

 fantacyciing®

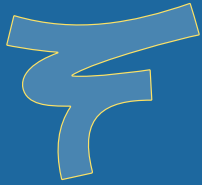
 **fantacycling.**[®]





 **fantacycling®**

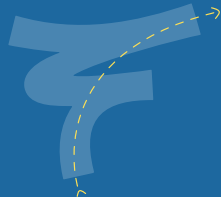
Conceptual Framework



LETTER 'F'



MOUNTAIN PATH

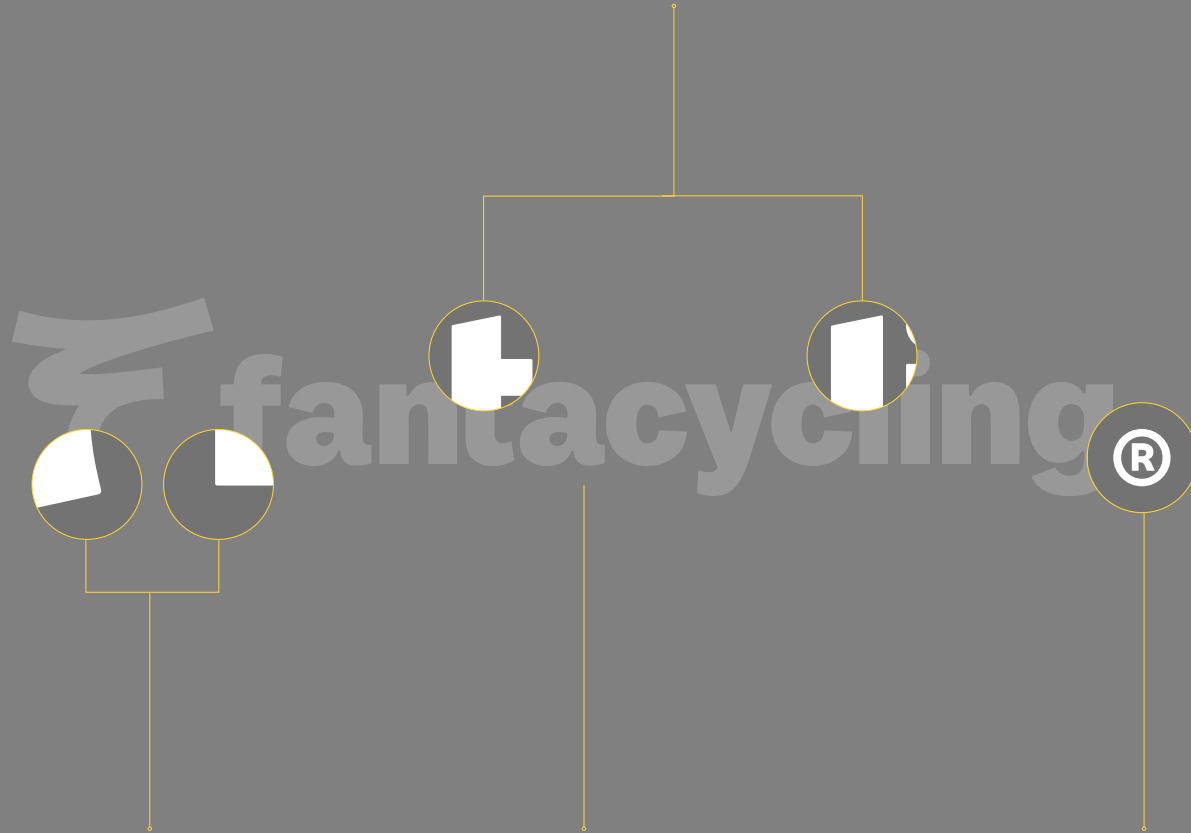


FORWARD MOVEMENT

The new Fantacycling logo blends progress and continuity, preserving a connection to the beloved original design while embracing the brand's evolution. The sinuous "F" icon evokes a dynamic path leading to the horizon, symbolising forward motion and discovery. Its tilted form reinforces energy and movement, appealing to passionate cyclists and broader audiences with a bold, playful spirit.



CUSTOMIZED CHARACTERS



SLIGHTLY ROUNDED EDGES

SFT RITAM SANS BLACK

REGISTRATION MARK



 **fantacycling®**

**fanta
cycling®**



 **fantacycling®**



Lapis Lazuli

#1D689F
RGB 29 104 159
CMYK 88 55 15 0

Gold

#FFD639
RGB 255 214 57
CMYK 0 15 80 0

Jet Black

#323232
RGB 50 50 50
CMYK 0 0 0 93

White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Brunswick

#10534A
RGB 16 83 74
CMYK 70 0 40 70

Tangerine

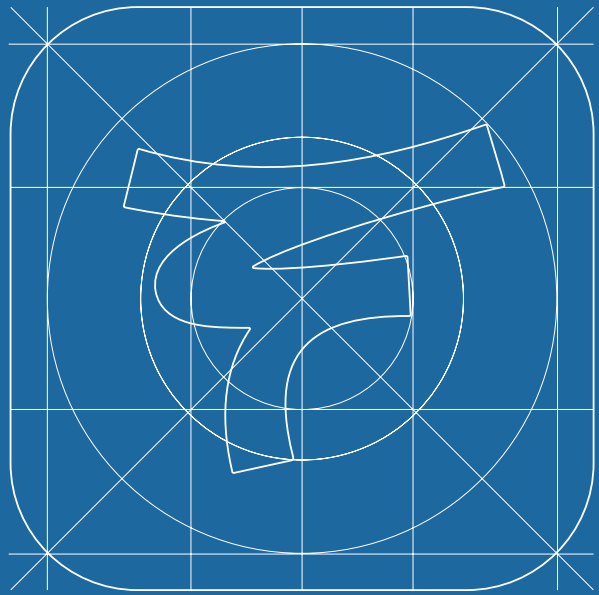
#FF9D5B
RGB 255 157 91
CMYK 0 48 66 0

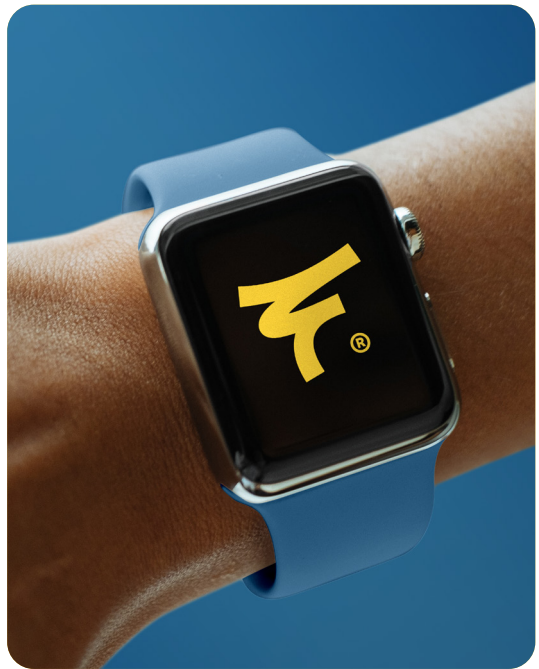
Cyan

#1EBCEF
RGB 30 188 239
CMYK 69 0 0 0

Mauve

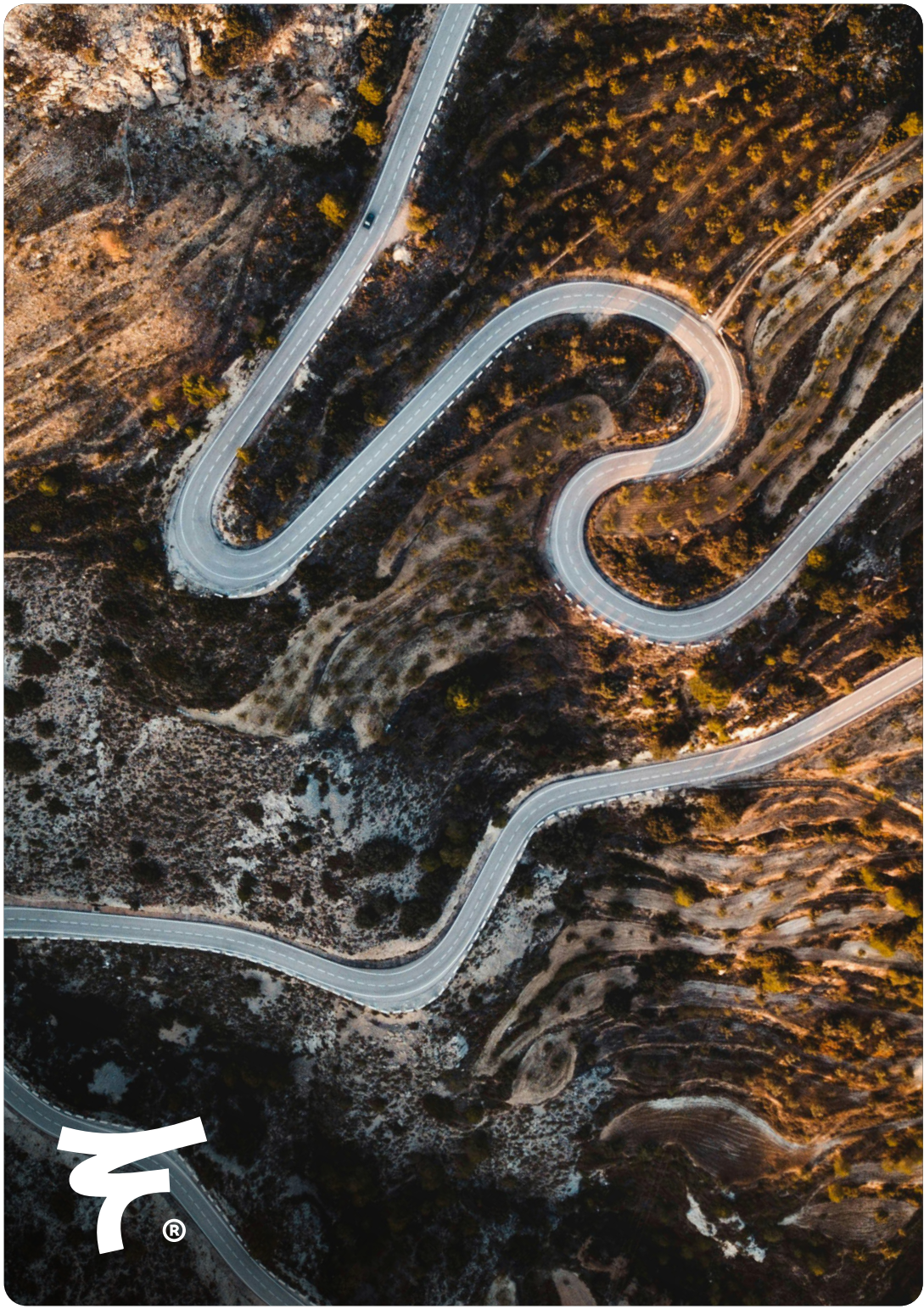
#FFB3FD
RGB 255 179 253
CMYK 11 37 0 0







**fanta
cycling**®



Header

SFT Ritam Sans Black
60pt

Sub Title

SFT Ritam Sans Black
28pt

Subhead

Public Sans SemiBold
18pt

Lorem ipsum dolor sit amet, consectetur elit, sed diam nonummy nibh euismod laoreet dolore magna aliquam erat volutpat enim ad minim veniam, quis nostrud exerci ullamcorper suscipit lobortis nisl ut aliquip commodo consequat.

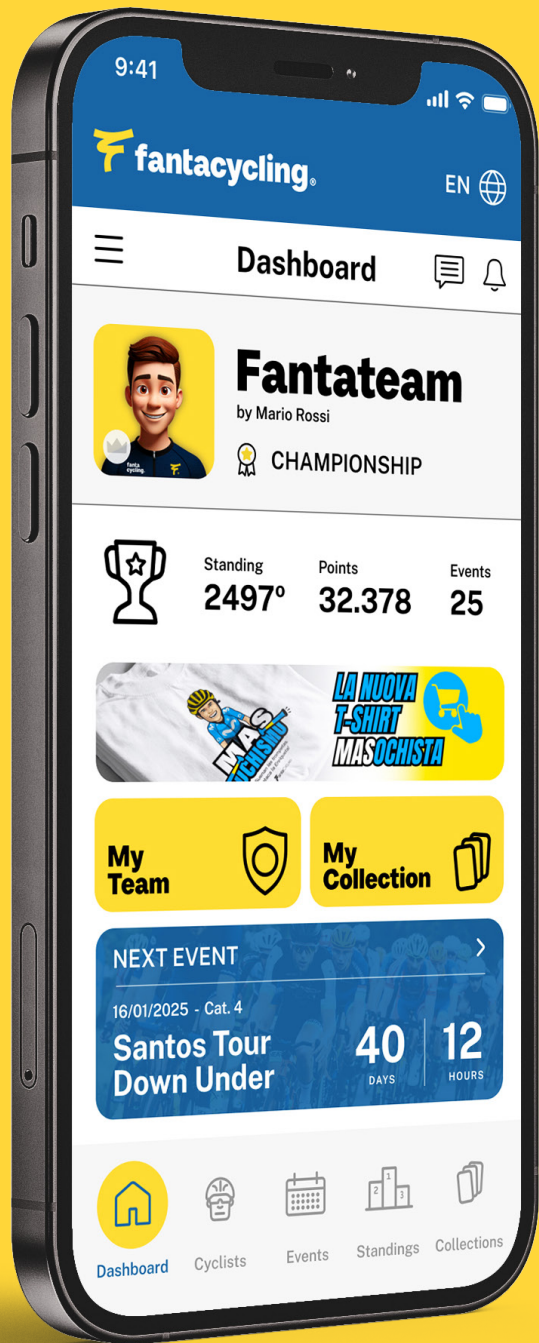
Public Sans Light
10pt



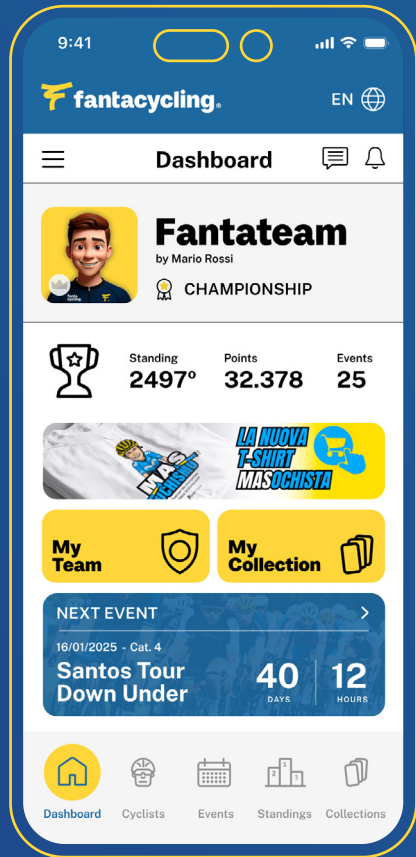
This is a caption

Public Sans Italic
8pt





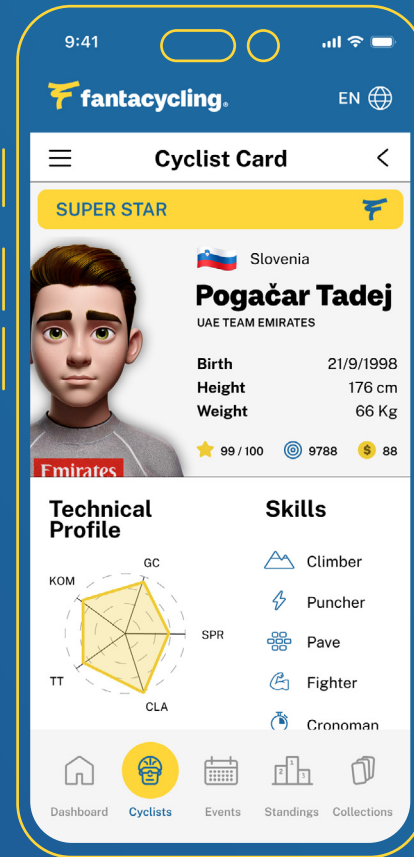
DASHBOARD



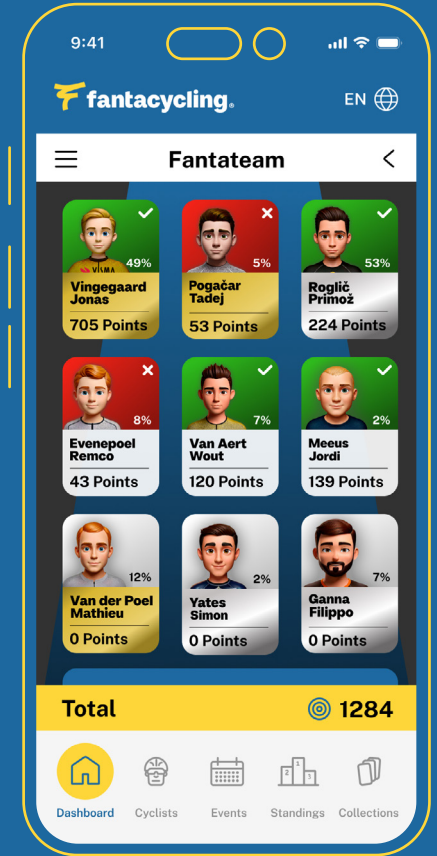
CYCLISTS LIST



CYCLIST CARD

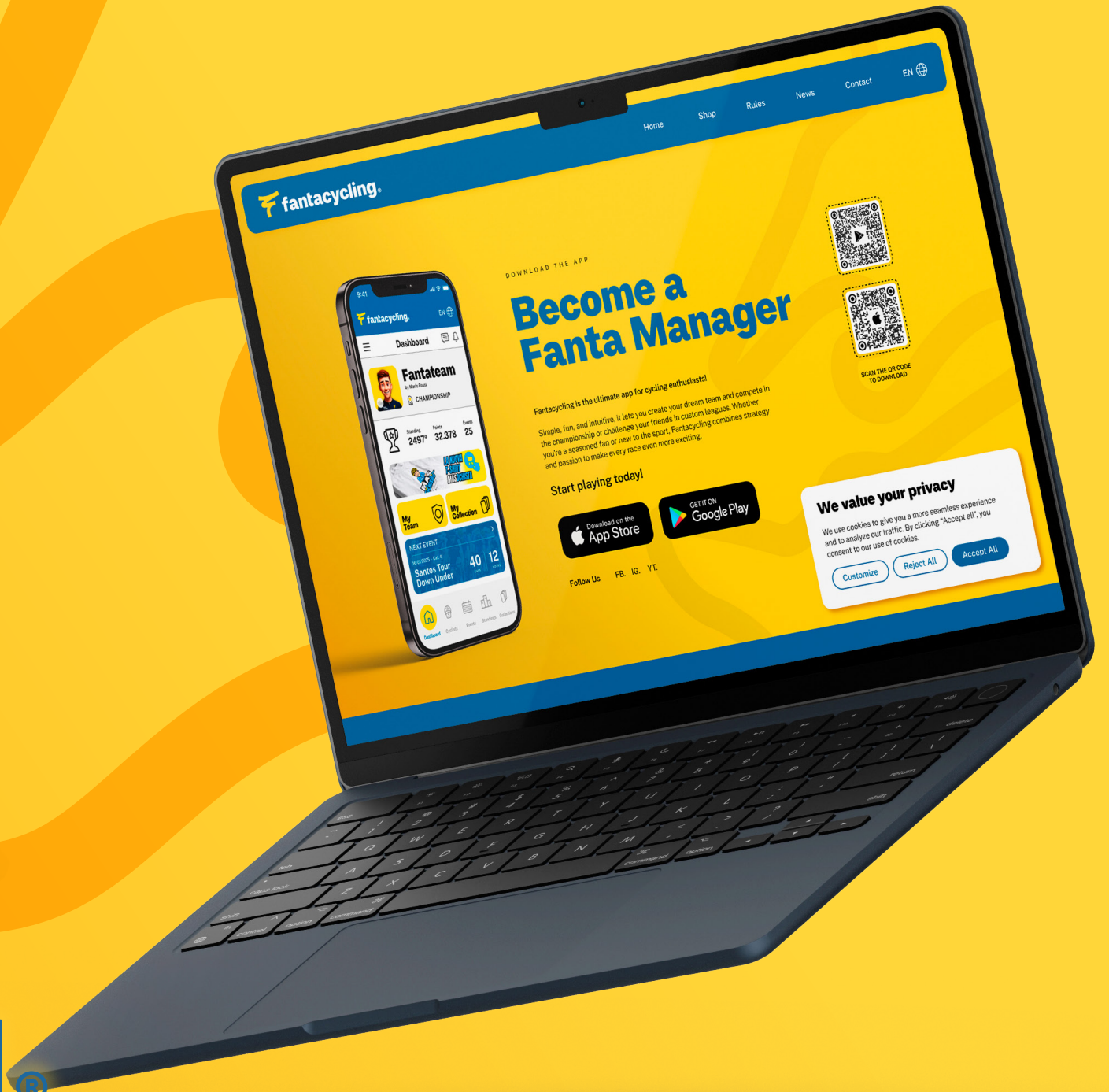


TEAM LINE UP





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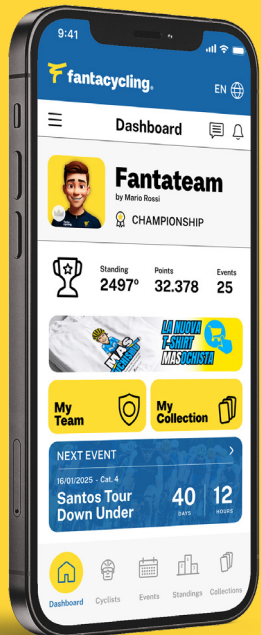
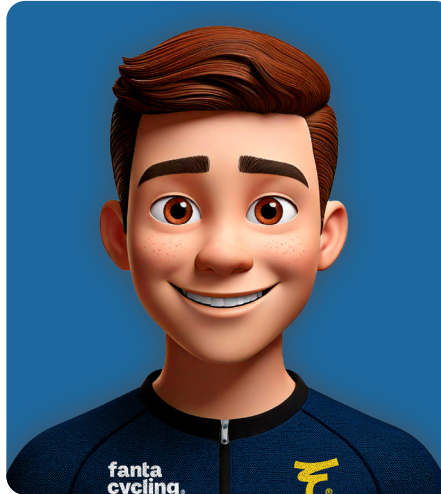




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THANK YOU