



 Fanta
Cycling

verma

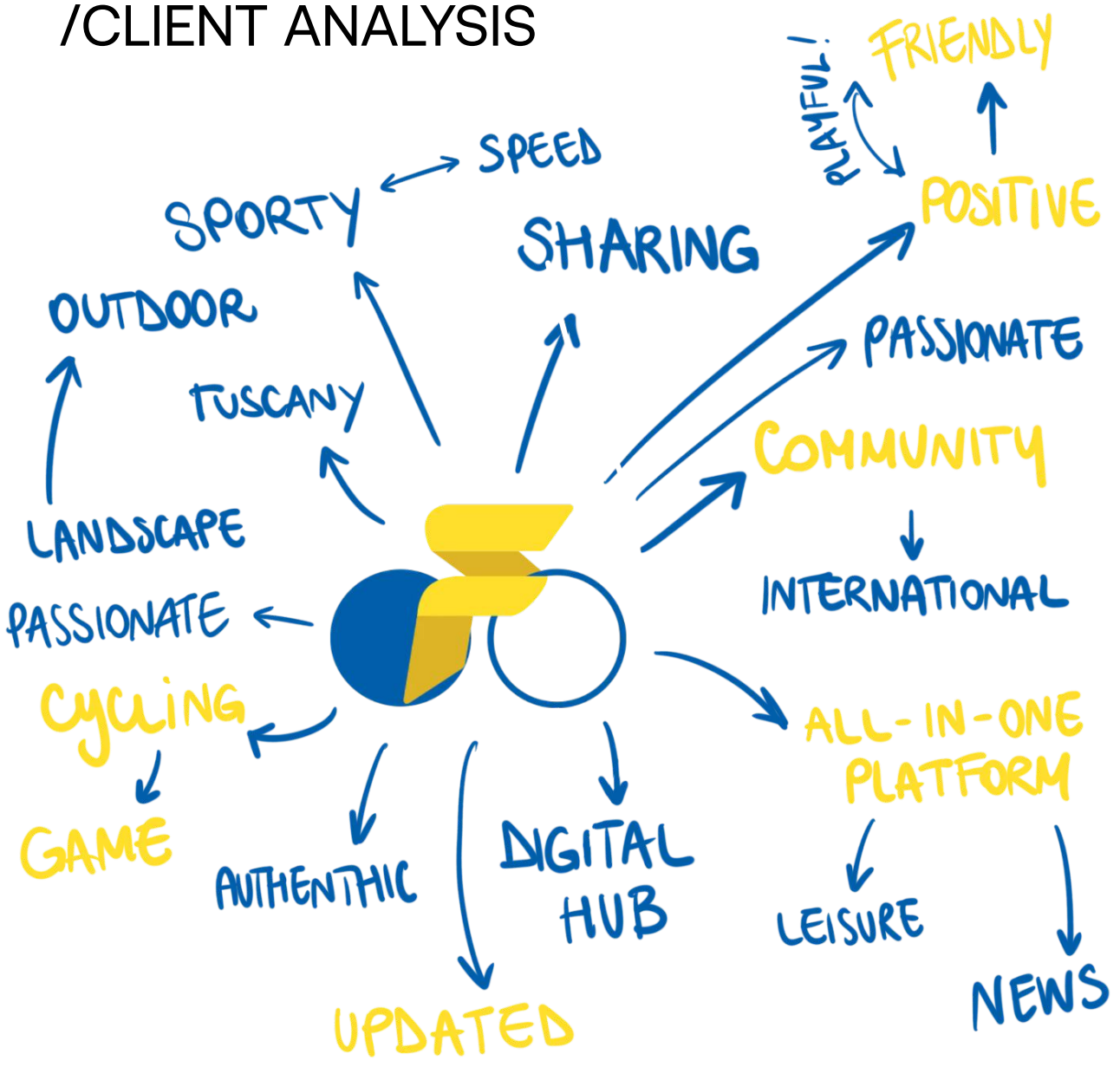
 **CALLANT**
INSURANCE & FINANCIAL ADVICE

ise

SPORT.
ANDEREN.

SPORT.
VLAANDEREN.

/CLIENT ANALYSIS



VALUES

SIMPLICITY, FUN, INTUITIVE,
DYNAMIC, YOUNG

CUSTOMERS

CYCLING ENTHUSIASTS, JOURNALISTS
TV COMMENTATORS, CURRENT
& RETIRED CYCLISTS



/CONCEPT

For the startup's rebranding, an iconic and representative element from the cycling world was chosen: **the chain**. This symbol is not only an essential component for the functionality of the bicycle but also a powerful metaphor that strengthens Fantacycling's identity.

The chain perfectly embodies the startup's values and mission, as outlined in the brief. It is a strong link that holds together different parts to create movement, just as Fantacycling aims to connect its community of enthusiasts and cycling protagonists, fostering belonging and cohesion in a single, vast global network.



/PALETTE

Primary

Click
Lime

HEX D1F800

RGB 209 248 0

CMYK 16 0 100 3

Secondary

Vibrant
Blue

HEX 0567FB

RGB 5 103 251

CMYK 98 58 0 2

Neutral

Click
White

HEX FFFFFFFF

RGB 255 255 255

CMYK 0 0 0 0

Neutral

Primary
Gray

HEX 161616

RGB 22 22 22

CMYK 0 0 0 91

/TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

? ! , / £ \$ % € # *

The **Aeonik** font is a modern geometric sans-serif typeface known for its blend of smooth lines and balanced shapes. It is designed to combine contemporary aesthetics with high readability, making it both versatile and visually appealing for a variety of contexts. Its clean, rounded forms convey a sense of dynamism and accessibility, making it ideal for digital and branding applications.

In the Fantacycling rebranding project, Aeonik was chosen specifically for its visual softness and its ability to convey energy and modernity, aligning perfectly with the identity of a brand dedicated to a community passionate about cycling. The font's readability, even in smaller sizes, ensures excellent usability on digital platforms like apps and social media, while maintaining a professional and inviting aesthetic.

/LOGO



Typography

The visual distinction between "Fanta" and "Cycling" using a combination of different weights (Bold and Light) creates a balance between seriousness and accessibility. "Cycling," in a heavier weight, emphasizes the brand's primary sector.

Chain

The graphic element of the chain is a symbolic choice that represents not only the functionality of the bicycle but also the values of connection and cohesion. The chain, which links and drives the different parts of a bicycle, becomes a visual metaphor for Fantacycling's mission. Its stylized and soft representation integrates seamlessly with the fluid curves of the font, creating a cohesive and modern identity.

Color

The lime color was chosen for its energetic, vibrant, and modern character. This hue conveys movement and vitality, which are key elements of cycling and the experience Fantacycling aims to offer its community. Additionally, the colour evokes themes of freshness and sustainability, values that are increasingly important in the sports sector and to cycling enthusiasts. A 70% opacity was applied to allow visibility of the individual elements that make up the chain.

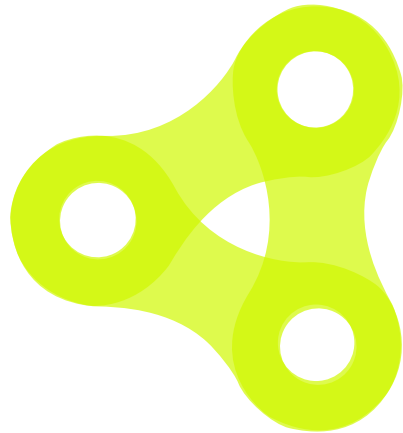
/B&W



/COLOUR
VARIATIONS



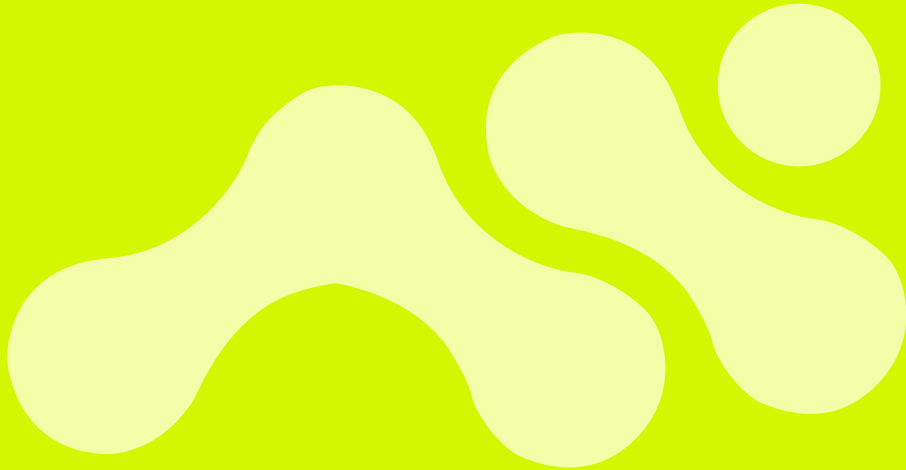
/MONOGRAMMA



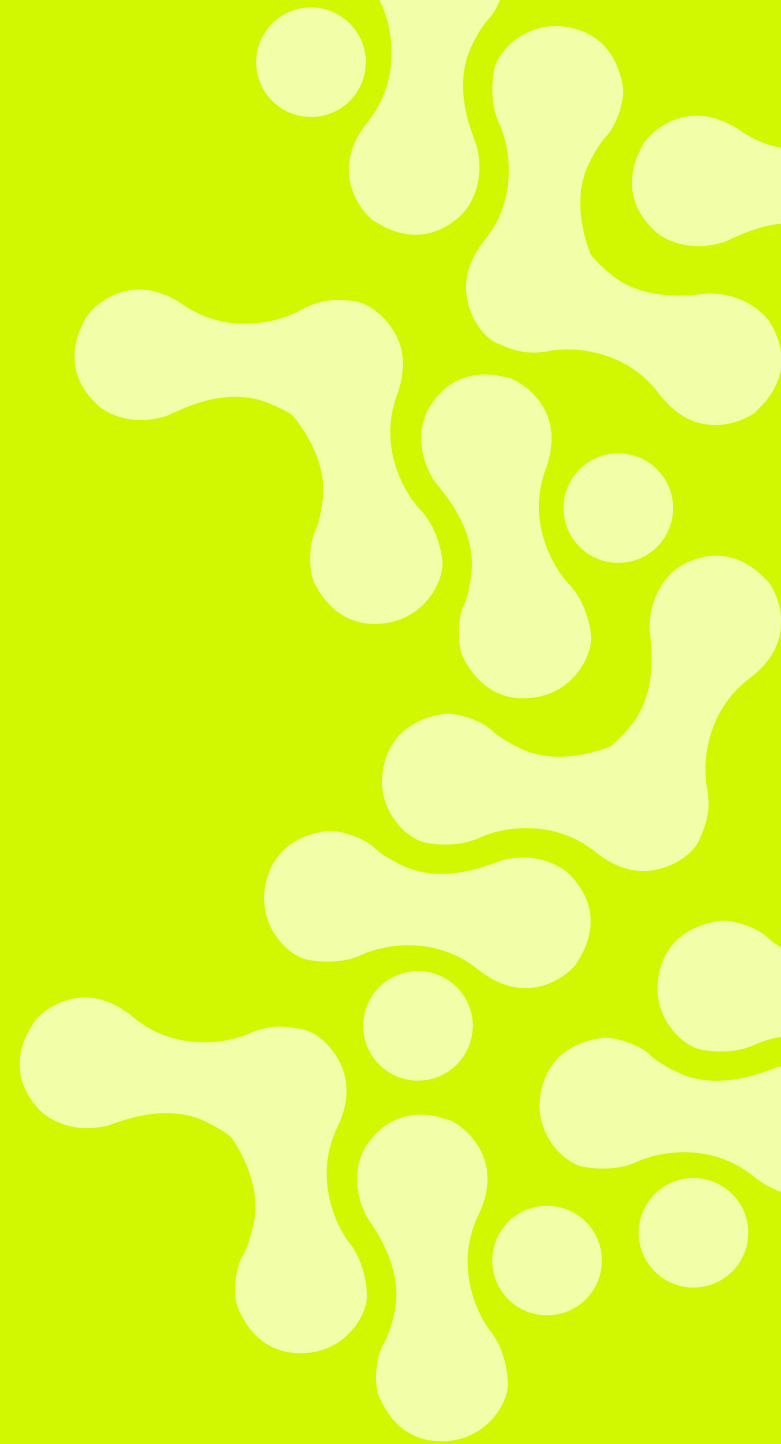
As with the main logo, the monogram can be used both with and without the “Fantacycling” text, as the pictogram is instantly recognizable.



/PATTERN



The choice of the logo was also driven by the graphic potential of the chain element. Its dynamic shape and repetitive lines lend themselves to versatile use in design, making it ideal for creating engaging **patterns** adaptable to various formats and media, thereby strengthening the brand's visual identity. The shape consists of individual chain elements in solid color, resembling a cyclist in motion and an inverted "F."



/RACE-FIT CYCLING JERSEYS



/RACE-FIT CYCLING JERSEYS VARIATIONS



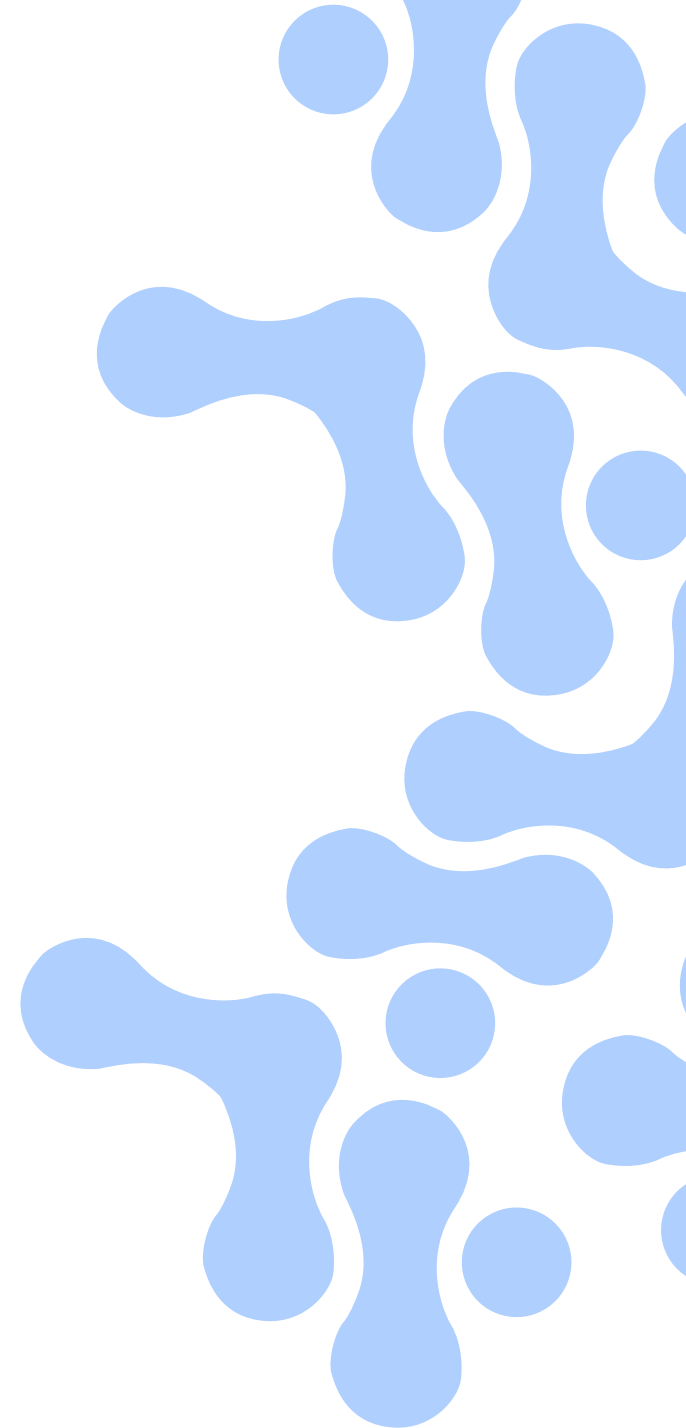
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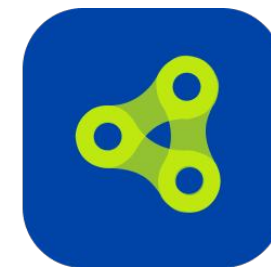
/FANTABAG



/FANTAGLASSES



/APP



Fantacycling

/APP STYLE GUIDE

To see the full [styleguide](#)

COLORS

Primary Standard

#D1F800

Hard #AECC01 Soft #F2FEA8

Secondary Standard

#0567FB

Hard #0044A8 Soft #AFCFFE

Neutral Standard

#161616

Secondary #616161 Medium #999999

Light #EEEEEE Ultralight #F8F8F8

TYPOGRAPHY

Velorum ipsum dolor sit amet

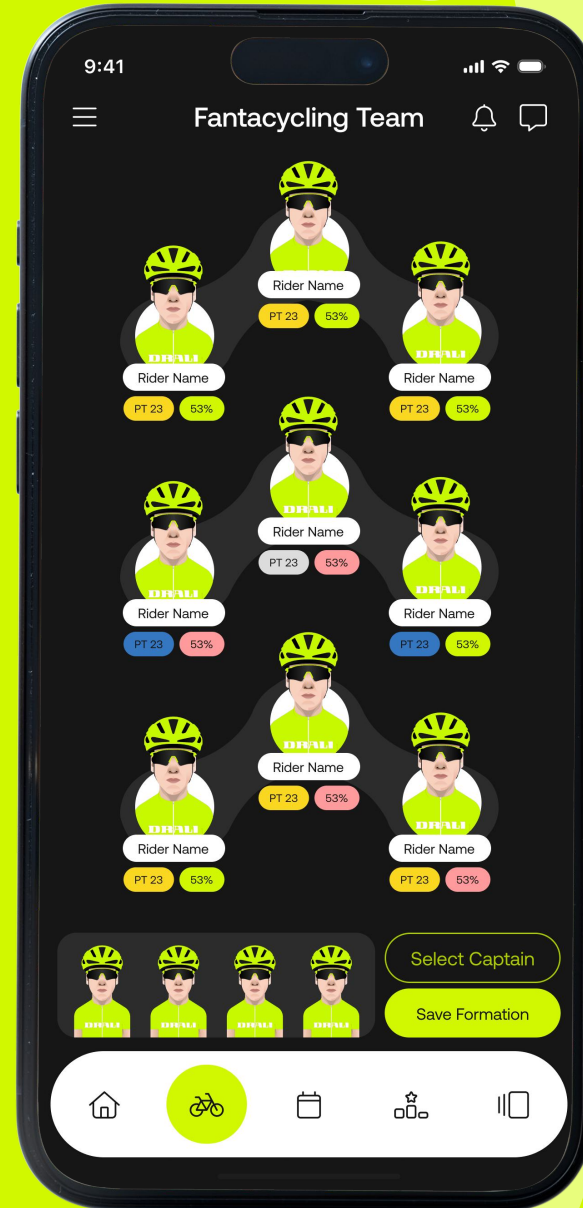
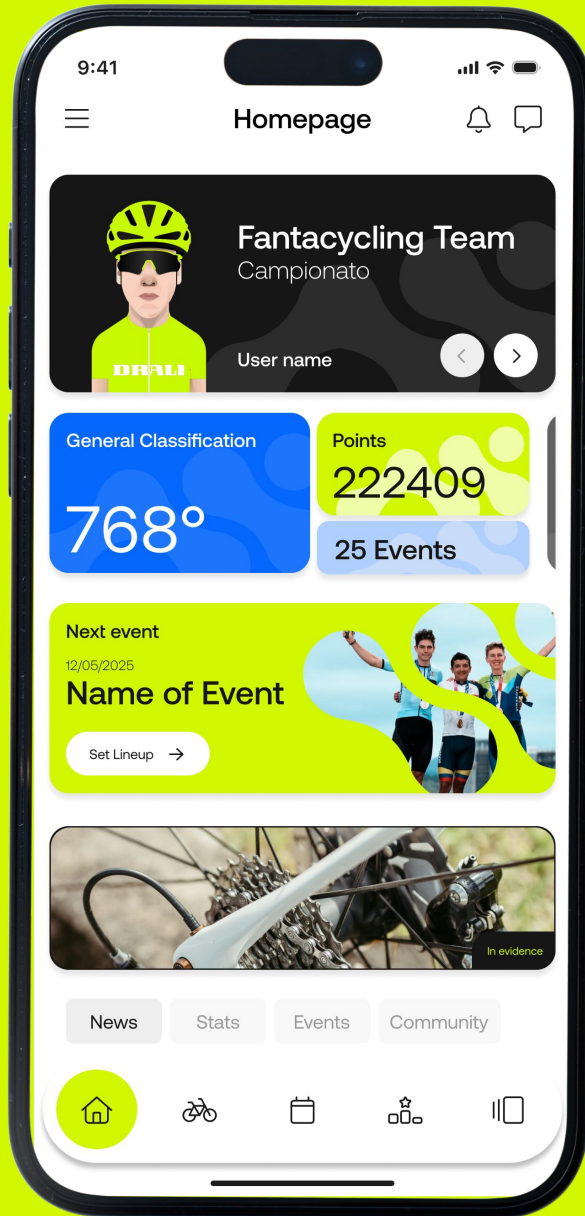
Peloton non quam orci.

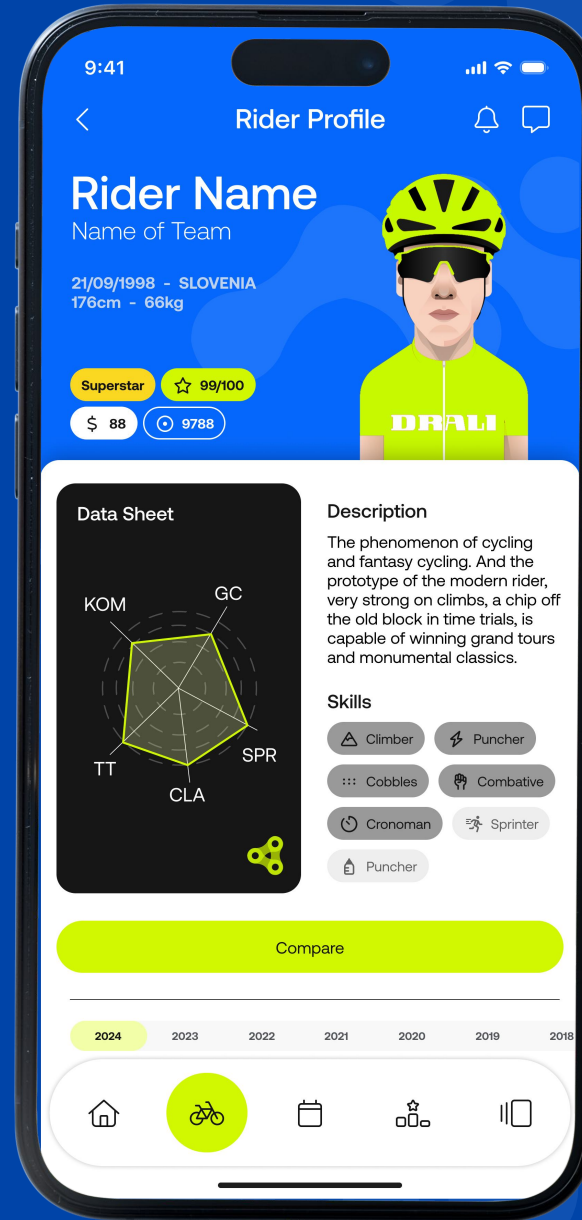
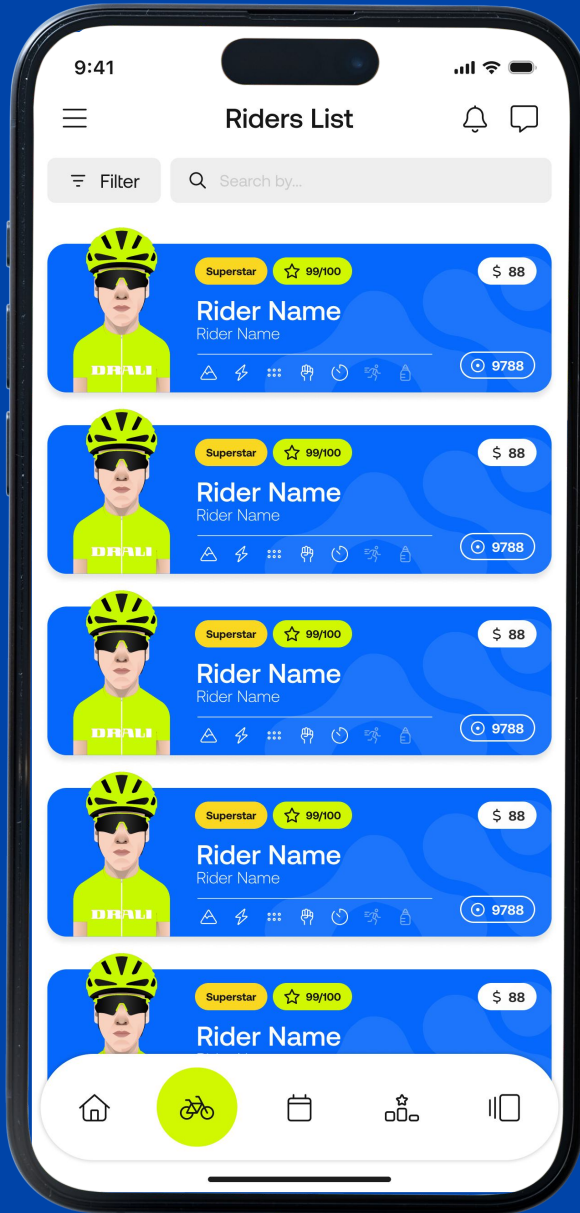
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COMPONENTS

Button text → ! Badge

☰ Filter 🔍 Search by...





Thank You!

