

THIS IS
A NEW
BRAND
IDENTITY
FOR

- 01 Brand identity
- 02 Color palette
- 03 Typography
- 04 App design
- 05 Cycling kit
- 06 Example of use

**FANTA
CYCLING**

COMMUNITY

00 MANIFESTO

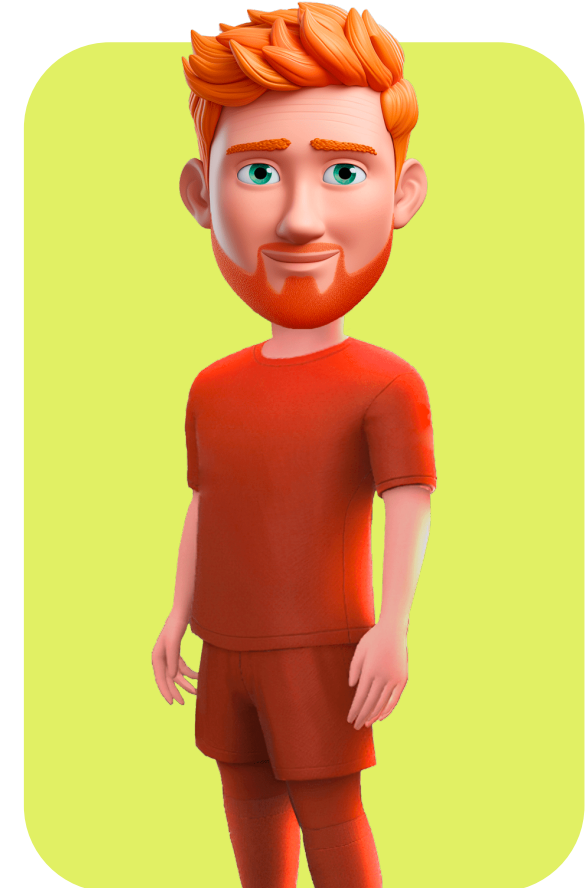
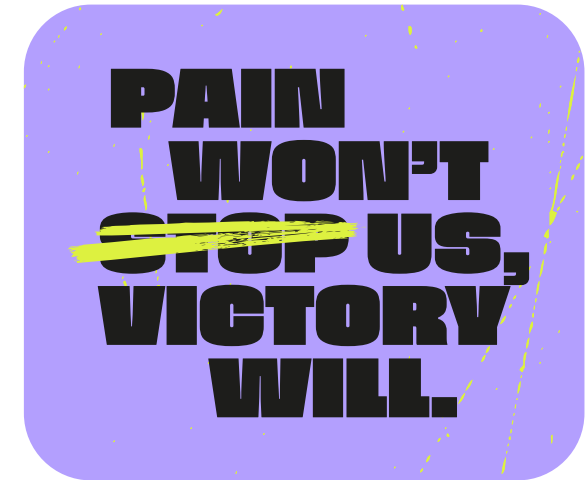
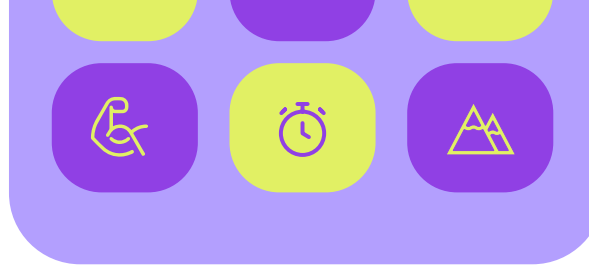
This visual identity brings to the forefront the **dual spirit** of FantaCycling, a project that merges the competitive side of gaming with the raw grit of physical training. The result is a provocative tone of voice designed to inspire, captivate, and challenge both personal and collective limits.

Uncompromising boldness: an identity that provokes, stimulates, and leaves no one indifferent. On one side, it embodies the competitive nature and adrenaline of the game; on the other, it celebrates the raw authenticity of training, sweat, and perseverance.

Strong typography, vibrant color combinations, and raw textures. The outcome? A visual language that challenges the viewer, radiating unstoppable energy and an unrelenting drive to excel.

This identity is not just visual; it's a direct call to action—a provocation, a **"game on"** that pushes users to compete, sweat, and prove their worth. Structure and freedom meet in a visual system that alternates precision and rawness, elevating the blend of discipline and adrenaline that defines FantaCycling.

With its bold and engaging approach, FantaCycling positions itself as a brand unafraid to dare, speaking to those ready to embrace every challenge, both in the game and in life.



01 BRAND IDENTITY

01.0

Ready to Sprint

The new FantaCycling logo is built around a symbol that goes beyond two letters; it's a statement of intent, an icon that tells a story of challenge, speed, and audacity. The F and C merge into a shape that forms a racing bicycle—the beating heart of an identity brimming with energy and passion.

This emblem is anything but static: every line, every curve is designed to evoke dynamism, action, and forward movement toward new horizons. Bold in its geometries and assertive in its character, the FantaCycling logo feels almost alive, ready to surge forward and conquer every finish line.

The blend of essential forms and robust proportions creates a mark that is both solid and unstoppable. It's a symbol that speaks of strength, endurance, and ambition, inspiring everyone who encounters it to rise to the challenge, pedal faster, and push beyond every limit.

With this new logo, FantaCycling not only celebrates motion but embodies it, inviting all to enter a world where fun meets determination and the impossible becomes an achievable goal.

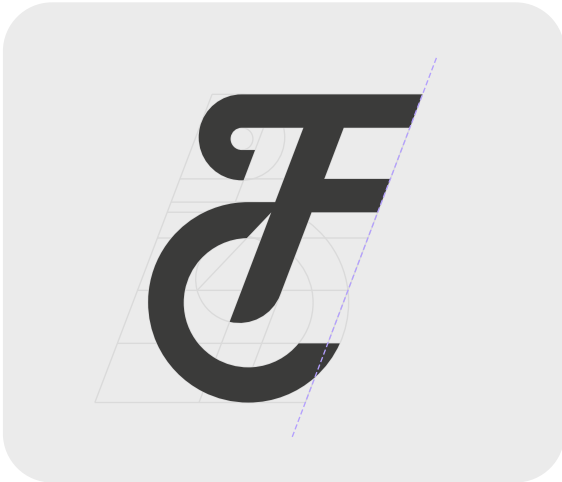


01.1

Custom typeface

The new FantaCycling lettering has been custom-designed to flank and complete the logo, creating a visual system that unites dynamism and solidity. Built with the same geometric lines that shape the symbol, the lettering enhances the brand's coherence and distinctive identity, striking a perfect balance between visual impact and readability.

This design approach not only strengthens the brand's uniqueness but also allows the logo and lettering to coexist harmoniously or stand alone with equal effectiveness.



01.2

A Dynamic System

The new logo has been designed as the centerpiece of a dynamic visual system, capable of adapting flexibly to the brand's diverse needs without ever losing its recognizability. Its geometric construction and minimalist design make it exceptionally versatile, consistently maintaining strong visual coherence across all applications.

The power of the design lies in its ability to be both solid and fluid—rigid in its geometries yet open to creative interpretations. This balance between consistency and transformation makes it a visual cornerstone of the brand, ready to evolve alongside FantaCycling and adapt to a world in constant motion.

This is how the logo can transform, integrate, and interact with different contexts while preserving its distinctive identity. Whether applied to a jersey, an app, a social campaign, or an event, the symbol remains instantly recognizable, embodying the values of energy, movement, and passion in every iteration.

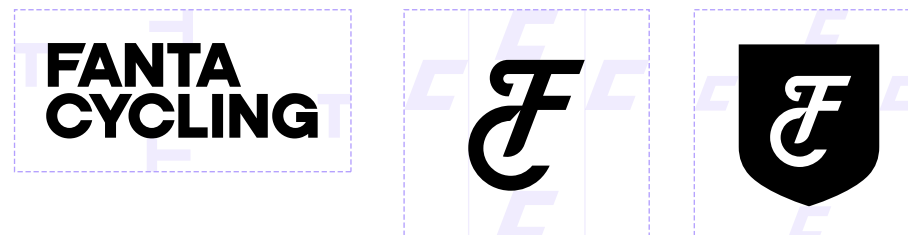
A. logo main versions



B. logo secondary versions



C. protecting zone



01.3

Tone of voice

The tone of voice is intentionally provocative, boldly direct, and teeters on the edge of insolence. It doesn't aim to be accommodating but to shake, push, and ignite an immediate reaction. This daring approach is designed to encourage its audience to step up, face their fears, and surpass their limits. It's an engaging and challenging language, speaking with grit and passion to those who refuse to settle and are driven to prove their worth.

**NO
SECOND
PLACE**

**PAIN
WON'T
~~STOP US,~~
VICTORY
WILL.**

**POINTS
TALK,
LOSERS
BALK**

**DON'T
TRY.
DOMINATE.**

**FIRST
IS BETTER
THAN
SECOND**



02 COLOR PALETTE

02.0 Visual Adrenaline

The FantaCycling color palette was designed to reflect the principle of duality that drives the entire project. Each hue is paired with bolder tones or complementary shades, creating sharp contrasts that burst with energy and adrenaline.

This is more than a color choice—it's an explosion of energy and character. Bold and daring tones, from vibrant greens to blazing reds, embody the brand's provocative and competitive spirit, transforming it into an unforgettable visual experience.

Every color is designed to dominate. In the app, it guides users with clarity and impact, making every interaction seamless and memorable. On social media, it breaks norms and captures attention, standing out powerfully in a sea of distractions. In the real world, on merchandise and at events, the palette becomes a visual battle cry—an instantly recognizable symbol that leaves a lasting impression.

The strength of this palette is its ability to transform every color space into an arena.

<p>ACID</p> <p>R229 G241 B121 C5 M0 Y50 K6</p> <p>Acid lime #E5F179</p>	<p>EVER</p> <p>R45 G78 B60 C86 M30 Y65 K75</p> <p>560 C #2D4E3C</p>
<p>LUSH</p> <p>R177 G161 B249 C36 M32 Y50 K0</p> <p>2705 C #B1A1F9</p>	<p>ECLIPSE</p> <p>R229 G241 B121 C65 M73 Y50 K0</p> <p>2665 C #8745DC</p>
<p>FLASH</p> <p>R249 G177 B4 C0 M25 Y94 K0</p> <p>1235 C #F9B104</p>	<p>BLAZE</p> <p>R235 G73 B39 C0 M80 Y98 K0</p> <p>172 C #EB4927</p>
<p>INFERNO</p> <p>R234 G81 B82 C0 M75 Y57 K0</p> <p>178 C #EA5152</p>	<p>VELVET</p> <p>R124 G22 B51 C12 M98 Y17 K46</p> <p>216 C #7C1633</p>
<p>CARBON</p> <p>R29 G29 B27 C0 M3 Y3 K86</p> <p>Neutral Black C #1D1D1B</p>	

03 TYPOGRAPHY

The typographic choices perfectly embody the duality at the heart of the entire project. On one side, a regular, geometric, and precise typeface reflects the lines of the logo, ensuring exceptional readability. This font was selected to deliver impeccable visibility, even in the smallest app details, offering clarity and functionality across all contexts.

On the other side, a typeface with a commanding presence grabs attention with its bold and captivating character. This daring choice mirrors the project's enterprising and challenging spirit, infusing every visual communication with energy and motivation.

This balance creates a versatile and impactful typographic system, capable of supporting FantaCycling's mission in all its facets.

Furthermore, the fonts were selected for their remarkable glyph completeness, ensuring inclusivity and the ability to represent names and content using characters from diverse cultures.

Poppins

Type designers: Jonny Pinhorn, Ninad Kale
Foundry: Indian Type Foundry

Licensing info: Open Font License

Link:
<https://fonts.google.com/specimen/Poppins>

Fixture

Type designers: Alejandro Paul
Foundry: Sudtipos

Prices: Starting from \$39.00

Licensing info:
Licenses are for desktop, webfont, digital ads, E-pub, mobile App and web App.

Purchase link:
<https://www.sudtipos.com/font/fixture>

similar free alternative (without condensed and all glyph):
<https://www.dafont.com/it/funk-machine.font>

Poppins

Poppins is FantaCycling's main typeface. With a geometric temper, it perfectly combines the strongness and the sharpness of bold character. It is used to set all primary texts.

Used:	Available:	Thin	Regular	Bold
Extrabold		Thin Italic	Regular Italic	Bold Italic
Bold		ExtraLight	Medium	ExtraBold
Semibold		ExtraLight Italic	Medium Italic	ExtraBold Italic
Medium		Light	SemiBold	Black
Regular		Light Italic	SemiBold Italic	Black Italic

Fixture

Fixture is used for titlings and little elements that need to be captivating

Used:	Available:	Fixture Expanded Family
Ultra Black	Fixture Ultra Family	Fixture Regular Family
Condensed Black	Fixture Condensed Family	Fixture Ultra Family
Condensed Semibold		

04 APP DESIGN

App icon

Beginner



Pro



Legend



04.0

A New Look

The design of the FantaCycling app has been completely reimaged to ensure greater clarity, efficiency, and functionality. Every element has been optimized to enhance the user experience, creating an interface that is intuitive, fast, and highly performant, while maintaining a strong visual identity.

The FantaCycling app icon is dynamic, changing based on the points earned by the user. Each transformation reflects progress made, delivering an engaging and visually rewarding experience that celebrates every milestone achieved.



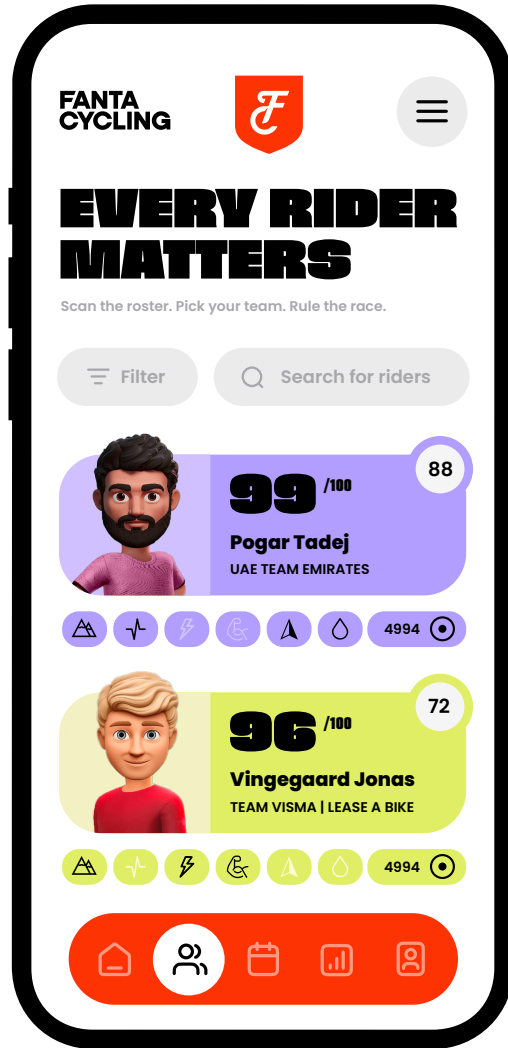
04.1 Screens

The screens of the FantaCycling app have been designed with a clean, minimalist layout to highlight the main elements, icons, and images, ensuring a clear and focused visual experience. The pages are enriched with captivating and motivating phrases that push the user to break through their limits, creating an engaging environment that blends functionality and inspiration.

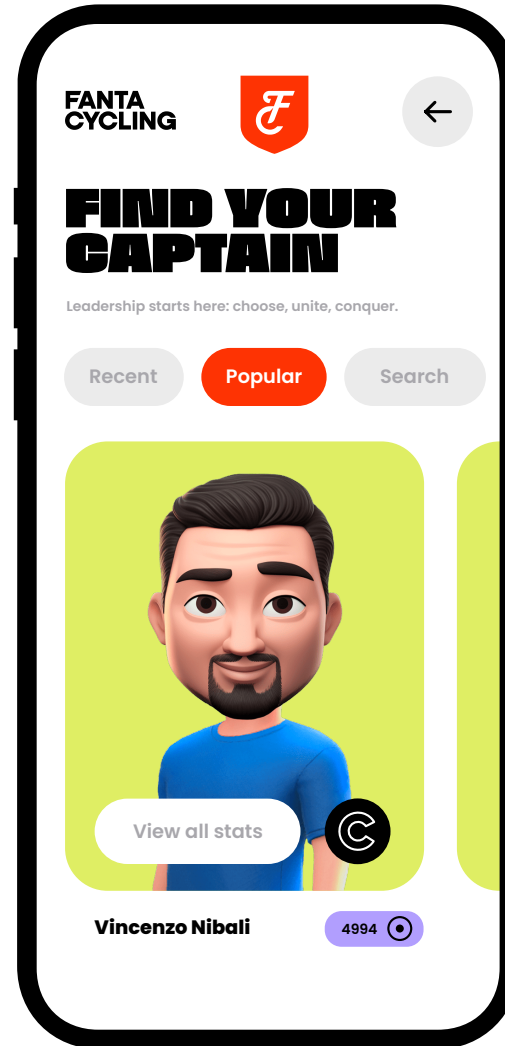
A strong emphasis has been placed on numbers and other visual elements that encourage challenge, creating a sense of competition and constant progression. The numbers, in particular, are highlighted to motivate the user to surpass their limits, driving greater commitment and fueling the adrenaline of the challenge at every moment.

The purchasing elements have been strategically placed within a circular icon at the top-right corner of the box, ensuring constant and clear visibility for the user. This position makes the purchase option always accessible, inviting the user to take action at any time, without distractions, while keeping the interface simple and intuitive.

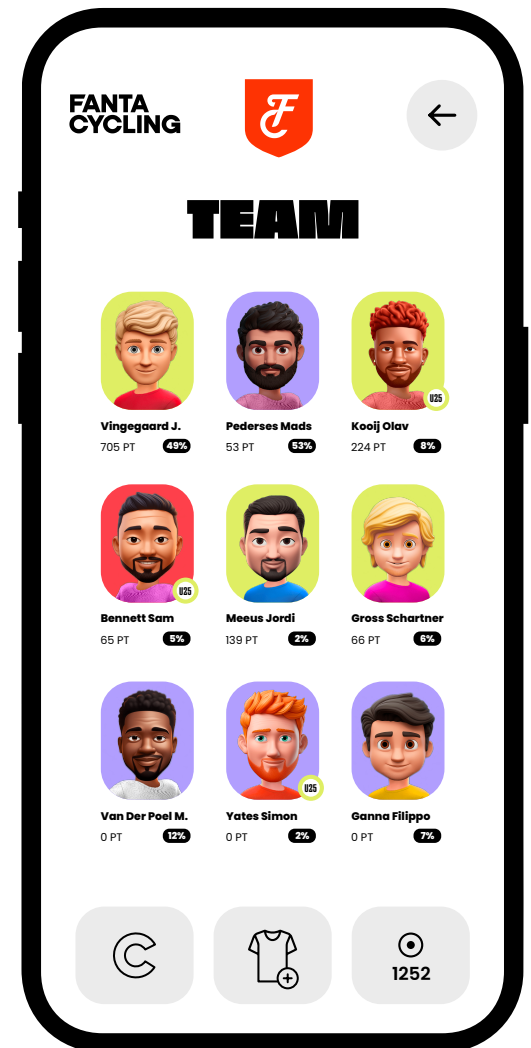
04.2 Rider List



04.3 Captain Selection



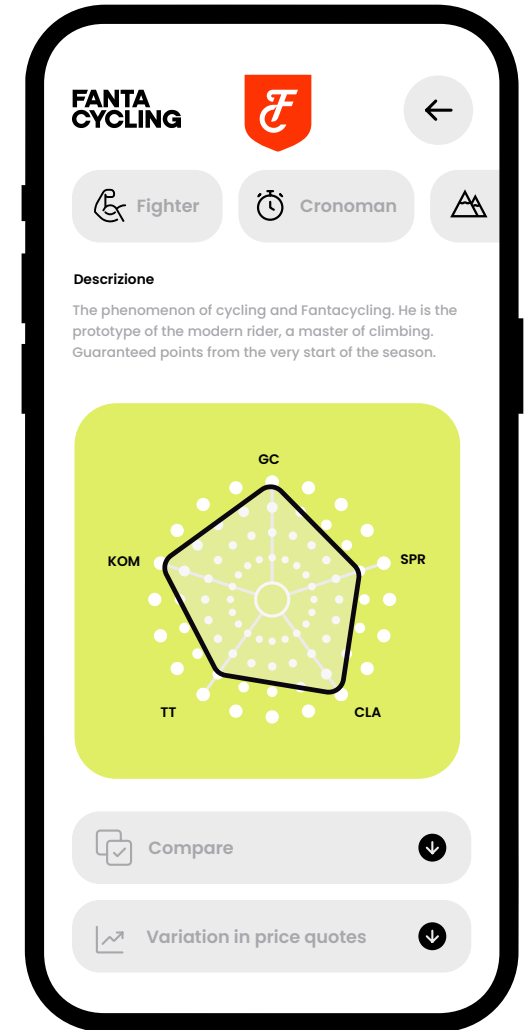
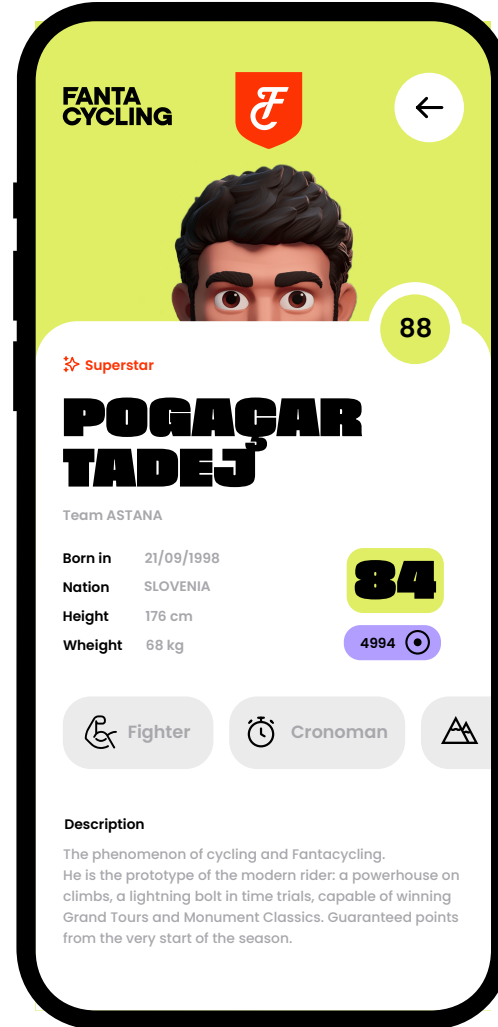
04.4 Team



All graphs, as well as every other visual element, remain consistent with the bold and dynamic style of the project. The backgrounds change based on the rider's physical and performance conditions, creating a visual experience that adapts to progress. This personalization makes each screen unique, reflecting real-time results and constantly fueling the challenge.

The pages are designed to be navigable with a vertical scroll, preventing the overcrowding of elements while ensuring proper visibility and space for each section. This intuitive layout allows the user to navigate smoothly, focusing on one area at a time, without distractions, and enjoying a clear and organized experience.

04.5 Rider Profile



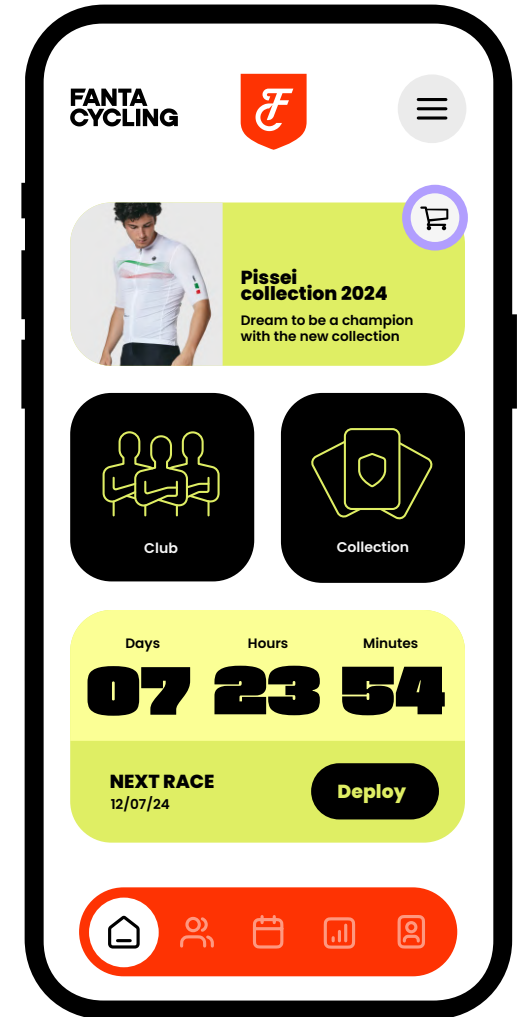
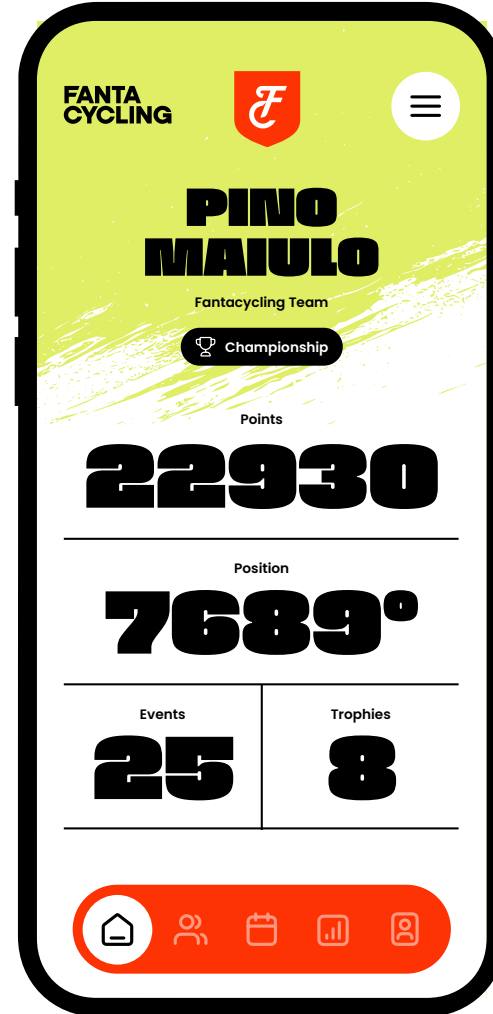
The home page, which also serves as the user profile page, is designed to highlight performance, with deliberately exaggerated numbers that immediately capture attention.

These numbers are not only visible but also appear to have a desire to grow, encouraging the user to surpass themselves and reach new milestones.

Each piece of data is presented powerfully, creating a sense of continuous progression and constantly motivating the user to give their best.

This page also uses a vertical scroll layout.

04.6 Home



05 CYCLING KIT

05.0 Rider Armour

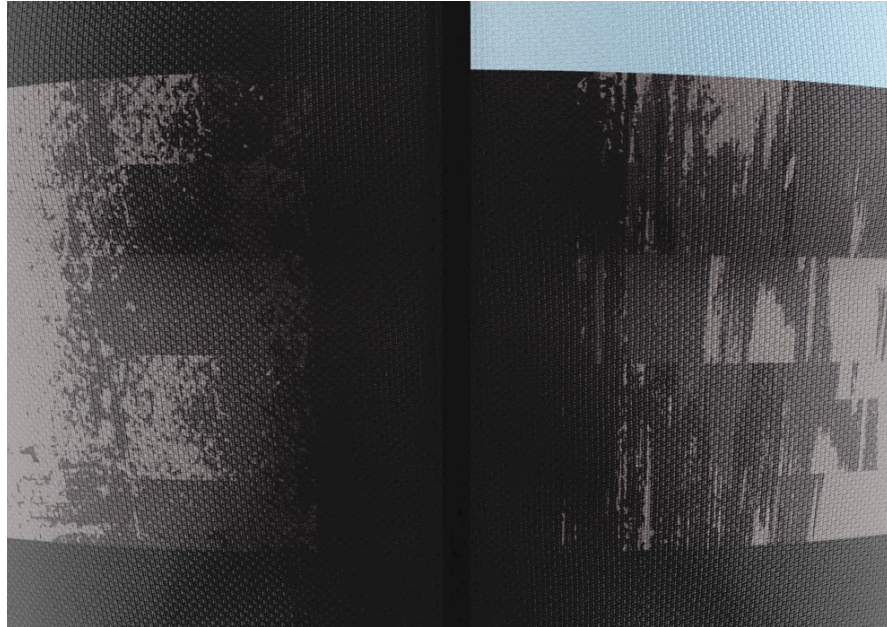
The cycling kit is the perfect synthesis of everything FantaCycling represents. Every detail is a tribute to strength, determination, and grit: the bold, audacious lines evoke an unshakable character, while the raw textures tell the story of sacrifice, sweat, and effort that fuel victory.

The vibrant colors explode in a whirlwind of energy, creating a visually overwhelming vision that is impossible to ignore. The combination of these elements gives rise to a kit that is not only a symbol of performance but a coveted object to earn.

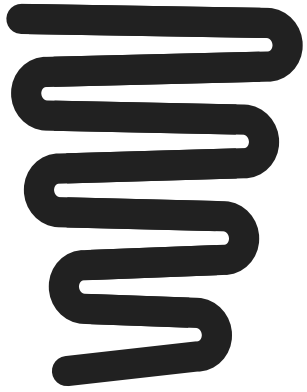
A design crafted for those who are not afraid to dare, who face every challenge with passion, strength, and unstoppable energy, ready to conquer every finish line.

The kit is designed to embody the full spectrum of the palette's vibrant energy, to create a bold, unified identity. Each hue becomes a statement, turning the kit into a dynamic expression of power, style, and adaptability.



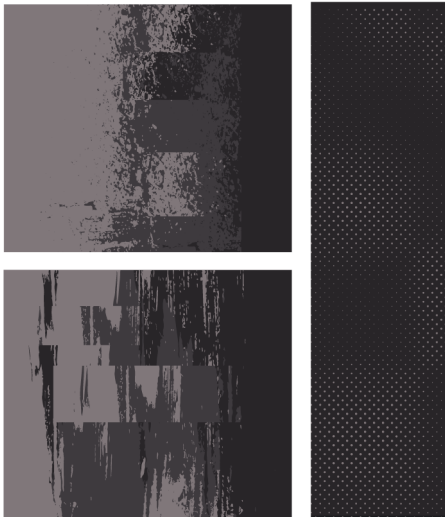


The Road



The road represents the challenge, a path to be traveled with determination and courage.

Textures



The textures symbolize the effort, sweat, and suffering that accompany every step toward success.



06 EXAMPLE OF USE



06.2 poster




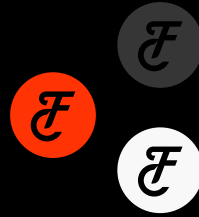
INVOICE

INVOICE N° 804770990000483 DATE December 12 EXPRESS DAY December 31

INVOICE TO Michael Meyers Rome, RM, Via del Corso 1 00191 PAYMENT TERMS The seller delivers the goods to a destination previously agreed on by the seller and the buyer.

NO	DESCRIPTION	AMOUNT
1	Premium pass app	€ 150
2	Fantacycling kit	€ 350
3	Event ticket	€ 25
Subtotal		€ 525
TAX 30%		€ 157,50
TOTAL		€ 682,50

FANTA CYCLING 



FANTACYCLING

RIDE HARDER. SCORE HIGHER. RULE THE RACE.

FIND YOUR RIDERS.
FORGE YOUR LEGACY.

Fantacycling SRL To the attention of Micheal Meyers Rome RM
Via del Corso 1
00191


Pontedera PI
Via Tosco Romagnola 241
56025
+39 1234 12 123
info@fantacycling.com

from Monday to Friday
9h00-12h30
Saturday
10h00-12h00


Dear Micheal

We are thrilled to invite you to the grand unveiling of Fantacycling's new brand identity—a bold, electrifying vision that redefines the world of virtual cycling. Join us and experience the future made of passion!

Via Tosco Romagnola Ovest 241
56025
Pontedera PI
@Fantacycling
fantacycling.com

FANTA CYCLING 

EXPLORE. SELECT. WIN.


FANTA CYCLING 

FANTACYCLING

RIDE HARDER. SCORE HIGHER. RULE THE RACE.

FIND YOUR RIDERS.
FORGE YOUR LEGACY.

Explore. Select. Win.
Track smart.
Push limits.
No excuses.
Be unstoppable.

FANTA CYCLING 

FEDERICO CREATINI
CEO & CO FOUNDER

FANTA CYCLING

f.creatini@fantacycling.com
+1123 1234 123 12 3

Via Tosco Romagnola Ovest 241
56025
Pontedera PI
@Fantacycling
fantacycling.com



FEDERICO CREATINI
CEO & CO FOUNDER

FANTA CYCLING

f.creatini@fantacycling.com
+1123 1234 123 12 3

Via Tosco Romagnola Ovest 241
56025
Pontedera PI
@Fantacycling
fantacycling.com





