

FANTA CYCLING



A NEW BRAND IDENTITY

**WHERE EVERY
RIDE, EVERY
STRATEGY AND
EVERY VICTORY
TURN INTO A
COLLECTIVE
THRILL.**

CONCEPT

Fantacycling redefines the way we experience cycling, blending the adrenaline of road racing with the intensity of virtual gameplay.

At the heart of this vision lies the fusion of two worlds: **genuine passion** for the sport and the **strategy required to win**.

This union creates an experience where the virtual intertwines with the real, and every race becomes a journey shared with a global community **united by the same passion**.



The image features a word cloud on a dark blue background. The central focus is the title 'FANTASYCYCLING' in large, white, bold, sans-serif capital letters. The word 'Fantasy' is positioned above 'Cycling', with the 'A' in 'Fantasy' overlapping the 'C' in 'Cycling'. The word 'Real' is written in a smaller, green font, positioned below the 'C' in 'Cycling'. To the left of the title, the word 'Virtual' is written in a smaller, green font, positioned above the 'A' in 'Fantasy'. Surrounding the title are various other words in different sizes, orientations, and colors (white and green). The words include: 'Anticipate', 'Imaginary world', 'Calculate', 'Sharing', 'Comparison', 'Data', 'Digital filter', 'Mental', 'Goals', 'Insight', 'Decisions', 'Community', 'Cognitive engagement', 'Entertainment', 'Statistics', 'Physical engagement', 'Podium', 'Road', 'Training', 'Ski', 'Dashing', 'Pursuit', 'Physicality', 'Up and down', 'Horizons', 'Ride', 'Concrete experience', 'Movement', 'Effort', 'Mental', 'Goals', 'Insight', 'Decisions', 'Community', 'Cognitive engagement', 'Entertainment', 'Statistics', 'Physical engagement', 'Podium', 'Road', 'Training', 'Ski', 'Dashing', 'Pursuit', 'Physicality', 'Up and down', 'Horizons', 'Ride', 'Concrete experience', 'Movement', 'Effort'.

Anticipate
Imaginary world
Calculate
Sharing
Comparison
Data
Digital filter
Mental
Goals
Insight
Decisions
Community
Cognitive engagement
Entertainment
Statistics
Physical engagement
Podium
Road
Training
Ski
Dashing
Pursuit
Physicality
Up and down
Horizons
Ride
Concrete experience
Movement
Effort

FANTASYCYCLING

Virtual
Real



15:09

PLATFORM DEDICATED TO PROFESSIONAL CYCLING

A dedicated solution for all riders, teams, and stakeholders in the cycling world.

HEART RATE ZONES



RIDE PROFILE



PERFORMANCE - WATT BY FATIGUE



OUR TECHNOLOGY REVOLUTIONIZING TALENT SCOUTING IN PRO CYCLING

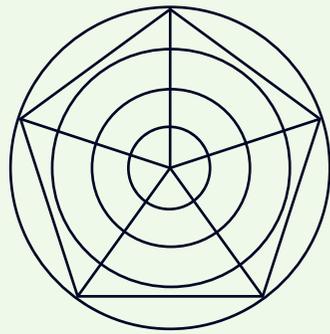
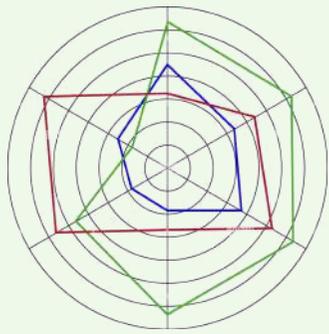
Connecting talents with teams and providing teams with a comprehensive view of riders that goes beyond traditional performance metrics.

Virtual

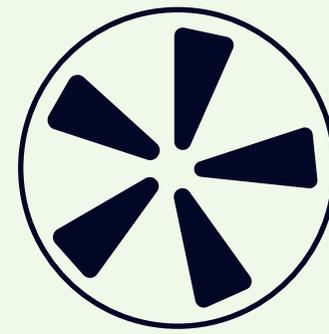
FANTASY CYCLING

Real

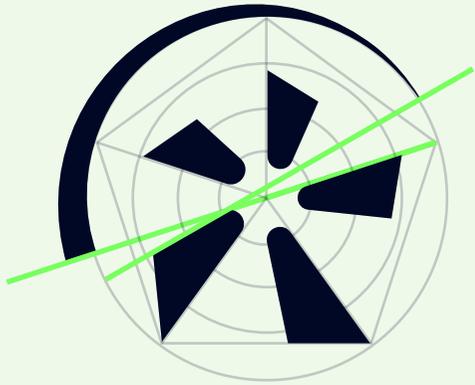
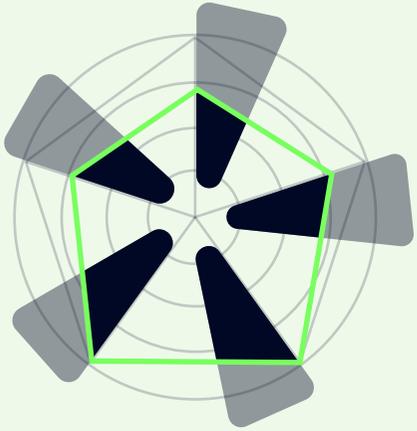
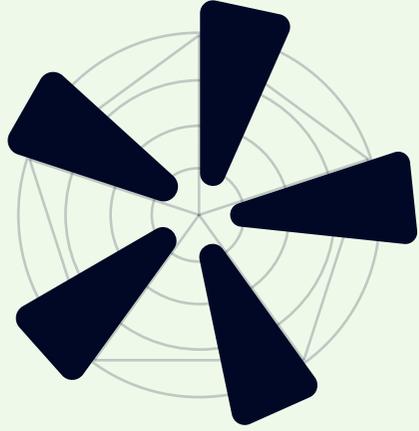
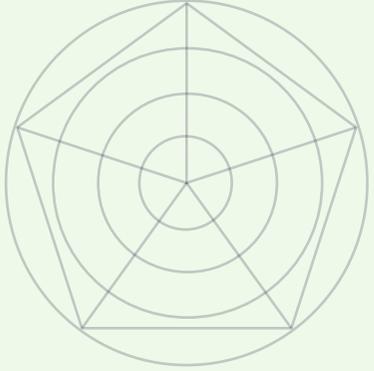
DESIGN



The **Radar Chart** is the core of Fantasy Cycling: a dynamic visual tool that transforms real-world data into an intuitive and engaging representation. It empowers fantasy managers to fine-tune their tactical decisions, turning every race into an exhilarating blend of strategy and adrenaline.



The **Wheel** embodies the essence of true cycling: effort, precision, and unwavering determination. Each rotation represents an act of strength and resilience, while every pedal stroke unfolds a tale of battling against time, challenging terrains, and one's own limits.





**FANTA
CYCLING**



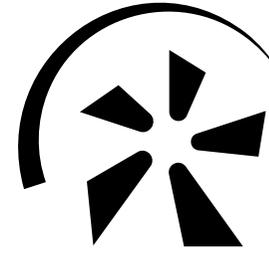
**FANTA
CYCLING**



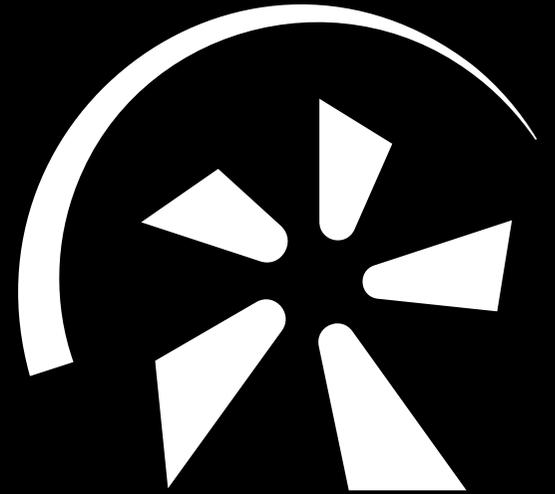
**FANTA
CYCLING**



**FANTA
CYCLING**



**FANTA
CYCLING**



COLOR

FOR DIGITAL

Green virtual

#78FF5E

R:120 G:255 B:94

C:52 M:0 Y:88 K:0

White horizont

#EFF9EA

R:239 G:249 B:234

C:9 M:0 Y:12 K:0

Blue strategy

#010825

R:1 G:8 B:37

C:100 M:91 Y:50 K:75

FOR PRINTING

To achieve better printing results,
always set your files to RGB.

Green virtual

#b5f498

R:181 G:244 B:152

C:35 M:0 Y:54 K:0

White horizont

#EFF9EA

R:239 G:249 B:234

C:9 M:0 Y:12 K:0

Blue strategy

#151556

R:21 G:21 B:86

C:100 M:96 Y:37 K:31

HUBBOT SANS

The **Fantacycling** project aims to create a modern, dynamic, and easily readable **visual experience**. The geometric, clean lines of Hubot Sans perfectly integrate into the world of fantasy cycling, **balancing energy**, clarity, and aesthetics. Its design ensures immediate readability, making it ideal for the competitive environment where clear information is essential for a smooth user experience.

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,:;!?

Expand your limits, chase the thrill
Weight. 200; Width: 75

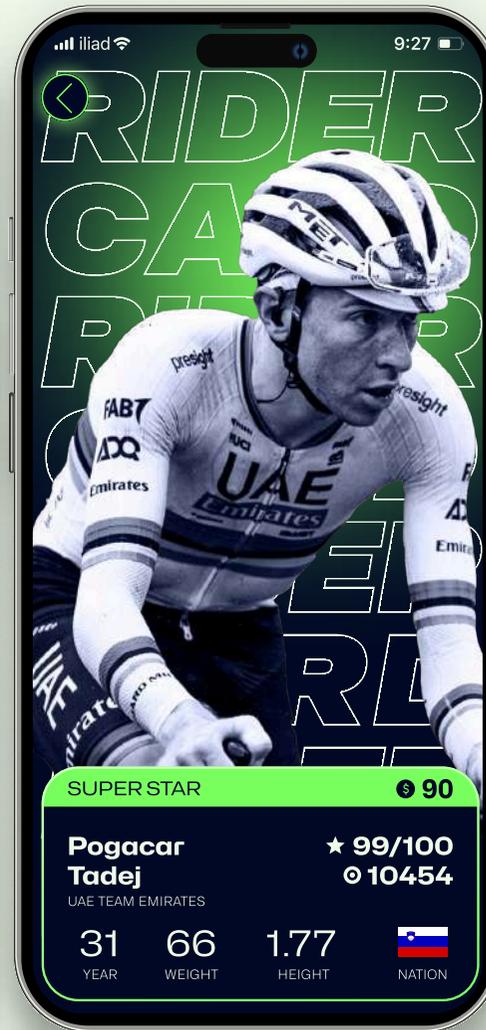
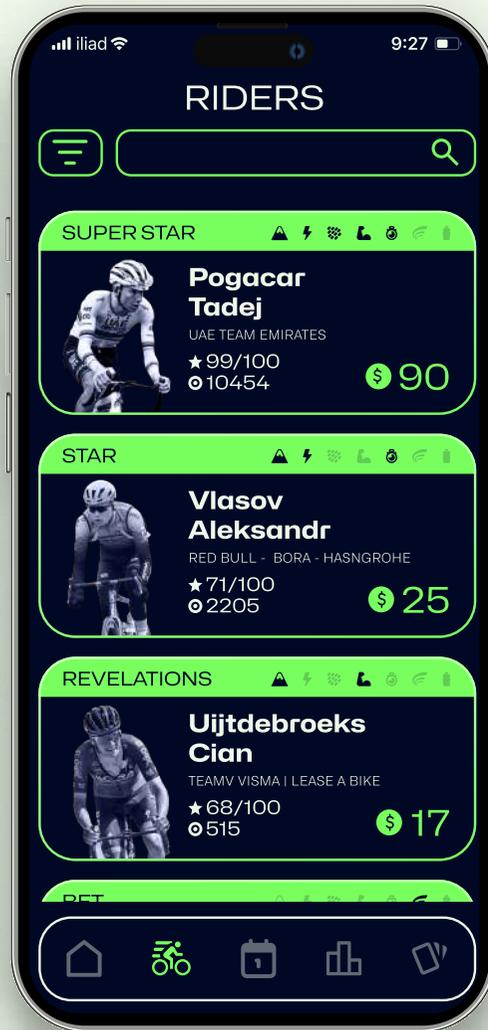
Master the race, conquer the league
Weight. 500; Width: 75

Ride the future of fantasy cycling
Weight. 900; Width: 75

Head-to-head. Wheel-to-wheel.
Victory awaits
Weight. 200; Width: 125

**The ultimate fantasy cycling
showdown**
Weight. 500; Width: 125

Compete. Perform. Win
Weight. 900; Width: 125



Try the Figma prototype now!



FANTA CYCLING

HOME SHOP RULES NEWS CONTACTS EN

RIDE BEYOND LIMITS!

Compete, Conquer, and Lead the Pack in the Ultimate Fantasy Cycling Experience

COMPETE NOW

FEATURES

Our application is very innovative in all aspects. Let's analyze them together!



FANTA CYCLING

HOME SHOP RULES NEWS CONTACTS EN

BECOME A FANTA MANAGER

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

GOOGLE STORE **APPLE STORE**



FANTA CYCLING

BECOME A FANTA MANAGER

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

GOOGLE STORE **APPLE STORE**



FANTA CYCLING

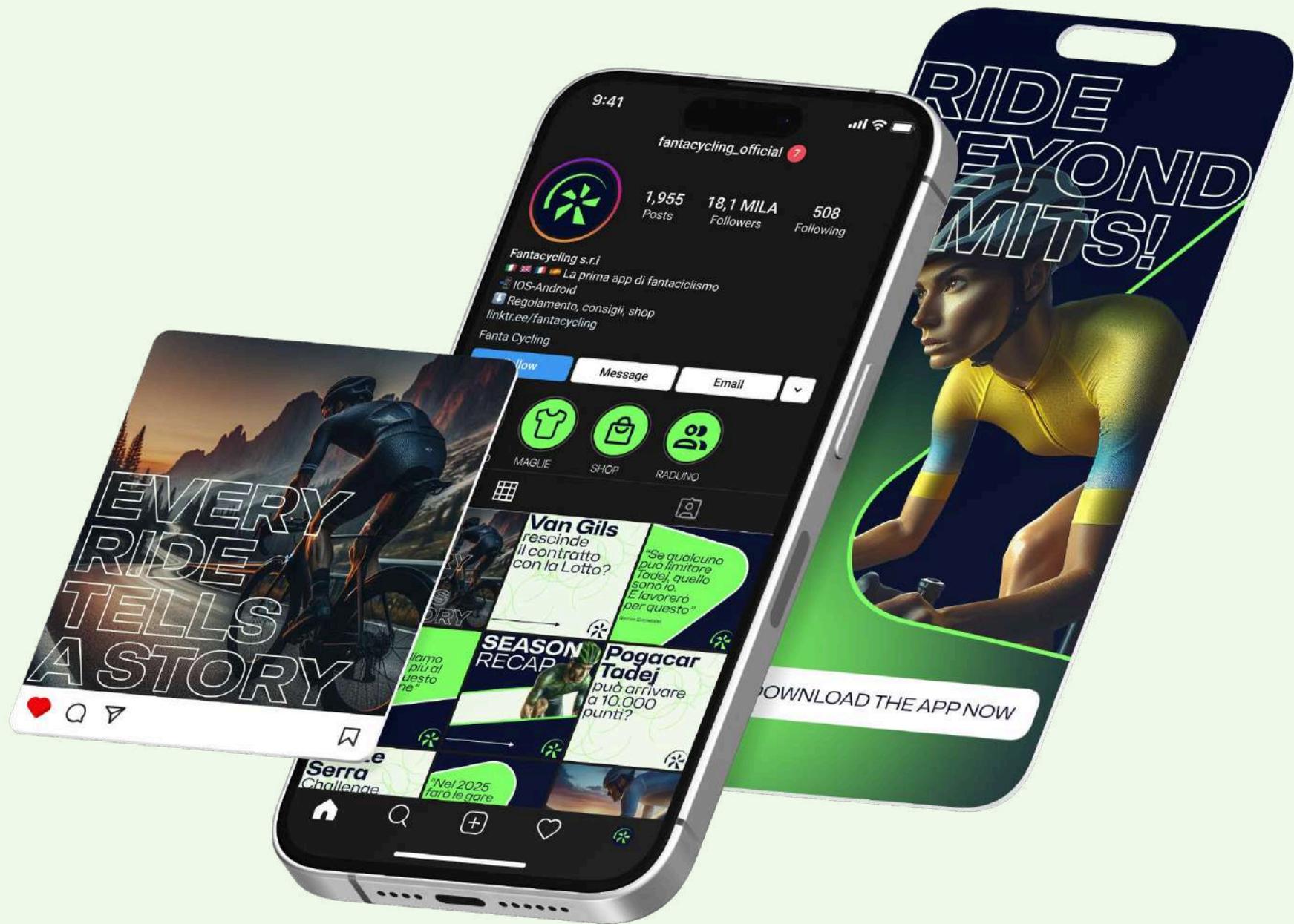
HOME SHOP RULES NEWS CONTACTS EN

BECOME A FANTA MANAGER

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

GOOGLE STORE **APPLE STORE**





9:41

fantacycling_official



1,955 Posts 18,1 MILA Followers 508 Following

Fantacycling s.r.l
La prima app di fantacyclismo
IOS-Android
Regolamento, consigli, shop
linktr.ee/fantacycling
Fanta Cycling

Follow Message Email

MAGLIE SHOP RADUNO

EVERY RIDE TELLS A STORY

Van Gils rescinde il contratto con la Lotto?
"Se qualcuno può limitare Tadej, quello sono io. E lavorerò per questo"

SEASON RECAP Pogacar Tadej può arrivare a 10.000 punti?

Serra Challenge "Nel 2025 farò le gare"

RIDE BEYOND LIMITS!

DOWNLOAD THE APP NOW



Dear (Recipient's Name),

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Curabitur pretium tincidunt lacus. Nulla gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit, nec luctus magna felis sollicitudin mauris. Integer in mauris eu nibh euismod gravida. Duis ac tellus et risus vulputate vehicula. Donec lobortis risus a elit. Etiam tempor. Ut ullamcorper, ligula eu tempor congue, eros est euismod turpis, id tincidunt.

Phasellus id massa id nisl venenatis lacinia. Aenean sit amet justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Proin vel ante a orci tempus eleifend ut et magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse euismod justo eget, urna pulvinar, non consequat, erat feugiat.

Thank you for your attention
Should you have any questions, please feel free to reach out to us.

Address: 458 Climb Avenue,
Milan, MI 20163, Italy
Phone: +39 02 123 4567
Email: info@fantacycling.com
Website: www.fantacycling.com

Best regards,
[Your Name]
[Your Position]



**FANTA
CYCLING**

Recipient
John Smith
123 Wheel Street
London WC1A 1AB
United Kingdom

Sender
Fantacycling
458 Climb Avenue
Milan, MI 20163
Italy

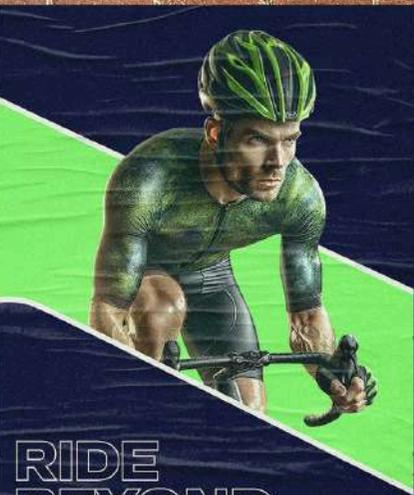
fantacycling.com



Mario Rossi
Marketing Manager
Phone
+39 02 123 4567
Email
yourname@fantacycling.com



HERE
ILL
OU
DE
DDAY?



RIDE
BEYOND
LIMITS!



BE PART
OF THE
RIDE.
GET
THE
APP!



RIDE
INTO
THE
FUTURE



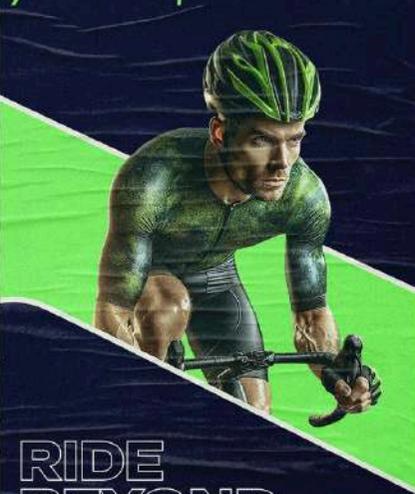
FANTA
CYCLING
La prima app
di Fantaciclismo

HIT
THE
ROAD

AT
THE
ROAD!



WHERE
WILL
YOU
RIDE
TODAY?



RIDE
BEYOND
LIMITS!



BE PA
OF TH
RIDE
GET
THE
APP!



DE
TO
E
TURE



FANTA
CYCLING
La prima app
di Fantaciclismo







RIDE
BEYOND
LIMITS!

