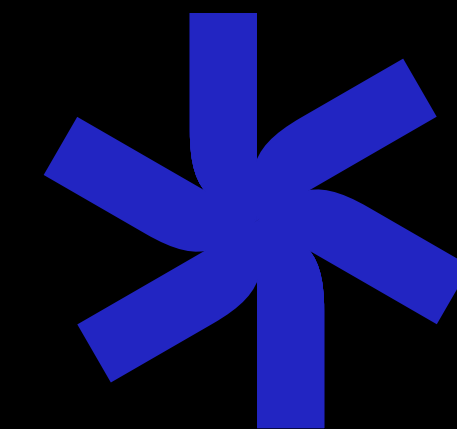




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**WELCOME**



**TO THE NEW**

**FANTASYCYCLING**



# CONCEPT

## ROADS – THE PATH TO EVERY CYCLIST

In the world of road cycling, the road is more than a surface—it's the unifying ground that every rider, fan, and fantasy player shares. The “Roads” concept captures this essence by presenting the road as a dynamic, inclusive, and daring journey, inviting all users to chart their own paths in the thrill of competition.

### INCLUSIVE

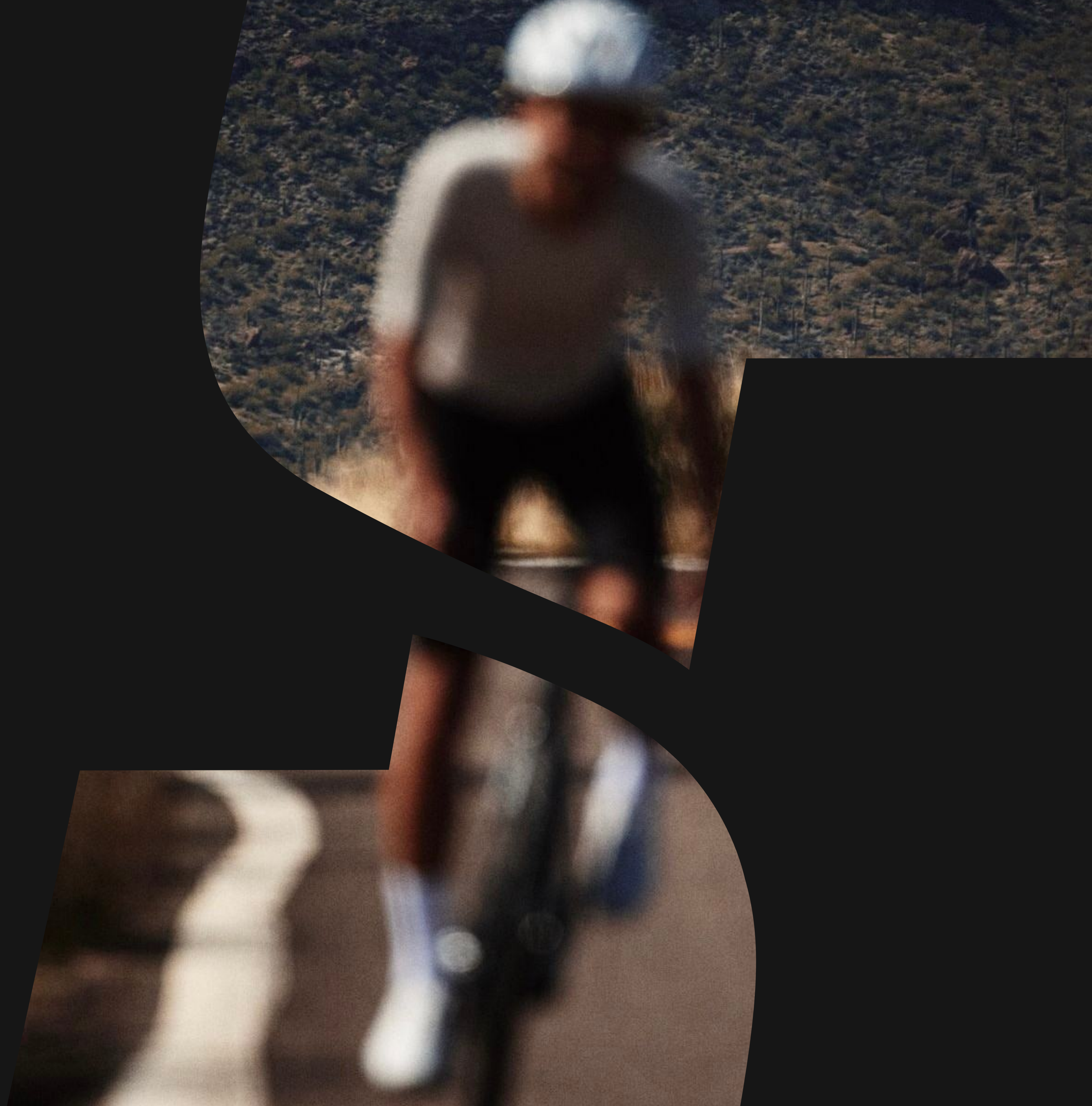
Roads are accessible to everyone, symbolizing an open and inclusive experience. Just as cyclists of all levels can ride on the same routes, this app invites fans from all backgrounds to engage in the excitement of the sport. Using familiar color schemes and approachable design elements, we create an inclusive space where all fans feel they belong, regardless of their level of cycling knowledge.

### DYNAMIC

Like the twists and turns of a mountain pass, the roads concept embodies the dynamism of the sport and fantasy gameplay. The ever-changing road patterns and markers symbolises the strategic decisions, quick changes, and high-energy aspects of both live racing and fantasy league management. Fluid, dynamic visuals based on roads—such as sweeping curves, directional arrows, and sharp bends—add a sense of movement and excitement to every interaction in the app.

### DARING

Road cycling itself is daring: from steep climbs to thrilling descents, it's about pushing limits. This concept taps into that spirit of courage and boldness by embracing adventurous visuals and colors that echo the challenges and risks of road cycling. Sharp turns and bold line breaks within the design reflect the fearless nature of cycling, encouraging users to embrace their competitive edge and make daring choices in their fantasy teams.



FANTACYCLING IS:



**DARING  
INCLUSIVE  
DYNAMIC**

# VISION

Fantacycling envisions a world where the borders between cyclists and fans dissolve. We see a future where individuals seamlessly access the community surrounding elite cycling is brought together in a single place. Our vision extends beyond mere leaderboards and tracking; it encompasses a global community of Fantacycling enthusiasts passionately engaging with the discourse on cycling, elite or otherwise, in our world today.



**Connection & Community:**  
Become the protagonist. A platform for further engagement.

**Direct Engagement:**  
Dissolving the boundary between cycling's greatest and their fans



**Balancing Risk & Reward:**  
Being one with the twists & turns of the ride - on and off the bike.

**Part of the Peleton:**  
A new way to be apart of the pack.



**All the Emotions:**  
The build-up, the thrill of the photo finish, the come down



# MAIN LOGOTYPE

Our logo leans forward, capturing the essence of progression, motion, and the speed that defines cycling.

At its core, a distinct central cutout draws inspiration from the clean, linear visuals of a road, anchoring the design to our brand's foundation. The lower portion of the logo is subtly flipped, reflecting the twists and turns of road cycling—a visual metaphor for the challenges and unpredictability that come with the journey.

Together, these elements create a dynamic sense of direction and energy, embodying the spirit of the sport and our community.

12.18°

## SECONDARY LOGOTYPE

Since Fantacycling is primarily an app, we rely heavily on our primary logo to ensure strong brand recognition in digital spaces. However, for broader touchpoints and contexts where a more descriptive identifier is needed, we've developed a secondary wordmark. This wordmark can be used with or without the app icon attached, offering flexibility across various mediums while maintaining a cohesive and recognizable brand presence.

**FANTACYCLING** 

# APP LOGOTYPE





# SWISS POSTERS

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FOUNDRY: NEW GLYPHS

WEIGHTS: SEMI CONDENSED BLACK

Upper Case

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

Lower Case

**abcdefghijklmno  
pqrstuvwxyz**

Symbols

**.,:; \_?!@%&**

Our typographic choices are rooted in a balance of bold expressiveness and modern simplicity, ensuring clarity and visual impact throughout the brand.

For headlines and the logo, we've selected Newglyphs Swiss Posters, a typeface that commands attention with its contemporary take on Swiss design principles. Its striking forms reflect the dynamic energy of cycling culture while providing a distinctive character to the brand.

For body text and supporting content, we use Neue Montreal by Pangram Pangram. This clean, modern typeface offers excellent readability and a timeless aesthetic, perfectly complementing the boldness of our headline typography. Together, these typefaces create a harmonious visual system that feels fresh, versatile, and cohesive.

# PP Neue Montreal

---

FOUNDRY: PANGRAM PANGRAM

WEIGHTS: MEDIUM BOOK

Upper Case

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ**

Lower Case

**abcdefghijklmn  
opqrstuvwxyz**

Symbols

**.,:; \_?!@%&**

TAGS  
PP NEUE MONTREAL BOOK

ARTICLE

---

HEADLINES  
SWISS POSTERS

# LOREM IPSUM

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SUBHEADLINES  
PP NEUE MONTREAL MEDIUM

## Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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BODY COPY  
PP NEUE MONTREAL  
BOOK

Fusce ornare nunc sit amet neque placerat, ut malesuada est ultricies. Integer lacus lorem, ullamcorper non pellentesque a, feugiat at purus. Suspendisse diam augue, accumsan aliquam accumsan quis, ultrices vel arcu. Curabitur magna eros, consequat vitae bibendum at, auctor ac turpis. Nunc et augue eget ipsum lobortis ultrices. Pellentesque rutrum vitae mauris non rutrum. Nam eget nulla risus. Mauris sed erat quis nisl faucibus porta. Nunc id dictum leo, ac feugiat velit. Aenean purus dui, sollicitudin non lorem ut, tincidunt malesuada lacus. Duis aliquet ultricies turpis, at rhoncus ipsum posuere imperdiet. Nulla sit amet purus eu nulla faucibus iaculis et non magna.

FANTACY BLUE

C: 91% R: 34  
M: 86% G: 37  
Y: 0% B: 194  
K: 0%

#2225C2

FANTACY YELLOW

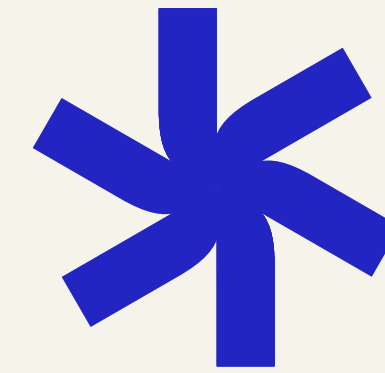
C: 16% R: 229  
M: 0% G: 255  
Y: 100% B: 10  
K: 0%

#E5FF0A

OFF WHITE

C: 2% R: 246  
M: 2% G: 243  
Y: 6% B: 235  
K: 0%

#F6F3EB



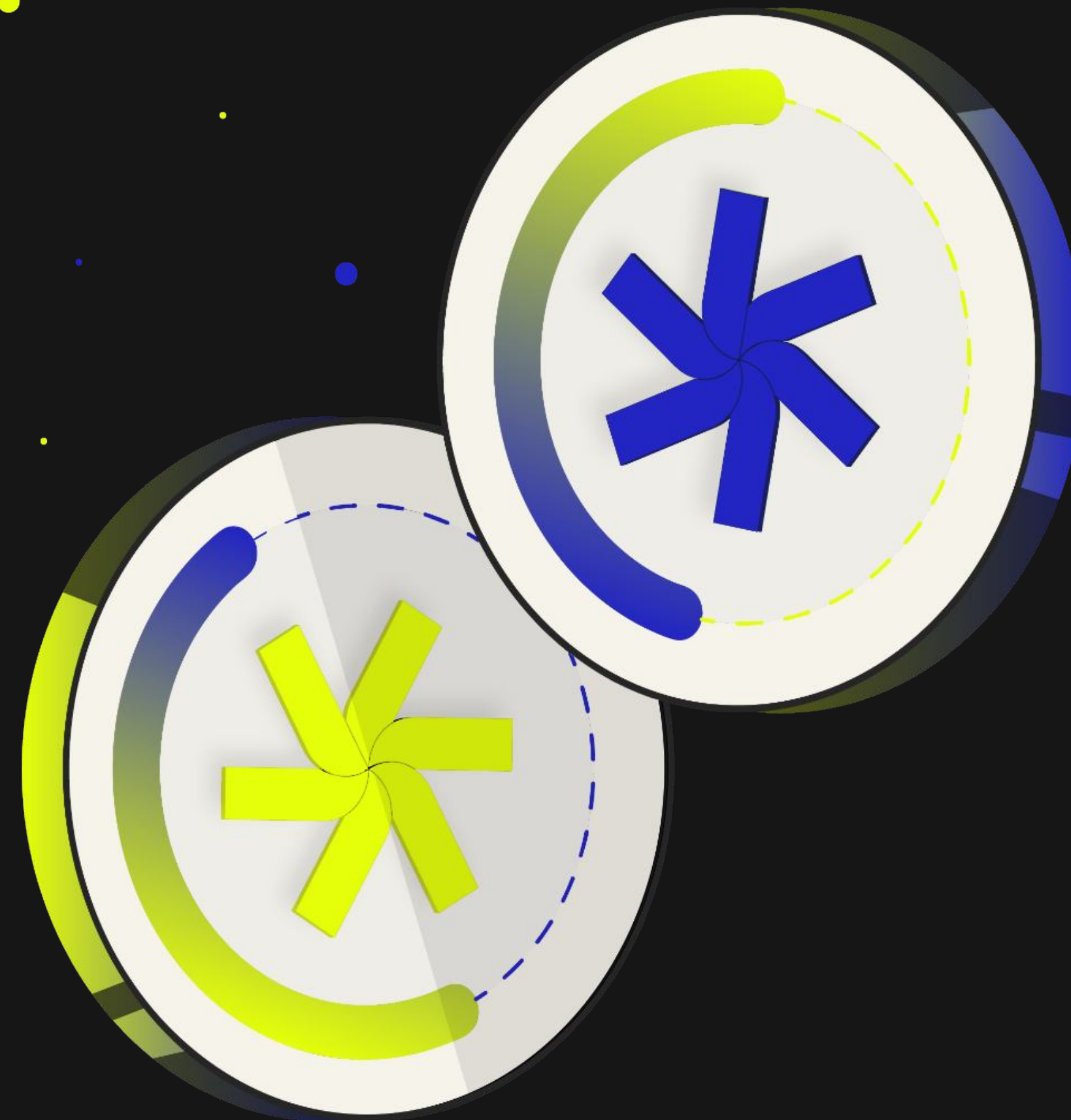
DYNAMIC ZWARTZ

C: 73% R: 22  
M: 67% G: 22  
Y: 65% B: 22  
K: 80%

#161616

GRADIENT

# FANTACOINS



Fantacoins are digital points awarded to Fantacycling users as they engage with various cycling leagues, challenges, and achievements. They serve as both an incentive to 'compete' more and a way to enrich the app experience, allowing users to unlock rewards, compare with friends, and participate in a gamified cycling ecosystem. Fantacoins are earned through real-world cycling activities and can be redeemed for rewards or used to unlock exclusive features in the app.

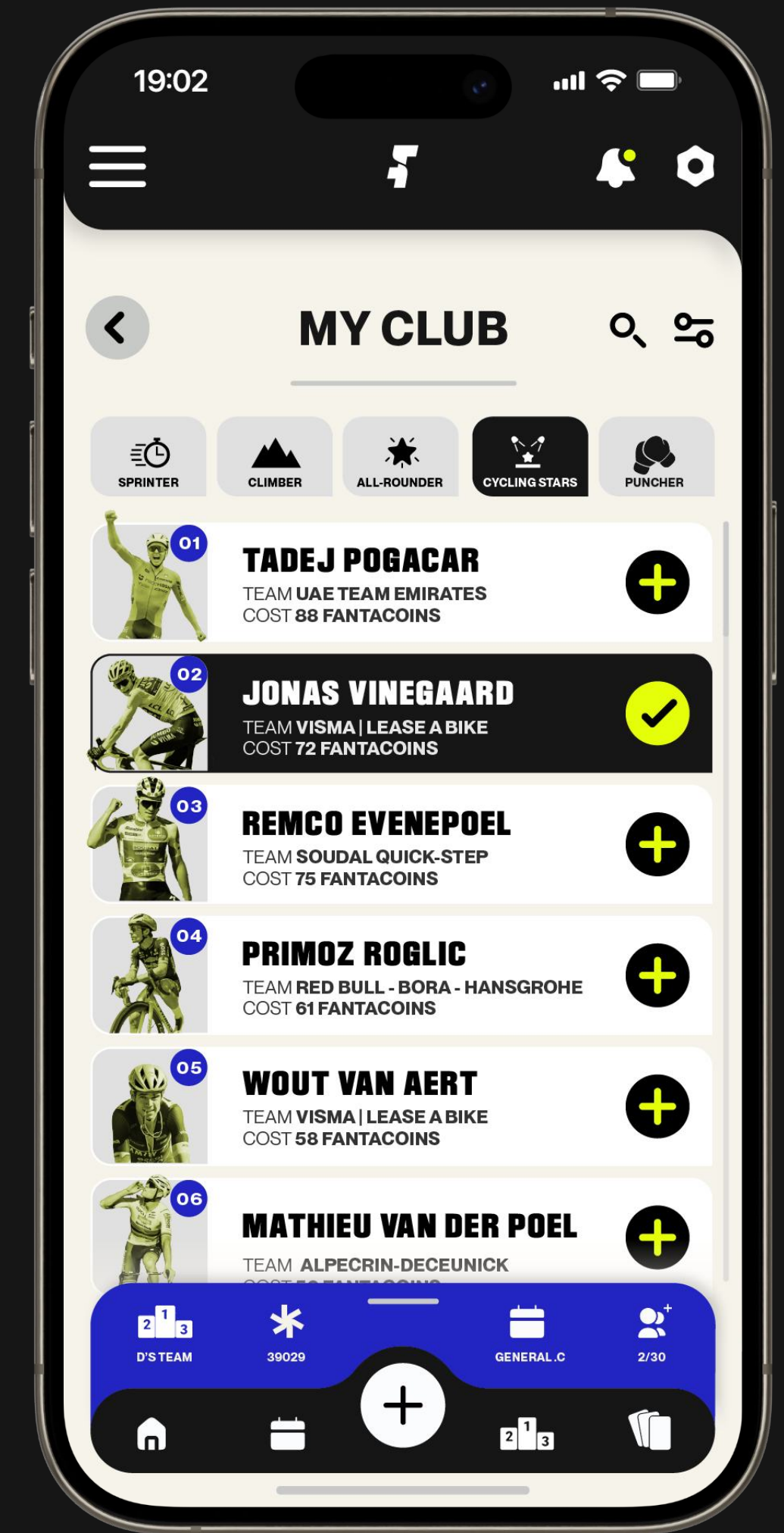
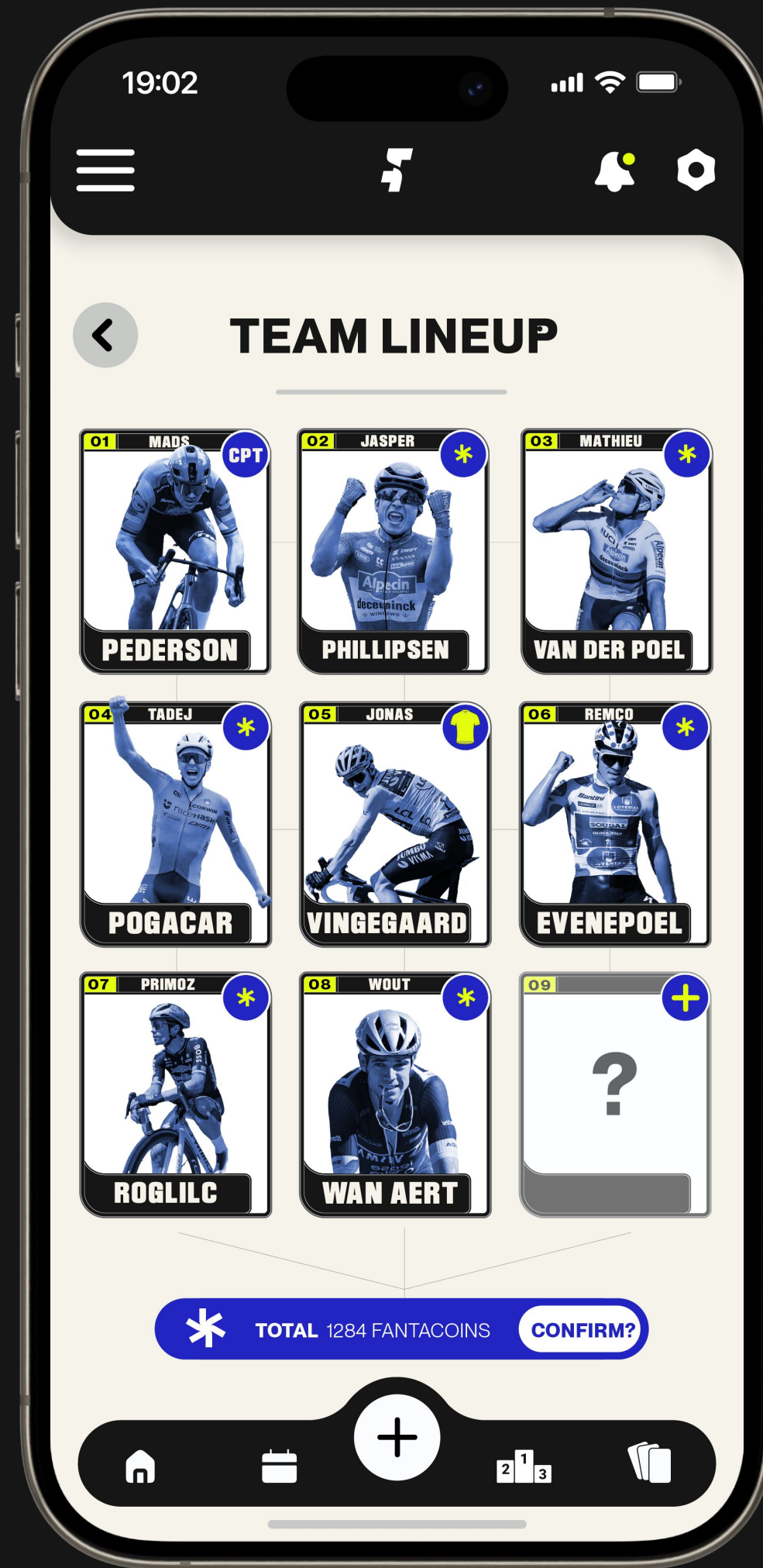
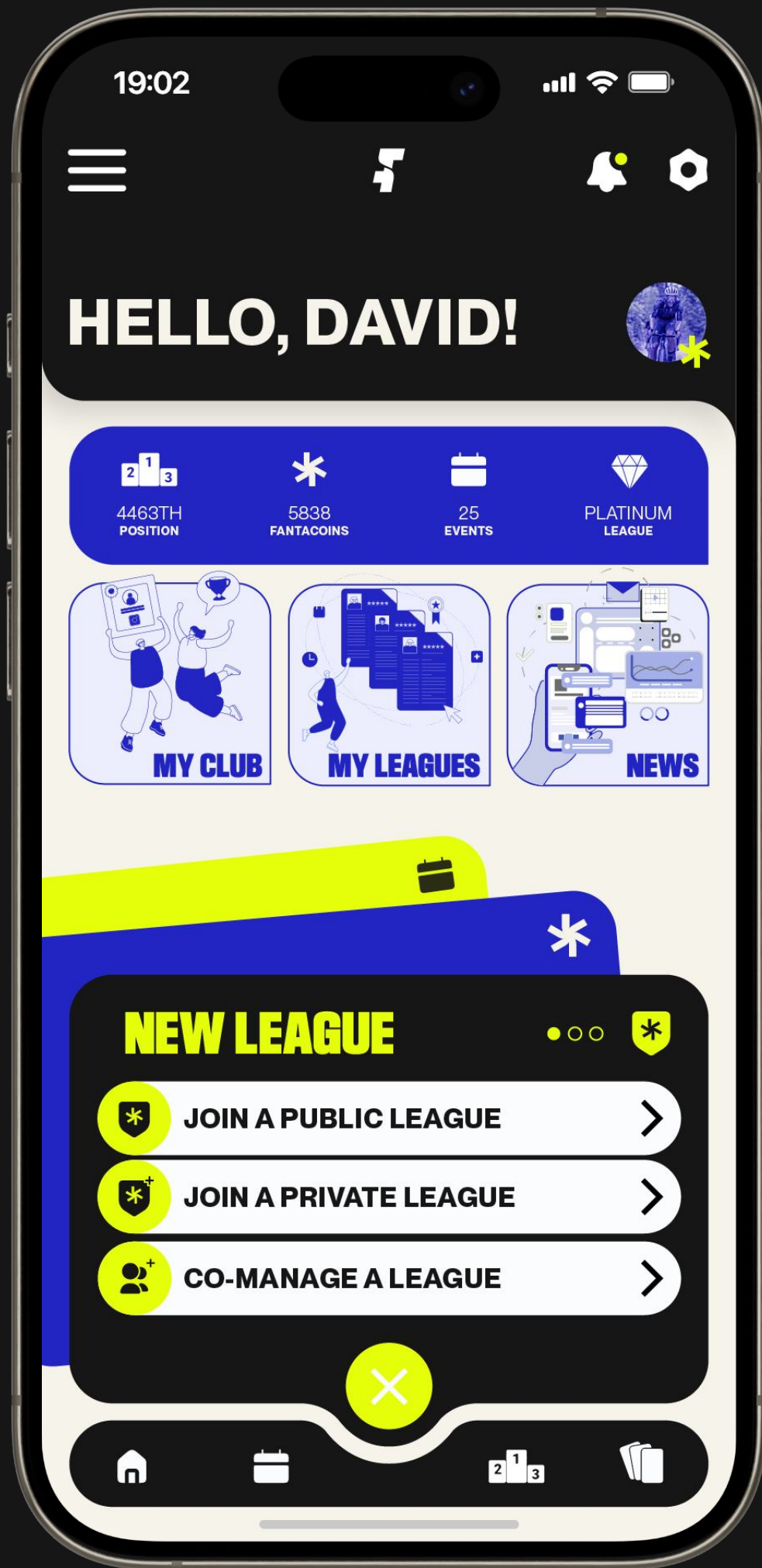
# THE NEW FANTACYCLING APP

A daring attitude and sleek approach come together to create the all-new FantaCycling app.

We've reimagined the fantasy cycling experience to push boundaries and break barriers, offering a design that's daring, inclusive, and built for every rider. A fresh, dynamic interface and crisp features elevates the existing app experience into one that instantly puts it's user in the saddle.

It's time to break away from the ordinary—are you ready to ride?



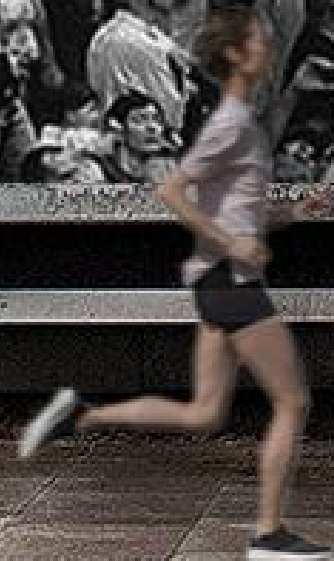




# CYCLING SUIT







ADSBASE

JARC

148501

FANTACYCLING

YOUR SECOND CYCLE HOME.



Download on the App Store

GET IT ON Google Play

Small text on the right side of the billboard, including a 'Call for assistance' notice and a '95' speed limit sign.

FANTACYCLING

PICK YOUR PELETON



Download on the  
App Store

GET IT ON  
Google Play

**FINISH**



**LINE**

