

FANTACYCLING®

FANTACYCLING®

FANTACYCLING®

FÂNTÂCYCLING.

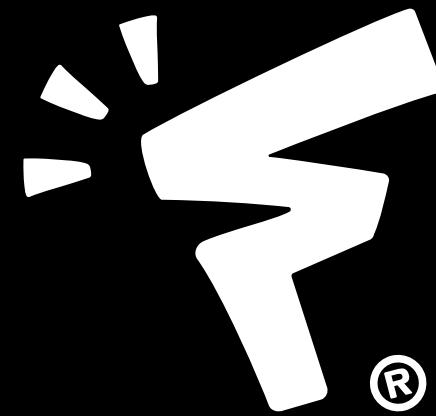
FANTÄCYCLING®





FANTACYCLING[®]

FANTACYCLING®





Rationale

The new Fantacycling logo captures the essence of the cycling journey while broadening its appeal to a wider audience. The custom typeface is bumpy, fun, and organic, reflecting the challenges and joys of cycling.

The "F" maintains a connection to the original logo, preserving brand familiarity while signalling an exciting evolution. This playful yet sophisticated design strikes a balance between tradition and innovation, aligning perfectly with the brand's aim to welcome a diverse, international user base and inspire more people to join the Fantacycling® community.

Asphalt

Cloud

Terracotta

Walnut

#323232
RGB 50 50 50
CMYK 0 0 0 93

#FAFAFA
RGB 250 250 250
CMYK 0 0 0 3

#FFDD33
RGB 255 221 51
CMYK 2 10 84 0

#FFA200
RGB 255 162 0
CMYK 0 44 93 0

#FF8957
RGB 255 137 87
CMYK 0 58 65 0

#543232
RGB 84 50 50
CMYK 43 69 56 63

Grass

#107B50
RGB 16 123 80
CMYK 86 27 79 13

Forest

#103525
RGB 16 53 37
CMYK 88 50 79 65

Peony

#FFB3FD
RGB 255 179 253
CMYK 11 37 0 0

Orchid

#BA34A4
RGB 186 52 164
CMYK 40 85 0 0

River

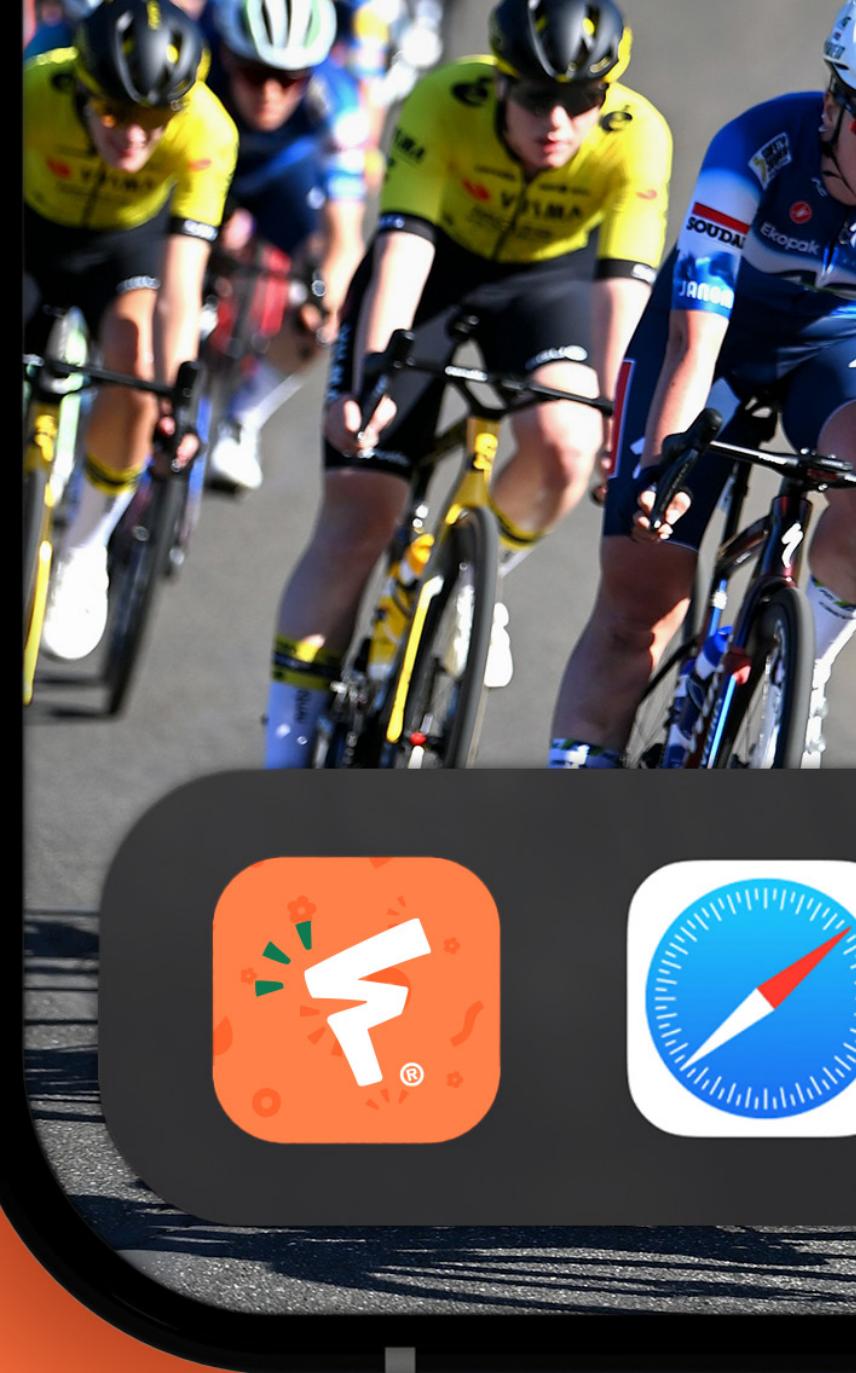
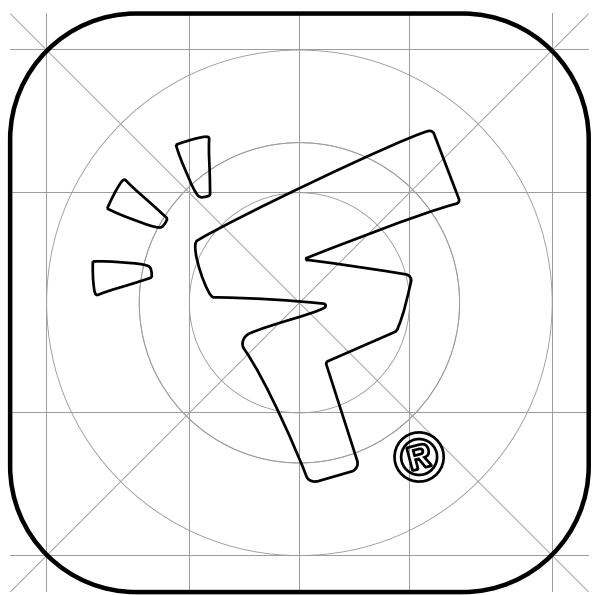
#18D7E9
RGB 24 215 233
CMYK 63 0 15 0

Lake

#18808B
RGB 24 128 139
CMYK 81 29 39 12

Sunrise

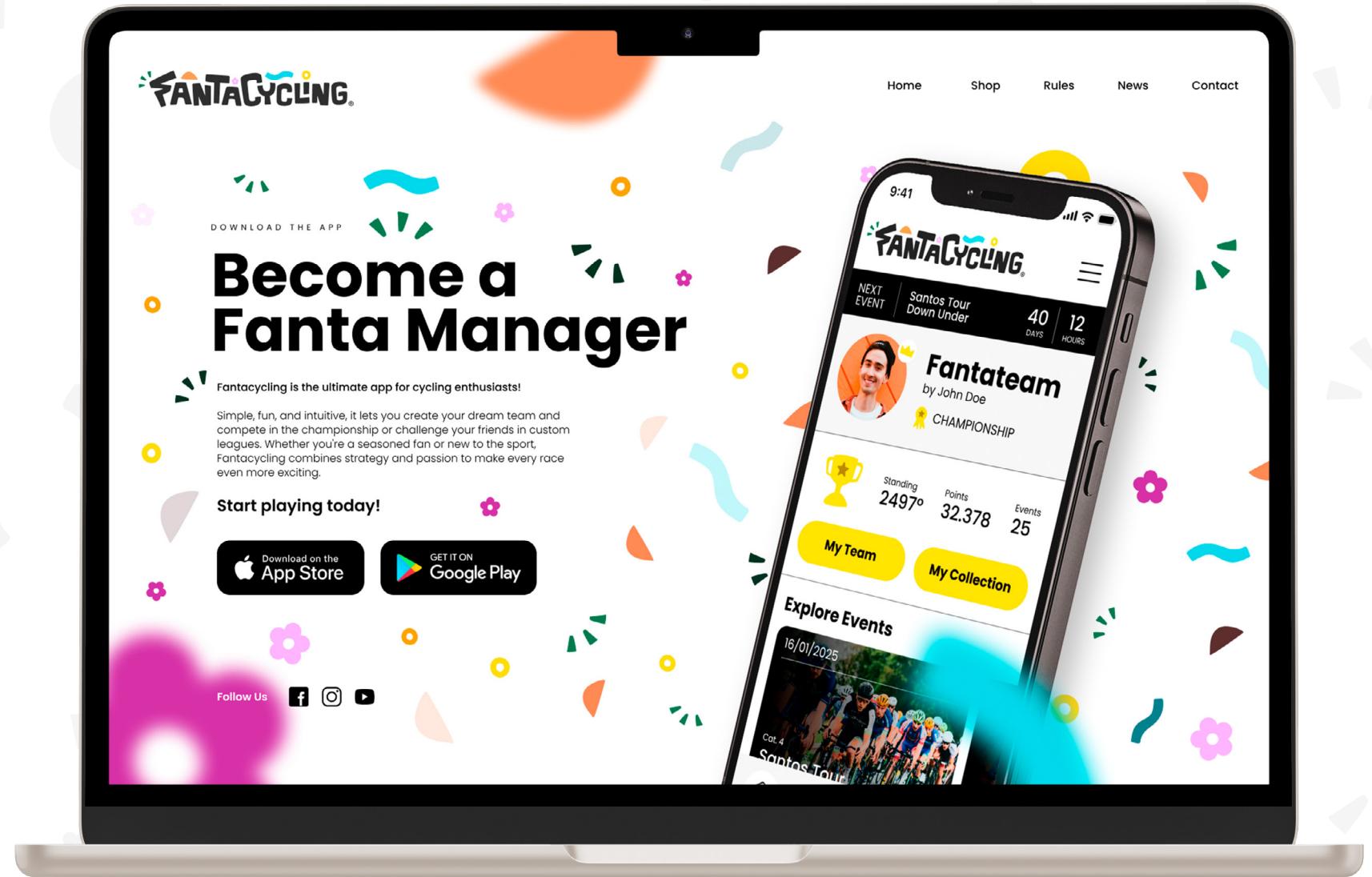
#FFA200
RGB 255 162 0
CMYK 0 44 93 0















Simple, fun, and intuitive,
it lets you create your dream
team and compete in the
championship or challenge your
friends in custom leagues.
Whether you're a seasoned fan
or new to the sport, Fantacycling
combines strategy and passion to
make every race even
more exciting.



DASHBOARD

9:41 Santos Tour Down Under 40 DAYS | 12 HOURS

Fantateam by John Doe CHAMPIONSHIP

Standing 2497º Points 32.378 Events 25

My Team **My Collection**

Explore Events

16/01/2025 Santos Tour Down Under

Cat. 4 Cat. 5

CYCLISTS LIST

9:41 Cyclists

Pogačar Tadej UAE TEAM EMIRATES SUPERSTAR

99 / 100 9788 \$ 88

Roglič Primož RED BULL - BORA - HANSGROHE SUPERSTAR

96 / 100 3600 \$ 61

Vingegaard Jonas TEAM VISMA | LEASE A BIKE SUPERSTAR

98 / 100 3393 \$ 72

Cyclist Card

Pogačar Tadej UAE TEAM EMIRATES SUPERSTAR

Slovenia Birth 21/9/1998

Height 176 cm Weight 66 Kg

99 / 100 9788 \$ 88

Skills

Climber Puncher Pave Fighter Cronoman Sprinter Supporter

Technical Profile

KOM GC

TEAM LINE UP

9:41 My Team

Select Your Captain

Vingegaard Jonas PT 705 49% ✓
Pedersen Mads PT 53 53% ✗
Kooij Olav PT 224 8% ✓

Bennet Sam PT 65 5% ✗
Meus Jordi PT 139 2% ✓
Großschartner Felix PT 66 6% ✓

Van der Poel Mathieu PT 0 12% ✗
Yates Simon PT 0 2% ✓
Ganna Filippo PT 0 7% ✓

Dashboard Cyclists Events Standings Collections

FANTACYCLING®

DOWNLOAD THE APP

Become a Fanta Manager

Fantacycling is the ultimate app for cycling enthusiasts!

Download on the App Store  GET IT ON Google Play 

9:41
NEXT EVENT | Santos Tour Down Under 40 DAYS 12 HOURS

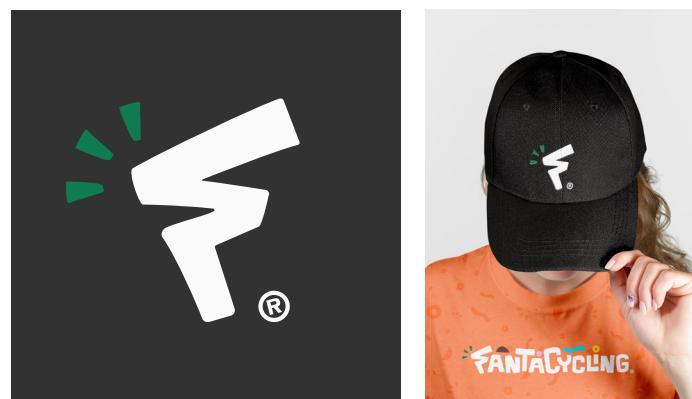
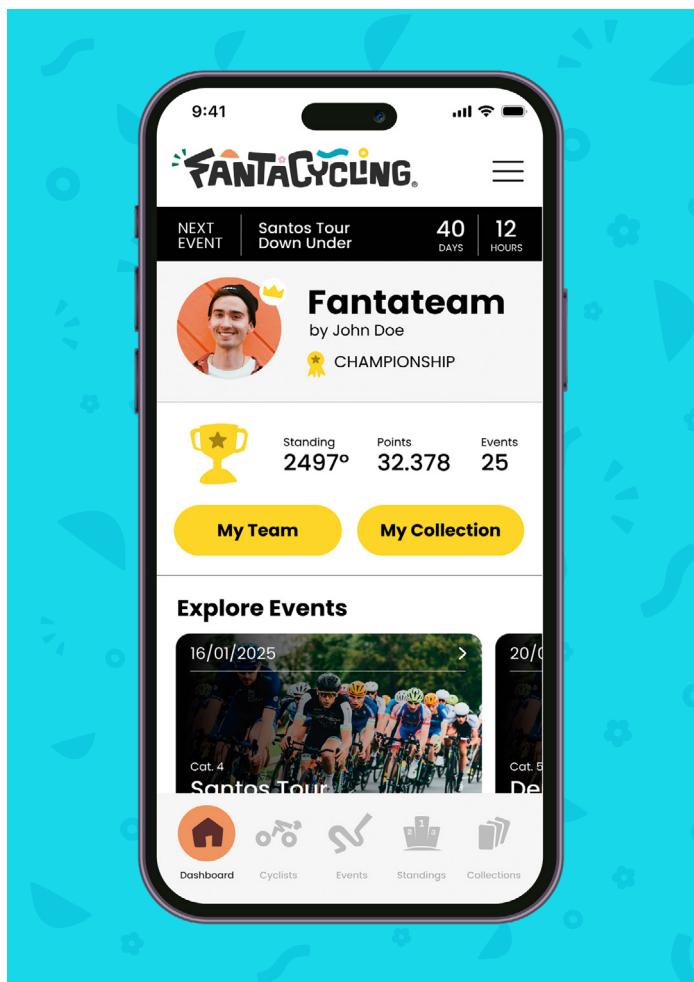
Fantateam by John Doe CHAMPIONSHIP

Standing 24970 Points 32.378 Events 25

My Team My Collection

Explore Events 16/01/2025

The advertisement features a large, stylized logo "FANTACYCLING®" with colorful confetti-like shapes (orange, green, yellow, pink) floating around it. Below the logo, the text "DOWNLOAD THE APP" and "Become a Fanta Manager" is displayed. A subtext "Fantacycling is the ultimate app for cycling enthusiasts!" is present. At the bottom, there are download links for the App Store and Google Play, each with a QR code. To the right of the text area, a smartphone displays the Fantacycling app's user interface, showing a profile picture, team name, and stats like Standing, Points, and Events. The phone is shown at a 45-degree angle against a background of blurred cycling helmets and riders.



POPPINS FONT FAMILY

Header

Sub Title

Subhead

Ulla ium ut poribero qui nimperfero oditasp ientotatem. Maio ommolor as re sitiatatem ilignatibus, velibus. Incimus, ut pratur? Offictur acepre sundae int, tem quis modit, sed quossin cus essequa tquatus alia eatum, omnienis iunt, temque plab ipsum suntorp oritas adilto tesci voluntatur

Lese ist, se esenda volupta teceperae cusapic atecuptatas etur? Lam volupta tiusapis sequo estem quibus nihit, ulparum evelesequis non con

FANTACYCLING®

THANK YOU