

BRAND PRESENTATION

FANTACYCLING

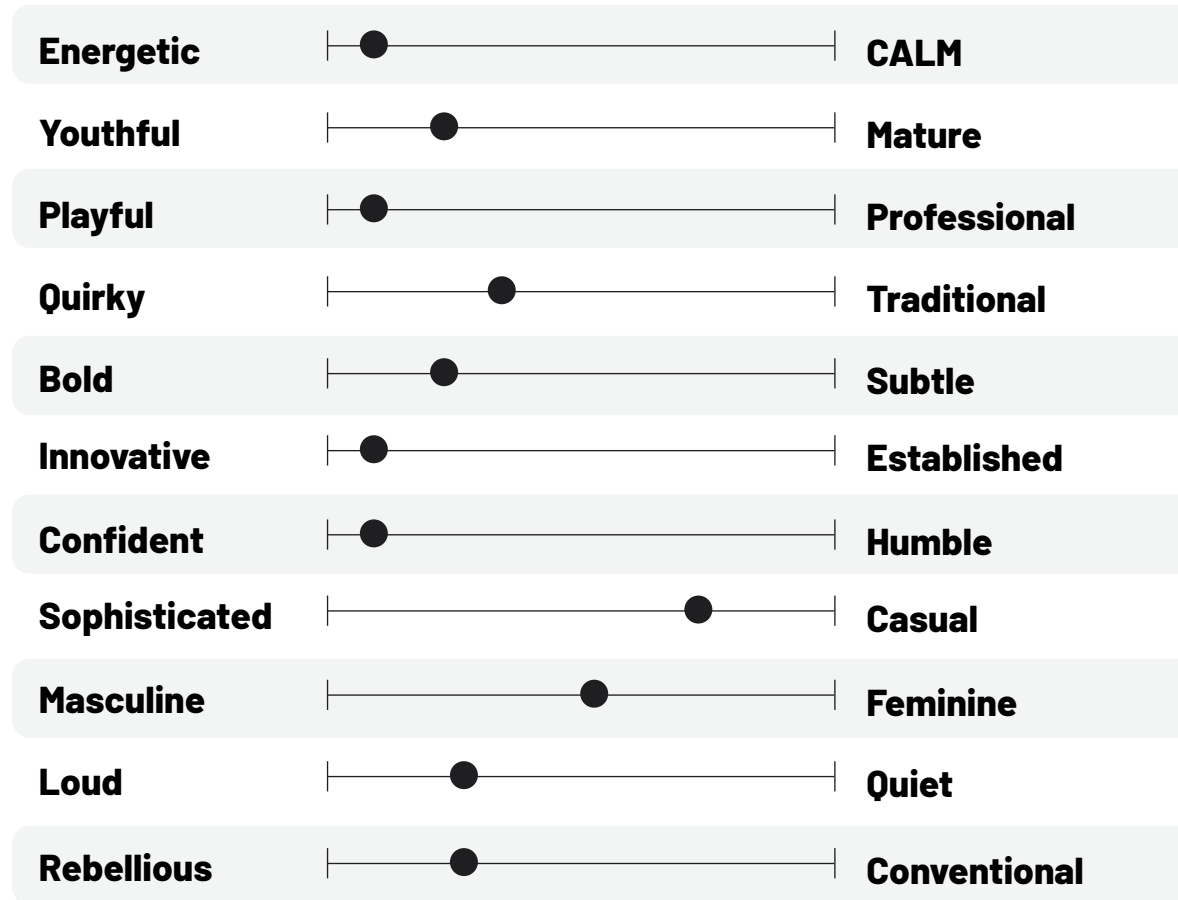
2024

BRAND STORY

Founded in Tuscany, Fantacycling was born from a passion for cycling and a vision to unite fans worldwide. Through interactive gaming, live-streams, and exclusive content on YouTube and Twitch, Fantacycling gives fans a new way to engage with the sport they love and be a part of fun, adventurous community.

Fantacycling is more than just an app—it's a community-driven movement that brings fans closer to the action, creating a vibrant space for connection, competition, and celebration. Fantacycling lives by a simple mission: to transform how cycling is experienced, making it accessible, thrilling, and interactive for everyone who loves the ride.

THE BRAND PERSONA



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Adventurous trailblazer

Fantacycling is the friend who invites you on a daring adventure and shows you a fresh perspective on the cycling world. Unafraid to explore new paths, Fantacycling thrives on excitement, spontaneity, and the shared thrill of discovering what's next in cycling.

Playful and People-oriented

Fantacycling brings people together with its upbeat, friendly personality. It thrives on creating an inclusive, vibrant community where fans of all backgrounds feel welcome to join in the fun. With the passion for cycling at heart, Fantacycling fosters a sense of connection and camaraderie, ensuring that every fan feels part of something bigger.

THE CUSTOMERS

John

Cycling Frequency: Daily, participates in tournaments

Motivation: Pushing boundaries, competition, improving performance

John is a serious cyclist who thrives on competition. He's constantly training, striving to improve his skills, and pushing himself to new limits. He enjoys the adrenaline rush of races and takes part in cycling tournaments. John loves staying updated with the latest cycling tech, performance strategies, and news, seeking ways to optimize his training and race outcomes. He's competitive and driven, looking for platforms that offer engaging ways to measure and track his progress while connecting with like-minded athletes.

George

Cycling Frequency: Weekends

Motivation: Enjoying nature, relaxation, casual rides

George is a hobbyist cyclist who rides casually for the enjoyment of the outdoors. He enjoys the peacefulness of cycling through scenic routes and takes in the natural beauty around him. While he's not interested in competition, he values quality bikes, gear, and biking experiences. George enjoys connecting with other cyclists who share his love for weekend adventures and nature.

Tom

Cycling Frequency: Occasionally, cycles to work

Motivation: Convenience, staying active, keeping up with cycling news

Tom cycles to work as a way to stay active but doesn't have the time or dedication for regular training. He's more focused on the practical benefits of cycling, like commuting and maintaining a healthy lifestyle. Tom enjoys staying informed about cycling trends and news but isn't heavily invested in racing or long rides. He looks for simple, easy-to-digest content that keeps him in the loop without requiring a deep commitment.

THE UNIQUE SELLING POINTS

Interactive and Engaging Gaming Experience

Fantacycling offers a one-of-a-kind, interactive gaming app that allows users to step into the shoes of a “fanta-manager,” creating and managing their own cycling teams. With four play modes—Championship, Private Leagues, Public Leagues, and Sponsored Leagues—users can enjoy a personalized, dynamic experience that keeps them engaged throughout the year, mirroring the excitement of real-world cycling competitions.

Vibrant and Growing International Community

With over 130,000 registered users, 85% of whom are based in Italy, Fantacycling has already established a passionate community of cycling enthusiasts. Its ambition to expand internationally, along with the app available in four languages, ensures that users worldwide can connect, compete, and share their love for the sport in a vibrant, ever-growing digital hub.

Exclusive, Expert Cycling Content

With a strong presence on YouTube and Twitch, Fantacycling provides fresh, regularly updated content that keeps fans engaged and informed. From expert analysis to live streams of major cycling events, the platform offers fans consistent access to exciting content that deepens their connection to the sport.

THE CORE VALUES

Adventure and Innovation

Fantacycling thrives on the spirit of adventure and discovery, pushing the boundaries of how fans experience the sport. Through our innovative app and dynamic play modes, we inspire exploration and creativity, inviting users to embark on an exciting journey that redefines their connection to cycling. Beyond the digital platform, Fantacycling encourages fans to seek their own adventures, forging their own trails and discovering the joy of cycling in their unique way.

Inclusive and Engaging

Fantacycling is dedicated to fostering an inclusive environment where cycling enthusiasts of all levels and backgrounds feel welcome. By connecting fans through interactive games, live content, and a vibrant community, we ensure everyone has the opportunity to share their love for the sport in a fun and engaging way.

Fun and Connection

We believe cycling is more than just a sport—it's a way to bring people together. Fantacycling creates a lively, playful space where fans can compete, connect, and share unforgettable moments. We celebrate the camaraderie and the sportsmanship that define the cycling community.

STONE OF VOICE

Inspiring and adventurous

A tone that sparks curiosity and encourages fans to seek new horizons, always inspiring them to embark on their own cycling adventures.

Upbeat and optimistic

A lively, optimistic tone that radiates energy and enthusiasm, making every interaction with Fantacycling feel positive and inspiring.

Supportive and inclusive

A welcoming and engaging voice that unites cyclists of all kinds, fostering a sense of belonging and community within the sport.

Contemporary and authentic

A fresh, modern tone that's informal and fun, capturing Fantacycling's authentic, relatable style for today's young cycling enthusiasts.

ADVENTUROUS

UPBEAT

SUPPORTIVE

CONTEMPORARY



FANTA
CYCLING

PRIMARY LOGO

The primary logo serves as the heart of the brand's visual identity. Crafted for versatility and instant recognition across all mediums—whether websites, advertisements, or signage—it is designed to make a lasting impact, ensuring the brand stands out and leaves a memorable impression wherever it's showcased.

THE BREAKDOWN

With a newly refreshed logo inspired by the original F logomark, the rebrand symbolizes a leap forward, reflecting the brand's adventurous, upbeat, and supportive essence. The sleek design retains Fantacycling's iconic blue—modernized with a subtle tonal shift—and introduces a fresh mint green, nodding to nature and the boundless trails waiting to be explored.



LOGO MARK

The Logomark serves as the distilled essence of the brand identity. It acts as a visual shorthand that connects with the audience, communicating the brand through a memorable symbol.



SECONDARY LOGO

The secondary logo represents a versatile variation of the primary logo, customized for specific applications and scenarios. While preserving the core essence of the brand, it provides adaptability across various contexts.



COLOR PALETTE

Color plays a pivotal role in brand identity. Consistently utilizing our color palette not only strengthens brand cohesiveness but also serves a psychological function, conveying specific emotions to the audience.

PRIMARY PALETTE

BLUE HORIZON

HEX #2f70f2
CMYK 78, 53, 0, 0
RGB 47, 112, 242
PANTONE 2175 C

GREEN TRAIL

HEX #0CCE9C
CMYK 53, 0, 41, 0
RGB 12, 206, 156
PANTONE 338 C

SECONDARY PALETTE

LIME

HEX #EEFD08
CMYK 6, 0, 97, 0
RGB 238, 253, 8
PANTONE 395 C

SUNSET

HEX #F64456
CMYK 0, 91, 68, 0
RGB 246, 68, 86
PANTONE 1785 C

RAINCLOUD

HEX #8B8B8B

HEADING TYPE

Type: ASH

For use to introduce paragraphs and headings.

HEADING TYPE

Heading Type: ASH

SUB-HEADING TYPE

Sub-Heading Type: Barlow Black

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Body Type: Barlow Regular

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HEADING TYPE

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SUB-HEADING TYPE

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Body Type: Barlow Regular

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BODY- TYPE

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Weight: Regular

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Heading Type: ASH

SUB-HEADING TYPE

Sub-Heading Type: Barlow Black

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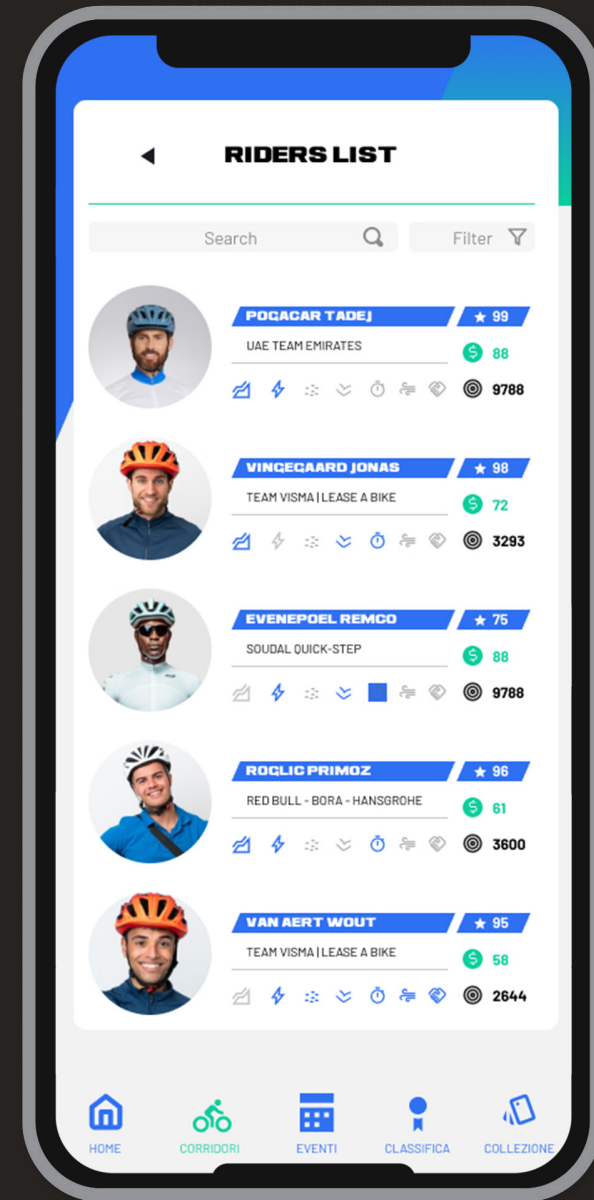
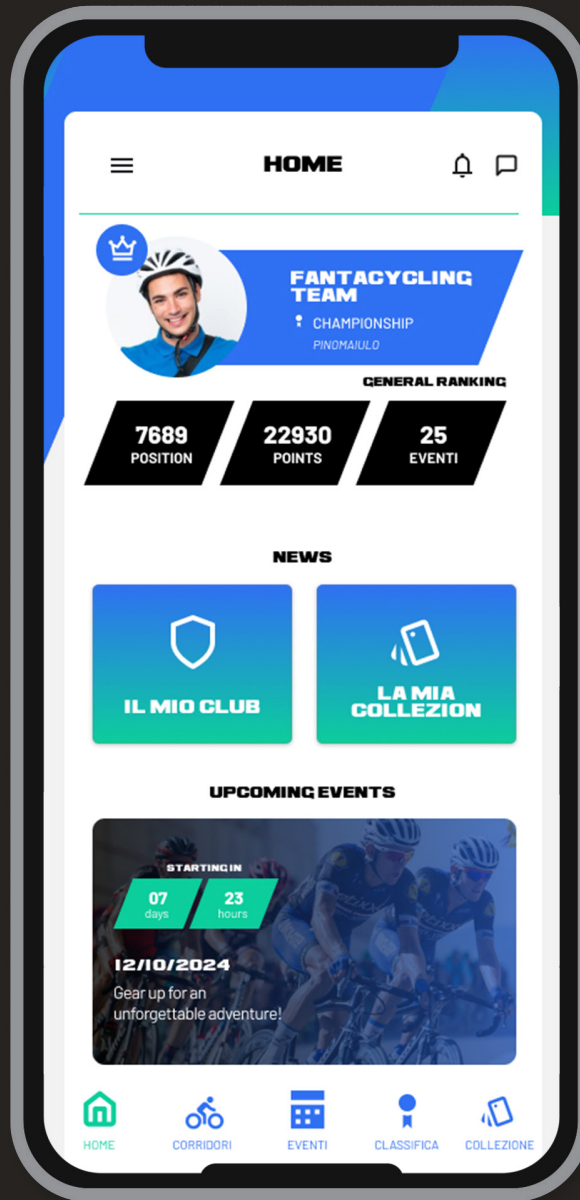
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CYCLING KIT



APP



←

RIDER PROFILE

POCACAR TADEJ ★ 99

UAE TEAM EMIRATES 💰 88

Born 21/09/1992, Slovenia
Height 177 cm Weight 66 kg 🏆 9788

DATA SHEET

SKILL

- 🏔 CLIMBER
- ⚡ PUNCHER
- 🪨 COBBLES
- 👊 COMBATIVE
- 🕒 CRONOMAN
- 🏁 SPRINTER
- 🏠 DOMESTIQUE

COMPARE

DESCRIPTION

The phenomenon of cycling and Fantacycling. He is the prototype of the modern rider, very strong on climbs, a rocket in time trials, he is able to win grand tours and monument classics. Points assured from the beginning to the end of the session.

PRICE CHANGE

←

FANTACYCLING TEAM ⚙️

VINGEGAARD JO...
PT 705

POCACAR TADEJ
PT 53

KOOIJ OLAV
PT 53

MEEUS JORDI
PT 139

BENNETT SAM
PT 65

CROSSCHART...
PT 66

YATES SIMON
PTO

VAN DER POEL...
PTO

CANNA FILIPPO
PTO

CHOOSE CAPTAIN

1252

Total points