

Fantacycling

LET'S GET ROLLING

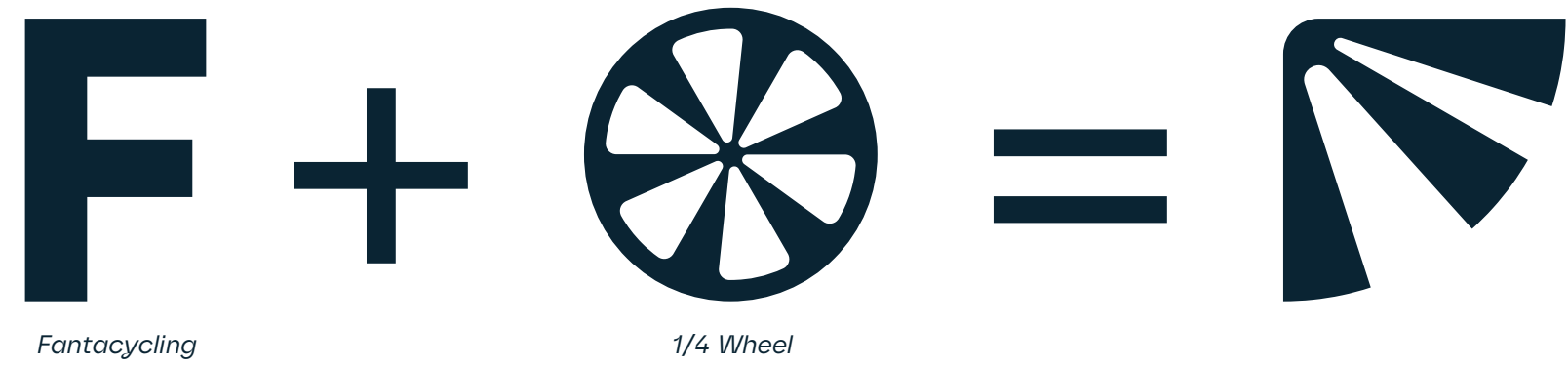
Branding Project



NEVERS STOPPING RAYS.

Concept

The world of cycling thrives on one essential element: the wheel. With its rays, it carries legendary feats and epic victories. The ray becomes the backbone of this sport, radiating energy and speed across the roads of our cities.



Logo

The letter F merges seamlessly with a quarter of a wheel, forming a bold, organic symbol. Like a radiant beam of light, it bursts outward, illuminating the space and radiating energy, movement, and connection.





A COLORFULL LANDSCAPE

Color Palette

Fantacycling begins the cycling inclusion, incorporating the biggest competitions and recognitions of cycling into its original palette.

Main Colors

**TOUR
YELLOW 2.0**

R: 255 G: 235 B: 0
C: 5 M: 0 Y: 100 K: 0
#FFED00

**TIRE
BLACK**

R: 10 G: 35 B: 50
C: 90 M: 65 Y: 55 K: 60
#0B2332

**PURE
WHITE**

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
#FFFFFF

**GIRO
PINK 2.0**

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
#FAB2EB

**VUELTA
RED 2.0**

R: 235 G: 80 B: 30
C: 0 M: 85 Y: 100 K: 0
#EB4F1F

**CLIMBER
BLUE**

R: 0 G: 150 B: 200
C: 80 M: 30 Y: 5 K: 0
#0094C9

**SPRINTER
GREEN**

R: 50 G: 220 B: 170
C: 45 M: 215 Y: 170 K: 0
#2ED9AB

Secondary Colors



INFINITE SHIFTING GEARS

Shades

The color palette offers a wide range of chromatic combinations, conveying the energy and passion of both athletes and amateurs through shades that symbolize the union of different realities.

There is No Finish Line!

Tipografia

This font is driven by its sporty character, which echoes the design of racing bike frames through its shapes, creating a strong synergy with the logo.

Safiro Font by Atipo Foundry

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , ; : ' " ! ?
- _ () [] @ # \$ % ^ & *

WE'RE BIKING WORLDWIDE!

Tone Of Voice & Mockup

Fantacycling is the unstoppable race that engages cyclists from all over the world with its youthful and ironic language.





Winter Version



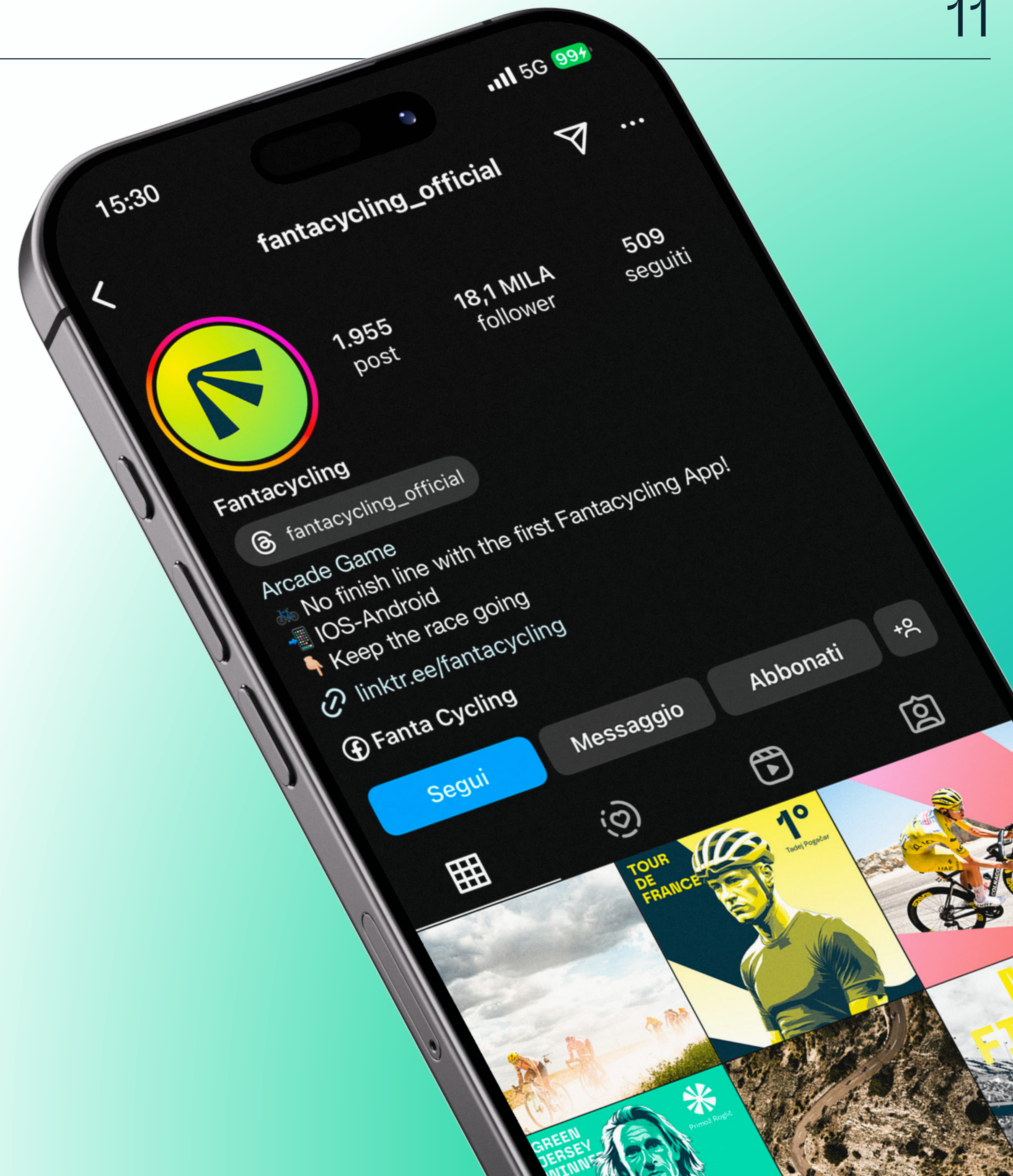
Summer Version



THE FUTURE OF CAICLING

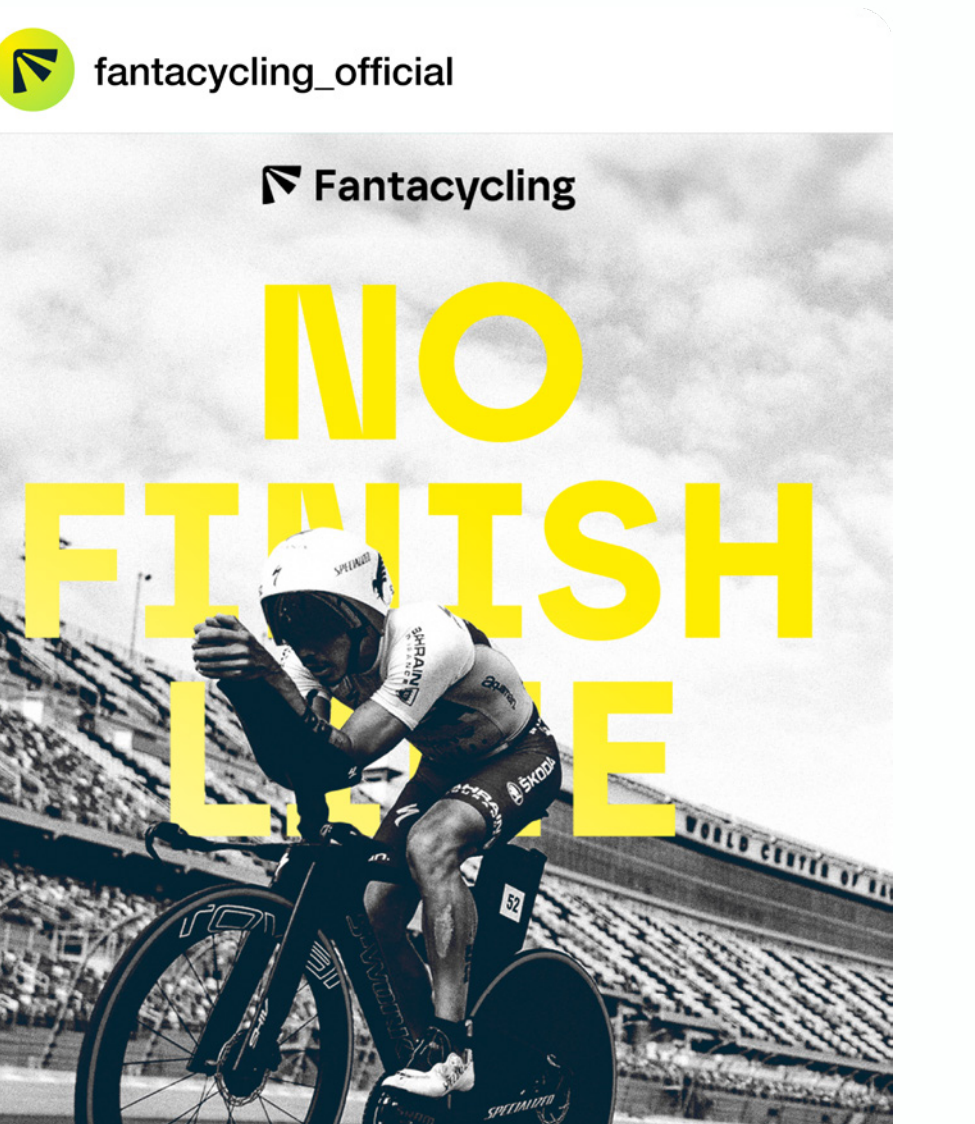
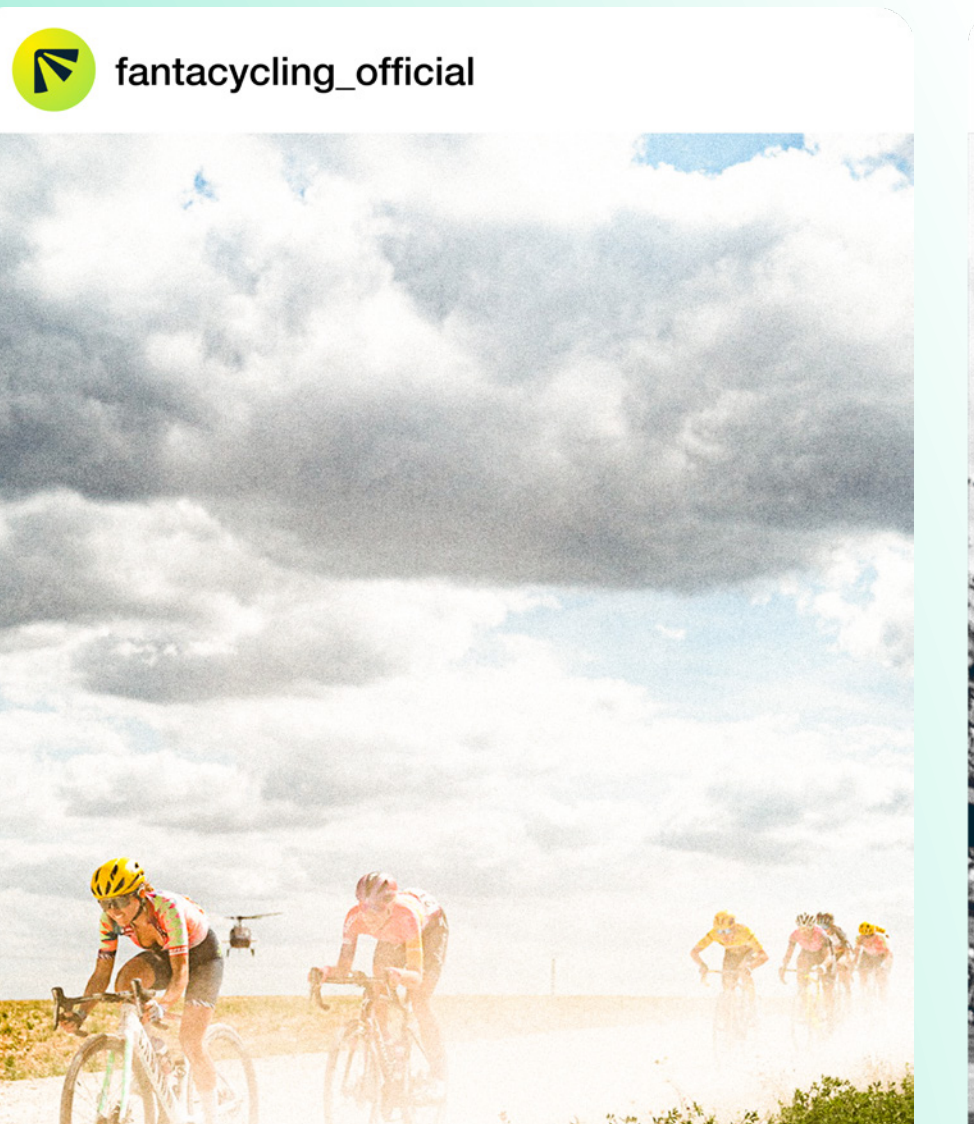
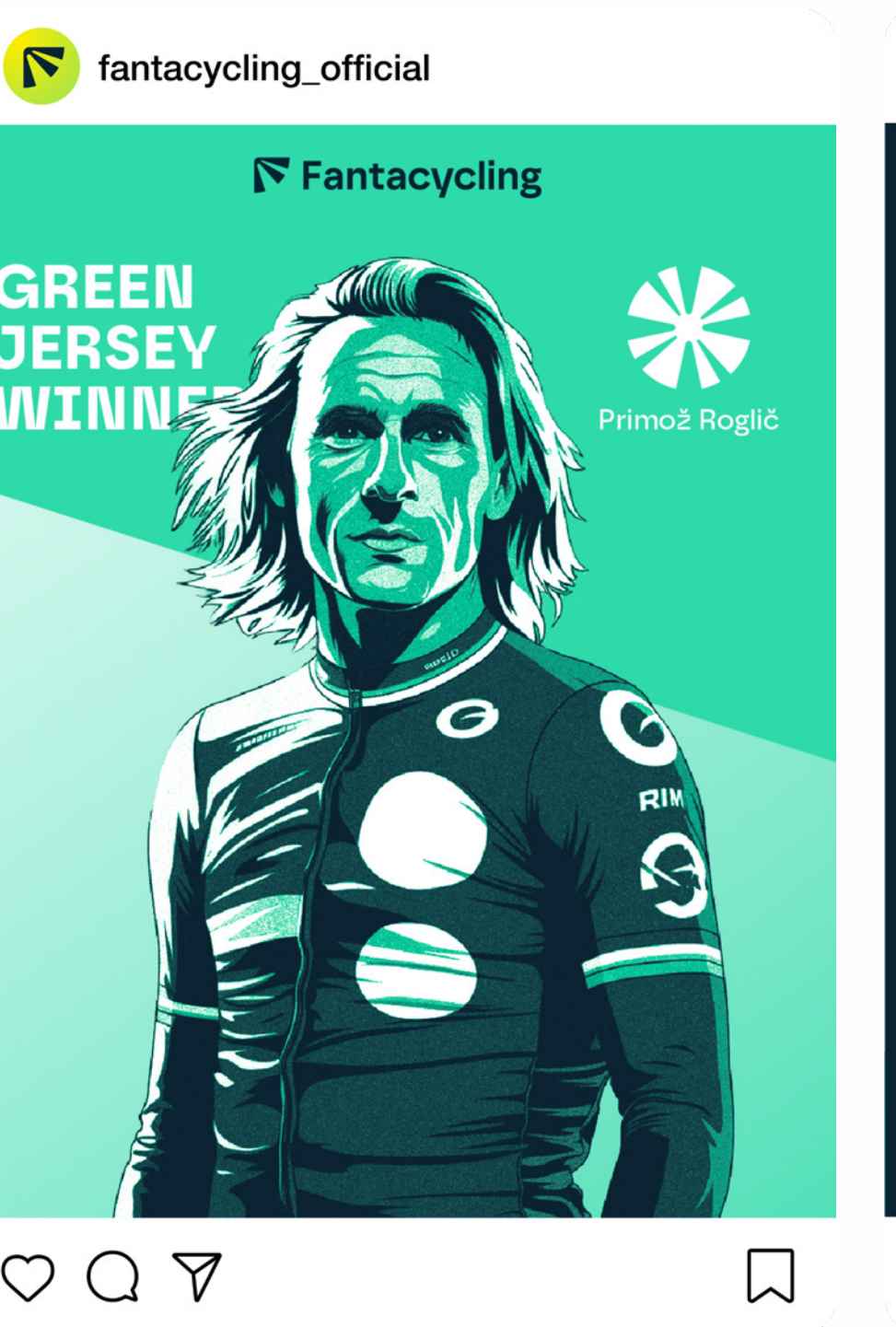
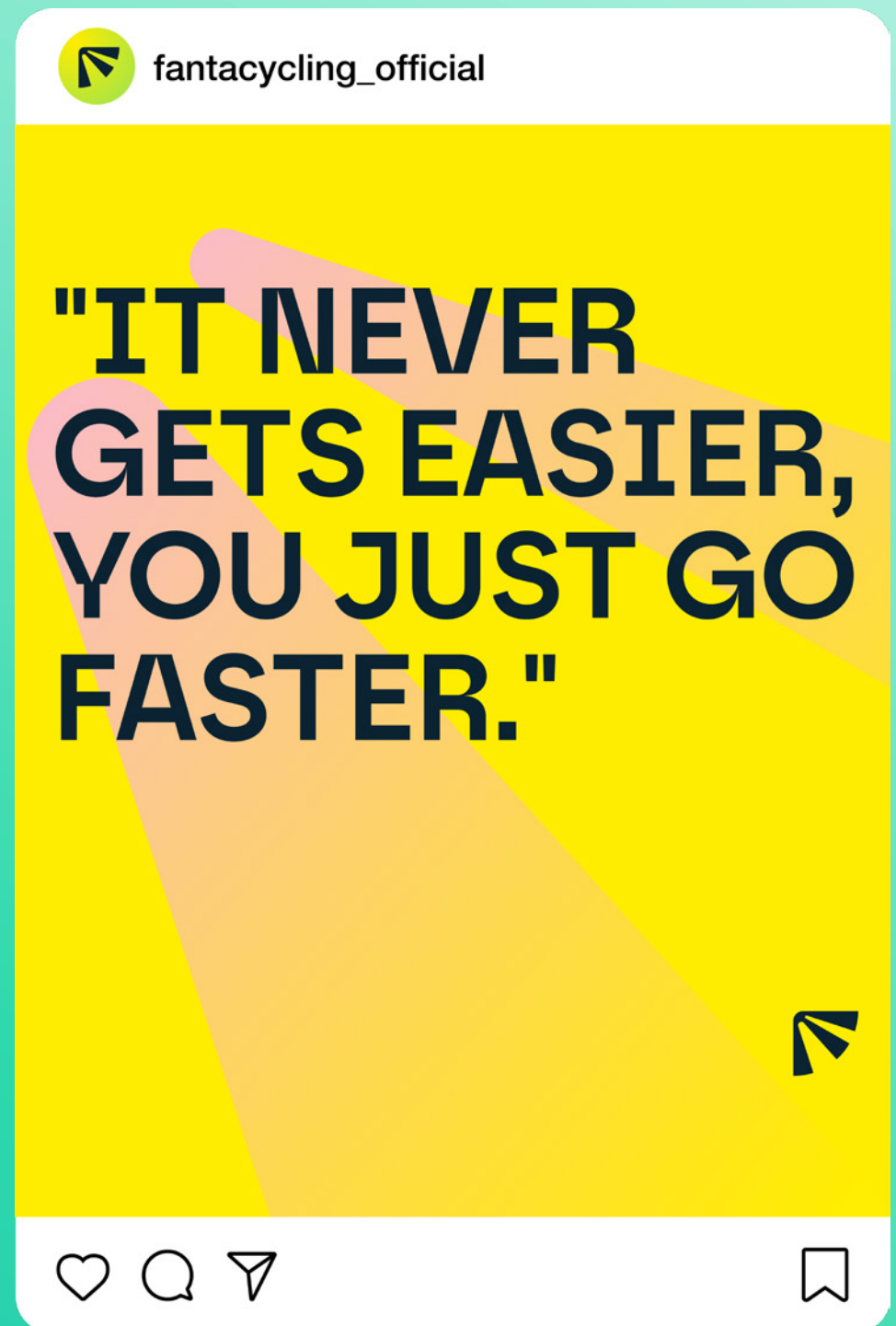
Photo Treatment

The communication will feature photos with an authentic look, recalling achievements of the past. The real innovation is the use of AI* to update rider illustrations with impact and style, showcasing the strength and talent of this sport. This will reduce costs and production times, making the project even more flexible.



* Textual prompt template studied for image generation:
"A digital illustration of a stylized [subject], designed with a sleek and modern aesthetic. The [subject] features [description of details such as movement, posture, texture, info, ...]."

The background is a [color name] color, providing a bold contrast to the detailed and streamlined [subject].
The style is modern and graphic, with a limited color palette, creating a focused and impactful composition."











HOLD UP. RIDE CHECK.

Fantacycling App

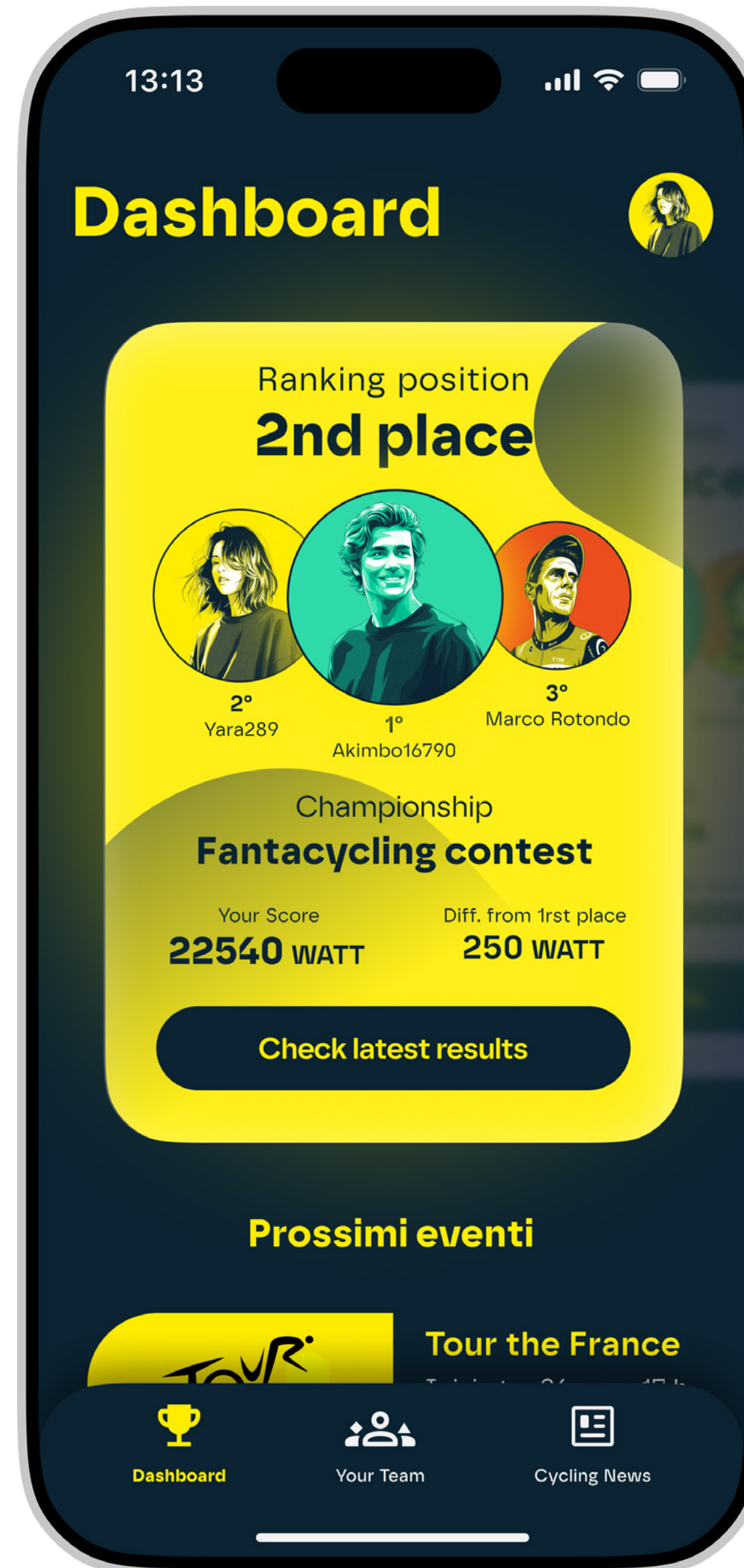
It's time to introduce digital core of Fantacycling. An app with a fresh look, drawing inspiration from the worlds of gaming and collecting, making the user even more engaged and involved.

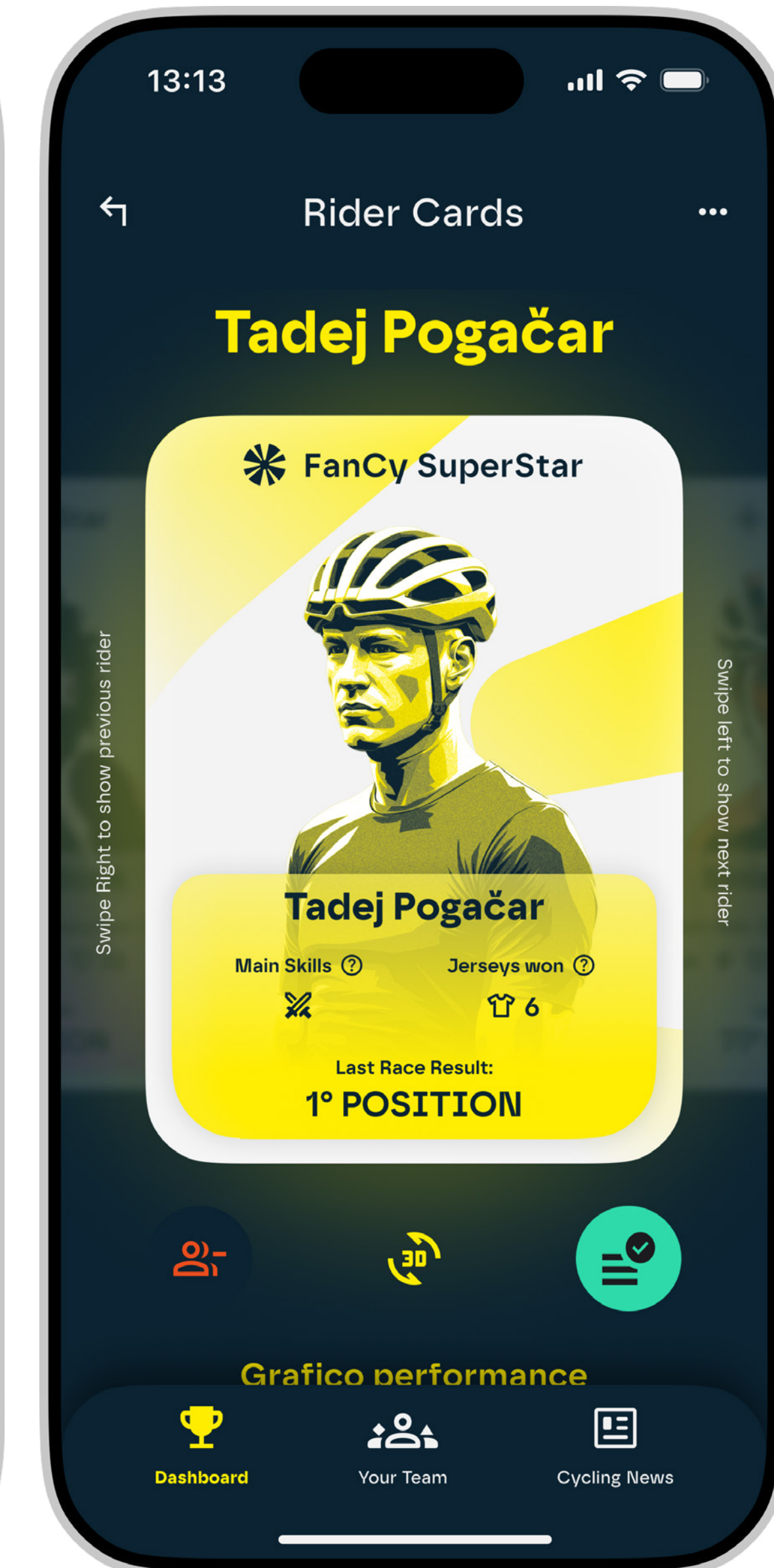
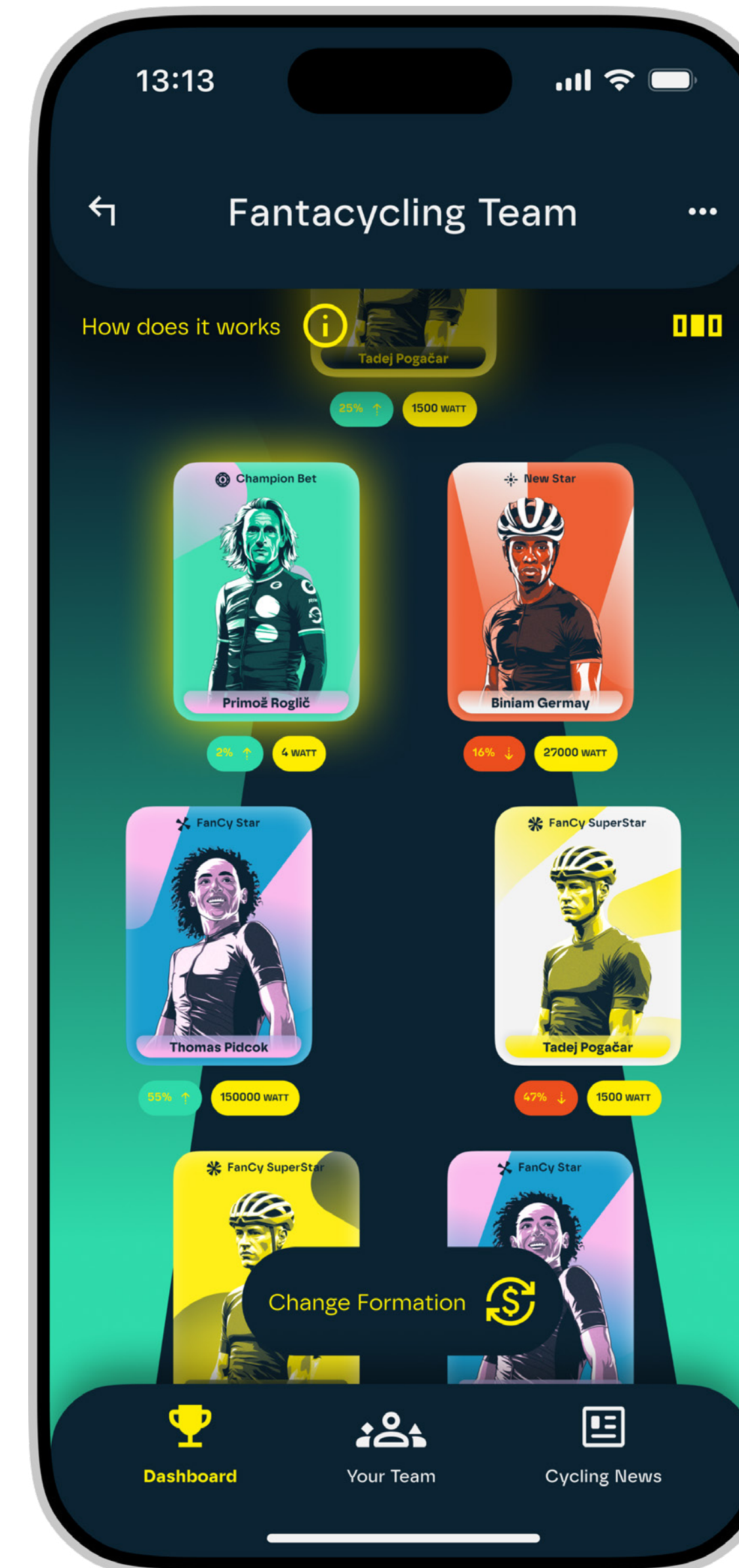


Fantacycling App

The app simplifies the user experience while maintaining the recognizability of the original functions. At the same time, the UI evolves to become iconic and engaging, encouraging the user to play.

Information and statistics are displayed in intuitive cards, telling the story and organizing everything needed to build the perfect team.





Tapping on "Explore Rider List"

Fantacycling Branding Project

ROAD IS WAITING

See you there!

