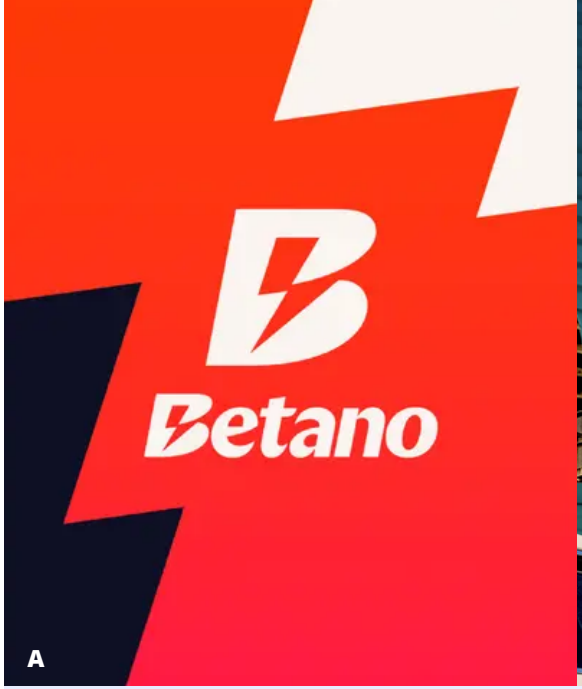
72646

Design direction

The goal is to establish a contemporary identity that reflects the brand's values and audience. The approach focuses on a integrated logo that works both as a complete mark and a compressed bold icon. A bright blue tone, paired with italic text and slanted phrases, introduces a sense of movement and energy while maintaining consistency to the overall look.

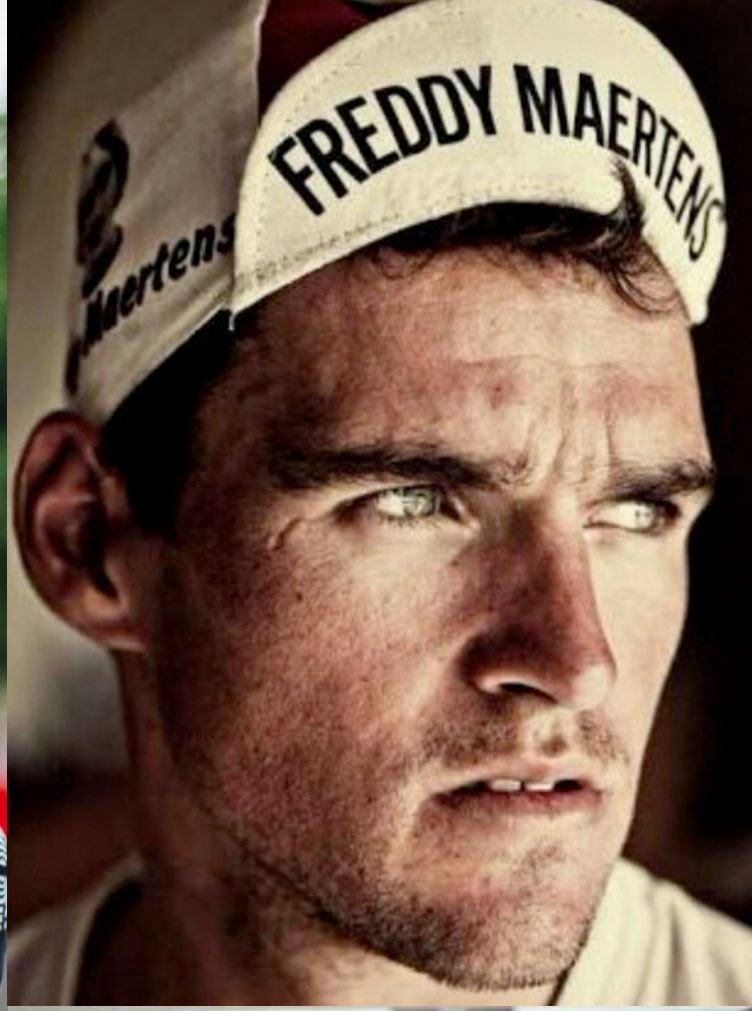


A: Betano - Nomad
B: Freshways - White bear studio

C: Yango maps - Design studio
D: Fox Sports - Thru

Concept

Fantacycling is a brand fueled by a positive obsession with cycling. The concept focuses on creating an iconic and recognisable design for the cycling community, capturing its distinctive spirit. The cyclist's cap is a timeless symbol of this sport and perfectly embodies this essence, working as a strong and meaningful sign for cycling enthusiasts.



Logo design

The "F" evolves into a distinctive icon that integrates the profile of the cyclist’s cap, adding dynamism and character to the design.

The italic typeface evokes motion and energy, reflecting the playful, and unapologetic nature of Fantacycling.

Belonging, community, and a lighthearted attitude: the logo encapsulates the core values of Fantacycling and its audience.

FANTACYCLING

FANTA
CYCLING

Colours

Blue continues to lead as the primary color, now refreshed with a brighter tone to align with the brand's digital-first identity.
Yellow is replaced by a spectrum of light blue shades, ensuring a clean and cohesive aesthetic while offering the versatility required for digital and physical applications.

HEX:**#011E46** R:**0** G:**30** B:**70** C:**100** M:**90** Y:**40** K:**40**	HEX:**#5B78A7** R:**91** G:**120** B:**167** C:**66** M:**44** Y:**13** K:**00**
HEX:**1E33C4** R:**30** G:**50** B:**196** C:**100** M:**80** Y:**00** K:**00**	HEX:**#D1D7EB** R:**209** G:**215** B:**235** C:**18** M:**12** Y:**02** K:**00**
HEX:**4B8CE6** R:**75** G:**140** B:**230** C:**75** M:**40** Y:**00** K:**00**	HEX:**#1434CB** R:**229** G:**235** B:**255** C:**10** M:**06** Y:**00** K:**00**
HEX:**#5ECCFF** R:**123** G:**200** B:**250** C:**55** M:**00** Y:**00** K:**00**	HEX:**#EFF5F5** R:**239** G:**245** B:**245** C:**07** M:**02** Y:**04** K:**00**

Tone of voice

Fantacycling speaks with confidence, echoing the excitement of fans cheering for their heroes along the roadside. All-caps typography and slanted phrases amplify this energy, reflecting a passionate and dynamic personality.

Degular italic uppercase

FOR KEY MESSAGES THAT DEMAND ATTENTION

Degular italic

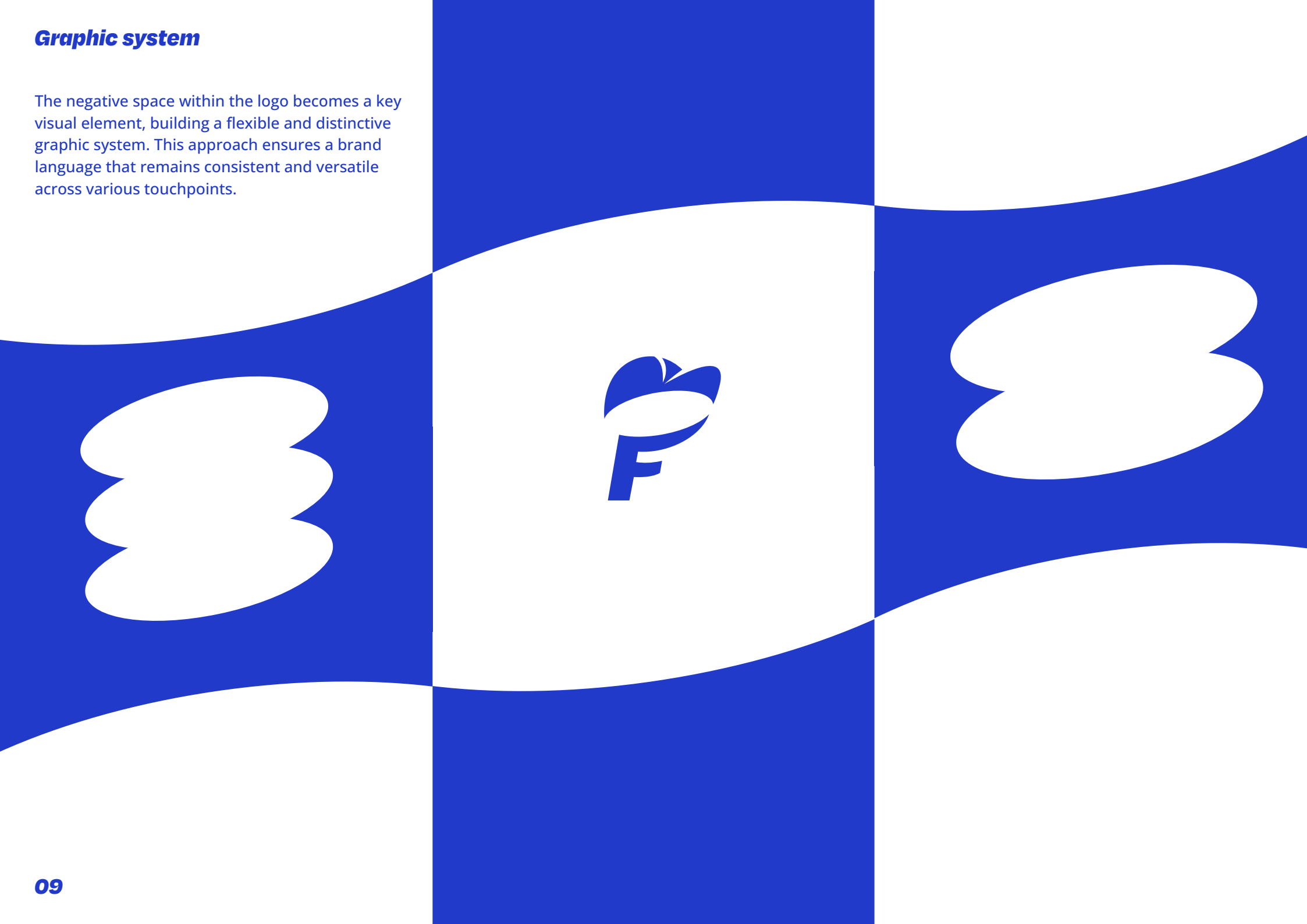
For headlines and standout sentences

Open Sans

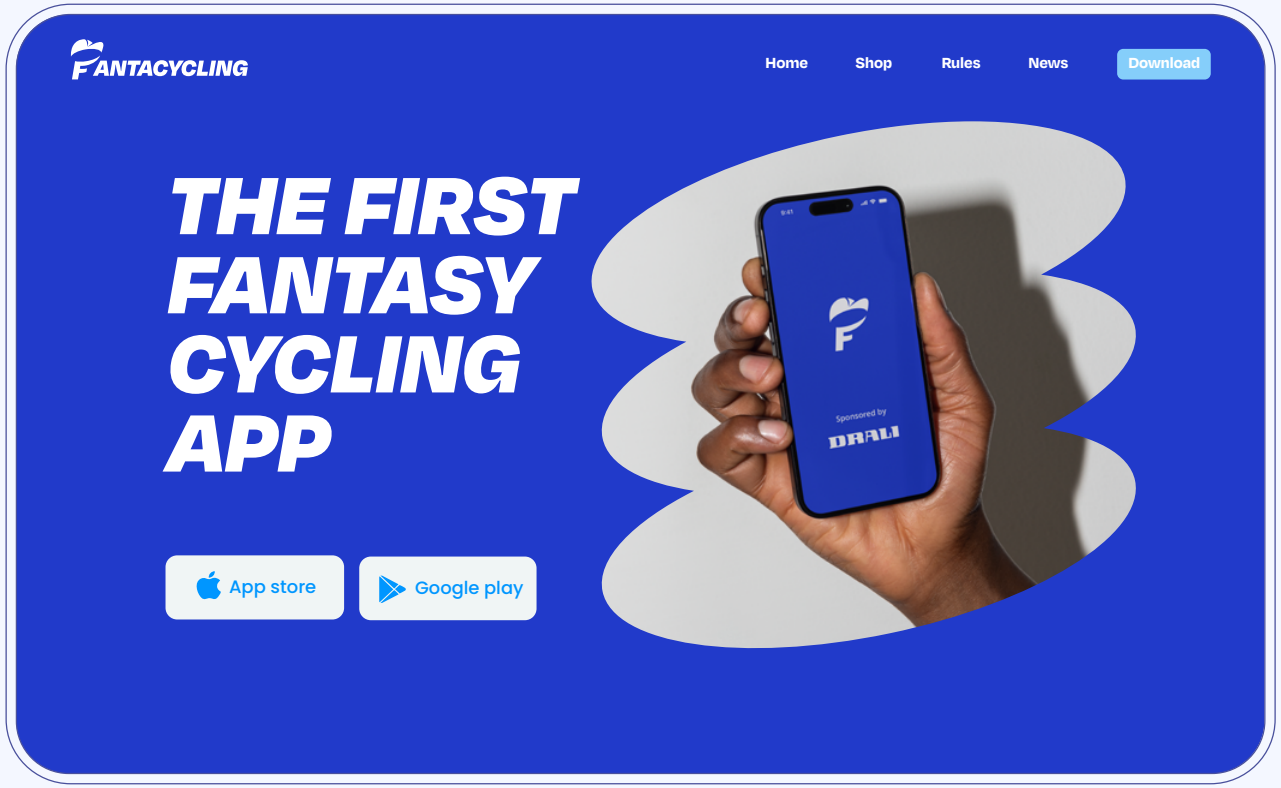
For longer text, like: A simple, fun, and intuitive app. Build your team for the Championship or challenge your friends in a league!

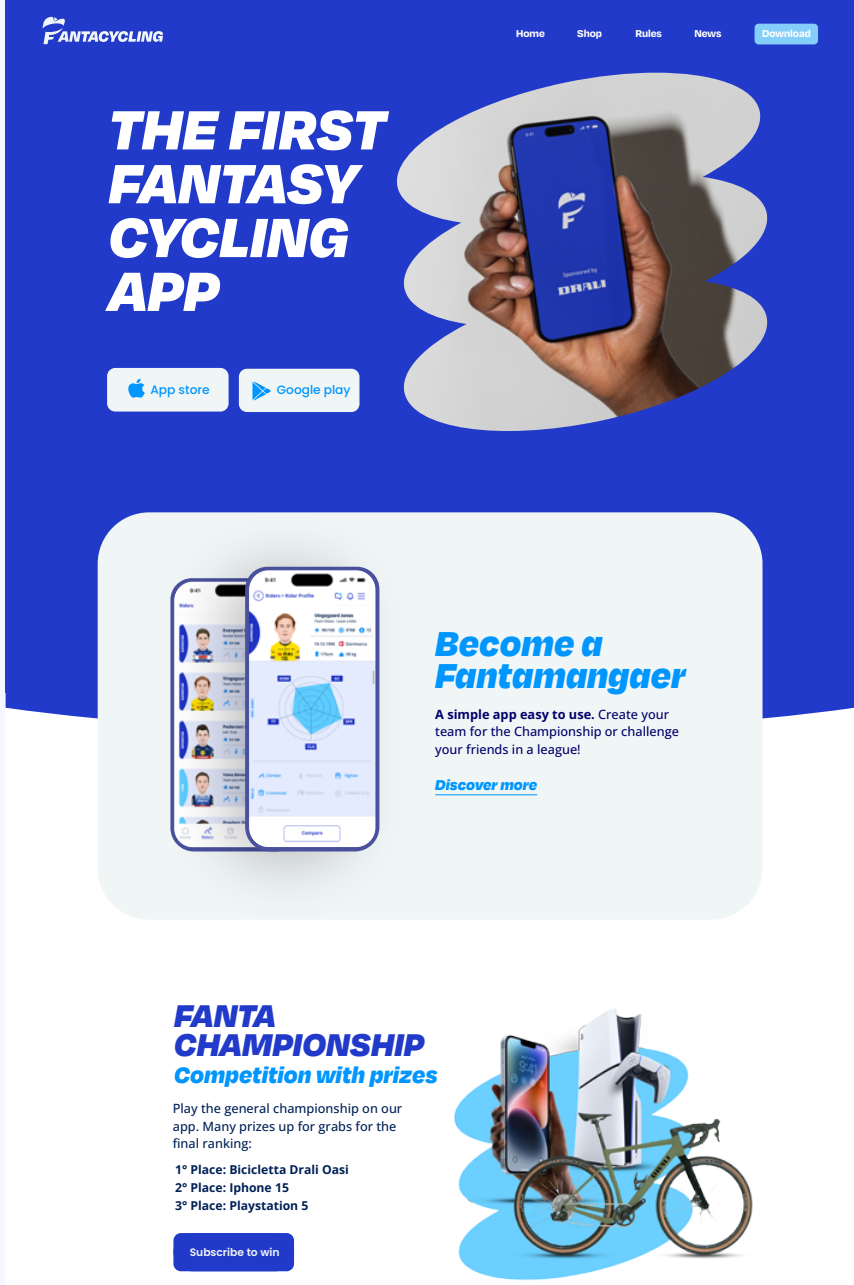
Graphic system

The negative space within the logo becomes a key visual element, building a flexible and distinctive graphic system. This approach ensures a brand language that remains consistent and versatile across various touchpoints.

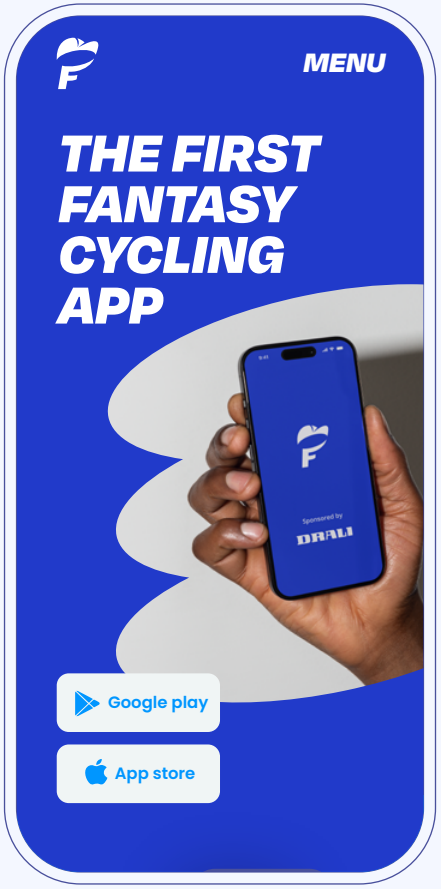


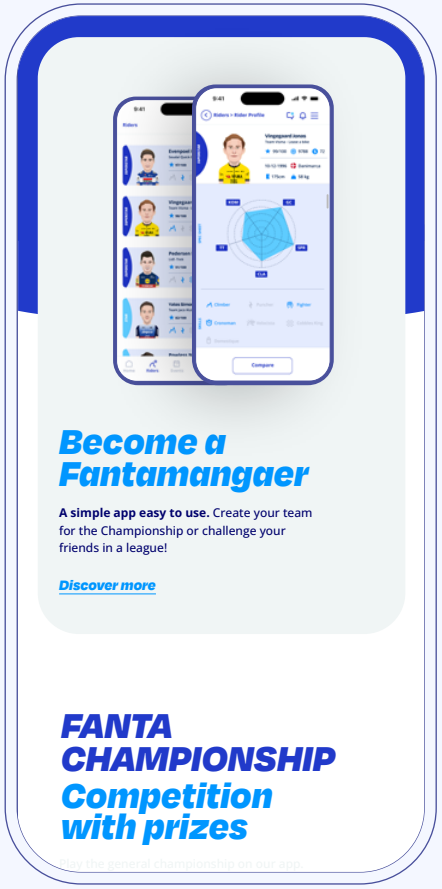
Landing page



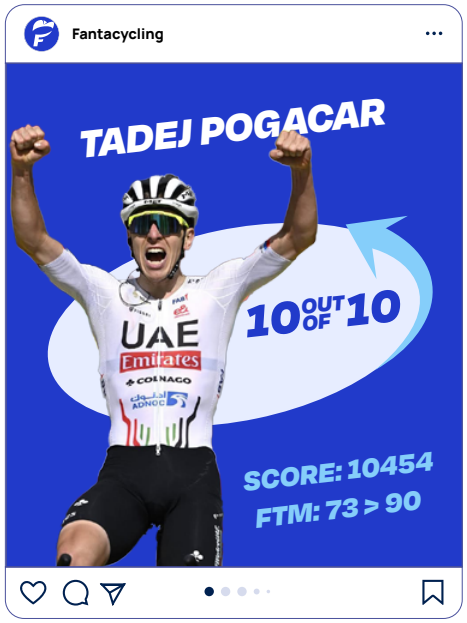


Landing page





Social media



FANTACYCLING
ANDREA ROSSI
MARKETING MANAGER
3473099641
a.rossi@fanta-cycling.com
fanta-cycling.com

FANTACYCLING
THE FIRST FANTASY CYCLING APP

Branded materials

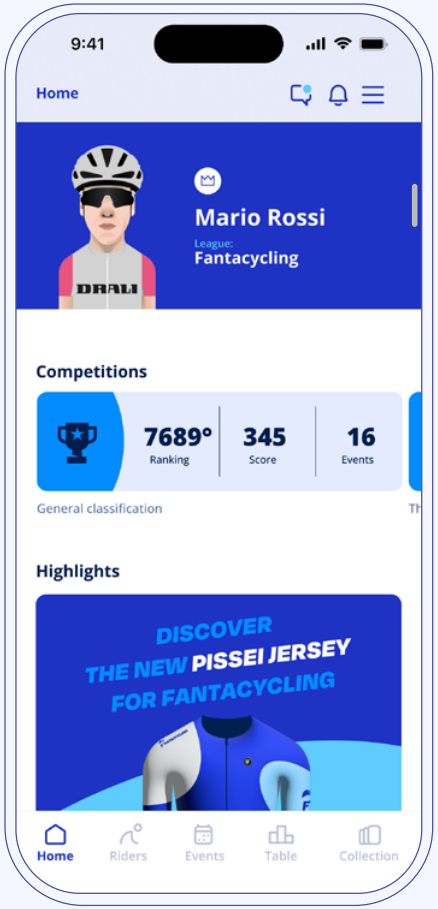
FANTACYCLING

FANTACYCLING
THE FIRST FANTASY CYCLING APP

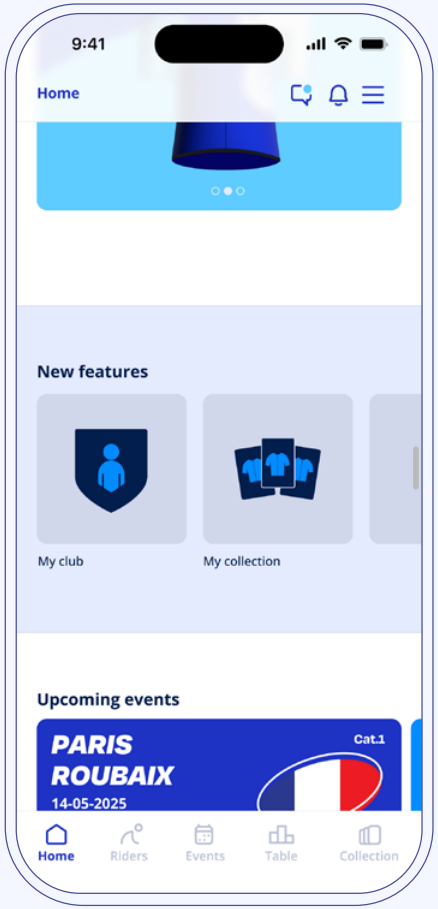
FANTACYCLING

FANTACYCLING
THE FIRST FANTASY CYCLING APP
FANTACYCLING

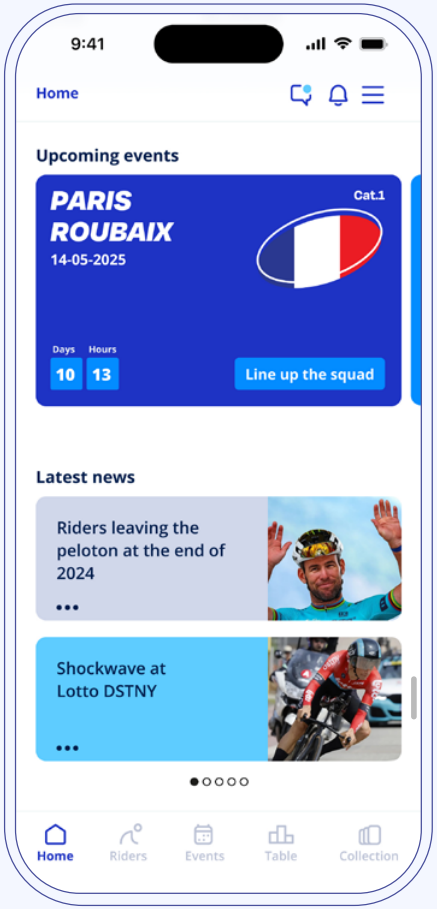
Loading



Home 1/3

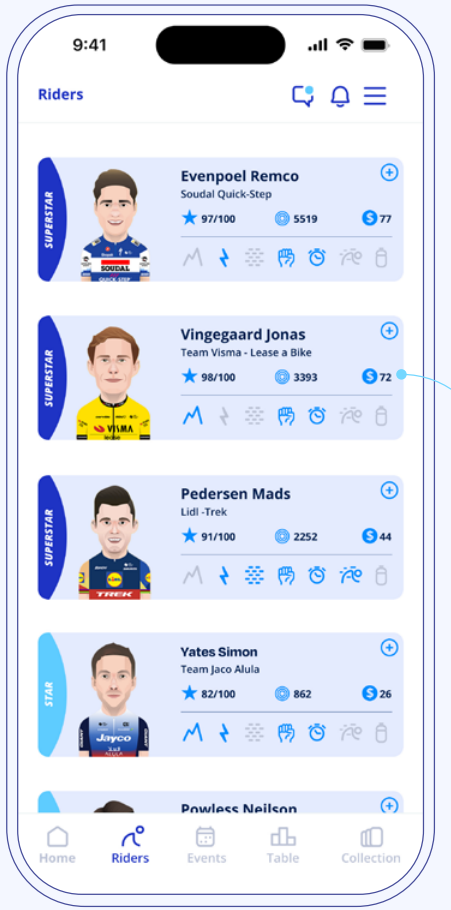


Home 2/3

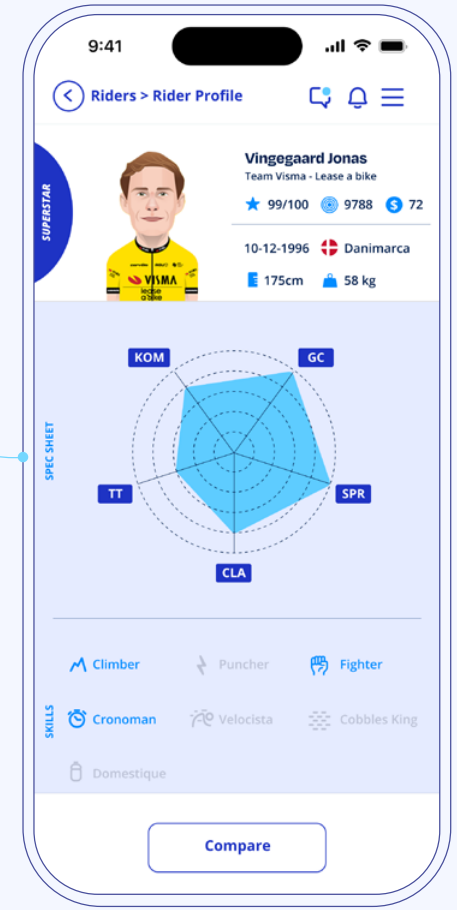


Home 3/3

App review

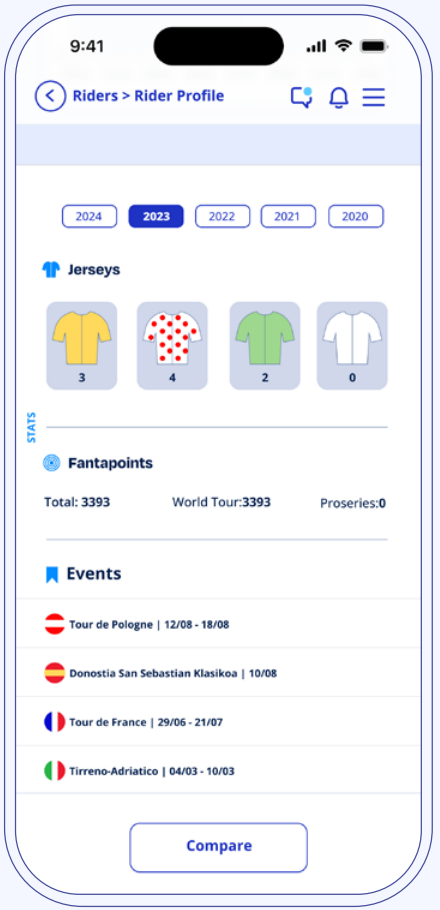


Riders

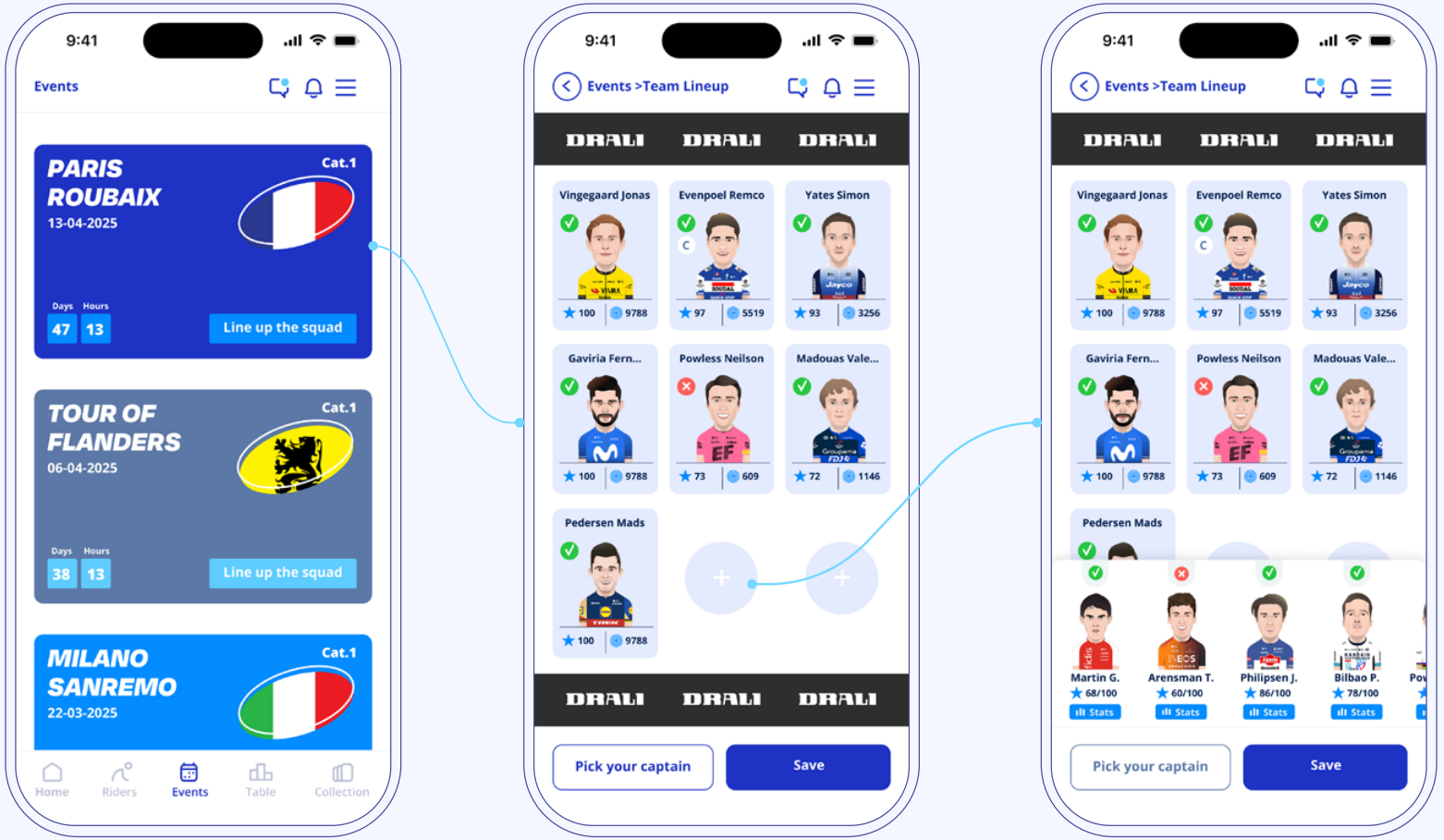


Rider profile 1/3

Rider profile 2/3



Rider profile 3/3

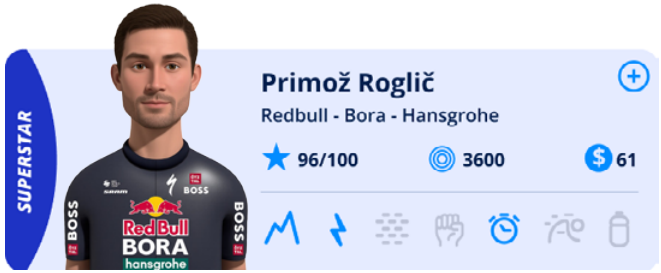
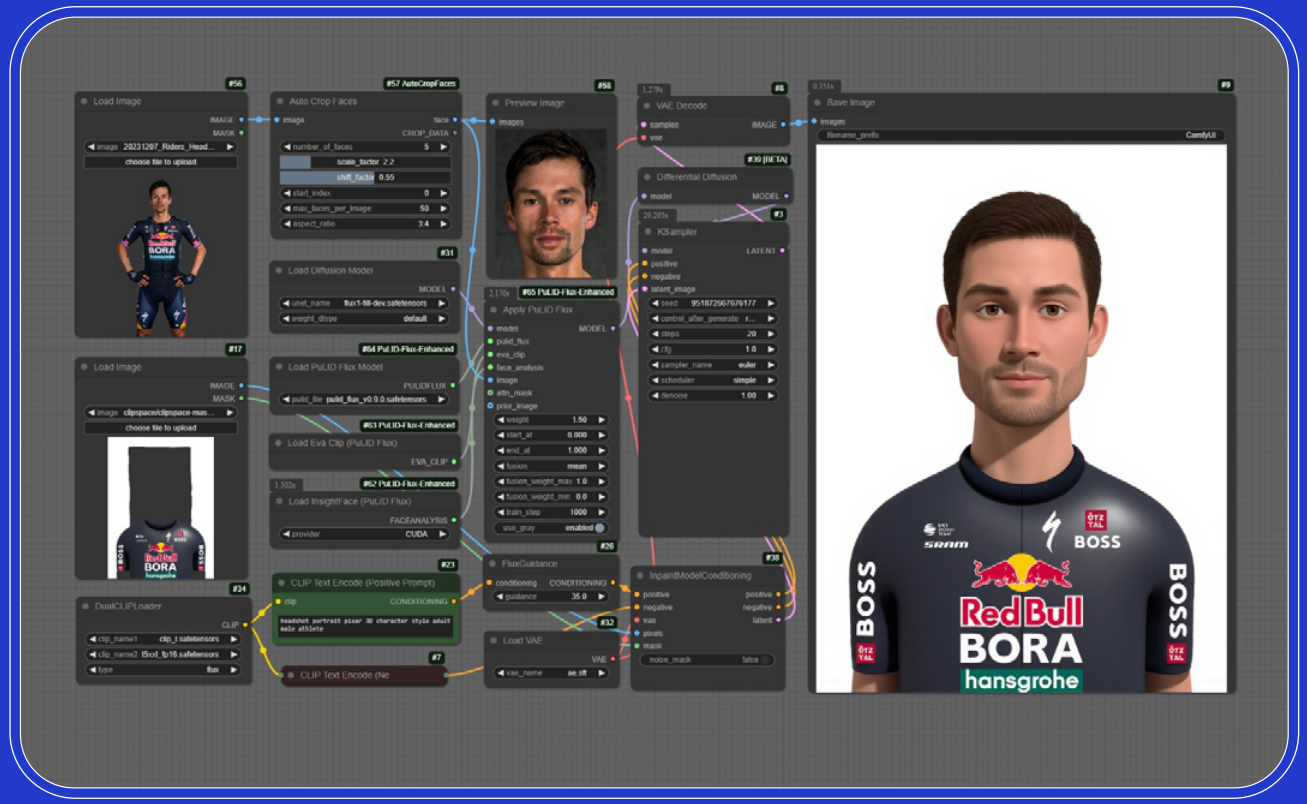


Eventi

Team lineup 1/2

Team lineup 2/2

New characters

Eventually, how about evolving the characters into a 3D style to create an even more immersive experience? By leveraging AI tools like ComfyUI, the workflow can be simplified to automate the creation process, starting from a rider's photo and transforming it into a fresh visual language.

Here's an example!