

The logo features a stylized bicycle wheel icon composed of several white hexagonal segments arranged in a circular pattern.

FANTA CYCLING

Order: 72722

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Intro brand identity

Welcome to my creative vision for the new brand identity of Fanta Cycling, a brand pedaling toward a future where passion and community merge into a unique and engaging experience.

The concept, starting with the logo, goes beyond a simple symbol: it's a journey that intertwines the defining elements of cycling — dynamism, challenge, and movement — with the brand's core values, such as teamwork and innovation. Every detail has been carefully designed to capture the essence of cycling, inspiring not only cyclists but anyone looking to embrace this sport and its values with enthusiasm and a spirit of connection.



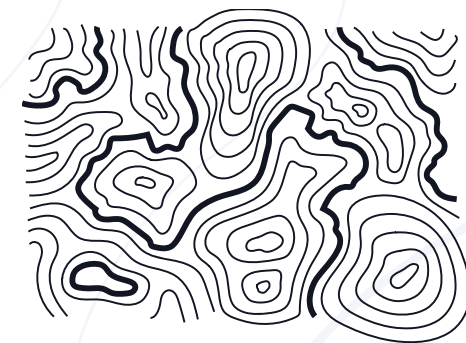
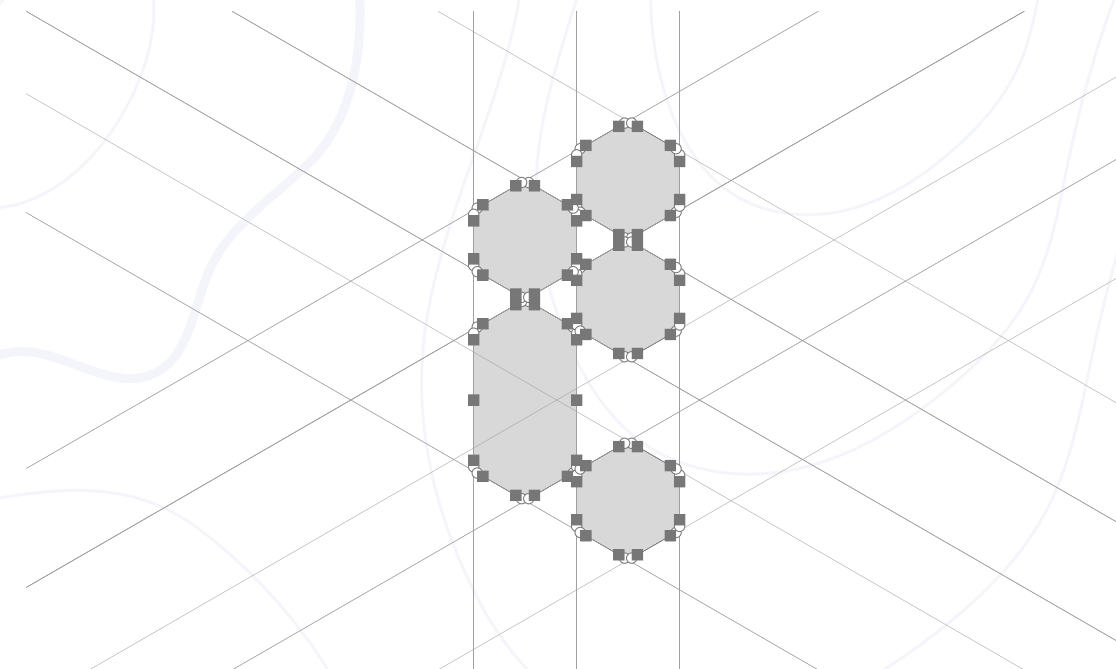
Logo Concept



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Naming Concept

The font for the naming was created using the MONUMENT font in its REGULAR version as a base. Subsequently, the font was softened at the corners.



Pattern Concept

The pattern directly references the Contour Line system used to represent elevation on a flat surface. Conquering a summit is a source of pride for any cyclist.

Symbol Concept

The logo icon is inspired by observing the "low grip" position of a cyclist sprinting for maximum aerodynamics.



While experimenting with the logo's placement, I noticed that the vertical elements could also resemble the "F" in "Fanta" and the "C" in "Cycling."



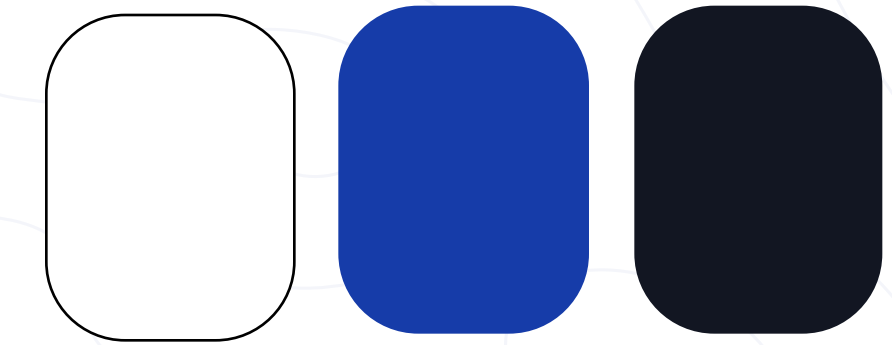
In its simplicity, the symbol was designed to be used on its own while maintaining versatility for multi-channel applications.

Palette

The final colors chosen for the Fanta Cycling brand were carefully selected to convey a clear, dynamic, and versatile visual identity, perfectly suited for the cycling world and its global community:

- **White:** A symbol of simplicity and clarity, providing a neutral, modern background that balances the other colors.
- **Deep Blue:** Represents trust, energy, and movement, capturing the spirit of cycling with a distinctive touch.
- **Deep Black:** Sophisticated and bold, it ensures contrast and authority, giving the design a structured and captivating appeal.

This palette ensures consistency across digital and print platforms, creating a brand that is recognizable, professional, and deeply connected to its community.



RGB	255, 255, 255	22, 60, 169	18, 22, 24
CMYK	0, 0, 0, 0	2, 8, 26, 0	95, 83, 53, 76
HEX	#ffffff	#163ca9	#121622

Font

Poppins
Poppins
Poppins
Poppins

For the Fanta Cycling brand, I chose the Poppins font in Bold, SemiBold, Regular, and Light weights due to its exceptional versatility and modern appeal. This geometric sans-serif typeface stands out for its clean and contemporary aesthetic, perfectly aligned with the brand's dynamic and innovative identity. With its balanced and highly readable structure, Poppins ensures excellent scalability and adaptability across all platforms, from digital formats to printed materials. The various font weights allow for consistent visual harmony while providing flexibility to emphasize key messages, creating a strong, functional, and easily recognizable identity in any context. Note that the specified weights are examples, but all styles and sizes of the Poppins font can be utilized as needed.

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Pattern

The "Pattern" cycling kit features the unique Contour Line altimetric design, celebrating your love for climbing. Included are permanent fabric markers, letting you personalize your kit by writing the heights of the summits you've conquered. Turn your gear into a story of achievement—ride high, and wear it proudly.



Elegant

The "Elegant" cycling kit is designed for those who value simplicity and sophistication. With its clean, minimal design and impeccable fit, it's perfect for the cyclist who rides with effortless style. Performance meets elegance in this timeless kit—because looking sharp never goes out of fashion.



Vintage

The "Vintage" cycling kit pays homage to the golden era of cycling with a design inspired by classic styles of the past. Blending retro aesthetics with modern performance, it's perfect for those who appreciate tradition while riding with contemporary comfort. Timeless style, reimagined for today's cyclist.



FANTA
CYCLING
2025

Fanta Cycling Best Underrated



Top 10 Riders		Fanta Points
1	Matteo JORGENSON	3393
2	Ben O'CONNOR	3376
3	Biniam GIRMAY	2501
4	Maxim VAN GILS	1992
5	Jhonatan NARVAEZ	1829
6	Toms SKUJINS	1825
7	Marc HIRSCHI	1817
8	L. VAN EETVELT	1679
9	Antonio TIBERI	1589
10	Isaac DEL TORO	1523



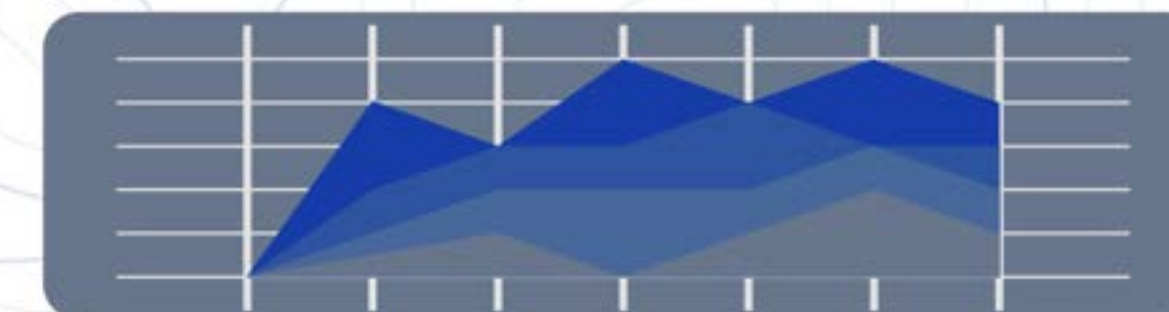
Pogi Again!
What a race!

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World Championships Best Ones



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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



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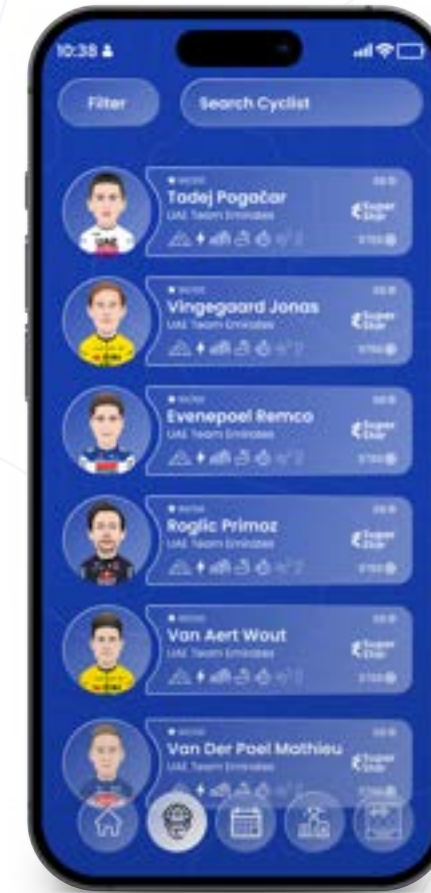
A simple app easy to use. Create your team for the Championship or challenge your friends in a league!

Available on



Available on







Thank you for your attention.