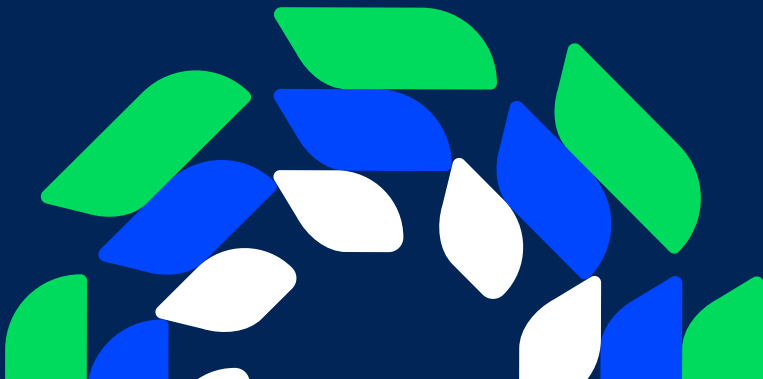
Vision

At **FantaCycling** we believe cycling is more than a way to get from one place to another; it's a lifestyle that embodies freedom, community, and sustainability. We're here to redefine what it means to live through cycling. **Our brand** is a seamless blend of innovation, adventure, and eco-conscious design—creating a lifestyle for cyclists who see their bikes as an extension of themselves.

Design Philosophy

The design of **FantaCycling** blends minimalism with high functionality, aiming for a look that's sleek, modern, and inviting for cyclists of all backgrounds. Every aspect of our brand—from logo and color palette to product aesthetics and packaging—is thoughtfully curated to convey a sense of freedom, dynamism, and connection with the environme.

Logo



FantaCycling

01.01

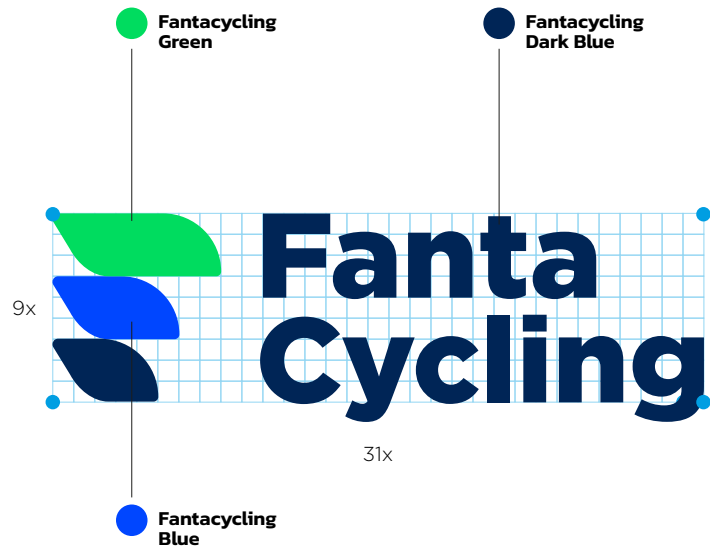
FantaCycling Logo



The logo should be a clean, versatile mark that's instantly recognizable on gear, apparel, and media. Think bold but simple shapes that can represent motion and connectivity. The typeface should be modern and easy to read, symbolizing both sophistication and approachability. We've chosen a color scheme inspired by nature.

01.02

FantaCycling Logo



FantaCycling

01.03

Color Application

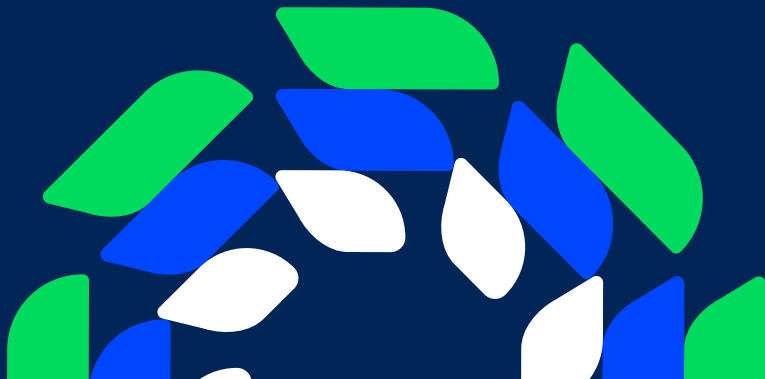
Color Application



Positive / Negative Application



Color



02.01

Primary Color Palette

The primary colors define the visual identity of the **FantaCycling** brand. We've chosen a color scheme inspired by nature, with shades of greens, and sky blues, reflecting a commitment to sustainability and outdoor adventure. Accent colors, like greens, bring energy and excitement, capturing the thrill of the ride.

The palette is both calming and lively, evoking an eco-friendly vibe that appeals to environmentally conscious customers.

FantaCycling Green

#00DB5E

RGB 0 | 219 | 94
CMYK 69 | 0 | 89 | 0
PMS 2420 C

FantaCycling Blue

#0045FF

RGB 0 | 69 | 255
CMYK 84 | 70 | 0 | 0
PMS 2387 C

FantaCycling Dark Blue

#012557

RGB 1 | 37 | 87
CMYK 100 | 90 | 35 | 35
PMS 655 C

FantaCycling Gradient

FantaCycling Dark Blue

FantaCycling Blue

FantaCycling White

#FFFFFF

RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0
PMS

1

Logo

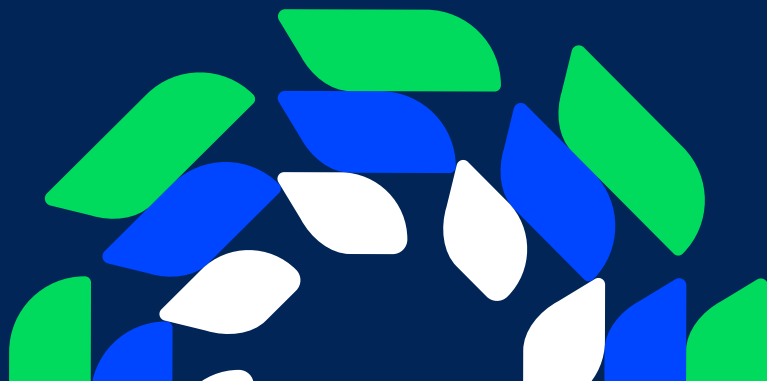
2

Color

3

Typography

Typography



03.01

Logo Typeface

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMNPO
QRSTUVWXYZ
123456789
!@#\$%^&*()+?

Gotham

The Gotham typeface was selected for his modern, geometric sans-serif that has become a design favorite for its bold simplicity, versatility, and clean lines. The typeface is designed for clarity and legibility. It's known for being readable at various sizes, which is why it's often used in signage, advertisements, and high-visibility contexts.

Brand System Typeface

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMNPO
QRSTUVWXYZ
123456789
!@#\$%^&*()+?

Montserrat

The Montserrat typeface was selected for his geometric base, giving it a modern, approachable, and slightly playful quality. Its well-balanced proportions create a sense of harmony and symmetry, making it visually pleasing and easy to read. Montserrat's design strikes a balance between contemporary sophistication and subtle warmth, making it a popular choice for brands.

03.02

Hierarchy

Headline
Green or White
Montserrat Bold

Sub Headline
Green or White
Montserrat Medium

Body
White
Montserrat Light

Legal Notice
White
Montserrat Light

Headline
Green or White
Montserrat Bold

Sub Headline
Green or White
Montserrat Medium

Body
White
Montserrat Light

Legal Notice
White
Montserrat Light

Headline
Green or Dark blue
Montserrat Bold

Sub Headline
Green or Dark Blue
Montserrat Medium

Body
Dark Blue
Montserrat Light

Legal Notice
Dark Blue
Montserrat Light

Headline
Green or Dark blue
Montserrat Bold

Sub Headline
Green or Dark Blue
Montserrat Medium

Body
Dark Blue
Montserrat Light

Legal Notice
Dark Blue
Montserrat Light

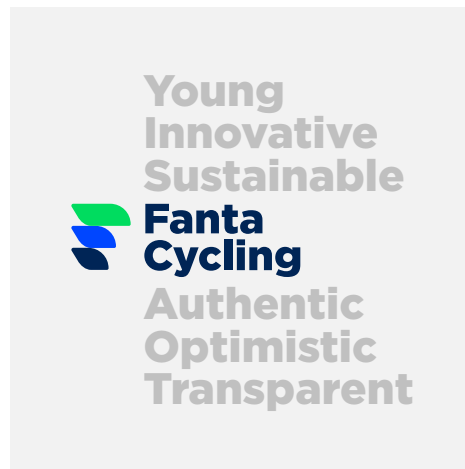
03.03

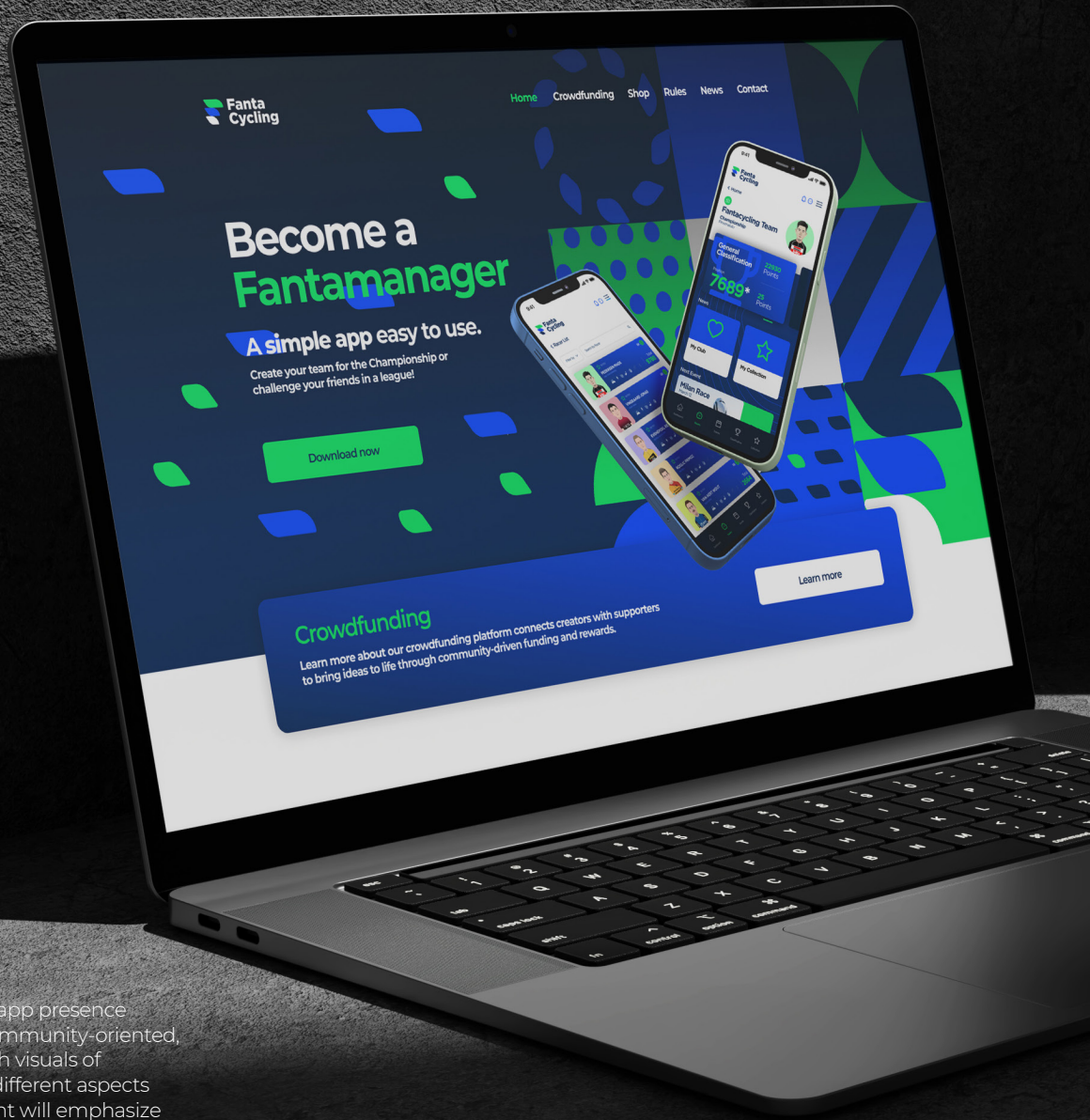
Sample Applications



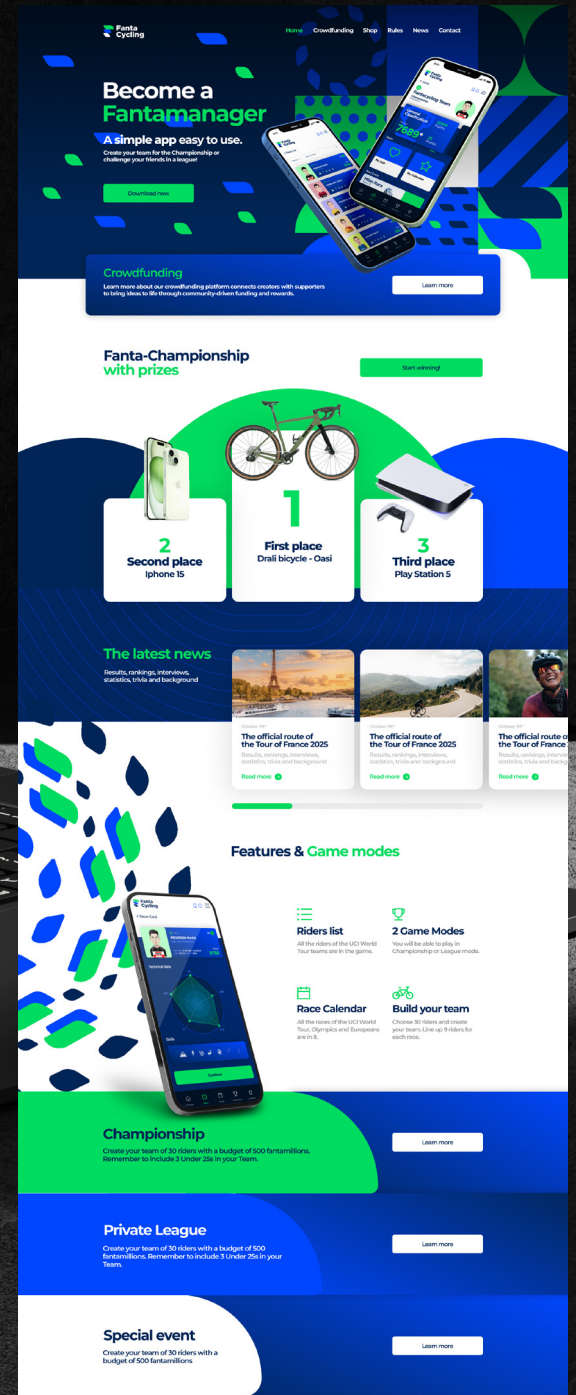
Our graphic elements are designed to reflect the dynamic, community-centered, and eco-conscious spirit of cycling as a lifestyle. Through modern, minimalist visuals, we aim to capture the motion, freedom, and energy of life on two wheels. These elements will form a cohesive visual language that seamlessly ties together our products, packaging, marketing, and digital presence, creating a brand experience that feels fresh, engaging, and connected.

Custom patterns inspired by road textures, bike tire treads, and natural landscapes subtly reinforce the connection to cycling and the outdoors. These patterns are versatile and can be used as background elements, on packaging, or in digital applications. They add visual interest without overwhelming, making the brand feel grounded yet adventurous.





The brand's website and app presence should be welcoming, community-oriented, app Gaming and rich with visuals of diverse cyclists enjoying different aspects of the lifestyle. Our content will emphasize shared experiences, fostering an inclusive community that views cycling as a way to connect with others and the world around us.



FantaCycling

03.05

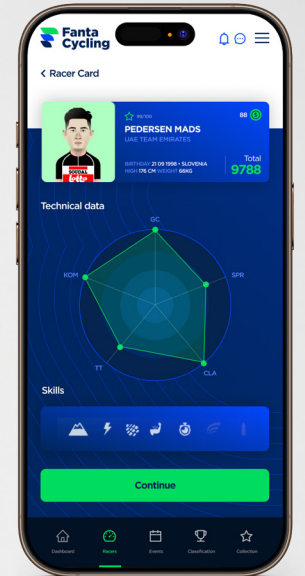
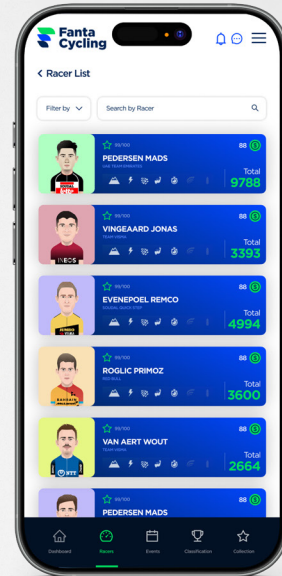
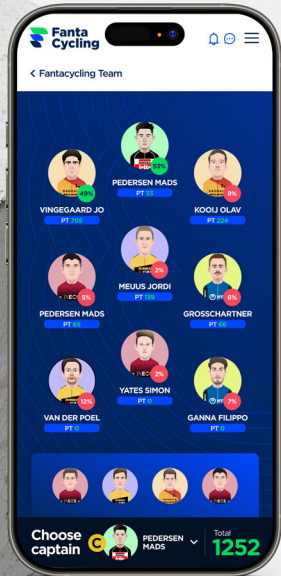
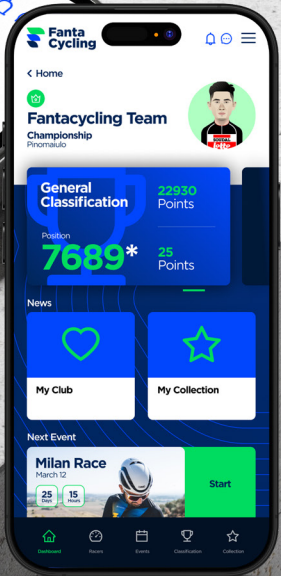
App



FantaCycling
Isotype



App Icon



FantaCycling

03.06

Social Media



FantaCycling
Isotype

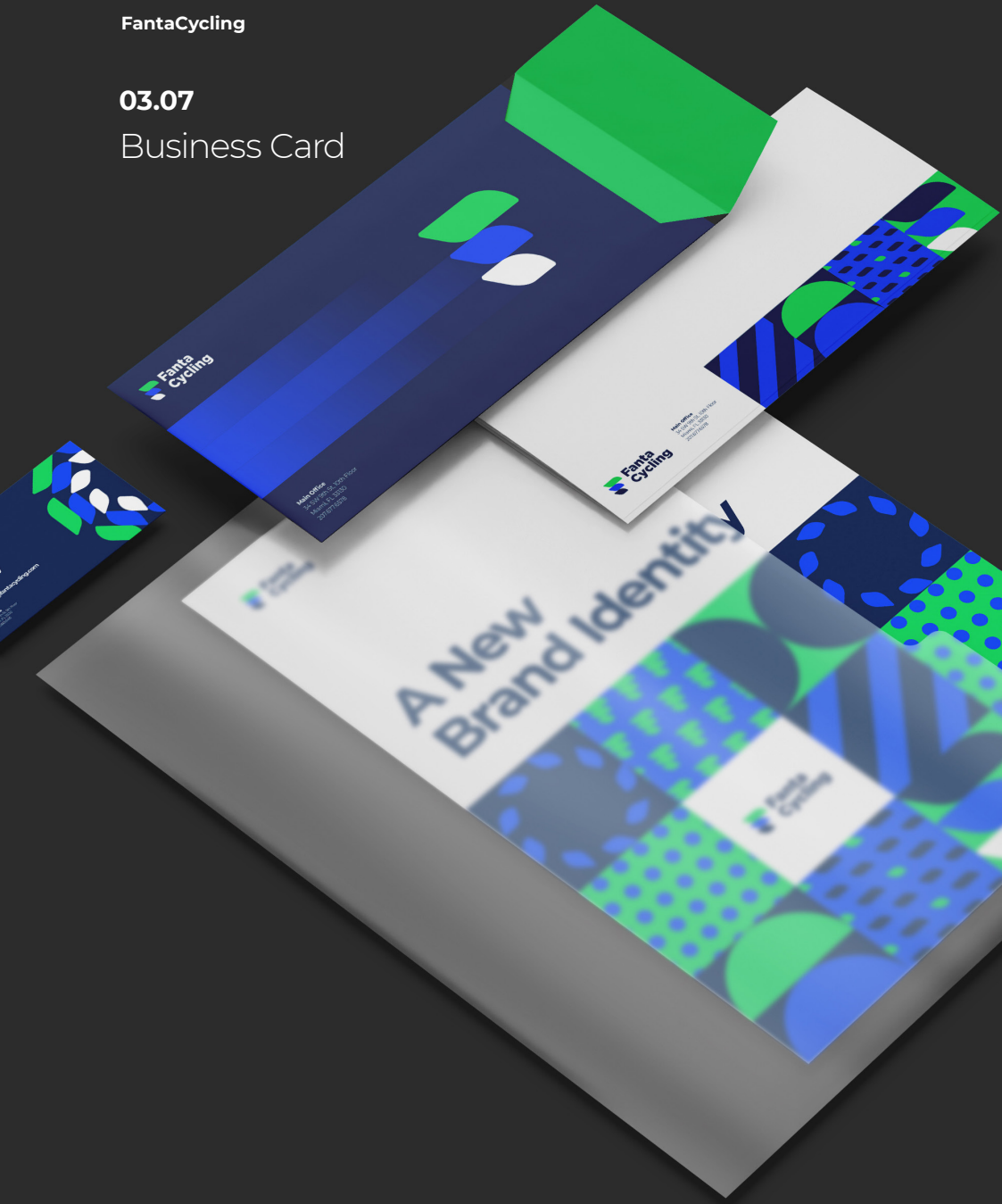


Social Media Icon

FantaCycling

03.07

Business Card



FantaCycling

03.08

Billboards

Fanta Cycling

March
20th
Our new brand

The proposal for the new brand identity developed within the main objective of FantaCycling, including its vision for a renewed of FantaCycling as brand and its massive community.

FANTACYCLING.COM

Fanta Cycling

New York
cycling
race

March
20th

Fanta Cycling

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03.09

Cycling Kit



FantaCycling

03.10

Merchandising

