



Logotype and Pictogram

The pictogram represents a cyclist in motion. The fluid, sloping shape evokes the idea of dynamism and upward momentum, symbolizing the challenge and energy of an uphill cyclist.

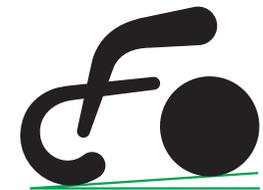
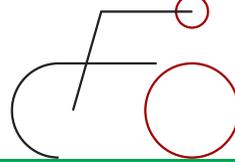
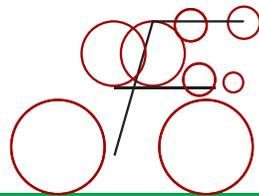
The logotype integrates harmoniously with the pictogram and is composed of a modern, simple, and legible font, reflecting a young and contemporary visual language. The typography is designed to be easily recognizable and adaptable to different formats and media.

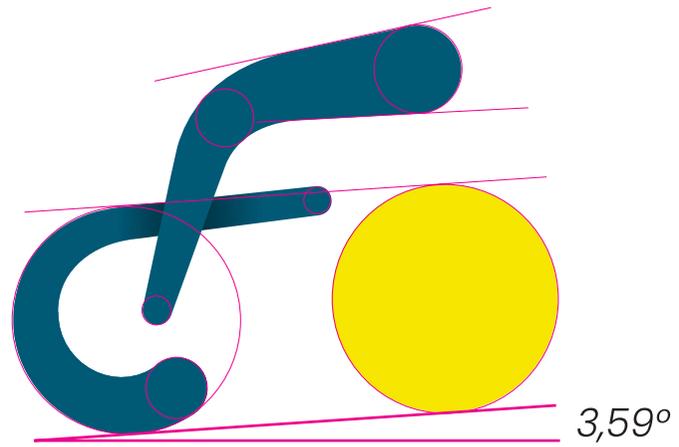
The logotype and pictogram can also be used independently, offering versatility for various applications. Whether used together or separately, they maintain a strong visual identity and communicate the essence of cycling, movement, and vitality. The flexibility of using either element alone ensures that the brand remains impactful across a wide range of formats and media.



Concept

The new Fantacycling brand draws inspiration from a cyclist climbing uphill, a symbol of determination and relentless effort. The circular elements evoke the concept of team and community, expressing the idea of a shared journey toward common goals. The design captures the dynamism and energy of cycling, conveying a sense of motion, passion, and growth. This new visual identity celebrates not only the essence of cycling as a sport but also Fantacycling's commitment to creating an inclusive and international community. It brings together not only cyclists but also cycling enthusiasts of all kinds, offering a unique platform where strategy, competition, and passion converge. Just like cycling.





3,59

3 Grand Tours

5 Monument Classics

9 Riders per team

B/W Version

The black-and-white version of the logo.



Institutional Version

Institutional color version and version on the institutional-colored background.



Fonts and Colors

The font used is Poppins, which is the regular variant for the logotype, and Baskerville, which is the supporting font for the textual elements.

The institutional colors representing the logo in its positive version are Teal Blue and Aureolin Yellow.

Provided are Pantone codes, CMYK values for printing, and HEX and RGB codes for web and video.

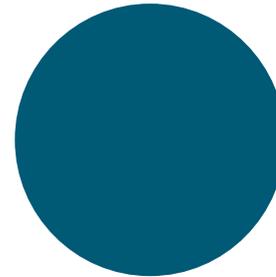
Poppins

Regular

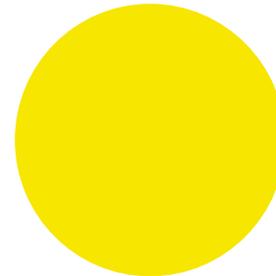
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PANTONE 3025 CP
HEX #005876
RGB 0, 88, 118
CMYK 100, 58, 36, 15



PANTONE 102 CP
HEX #F8E600
RGB 248, 230, 0
CMYK 5, 3, 100, 0

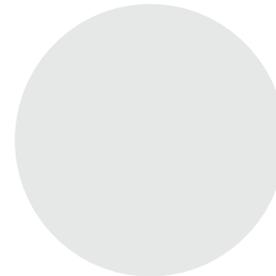
Baskerville

Regular

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PANTONE 6197 UP
HEX #E6E7E8
RGB 230, 231, 232
CMYK 1, 0, 0, 9

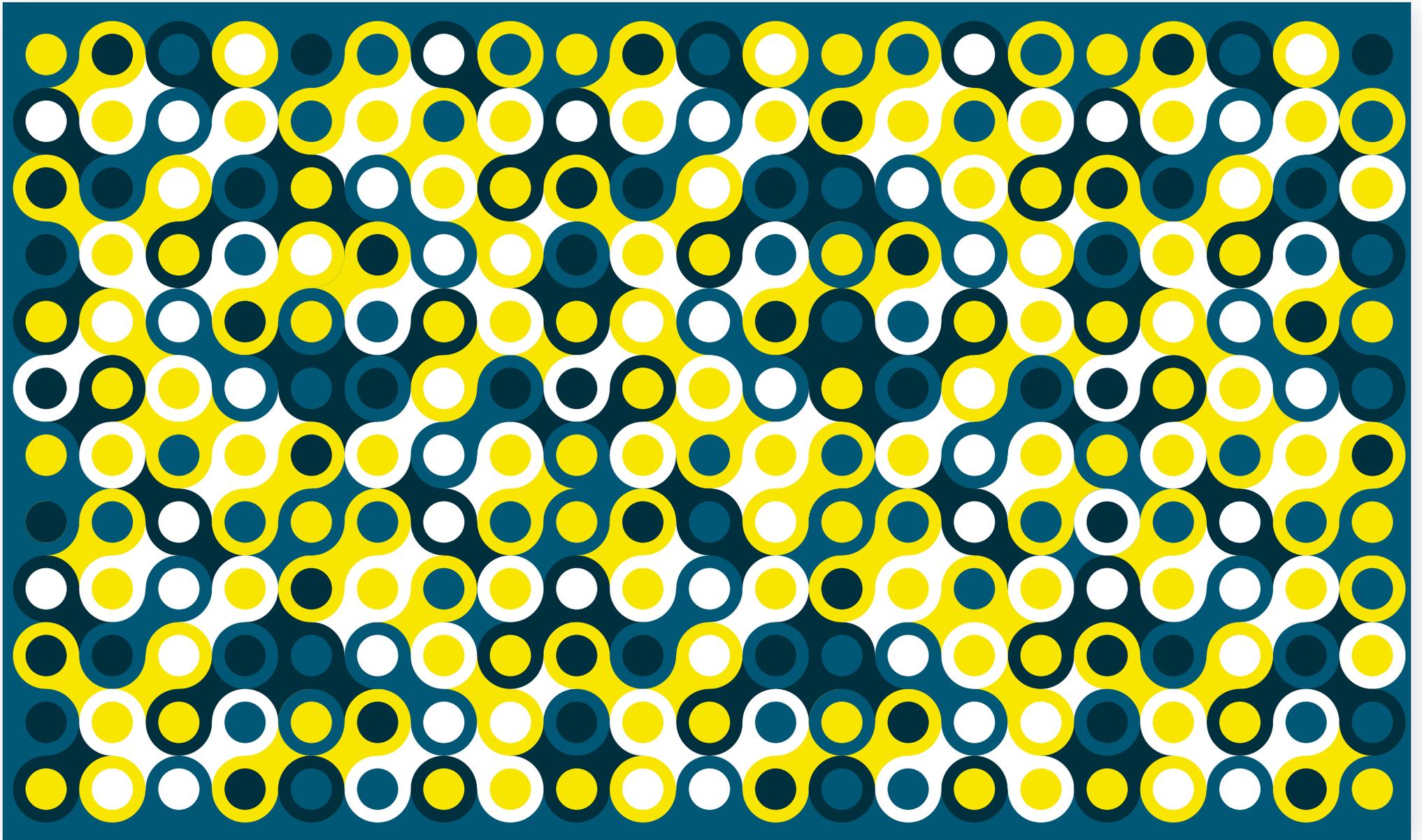
Minimum Dimensions and Clearance Area

The logo maintains excellent readability even at reduced sizes. Minimum dimensions for web and print are represented here. The minimum space to observe when positioning the logo near other elements is determined by a module corresponding to the logotype height.



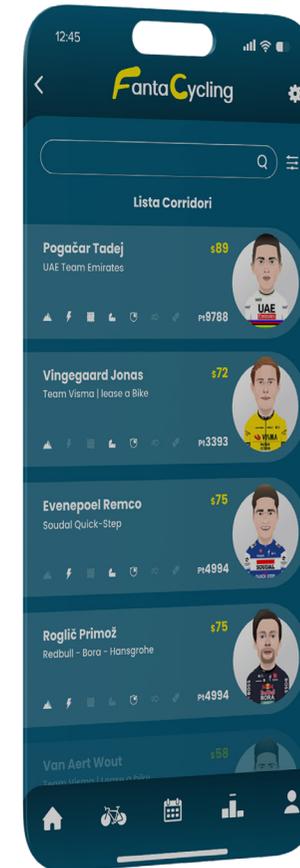
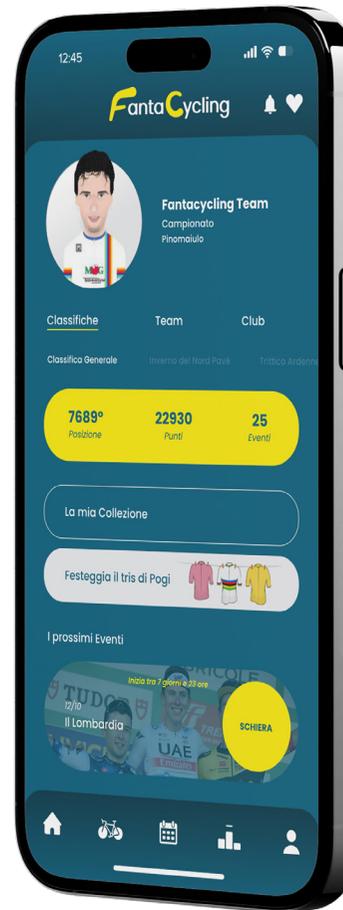
Pattern

Inspired by the distinctive shapes and elements of the bike, the pattern reflects the fluid movements of the chain and wheels. The dynamic and harmonious lines evoke the continuous rhythm and fluidity of cycling movement, creating a design that expresses balance, energy, and lightness.



App (Layout and Icon)

A modern interface with a teal-blue palette, optimized for an intuitive experience. The minimalist icon recalls the logo and the design's fluid lines.



La nostra Missione: unire Passione, Strategia e Competizione

FantaCycling è la piattaforma dove la passione per il ciclismo incontra la strategia e la competizione. Con tutti i corridori delle squadre UCI World Tour, un calendario completo di gare internazionali e modalità di gioco personalizzabili, potrai sfidare amici e appassionati da tutto il mondo.

Crea il tuo team di 30 ciclisti, schierala i migliori per ogni gara e scala le classifiche aggiornate in tempo reale. Grazie alla nostra app dedicata, gratuita e ricca di statistiche e consigli, avrai tutto ciò che serve per vincere premi e vivere un'esperienza unica.

PARTECIPA AL FANTA-CAMPIONATO E VINCI PREMI FANTASTICI

Gioca al campionato generale sulla nostra app. Tanti premi in palio per la classifica finale:

	1° Posto	Bicicletta Drali - Oasi
	2° Posto	iPhone 15
	3° Posto	PlayStation 5
	4° Posto	Felpa Fantacycling a scelta
	5° Posto	Maglia Fantacycling + Cappellino
	dal 6° al 10° Posto	Borraccia Fantacycling + gadget

Dimostrati di essere il migliore!

Le ultime notizie dal mondo del Ciclismo e del Fantaciclismo

Aggiornamenti in tempo reale su risultati, classifiche, interviste e statistiche. Scopri curiosità e retroscena per essere sempre informato e competitivo nel mondo del fantaciclismo!

Parlano di noi

CORRIERE DELLA SERA | SPORT MEDASER | sky sport | TUTTOBICICLISMO | TUTTOSPORT

Scopri Come Giocare a Fantaciclismo e Sfida gli Altri Appassionati

Sei pronto a diventare il migliore Fantamanager? Registrati ora, seleziona i tuoi corridori e sfida la community. Ogni gara è un'opportunità per vincere premi incredibili e vivere il ciclismo come mai prima d'ora!

Iscriviti Ora e inizia a Competere!

FantaCycling

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Corporate Identity

A consistent and distinctive visual identity based on teal blue and the cycling pattern. Applied to official documents, corporate materials, and communications, it reinforces brand recognition.



Business Card

Elegant and modern business cards with a minimalist layout. Teal blue dominates, with the logo and pattern adding a unique and professional touch.
Related personal e-card.



Merchandising

Practical and stylish accessories, characterized by the fluid pattern and teal blue tones. The sweatshirt is perfect for a casual, sporty look, while the shopping bag and socks offer a distinctive touch to everyday wear.



Merchandising

Cool and functional gadgets. The mug expresses the brand straightforwardly, the lanyard and keychain combine practicality and design, while the pencil and carabiner complete the kit with visual consistency.



Cycling Kit

Technical outfits in two versions, paired with an aerodynamic helmet. Each element combines performance, comfort, and distinctive style.



Sports Merchandise

Unique bike designs featuring teal blue details and cycling patterns. The coordinated water bottles complete the equipment with functionality and style.



