

**FANTACYCLING**

REBRANDING

# OUR PROPOSAL

## **Fantacycling evolves.**

We have redesigned every detail to create an experience that goes beyond just a game, becoming a true celebration of cycling, its challenges, and the passion that drives it.

The new Fantacycling is energy, movement, competition.

Every detail, from the bold logo to the dynamic interfaces, is designed to engage, excite, and inspire.

The vibrant colors capture the essence of the sport, while the typography conveys determination and strength, in harmony with the intensity and adrenaline of a race.

This is not just a visual restyling, but an invitation to become part of a community that lives cycling with passion, where every competition is an opportunity to grow, improve, and share the love for this sport.

**01**

**BRAND IDENTITY**

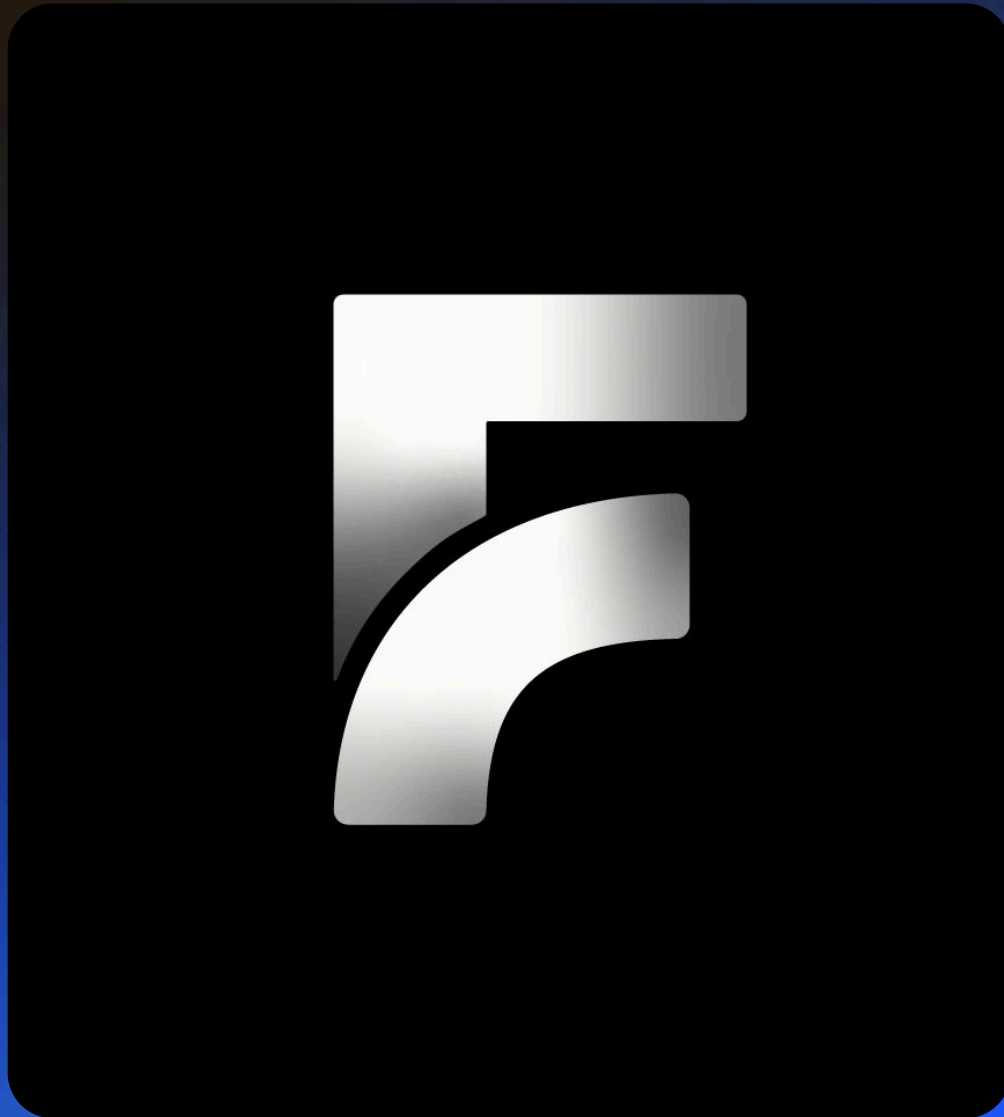
## LOGO

The choice of font Integral CF for the Fantacycling logo and pictogram was crucial in conveying the energy and competitiveness of the brand. Its bold, geometric lines—modern and well-defined—express the strength and dynamism of cycling, making the brand immediately recognizable. At the same time, its strong and structured mood also recalls the aesthetics of gaming, perfectly in line with the interactive experience of fantasy cycling. A font that is not only functional, but also evokes passion, dynamism, and engagement, just like the game itself.

# FANTACYCLING

# PICTOGRAM

The Fantacycling pictogram is born from the synthesis of the letter "F" from the brand name and iconic cycling elements, such as the handlebars and the wheel. This symbol perfectly captures the essence of cycling, evoking movement, speed, and dynamism—key values of the sport. The design comes to life starting from the typography chosen for the branding, Integral CF, which inspired the transformation of the "F" into a distinctive pictogram. All of this is enclosed in a compact key shape that recalls the world of gaming, merging sport and interactivity into a single form.



# TYPOGRAPHY

Integral CF is the primary font of Fantacycling, with its bold, geometric lines conveying energy, strength, and ambition.

This font expresses movement and intensity, capturing attention in every application, from the logo to the main titles.

To balance this visual strength, DM Sans provides impeccable readability for secondary texts. Its simplicity and softness add clarity and accessibility, ensuring a readable and welcoming interface. Together, these two fonts create a perfect balance: on one side, determination and dynamism; on the other, lightness and modernity.

This combination is not only aesthetic but functional, designed to guide users through a smooth and engaging visual experience.

# INTEGRAL CF

# DM SANS

## Headings

**H1 – INTEGRAL CF BOLD 28/40 . 0**

**H2 – INTEGRAL CF BOLD 20/30 . 0**

H3 – DM Sans Medium 20/auto . 0

**H4 – INTEGRAL CF REGULAR 14/20 . 0**

## Body

Body 1 – DM Sans Regular 16/20 . 0

Body 2 – DM Sans Regular 14/20 . 0

Body 3 – DM Sans Regular 12/auto . 0

Body 4 – DM Sans Regular 8/auto . 0

## Button

**BODY – INTEGRAL CF REGULAR 16/AUTO . 0**

# COLORS

The color palette is the emotional engine of Fantacycling. The electric blue conveys trust and modernity, while the acid green radiates vitality and competition. These vibrant colors are balanced by white, black, and gray, which add professionalism and neutrality, creating a visual dialogue between energy and stability.

The color choice is not just decorative: each shade has been selected to evoke specific emotions, stimulating enthusiasm and fostering a sense of belonging among users.

**DARK BLUE**  
HEX\_0000AF

CMYK\_99; 95; 0; 1  
RGB\_0; 0; 175

**ELETTRIC BLUE**  
HEX\_1F5AFF

CMYK\_81; 66; 0; 0  
RGB\_31; 90; 255

**WHIITE**  
HEX\_FFFFFFFF

CMYK\_0; 0; 0; 0  
RGB\_255; 255; 255

**GREY**  
HEX\_EFEFEF

CMYK\_5; 3; 3; 0  
RGB\_239; 239; 239

**VIBRANT  
YELLOW**  
HEX\_D6FF40

CMYK\_21; 0; 93; 0  
RGB\_214; 255; 64

**BLACK**  
HEX\_000000

CMYK\_75; 68; 67; 90  
RGB\_0; 0; 0



# GRADIENT

Gradients visually and engagingly tell the story of movement. Smooth transitions between electric blue and acid green create a sense of energy in constant evolution, while the addition of white and black introduces depth and sophistication. This choice is not random: the gradients reflect the constant change and dynamism of both cycling and gaming. They are a visual element that guides the eye, connects sections, and adds vitality, taking the identity of Fantacycling to a more contemporary and immersive level.

**ELETTRIC BLUE**

RGB\_31; 90; 255

**WHITE**

RGB\_255; 255; 255

**BLACK**

RGB\_0; 0; 0

**DARK BLUE**

RGB\_0; 0; 175

**VIBRANT YELLOW**

RGB\_214; 255; 64

**WHITE**

RGB\_255; 255; 255

**ELETTRIC BLUE**

RGB\_31; 90; 255

**VIBRANT YELLOW**

RGB\_214; 255; 64

# ICONS SET

The redesigned icons transform familiar symbols into interactive tools that capture the essence of both cycling and gaming. Every element, from customizable jerseys to trophies, has been crafted with soft lines and dynamic details, designed to evoke emotion and a sense of belonging. The colors and gradients integrate seamlessly with the visual identity, creating a cohesive and intuitive experience. These icons are not just aesthetic; they tell stories, represent progress, and encourage community engagement.

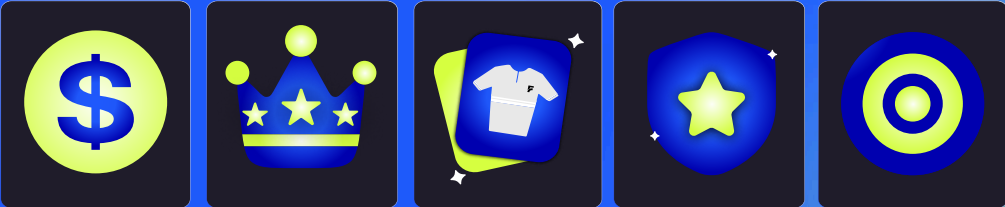
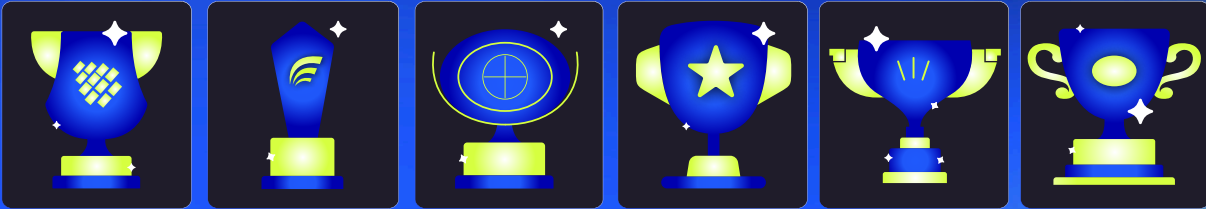


MAGLIETTA PERSONALIZZABILE

MAGLIETTE CAMPIONATO

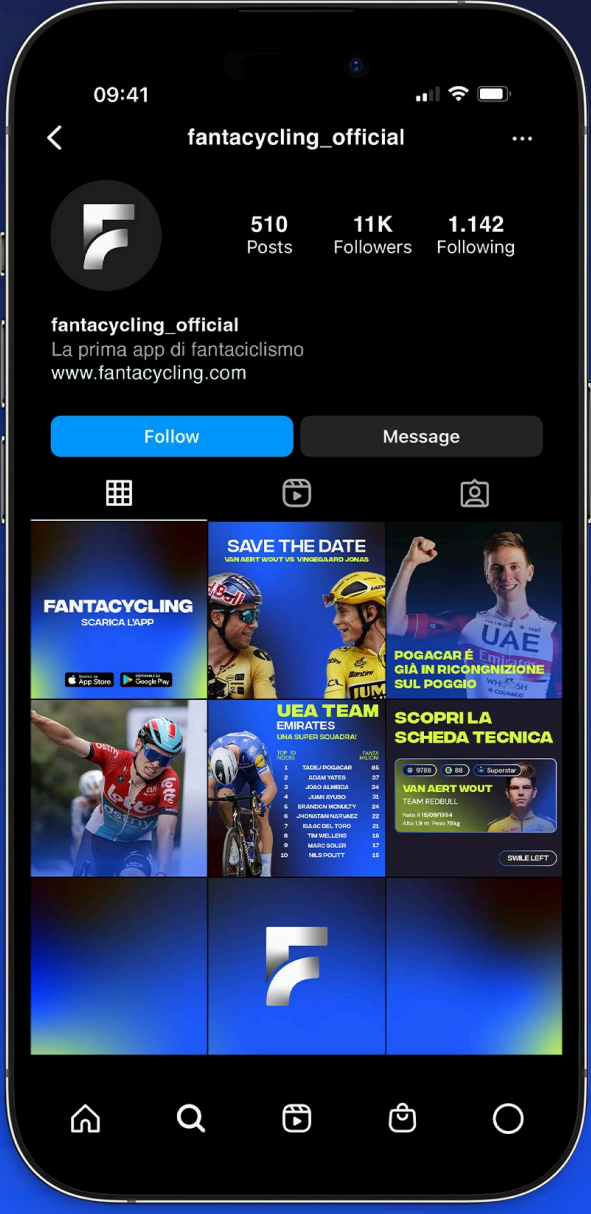


COPPE DEI CAMPIONATI



# BRAND IDENTITY APPLICATIONS

Here are some possible applications of Fantacycling's new brand identity.v



02

APP

# OUR PROPOSAL

Reimagining the Fantacycling app was a process aimed at transforming it into an experience that truly tells the story of cycling and its challenges.

The initial UI needed more dynamism, more clarity, more emotion.

We were inspired by the essence of the sport, that mix of adrenaline and passion that lives in every competition.

The goal was clear: to create a digital space where every user could feel at home, challenge themselves, and discover new emotions. We worked to simplify every step, making navigation smooth and intuitive.

The bright colors and movement-inspired design became the tools to make the app not just beautiful, but dynamic and engaging.

Today, the app is a new way to play and experience races and competitions in a fun way.

Fantacycling evolves while staying true to what makes it unique: the passion for cycling and the desire to share it.

# HOMEPAGE

For the new homepage, more emphasis has been placed on team-related information. The avatar has been replaced with a team shirt, which can still be customized by the user by clicking on the dedicated button.

The leaderboard and race cards have been renewed with more visible icons and vibrant colors to highlight the points earned and encourage interaction.

The "Club" and "Collection" buttons have remained in the same position but they have been customized with the app's new style.



We removed the advertising banner and replaced it with a dynamic card that provides updated information about the user's team once the race has started. If no races are active, the user can explore other competitions.

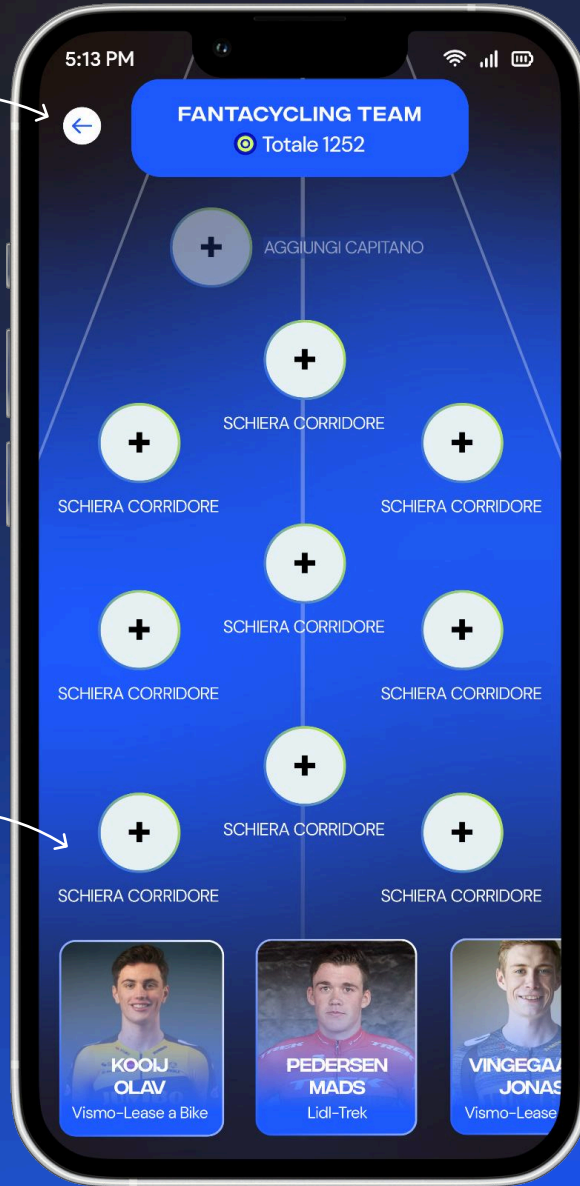
For the news, the display has been simplified, showing only the latest update with a "Go to news" button for quick access to the full section.

The navigation icons have been redesigned, with a focus maintained on the selected item through the blue color, ensuring the user is always aware of the page they are on. The profile was also inserted in place of the "Leaderboards" to make it easier for users to access their team.

# YOUR FANTACYCLING TEAM

The team name is kept at the top along with the total score. The arrow icon in the top left allows users to go back if they want to set up their team at a later time.

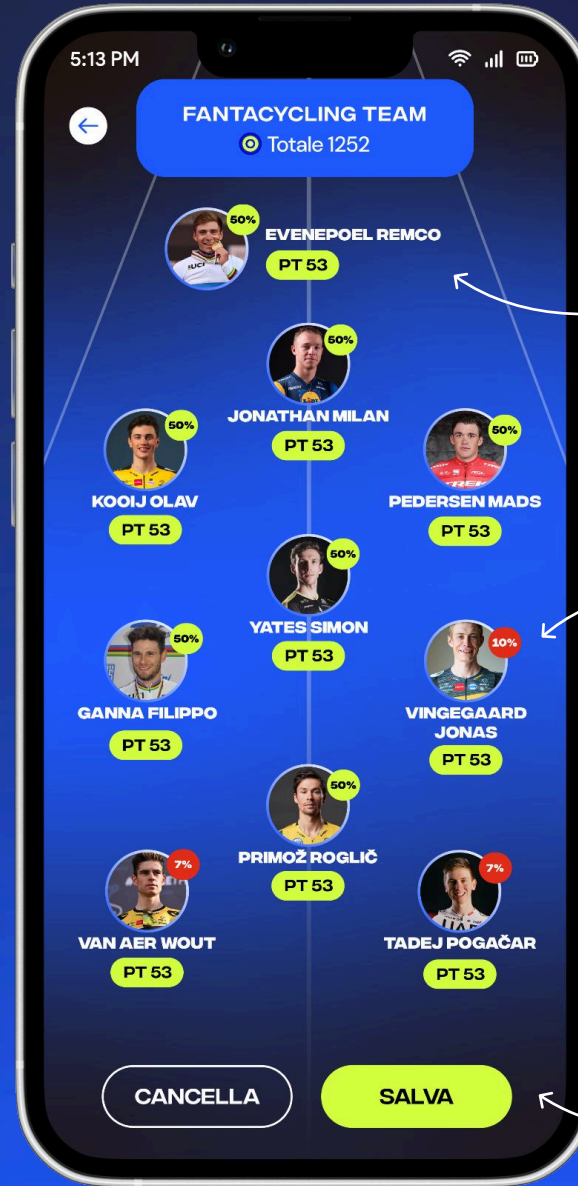
By clicking on the "Select Rider" button, a list of all cyclists will open for selection. The list has also been customized and adapted to the new brand identity to bring more dynamism to the interaction.



The captain will be displayed at the top, but the function remains the same: the captain can be selected once the entire team has been set up.

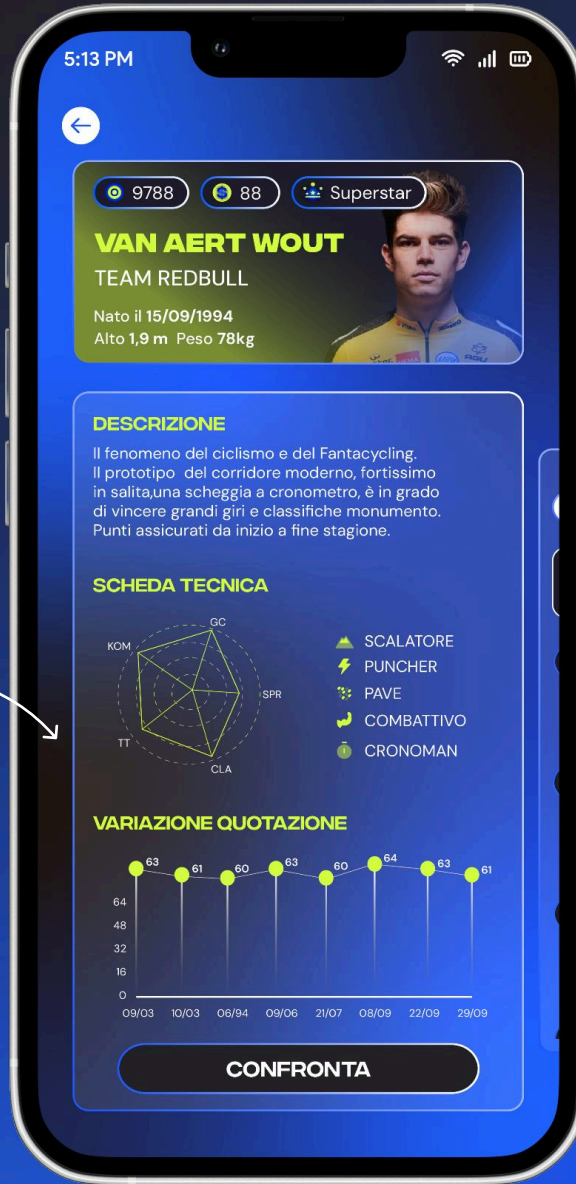
The avatars have been replaced with real photos of the riders to make the interaction even more engaging.

The "Save" and "Delete" buttons allow users to save the team they just created or delete it and start over.



# CYCLING TECHNICAL SPECIFICATION

The initial card has been kept with the division of information for name, team, birthdate, and height, but it has been customized with a gradient as the background color to give it more character and emphasize all the details. The score, wallet, and category information have been personalized with a badge and reference icon.



The information about the cyclist's description and skills, as well as the race details, have been split into two cards with horizontal scrolling to maintain a clear distinction and make reading easier.



In the race card, a filter has been introduced to easily select competitions by date, while the earned jerseys have been customized to highlight the achievements.

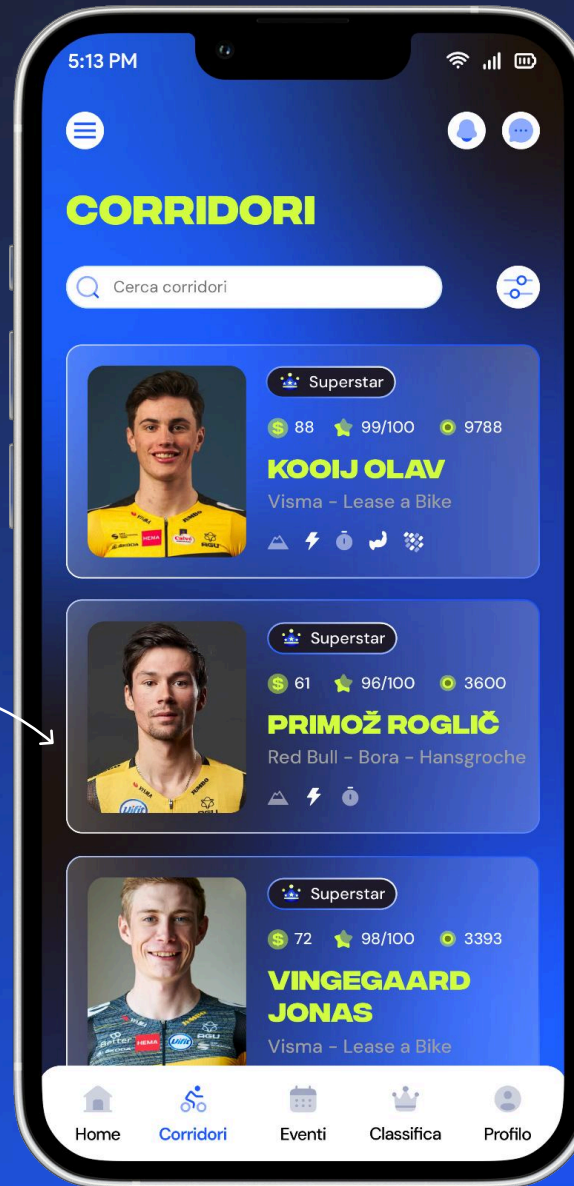
In this section, the vertical scroll remains, but the race titles and scores have been highlighted, and the earned jersey has been customized.



# LIST OF CYCLISTS

For the list of riders, the page title has been emphasized to give greater visibility to the section, making navigation easier and improving the overall experience.

The cards have been enlarged, and the avatar has been replaced with the real photo of the cyclist. The name is given more prominence, the badge has been customized with a new icon, and only the icons related to the relevant skills have been included.



The menu, notifications, and messages have been kept at the top to avoid having to return to the homepage every time to access other sections or read notifications and messages.

The search bar remains in the same position, but the "Filter" button has been replaced with an icon that opens a section to set personal preferences.

**THANK YOU!**