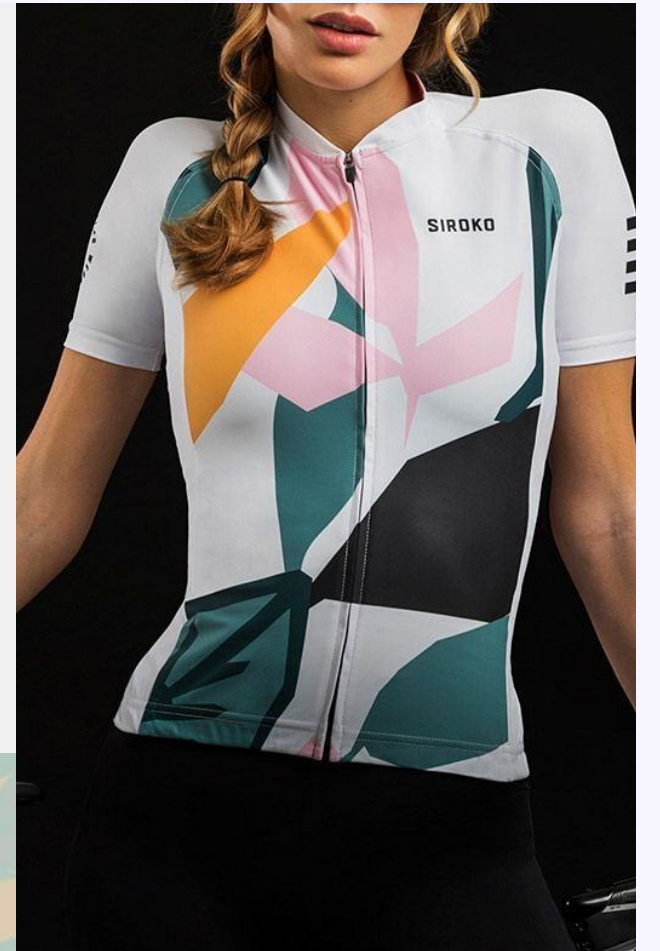


A stylized, light blue graphic of a cyclist is positioned in the background, centered vertically and horizontally. The cyclist is depicted in a dynamic, forward-leaning posture, with arms extended and legs in a pedaling motion. The graphic is composed of thick, rounded lines, giving it a modern and abstract appearance. The background is a solid, dark blue color.

FantaCycling

Inspiration

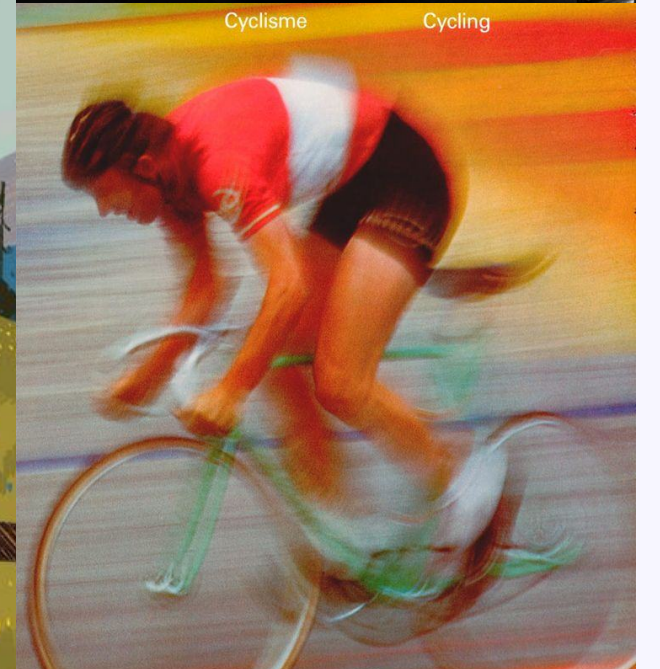


05.18 WED - 06.17 FRI

서울 모델리스트 콘테스트
seoulmodelistcontest.kr

SEOUL MODELIST CONTEST 2016

주최/후원	주최/후원	주최/후원
주최: 서울디자인재단, 서울디자인재단 후원회	주최: 서울디자인재단, 서울디자인재단 후원회	주최: 서울디자인재단, 서울디자인재단 후원회
후원: 서울디자인재단, 서울디자인재단 후원회	후원: 서울디자인재단, 서울디자인재단 후원회	후원: 서울디자인재단, 서울디자인재단 후원회
주최: 서울디자인재단, 서울디자인재단 후원회	주최: 서울디자인재단, 서울디자인재단 후원회	주최: 서울디자인재단, 서울디자인재단 후원회



Concept

The new concept's primary objective is to highlight FantaCycling's potential to link not only the most ardent fans, but also a more **amateur and younger audience**.

The previous logo, which was static in nature, has now been turned into a more **dynamic composition**. Factors such as **movement and speed** have been taken into consideration in this redesign.

The **iconic F** maintains its central role, but is effectively integrated into the **figure of a cyclist**, combining typography and illustration in a perspective view.

The sign has been arranged into different logotypes that, based on the need, can involve the whole design or just the F.



Positive



Negative





FantaCycling



FantaCycling



FantaCycling



FantaCycling



FantaCycling



FantaCycling

Sagace

REGULAR

for text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

?!.,/£\$&%#*()'"

MEDIUM

for logotype, app and labels

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

?!.,/£\$&%#*()'"

BOLD

for titles and highlights

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

?!.,/£\$&%#*()'"

Letter y's tail has been rounded in order to achieve a smoother look for the **logotype**:

y → y

Pantani colors

The main colors remain blue and yellow, but the palette has been brightened and extended by adding red, azure and a bluish grey.

RGB: #F9C021
CMYK: #F9C022

Tour de France

RGB: #0E1877
CMYK: #182C6E

Volata

RGB: #5A5ADB
CMYK: #5967AE

Costa Azzurra

RGB: #CE2700
CMYK: #D52514

Flamme rouge

RGB: #E4E2F2
CMYK: #E4E0F0

Sottovento

Logotype rules

In order to avoid low contrast, the logo should be used only in the two main colors (Tour the France & Volata) and in the lightest color (Sottovento).



FantaCycling



FantaCycling



FantaCycling



FantaCycling



FantaCycling



FantaCycling

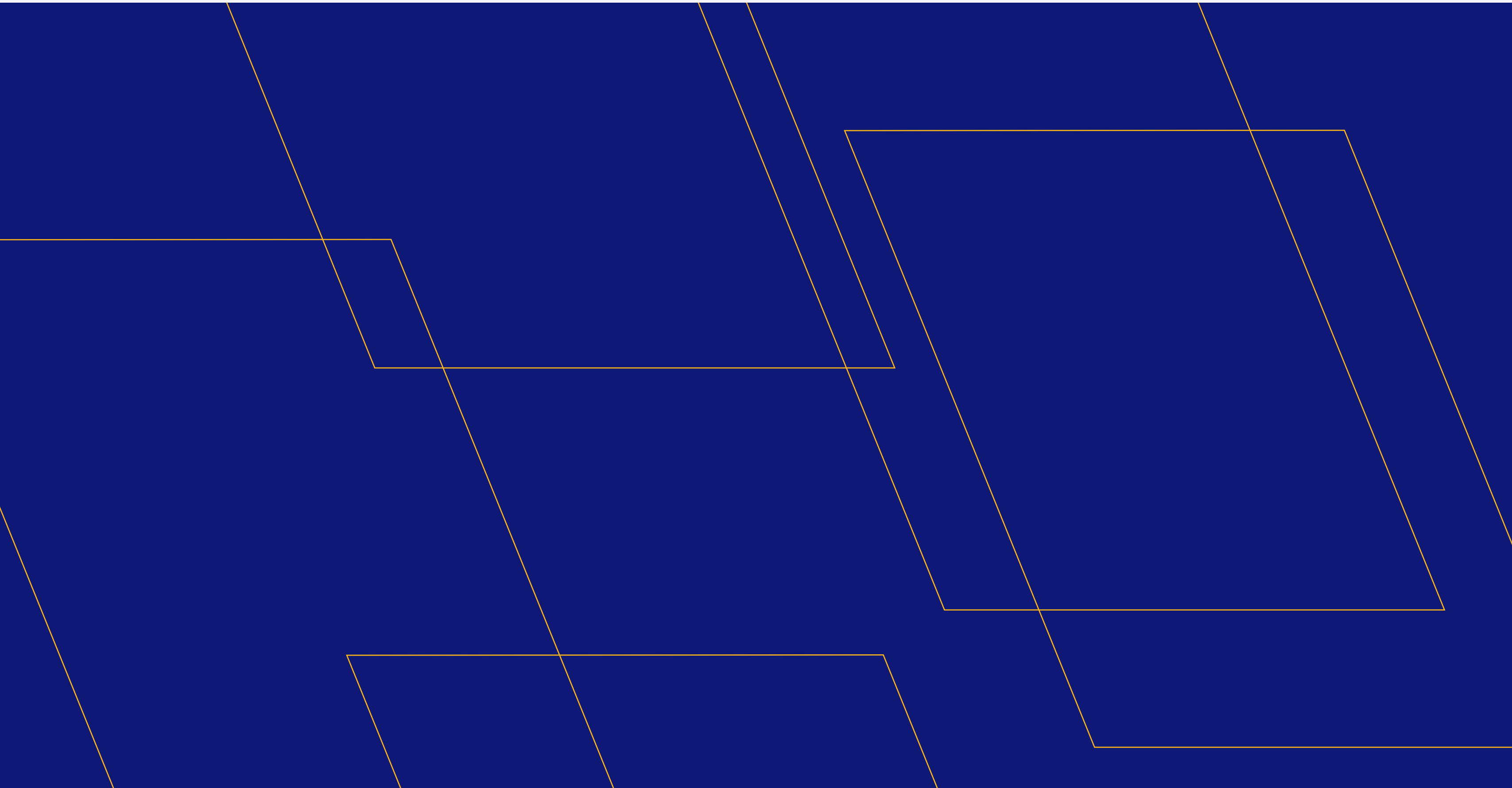
Illustrations

The palette comes to life in many vector illustrations, that enrich the identity with a colorful and fresh look.



Pattern

The yellow geometric pattern is used to both highlight and contrast the soft style of the illustrations, finally setting a dynamic equilibrium.



Business Cards



Poster



Diventa un Fantamanager

Sfida i tuoi amici, crea la tua squadra di campioni e scala la classifica del FantaCycling!

Scarica l'app e partecipa alla gara.

Disponibile su:

▶ GOOGLE STORE

🍏 APPLE STORE

 FantaCycling



Diventa un Fantamanager

Sfida i tuoi amici, crea la tua squadra di campioni e scala la classifica del FantaCycling!

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 FantaCycling



Advertising Banner



Fantacyclist kit

Dedicated riders can find everything they need in one stylish, comfortable kit.



Fantamanager kit

As not everyone is born to race, here's a special kit for the most analytic Fantamanagers, too.



FantaCycling jersey

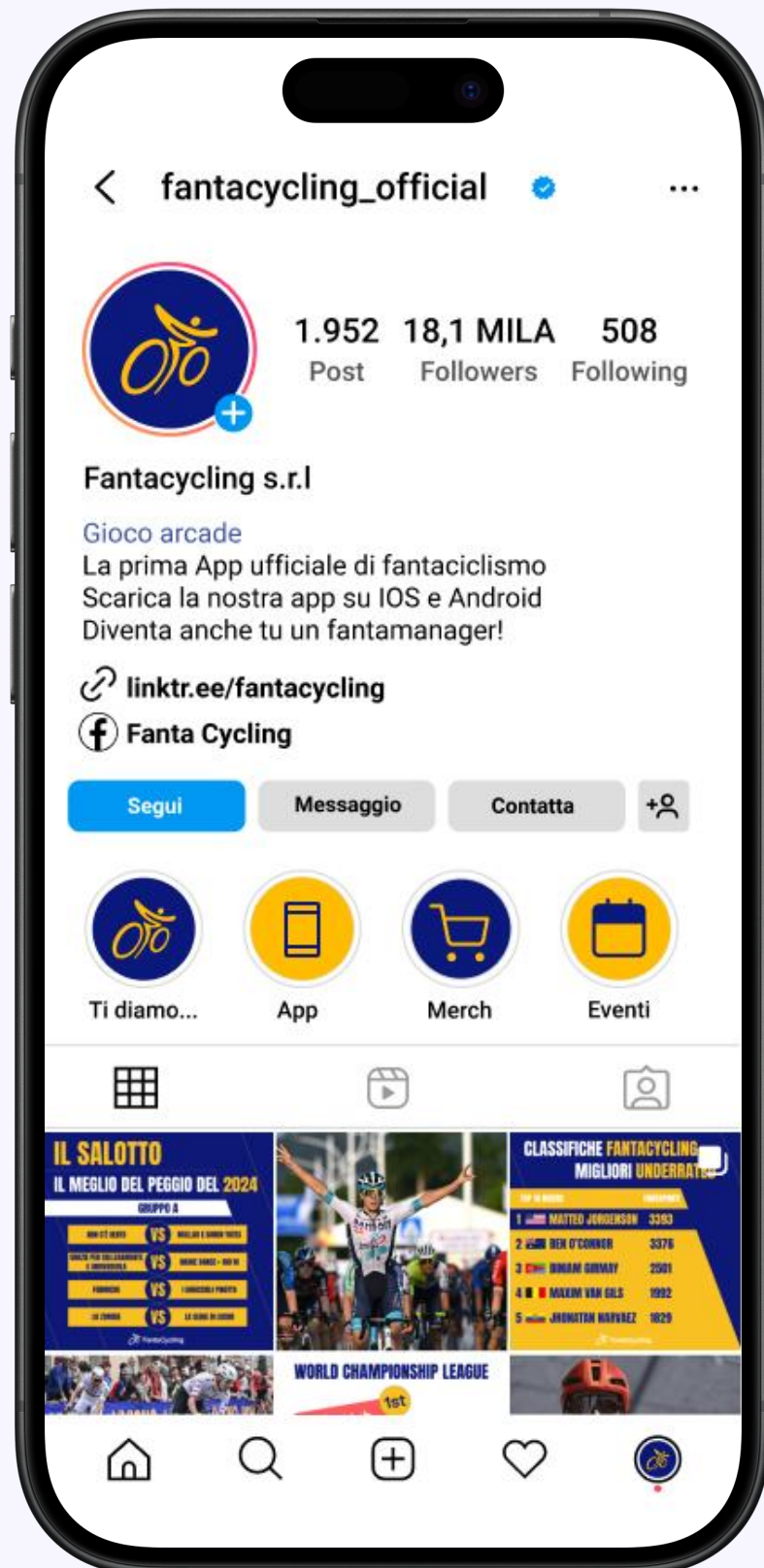


Front



Back

Instagram



Posts with graphic elements (single)

IL SALOTTO

IL MEGLIO DEL PEGGIO DEL 2024

GRUPPO A

NON C'È VENTO	VS	MULLAH E SIMON YATES
GRAZIE PER COLLEGAMENTO E ARRIVEDERLA	VS	BRAKE DANCE > 100 M
FORMICHE	VS	I GHIACCIOLI PINOTTO
LO ZOMBIE	VS	LA SEDIA DI LUCON

FantaCycling

WORLD CHAMPIONSHIP LEAGUE

1st	airbnb	GIFT CARD 300€
2nd	FantaCycling	GIFT CARD 50€
3rd	FantaCycling	GIFT CARD 25€
4th	FantaCycling	GIFT CARD 10€

FantaCycling

Photographic posts



Posts with graphic elements (carousel)

CLASSIFICHE FANTACYCLING MIGLIORI UNDERRATED

TOP 10 RIDERS	FANTAPUNTI
1 🇺🇸 MATTEO JORGENSEN	3393
2 🇦🇺 BEN O'CONNOR	3376
3 🇧🇪 BINIAM GIRMAY	2501
4 🇳🇱 MAXIM VAN GILS	1992
5 🇪🇰 JHONATAN NARVAEZ	1829

FantaCycling

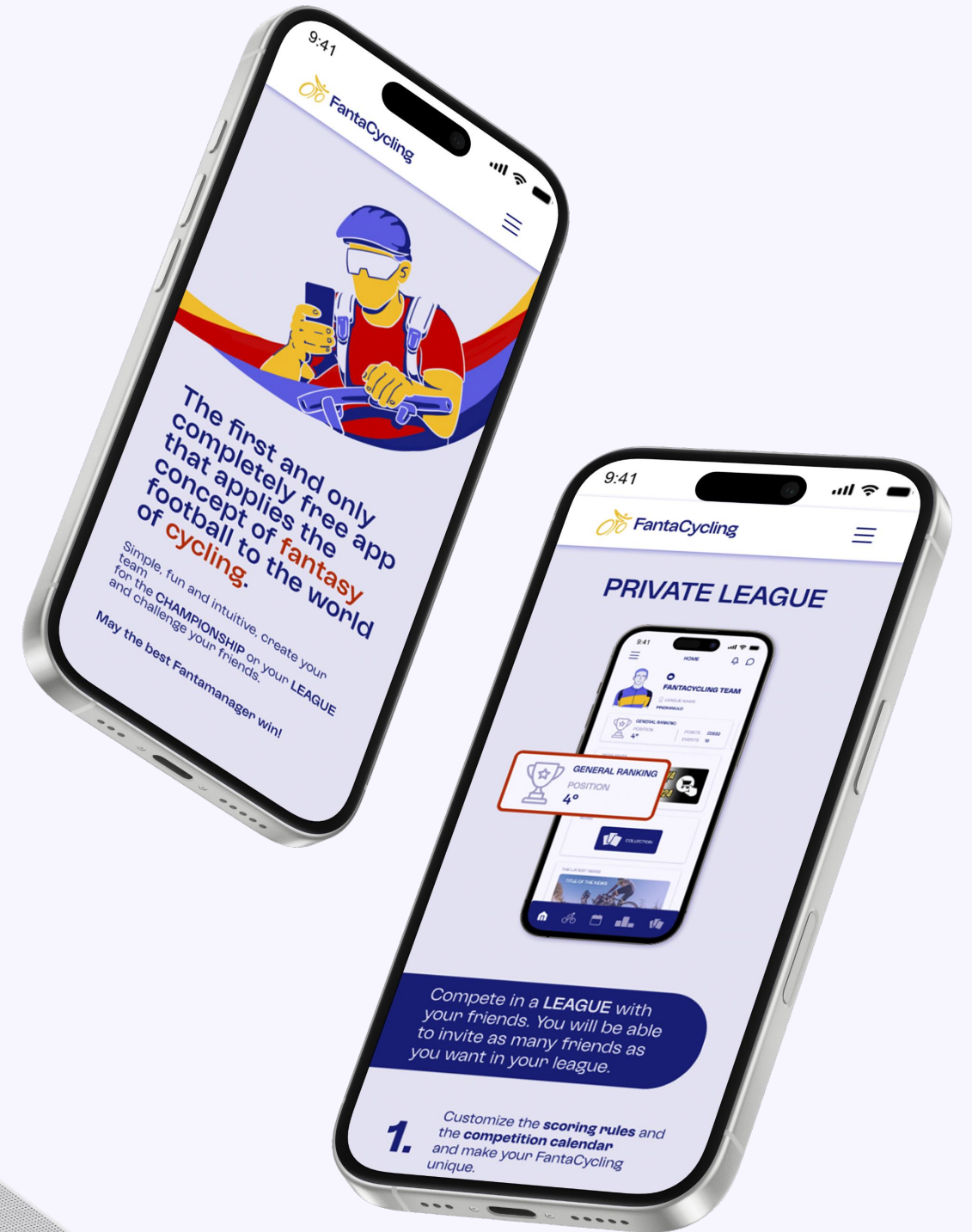
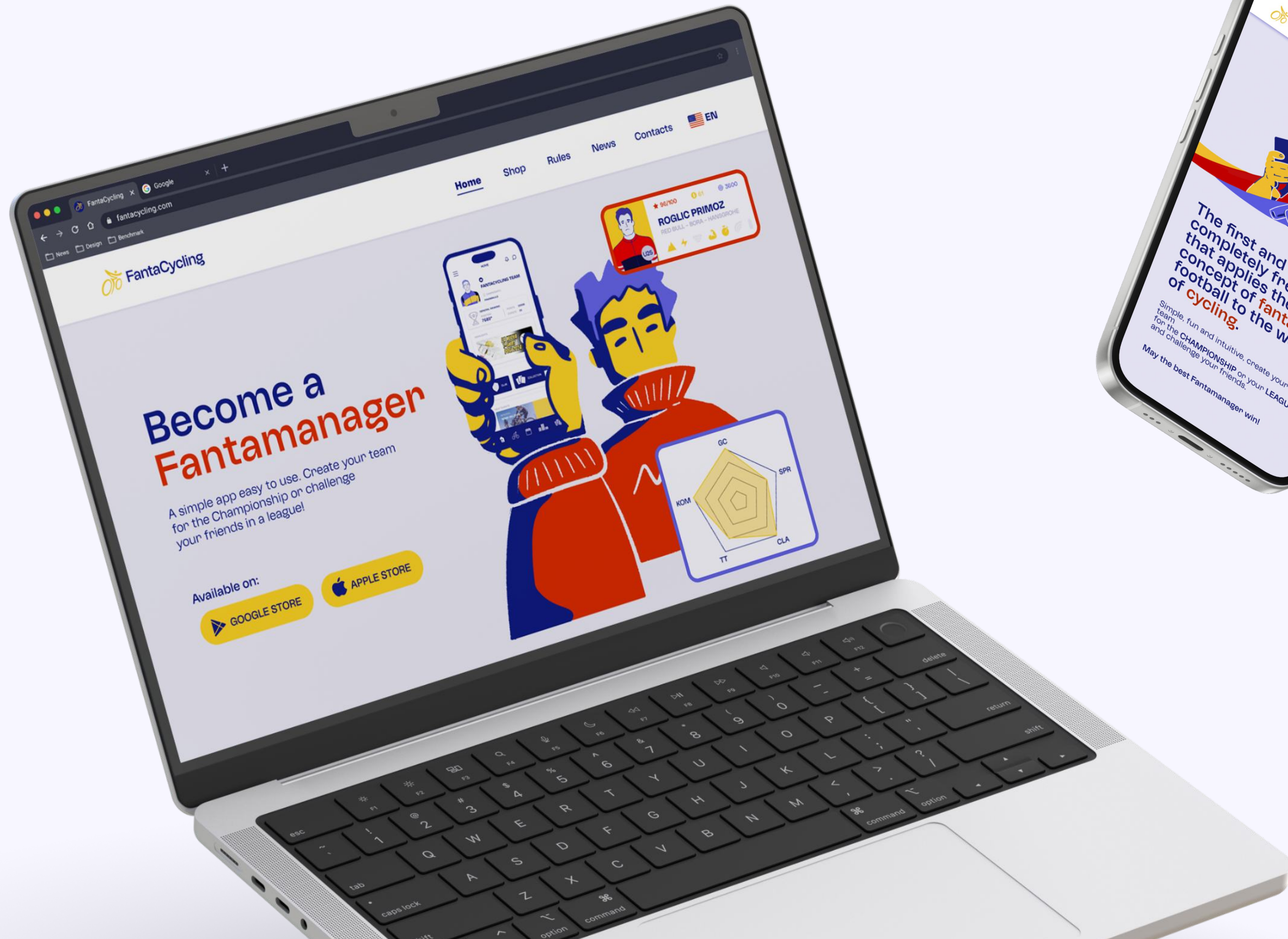
TOP 10 RIDERS	FANTAPUNTI
6 🇩🇪 TOMS SKUJINS	1825
7 🇨🇭 MARC HIRSCHI	1817
8 🇳🇱 L.VAN EETVELT	1679
9 🇮🇹 ANTONIO TIBERI	1589
10 🇮🇹 ISAAC DEL TORO	1586

FantaCycling

Profile Icon

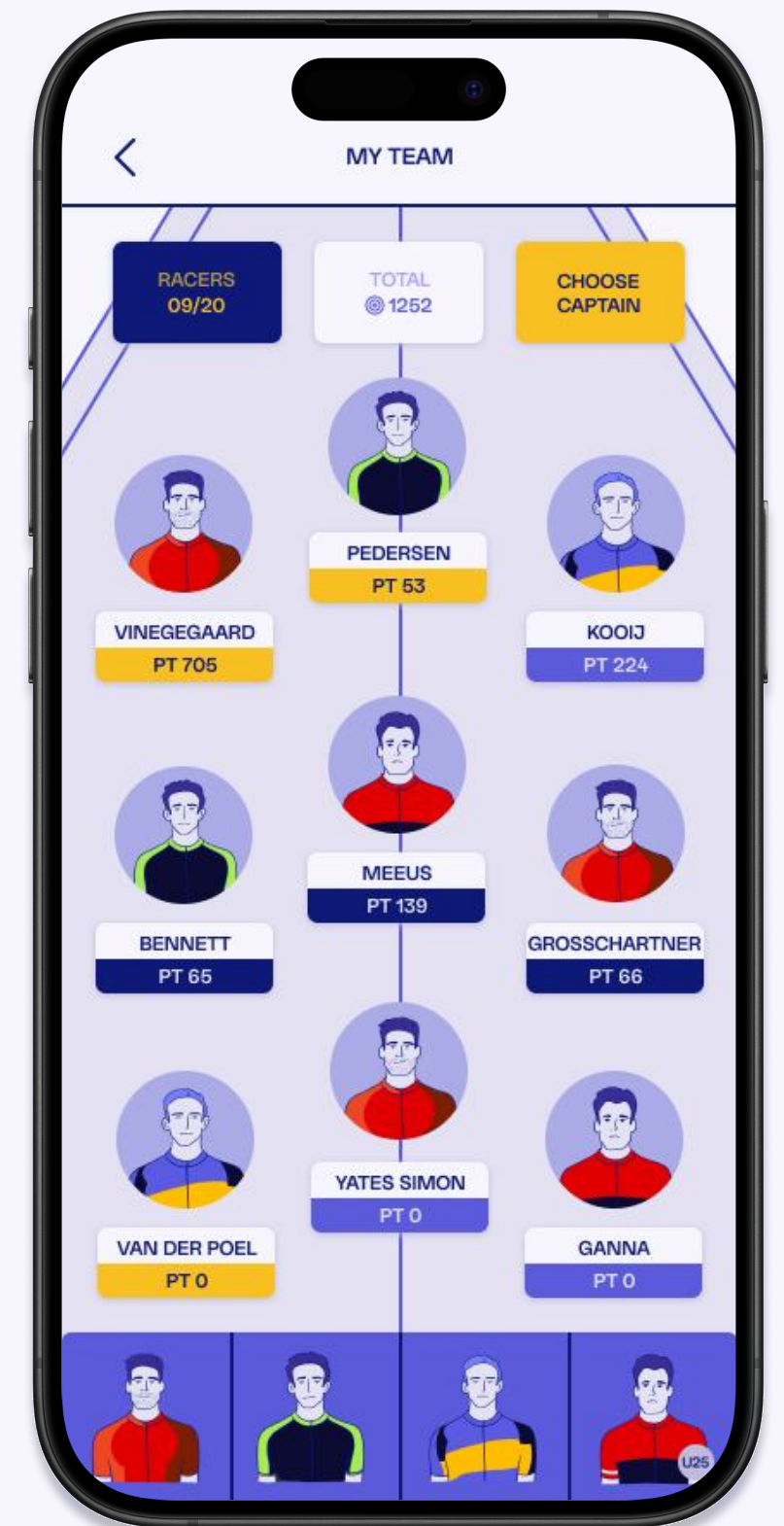
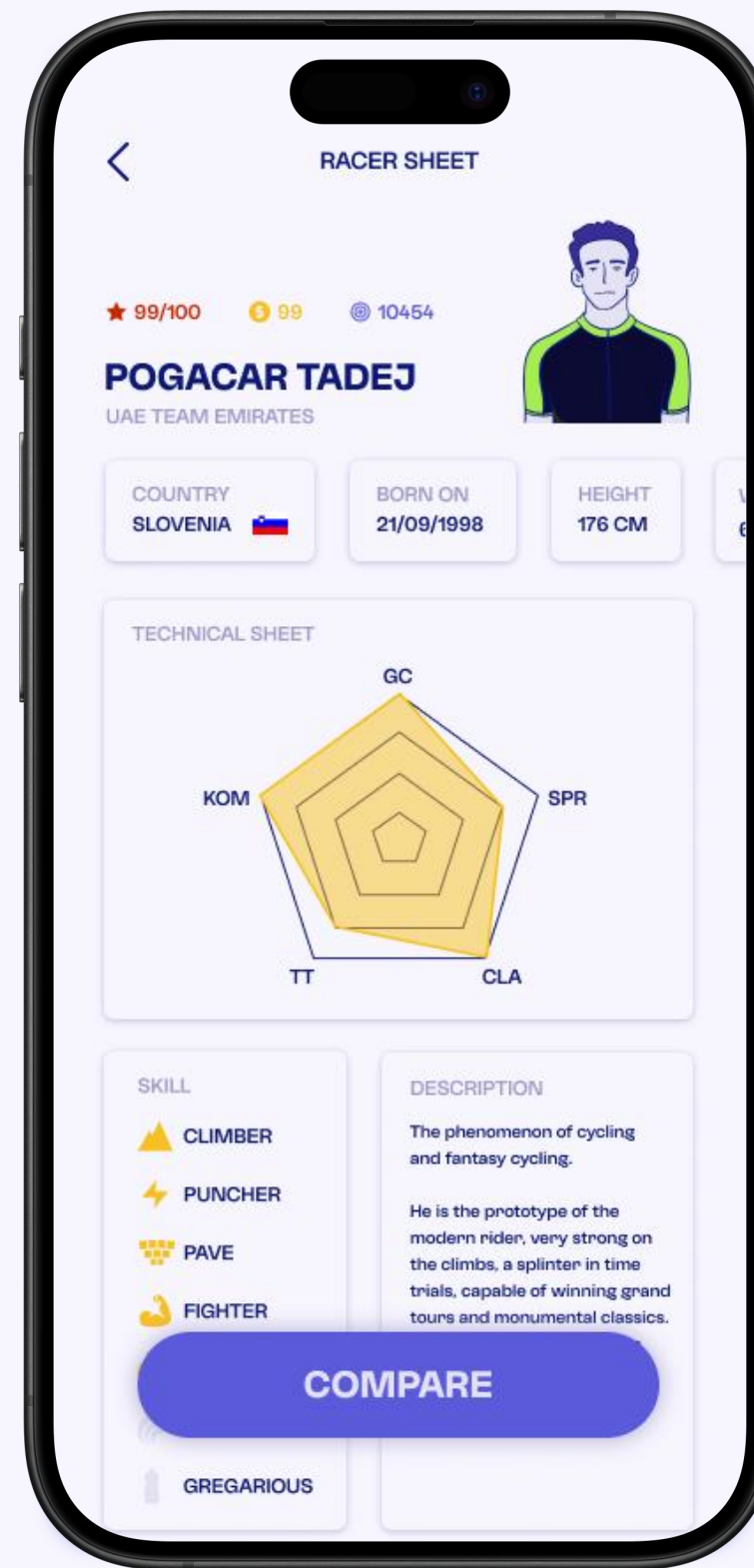
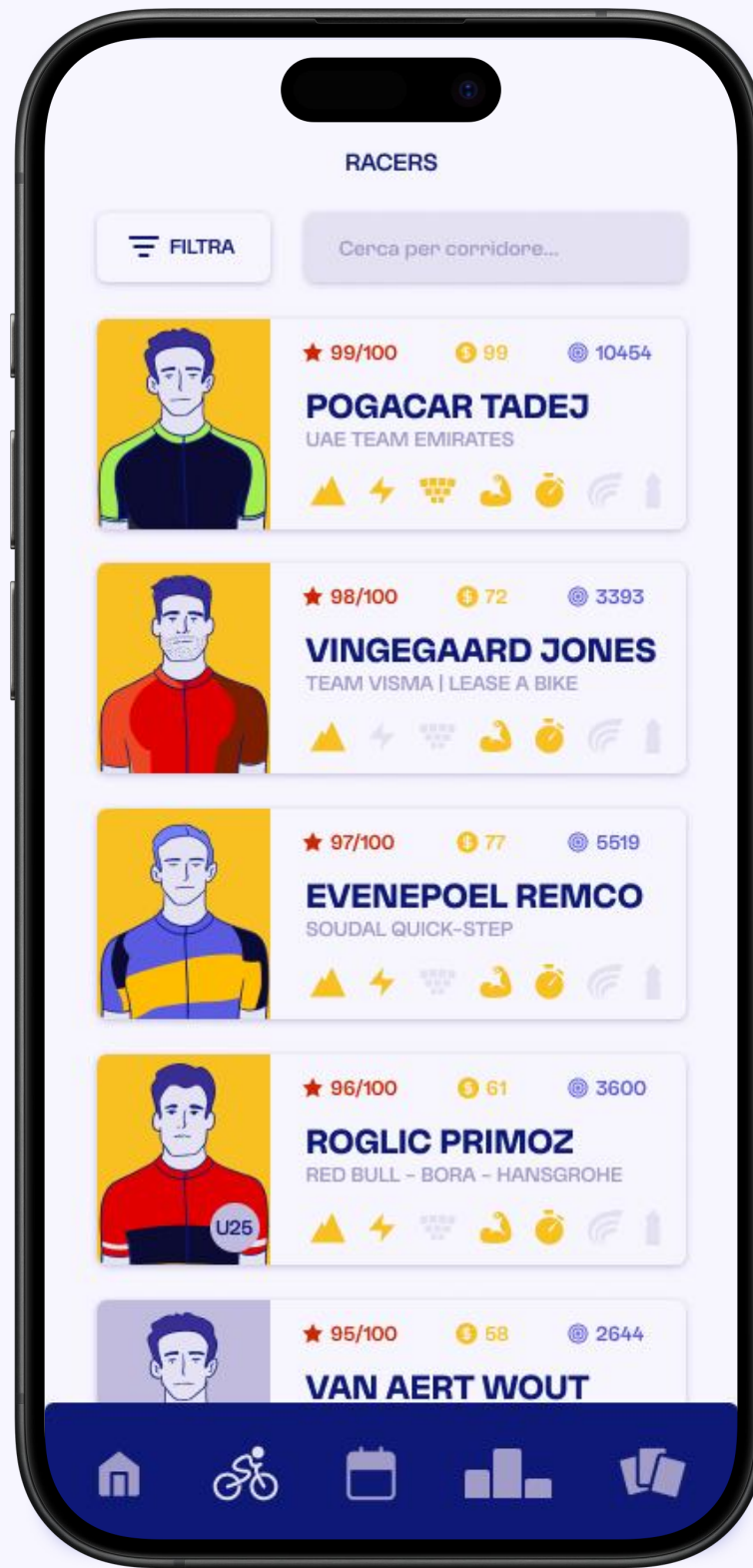
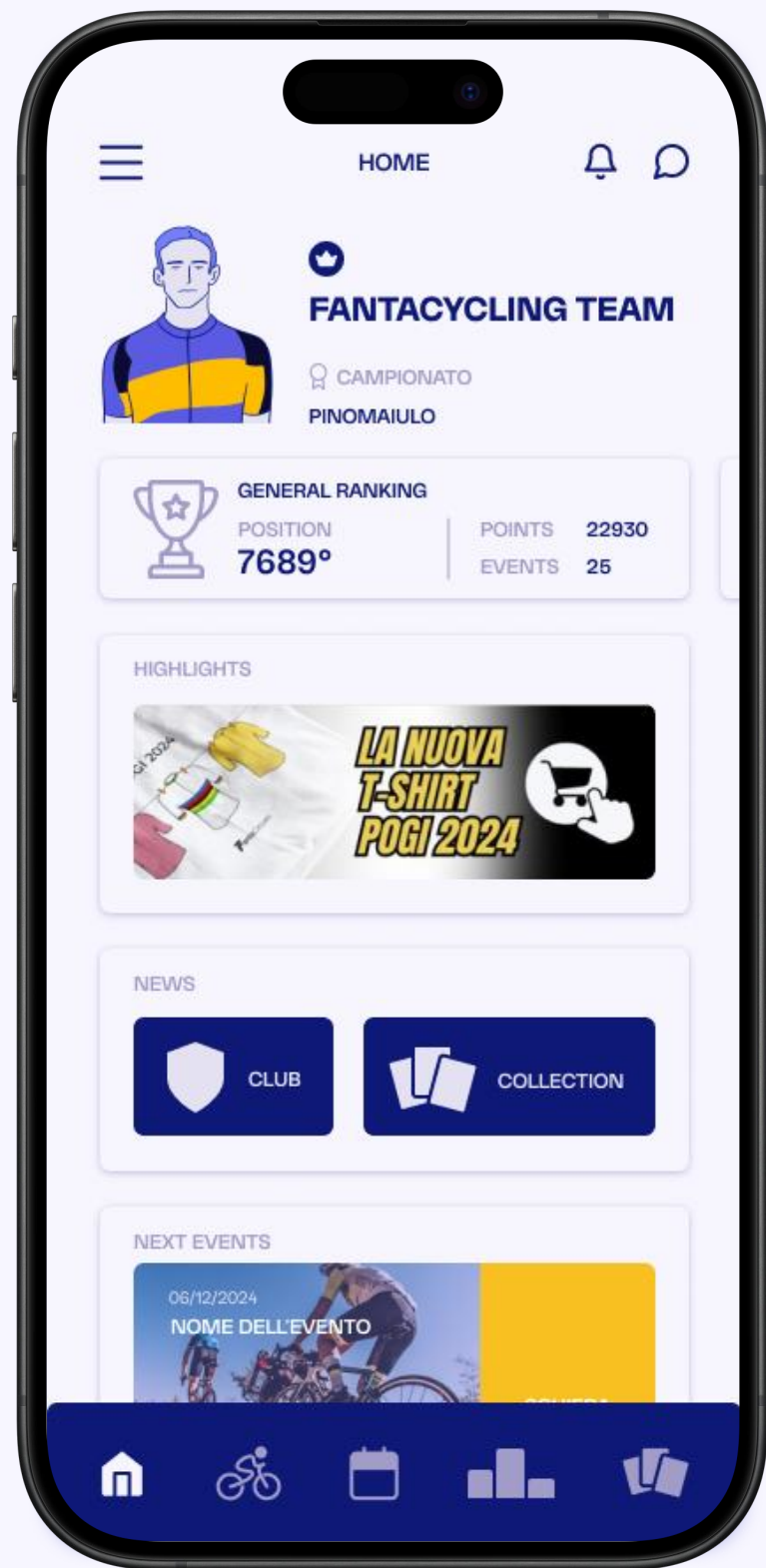


Landing Page



App

App Icon



Mockup

Adobe
Behance
Envato
Freepik
iMockups
Is.graphics

Font

Sagace: alex-creq.com



crediti