



# *FANTACYCLING*





The concept behind the new Fantacycling rebrand is to create a more **captivating** and **modern** identity that visually embodies the aesthetics of **speed** and competition, while seamlessly integrating the **playful** essence of the game. The goal is to strike a balance between the world of racing and challenges and the fun, **interactive** nature of the app, always keeping the target audience in focus.

To achieve this, we selected evocative imagery, focusing on bicycles in **motion** and moments of pure **energy**, paired with a vibrant, bold, and distinctive color palette. The colors are designed to capture attention, convey **excitement** and coolness, while also suggesting **inclusivity** and **dynamism**.

The guiding keywords for the rebranding are challenge, speed, energy, as well as friendship, play, and connection. The result is a visual identity that not only celebrates the **passion** for cycling but also strengthens the sense of **community** among users, turning every interaction with the app into a memorable and engaging experience.

Fantacycling's Tone of Voice stands out for its inclusivity and accessibility, welcoming anyone who wants to explore the world of cycling in a simple and fun way. Through a carefully crafted artistic direction, we convey a crucial message for our times: anyone can be a fantacyclist and create their own team, breaking down barriers and stereotypes.

Fantacycling's identity is deeply rooted in its Italian origins, an aspect we celebrate by incorporating references to Italian culture in our copy. A prime example is the slogan "Eat Pasta, Cycle Fasta," which perfectly encapsulates our playful and lighthearted approach, making the brand instantly recognizable and memorable.

Fantacycling speaks with a fresh, cheerful, and approachable voice, designed to entertain and engage while staying authentic. This tone allows us to build an emotional connection with our community, creating a gaming experience that is both inclusive and genuinely enjoyable.



The primary colors form the foundation of the Fantacycling visual identity. These tones ensure clarity, harmony, and an approachable yet professional aesthetic across all digital and physical spaces.

**BLACK AND WHITE SHADES – CLARITY AND CONTRAST**

**BLUE SHADES – TRUST AND SOPHISTICATION**

**GREEN-YELLOW SHADES – ENERGY AND VITALITY**

### Primary Colors

A0A0A0	C: 38 M: 30 Y: 30 K: 9	R: 160 G: 160 B: 160	BDC7F2	C: 31 M: 18 Y: 0 K: 0	R: 189 G: 199 B: 241	F4FF9E	C: 12 M: 0 Y: 52 K: 0	R: 244 G: 255 B: 157
FEFAF7	C: 1 M: 2 Y: 3 K: 0	R: 252 G: 250 B: 247	E1E7FF	C: 14 M: 7 Y: 0 K: 0	R: 225 G: 231 B: 255	FCFFD4	C: 4 M: 0 Y: 24 K: 0	R: 253 G: 255 B: 212
181818	C: 80 M: 71 Y: 62 K: 90	R: 23 G: 23 B: 23	767B97	C: 60 M: 47 Y: 24 K: 7	R: 118 G: 123 B: 151	9FA767	C: 46 M: 21 Y: 71 K: 4	R: 157 G: 167 B: 102

The secondary colors are used exclusively for touchpoints and applications, providing bold, dynamic accents to enhance brand collateral and interactive elements. These rich tones bring warmth, energy, and depth to Fantacycling’s identity, emphasizing its passion for connection and community.

**RED AND MAROON SHADES – PASSIONATE AND BOLD**

**EARTHY BROWNS – WARM AND GROUNDED**

### Secondary Colors

930309	C: 0 M: 95 Y: 75 K: 0	R: 214 G: 21 B: 50	85550D	C: 29 M: 64 Y: 100 K: 29	R: 133 G: 85 B: 13
D61632	C: 21 M: 100 Y: 100 K: 17	R: 146 G: 2 B: 10	CC9042	C: 11 M: 48 Y: 84 K: 2	R: 204 G: 144 B: 66
4B0206	C: 41 M: 100 Y: 85 K: 64	R: 74 G: 2 B: 6	4F3208	C: 42 M: 70 Y: 93 K: 63	R: 79 G: 50 B: 9

# Mango Grotesque

Weights

**MEDIUM**  
**BOLD**

Character Set

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Z!“£\$%&/()=?^

Mango Grotesque

# New Science

Weights

**Medium**  
**SemiBold**

Character Set

abcdefghijklmnopqrstuvwxyz  
zABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ!“£\$%&/()=?^

The font features variable weights and includes glyphs for multilingual support, ensuring versatility and accessibility.

<https://fonts.adobe.com/fonts/new-science#fonts-section>

The new Fantacycling logo is a modern, dynamic representation of the brand's passion for cycling and competition.

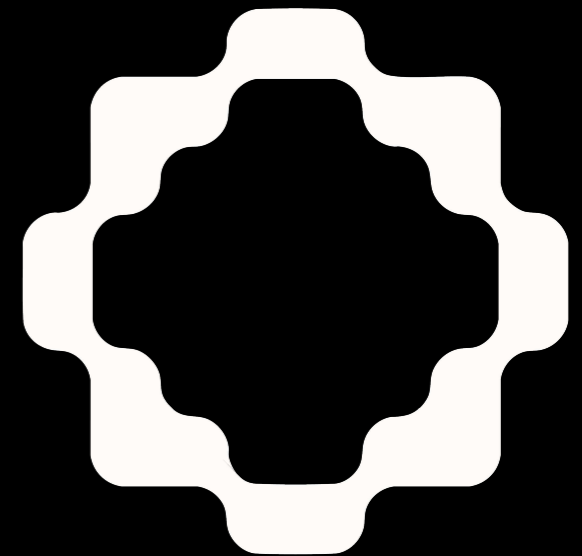
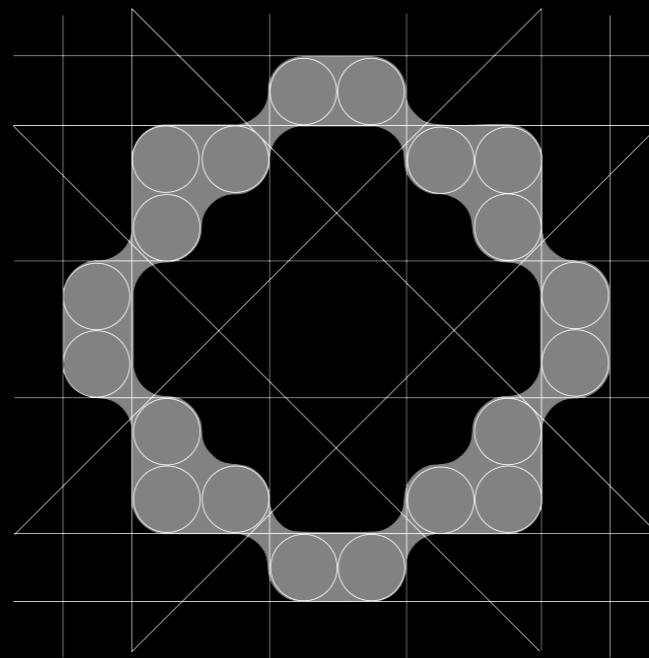
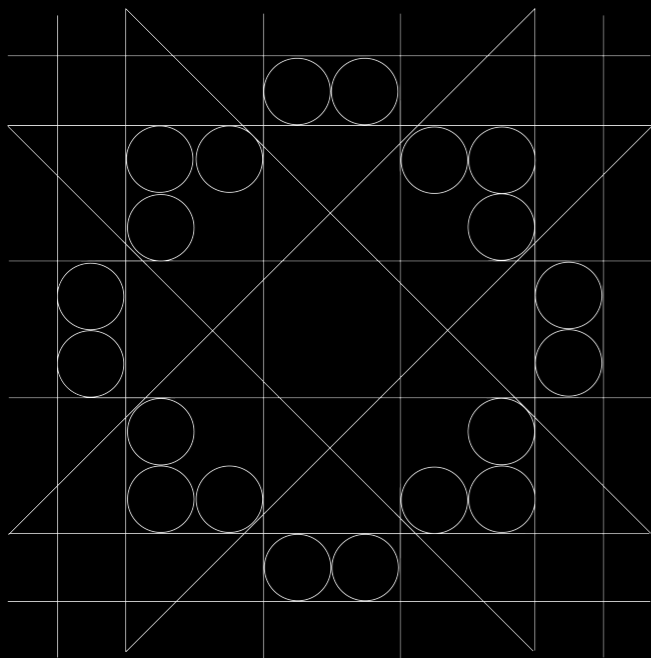
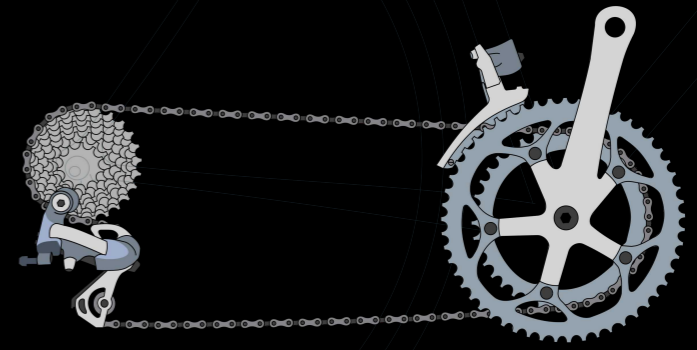
The logomark, inspired by the drivetrain of a bicycle, captures the essence of motion and precision that defines the sport. Paired with a sleek wordmark designed to convey speed and energy, the logo reflects Fantacycling's innovative and vibrant spirit, connecting with cycling enthusiasts worldwide.

The combination of the logomark and wordmark results in a cohesive and powerful identity, adaptable across digital, physical, and promotional contexts. It reflects the brand's core values: energy, passion, and innovation.



The logomark draws its form from the drivetrain of a bicycle, symbolizing movement, power, and the mechanics that drive both cycling and the Fantacycling community.

The circular and geometric elements reflect the precision and rhythm of the sport, creating a timeless yet modern icon that resonates with cycling enthusiasts.



The wordmark is crafted to communicate speed, dynamism, and energy, aligning with the active and competitive nature of Fantacycling.

A custom, streamlined typeface ensures a unique and memorable identity while maintaining clarity and readability.

**FANTACYCLING** → ***FANTACYCLING***

static

dynamic



***FANTACYCLING***

***FANTACYCLING***

***FANTACYCLING***

***FANTACYCLING***

***FANTACYCLING***

***FANTACYCLING***

# A NEW DIGITAL EXPERIENCE TO CONNECT AND INSPIRE THE GLOBAL CYCLING COMMUNITY.

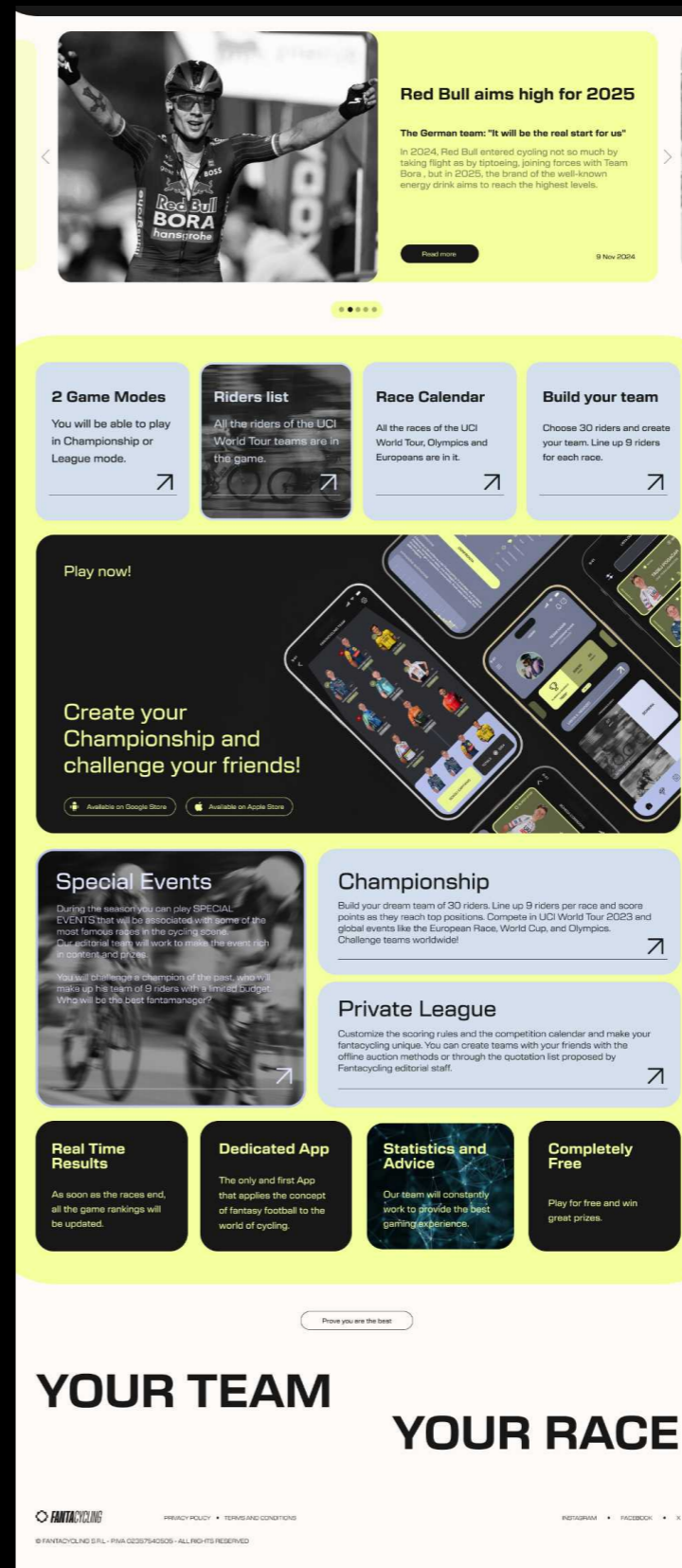
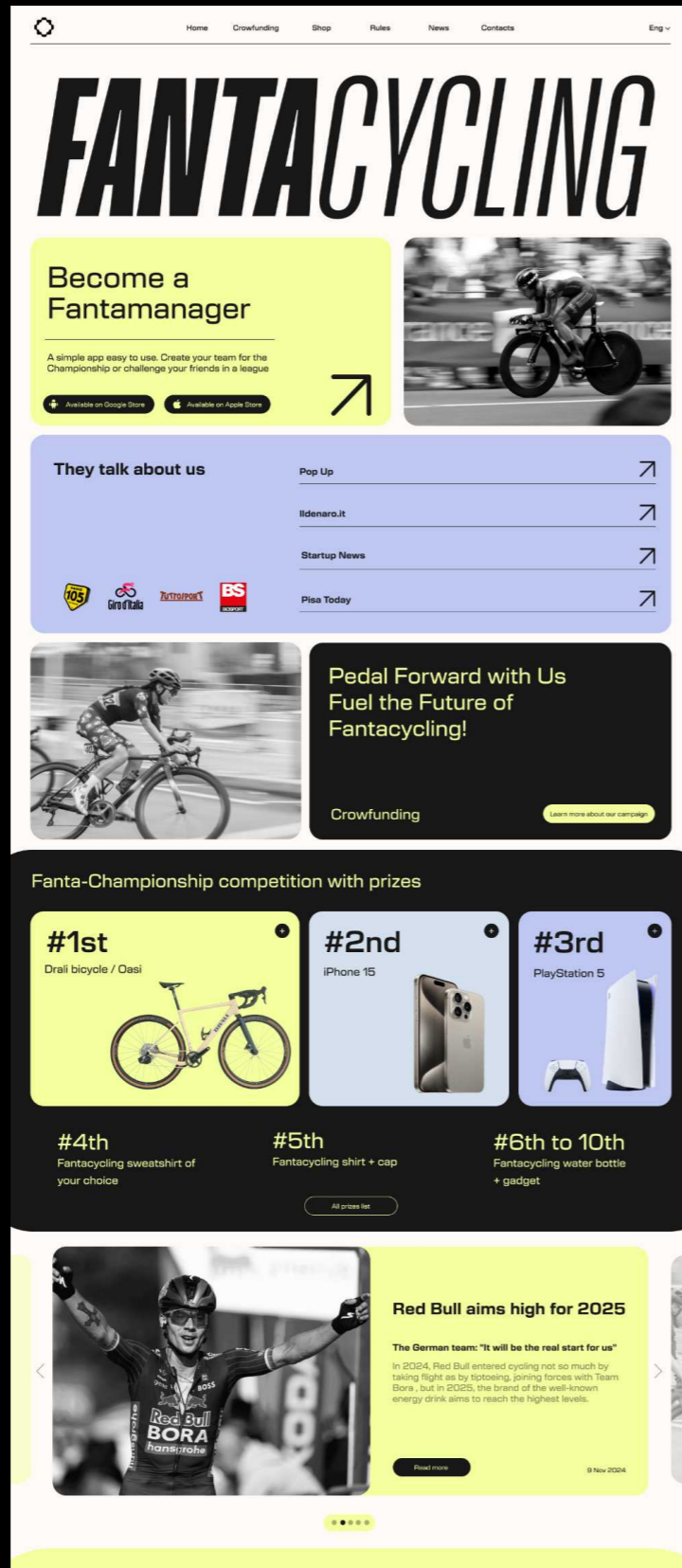
- Accessibility and Usability: Focus on simple, clear navigation for users of all levels.
- Modern Aesthetics: A visually dynamic, engaging design that aligns with global digital trends.

The new website design is the beating heart of Fantacycling, a dynamic and vibrant platform designed to engage a growing community. With a modern aesthetic and intuitive features, the site embodies the values of a young, bold, and creative brand, ready to inspire both seasoned cycling fans and new users worldwide.

The interface is fluid and interactive, delivering a unique experience: easy to navigate, fun to explore, and perfectly aligned with the energy of the Fantacycling community. Every design element, from the color palette to the layout, reflects the brand's international and innovative character, making the website the go-to hub for cycling and gaming enthusiasts alike.

With this redesign, Fantacycling solidifies its identity as a fresh, contemporary brand that combines technology, passion, and user connection in one seamless experience.



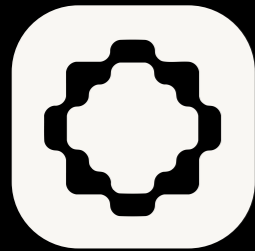


# YOUR ULTIMATE FANTASY CYCLING EXPERIENCE, NOW SIMPLER AND MORE ENGAGING.

The redesigned Fantacycling app is a seamless extension of the brand's digital identity, offering an intuitive and dynamic platform for users to connect, compete, and enjoy the thrill of fantasy cycling. With a fresh, young, and vibrant look, the app simplifies the user experience while maintaining all the functionality and excitement of Fantacycling.

## Improved Intuitive Navigation

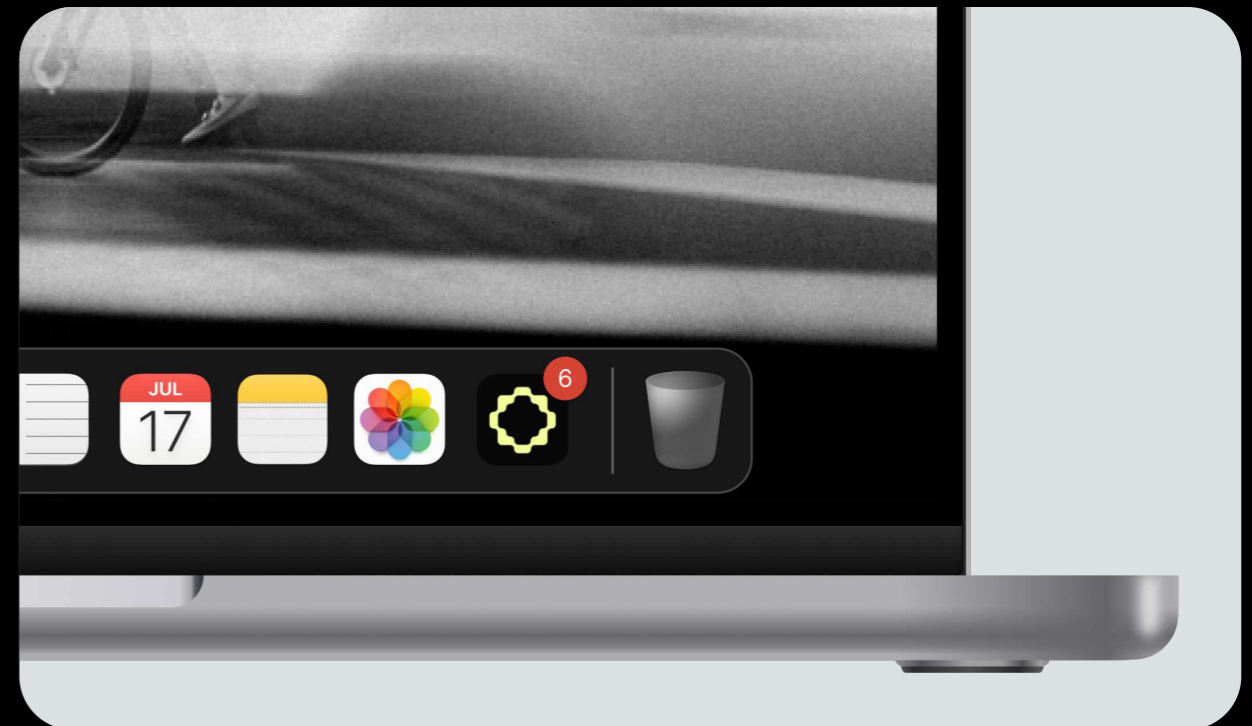
- Streamlined menu and clear categories for quick access to key features like team management, leaderboards, and leagues.
- Minimal learning curve for new users, with a clean and logical layout.

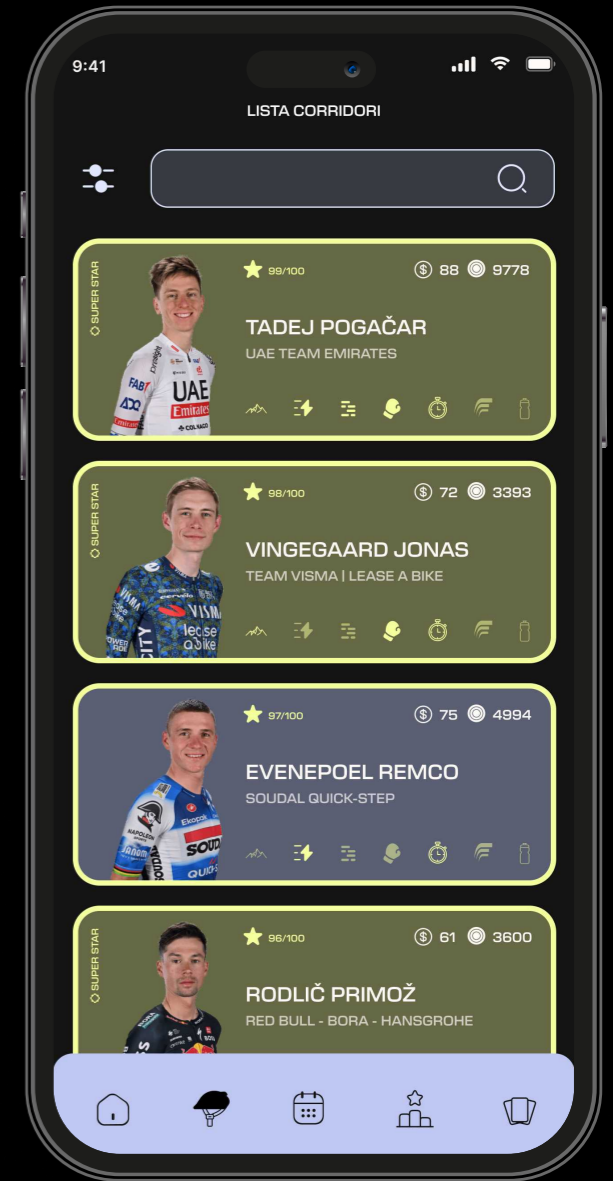
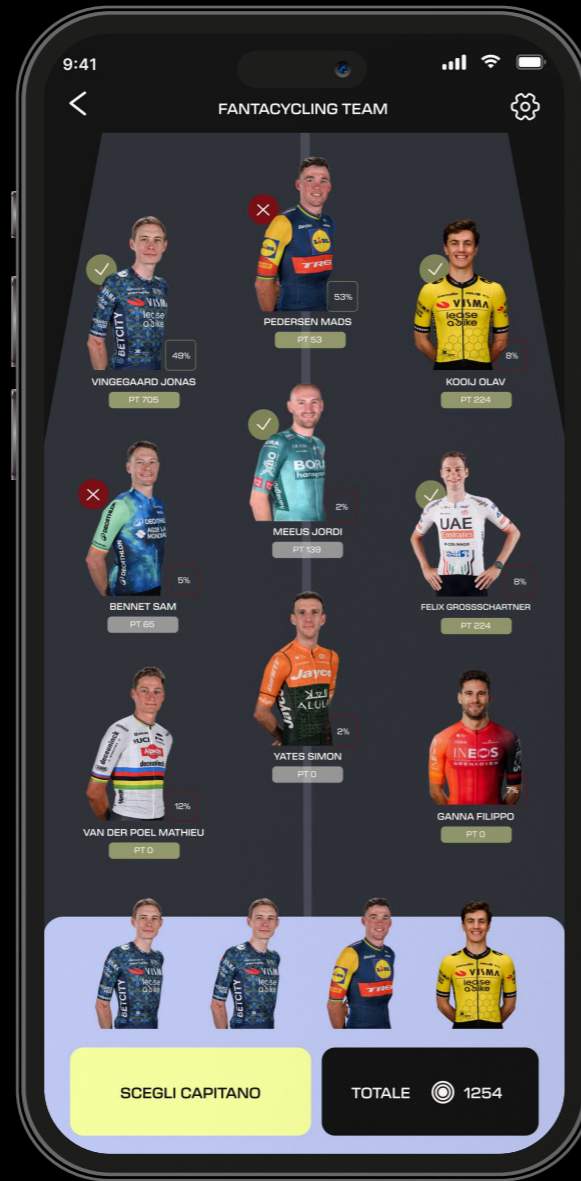


light mode



dark mode





## RIDE IN STYLE, RACE TO VICTORY

The redesigned Fantacycling cycling suit embodies the dynamic energy and competitive spirit of the brand.

By incorporating the vibrant color palette and a checkerboard pattern reminiscent of the finish line, the suit captures the essence of the race while reinforcing Fantacycling's bold, youthful identity.















