



The new brand identity for Fantacycling will embody the spirit of this dynamic community and align with the core values that define the app. The tone of voice will resonate with cycling enthusiasts worldwide, reflecting Fantacycling's unique position as a bridge between innovation, community, and the love of the sport.

The choice of vibrant and contrasting colors reflects the core values of Fantacycling, infusing its identity with energy and dynamism. These bold hues symbolize the

innovative spirit of the app, capturing attention while conveying a fresh and modern aesthetic. The palette evokes optimism and sustainability, celebrating the joy of cycling and the positive impact it has on individuals and communities.

By using **engaging and lively colors**, Fantacycling appeals to a young, contemporary audience, creating an inviting and inclusive atmosphere that mirrors the **vibrancy of its international cycling community**.

## TantaCycling



Blue

CMYK 87 73 0 0 RGB 60 79 157 #3C4F9D Lime

CMYK 39 0 100 0 RGB 183 205 35 #B7CD23

**Deep Blue** 

CMYK 100 93 36 36 RGB 34 37 76 #22254C **Light Blue** 

CMYK 49 0 15 0 RGB 152 211 223 #98D3DF Grey

CMYK 6 1 11 0 RGB 244 246 236 #F4F6EC

**Web Gradient** 

Headline & Titles **Eastman Roman** 

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz 0123456789

Text & Paragraph
Poppins

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 0123456789

## TYPOGRAPHY



















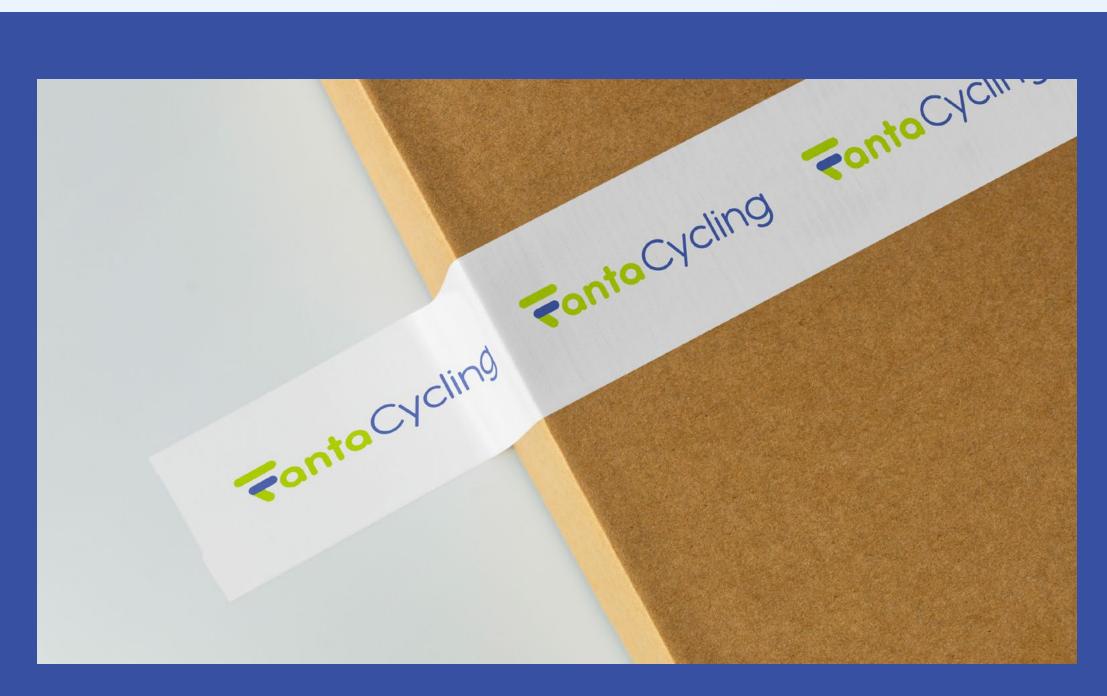










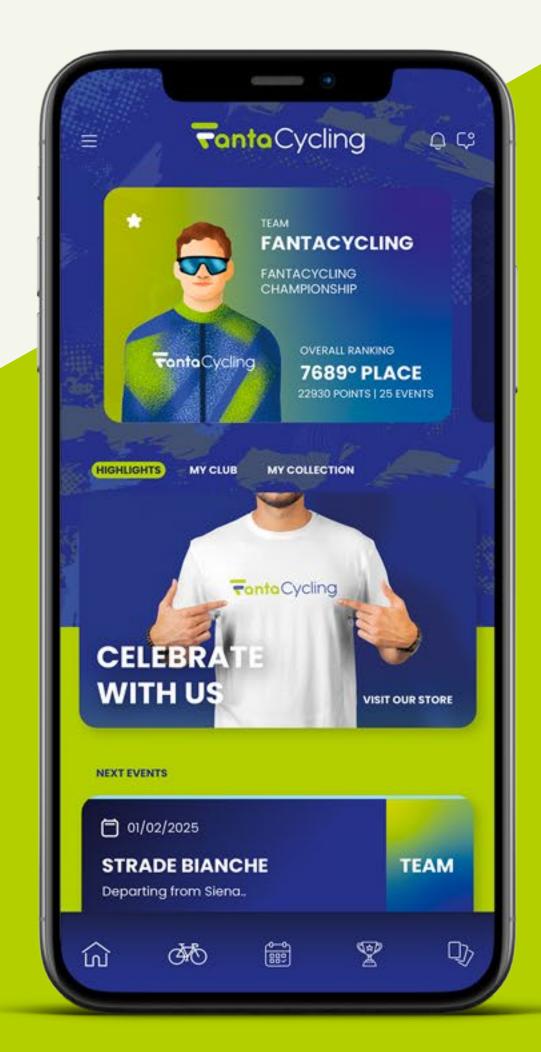


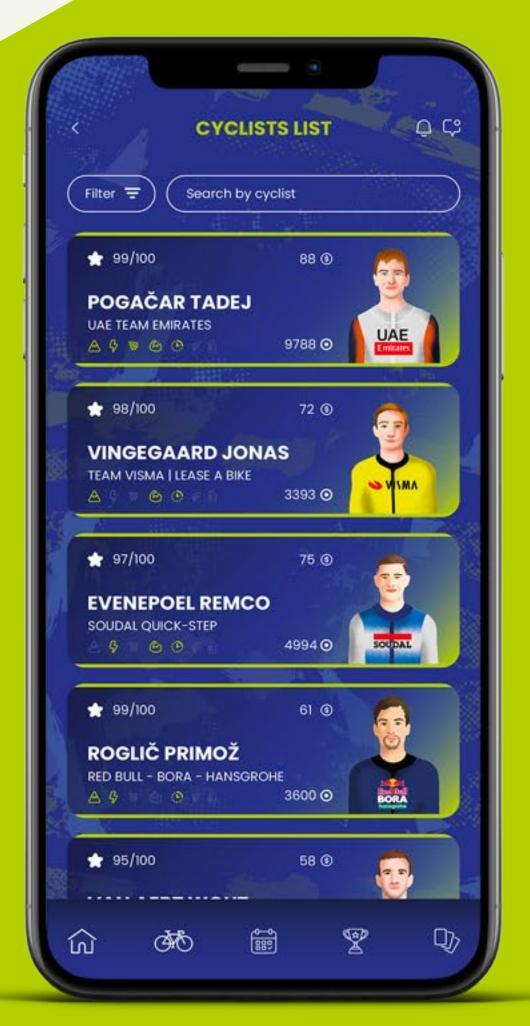




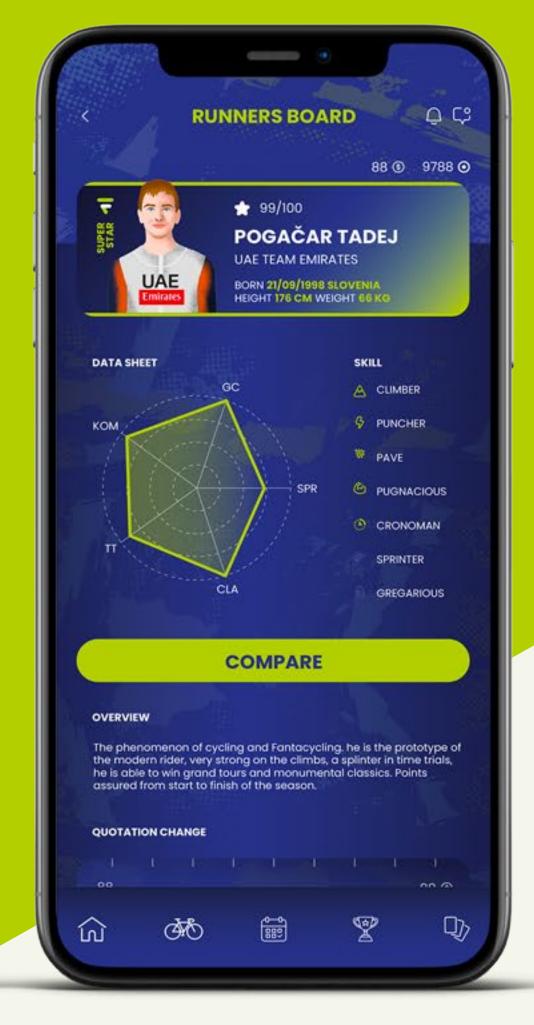




















## Thank you!