DECEMBER 2024

REGISTRATION CODE: 72042

FANTACYCLING

Brand Identity

fantacycling

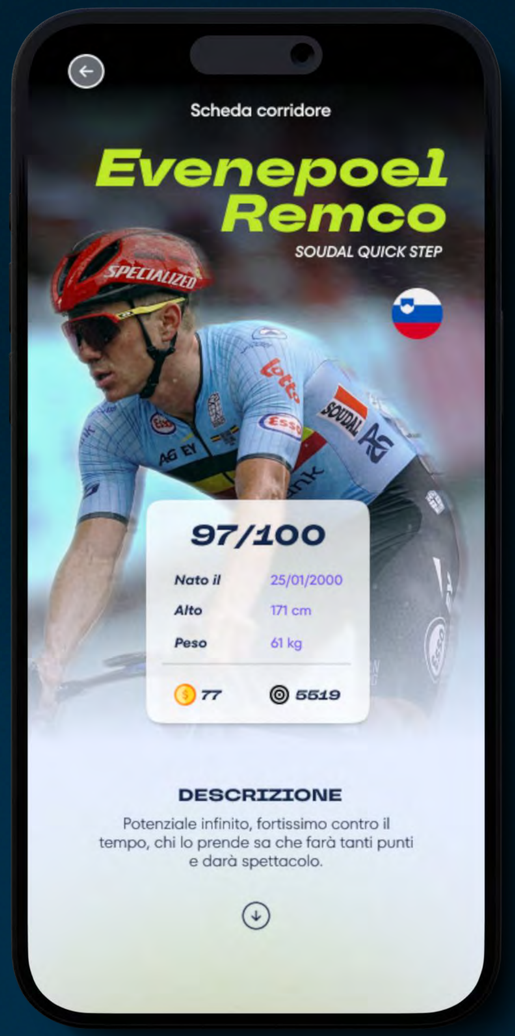
01 Brand identity 03
02 Colour palette 07
03 Brand typefaces 09
04 App 12
05 Landing Page 13
06 Examples of use 15

New Game,
New **Identity**

The new brand identity for Fantacycling is designed to present a contemporary and fresh system that unifies the ever-expanding and **inclusive** Fantacycling brand. It is a system crafted to adapt to the continuous **evolution of the startup.**

Focusing on the strength of the community, the new brand captures the **authentic** and original spirit of the project, making the gaming and socialization experience truly unique. The goal is to consolidate and expand internationally, attracting a broader audience of foreign users. The new brand identity places a **strong emphasis on boldness**, informed by cutting-edge research in sports communication.

The narrative arc encompasses key concepts such as **engagement, contemporaneity, and the passion of a young, transparent project, reflecting the essence of Fantacycling's vision and values.**



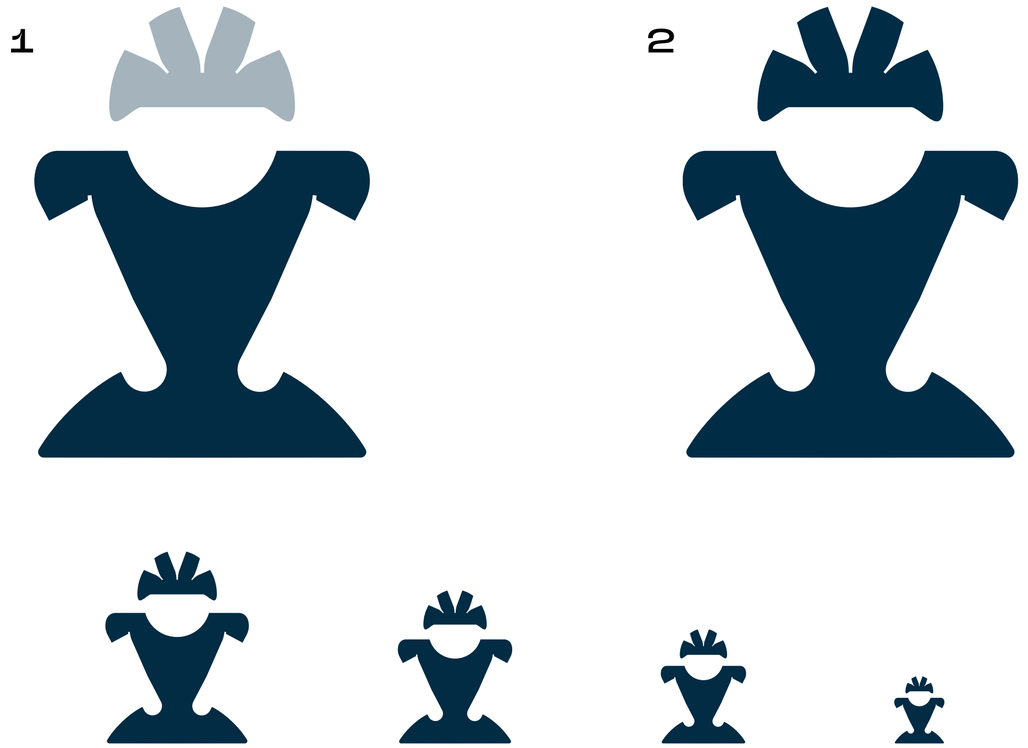
01 Brand Identity

01.1

A polysemous symbol that leads to victory

The symbol visually represents the core value of the start-up: the community of cyclists, which is the driving force behind the project's growth and development. The inclusive approach allows everyone who has believed in the project to be recognized as cyclists, **celebrating those who are part of it,** both today and in the future. The word driven concept that lead to the final result are:

1. **Game:** as a fantasy sports app, the reference is to the "cup", symbolizing victory and competition.
2. **Cyclist:** The stylized figure of a cyclist in motion, created through the use of negative space, is a reference to the realm of sport.

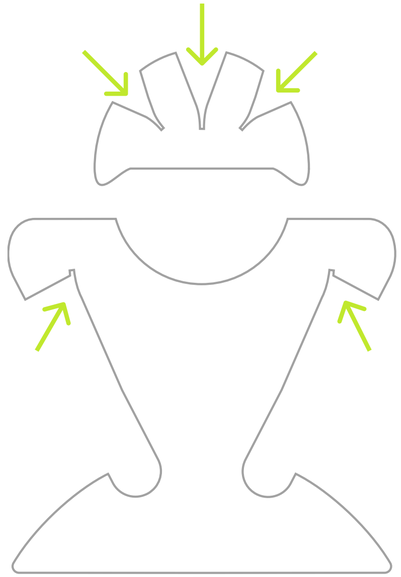


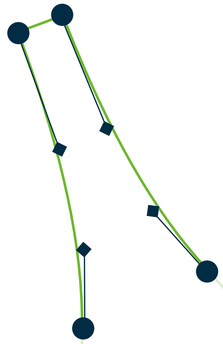
012

Sted Sans Expanded - a sans serif font for the logo.

Sted Sans Expanded is characterized by its **cleanliness, modernity, and versatility.** Its elegant curves and distinctive details communicate **dynamism** and reliability, making it an ideal choice for Fantacycling branding.

The symbol is seamlessly integrated with the typeface to enhance the brand's visual identity. Shared elements ensure visual consistency, enabling the symbol and lettering to function together or separately. The font's distinctive curves, combined with **the strategic use of negative space**, enhance the design and evoke the essence of cycling.





Foundry: A-Foundry (Copenhagen)
Release date: 2024

Prices (Complete Family, 18 styles + Variable):
License Small (5 users): 199 €
License Large (100 users): 3980 €

Licensing info: Licenses cover Print, Web, App, and ePub uses with no space, time, or distribution restrictions.

Purchase link: https://a-foundry.com/fonts/af-sted-sans-expanded/

013

The logo as the most important asset

The Fantacycling logo is designed to be both versatile and distinctive. Using the Sted Sans Serif typeface, the distinctive curve of the "g" loop has also been applied to the "f," resulting in a **palindromic shape** that visually encloses the lettering in a harmonious way.

This design allows the lettering to stand alone while remaining highly recognizable. The curves of the logo evoke not only the design of **butterfly handlebars** but also the flowing lines of **cycling tracks**, emphasizing its connection to the cycling world.

Logo main versions

Sub logo examples

Protecting zone

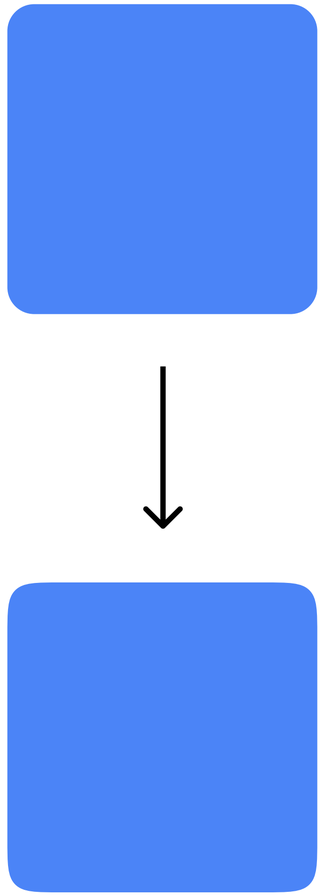
014

Graphic Motif

To ensure a light and versatile visual system suitable for a wide range of applications, the use of complex graphic elements that could add visual weight is avoided.
Instead, simple geometric shapes are favored, enhanced by circular **gradients with subtle shading effects.**

To further refine the visual appearance, **corner smoothing** is applied, eliminating any impression of inward indentation and giving the shapes a natural and fluid feel.

Gradients and shading play a central role in the visual system, serving as the primary mediators of messaging. Combined with a balanced color palette, they contribute to a contemporary and sophisticated aesthetic. This visual approach is perfectly suited to meeting the expectations of a high-end app, positioning it as a product ready for the international market.



02 Colour Palette

DARK ACCENT
Vivid Violet
HEX: 7C00FF
RGB: 124, 0, 255
CMYK: 51, 100, 0, 0

DARK SHADE
Rich Navy
HEX: 022B44
RGB: 2,43,68
CMYK: 97, 37, 0, 73

LIGHT SHADE
Cool sky Blue
HEX: E7EEFE
RGB: 231, 238, 254
CMYK: 9,6,0,0

MAIN BRAND COLOR
Luminous Blue
HEX: 4B84F7
RGB: 75, 132, 247
CMYK: 70, 47, 0, 3

LIGHT ACCENT
Bright - yellow
HEX: c0e82d
RGB: 192, 232, 45
CMYK: 17, 0, 81, 9

02.1

The perfect color palette

The brand's color palette expresses energy, adventure, and dynamism, conveying the start-up's values and supporting its growth.

Cool Sky Blue: Symbolizes balance, unity, and modernity.

Bright Yellow-Green: Burst of vitality, connection to nature. Conveys energy, optimism, aligns with sporty essence.

Luminous Blue: Intense yet balanced, adds depth and authority. Balances strength and elegance, meets dynamic audience expectations.

Vivid Violet: Striking color, strong contrast. Energetic touch, stands out. Pairs perfectly with yellow-green.

Rich Navy: Solid base color, visual anchor. Bold character for impactful communication.

The choice of color combinations plays a crucial role in conveying specific emotions, tailored to the desired ambiance.

When incorporating gradients as a key component in visual communication, it is imperative to integrate the brand's primary color consistently to maintain brand recognition and coherence.

In cases where these graphic elements are used as decorative elements or visual details, this condition is not required.

03 Brand typefaces

TT Travels Next
for titling & primary texts

TT Travels Next is a geometric sans-serif font known for its clean, **minimalist structure**. It features closed apertures, low contrast, and visual compensators for balance and readability. **The design combines soft curves with sharp details**, blending modernity and precision. Ideal for diverse formats and devices, ensuring clarity in complex contexts. Multiple weight variants offer compositional flexibility for various design needs. It is used for titles and paratext purposes.

Type Designers: Marina Khodak, Toma Streltsova, Nadyr Rakhimov, Anastasia Vrublevskaya, Stanislav Tikhonov, Yuriy Nakonechnyi, Ivan Gladkikh
Foundry: TypeType
Release date: 2024

Prices:
Complete Collection: $349
Variable Package: $299
Non-Variable Package: $249

Licensing info: Licenses cover Print, Web, App, and ePub uses with no space, time, or distribution restrictions.

Purchase link: https://typetype.org/fonts/tt-travels-text/#buying-options

TT Travels Text
TT Travels Text
TT Travels Text XBD
TT Travels Tex Black
TT Travels Text
TT Travels Text
TT Travels Text

TT Fors
for text

TT Fors is a modern sans-serif font designed to offer readability and **versatility**. Its elegance and simplicity make it perfect for applications where modern typography is required, while still being easily readable without sacrificing distinctive character. The letter structure is designed to ensure **high legibility, even at smaller sizes,** making TT Fors suitable for both digital and print use.

Type Designers: Pavel Emelyanov, Yulia Gonina, Ivan Gladkikh, Marina Khodak, Antonina Zhulkova, Radik Tukhvatullin, Yuri Nakonechny, Victor Rubenko
Foundry: TypeType
Release date: 2021

Prices:
Complete Collection: $399
Text Package: $249
Non-Variable Package: $349

Licensing info: Licenses cover Print, Web, App, and ePub uses with no space, time, or distribution restrictions.

Purchase link: https://typetype.org/fonts/tt-fors/

TT Fors Trial Thin
TT Fors Trial Regular
TT Fors Trial Bold
TT Fors Trial Black
TT Fors Trial DB
TT Fors Light
TT Fors Trial Thin Italic

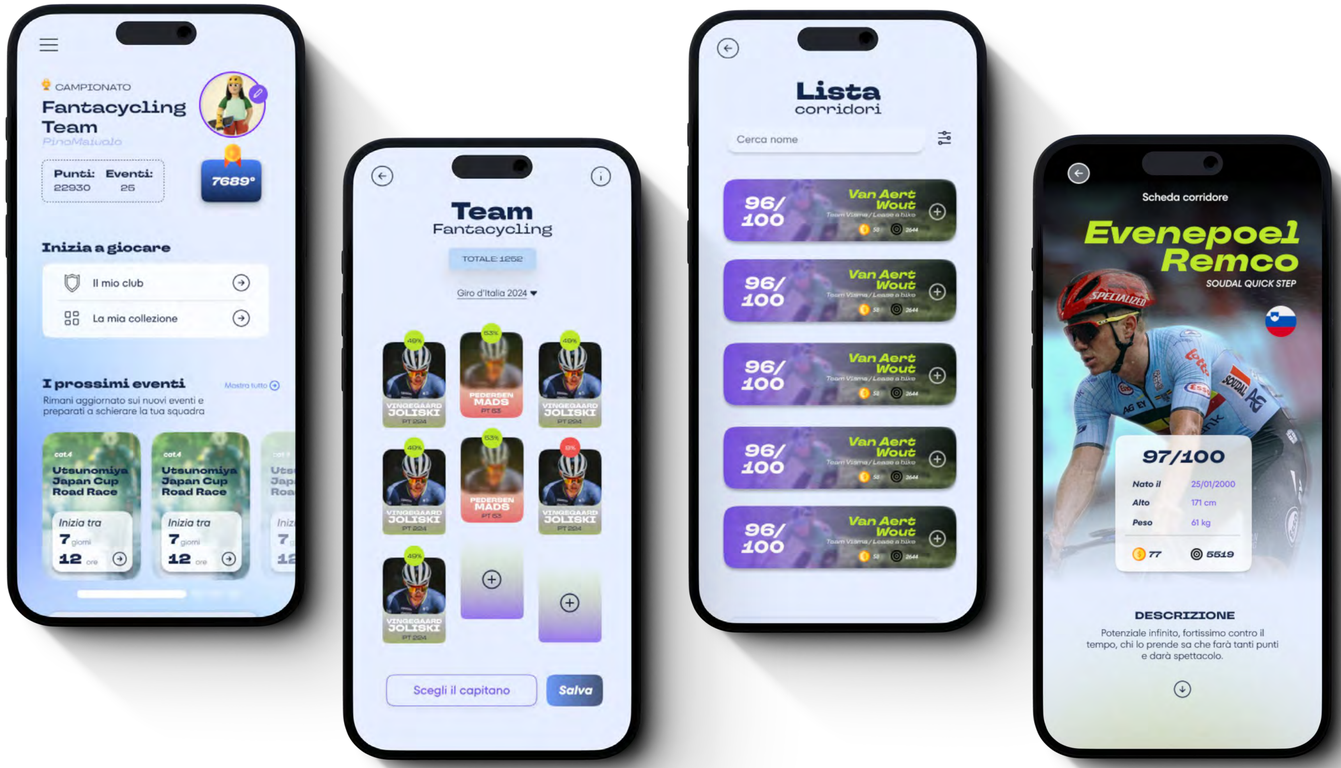
04 App

04.1

The restyling

The app's restyling aimed primarily at making the user **experience smoother and more enjoyable.** With a modernized visual identity, it has also become more accessible and intuitive.
In order:

- **Dashboard profile**
- **Team lineup**
- **Cyclists list**
- **Cyclist sheet**

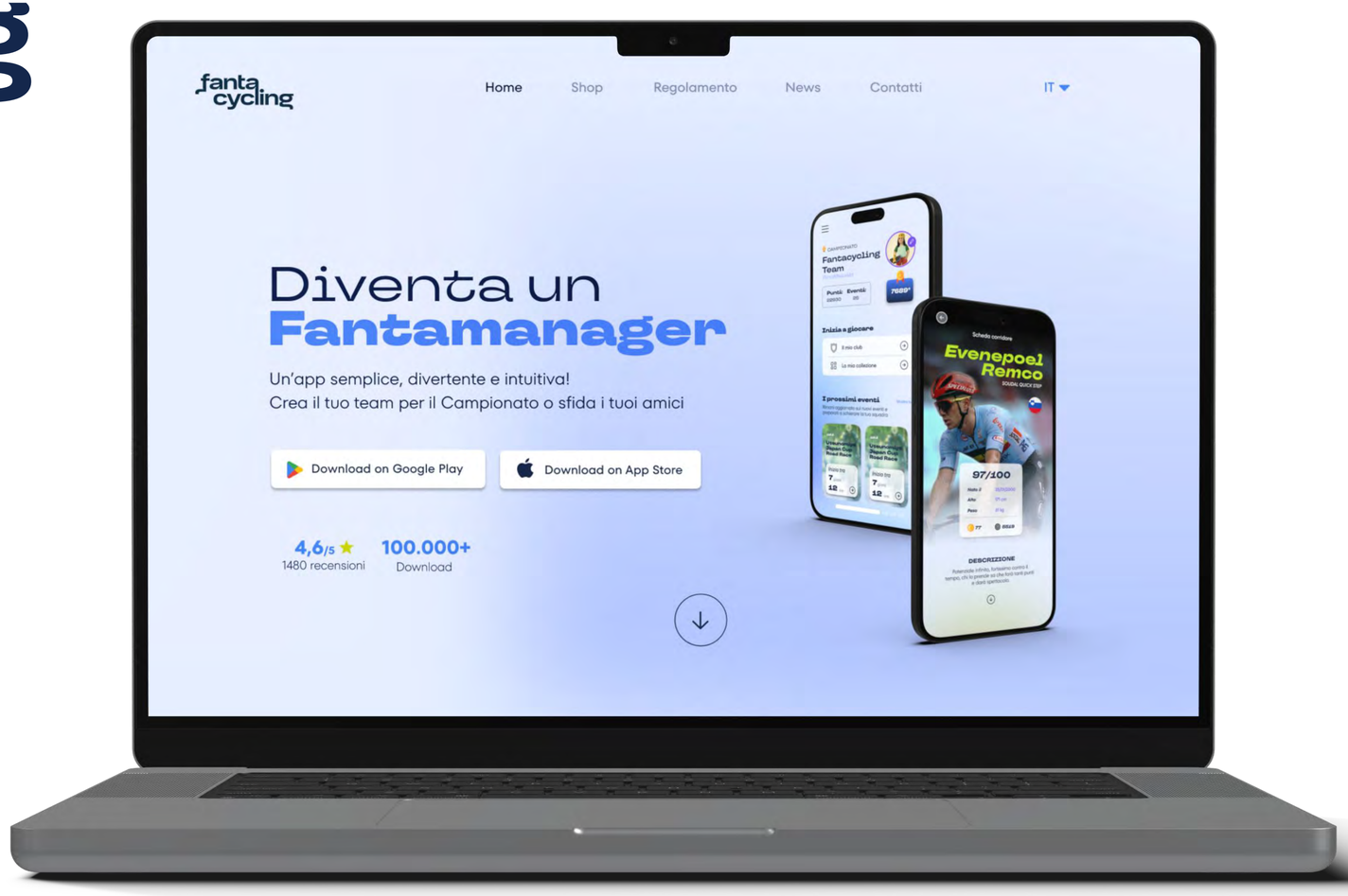


05 Landing page

05.1

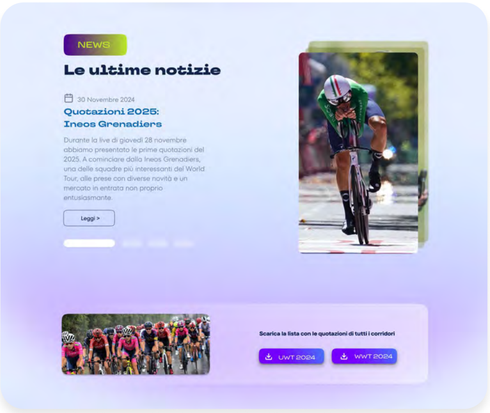
The landing page

The same approach was applied to the redesign of the landing page, where the **information was reorganized more effectively** and strategically to enhance the user experience.



05.2

Landing page: the sections in detail



06 Examples of use

06.1

YouTube video thumbnails and channel icon

06.2

Cycling kit

fanta cycling

fantacycling
Giro D'Italia
9 maggio >
1 giugno
2025
TAPPA
2
San Francesco al Campo-Santuario di Oropa
(Biella)
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fanta cycling

Change
Saving
fantacycling

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Build your dream team and show who the real champion is!

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