

BRAND GUIDELINES

Inconsistent Line Weight

The differing line weights in the text create an unbalanced and inconsistent appearance, reducing overall cohesion and making the logo feel less polished.



Vague "F" Mark

The stylized "F" mark lacks clear visual connection to cycling, making it ambiguous and potentially confusing for users trying to identify the brand's core focus.

Uninspiring Color Scheme

The current blue and yellow color scheme, while recognizable, lacks the vibrancy and modern feel needed to engage users and convey the brand's dynamic and competitive nature.

While the existing logo has successfully established brand awareness, it no longer fully reflects Fantacycling's evolving values and ambitions to attract a broader, more diverse audience.

Elevating Our Visual Identity

Connect Cycling Enthusiasts Worldwide

Having reviewed Fantacycling's current visual identity, we acknowledge that the original logo has built a solid foundation for the brand. However, as the company experiences rapid growth and aims to expand its global reach, the existing logo and overall visual identity no longer fully reflect its evolving ambitions. **The current design does not capture the dynamic, engaging, and passionate essence of Fantacycling's core values.**

Moving forward, the redesign must set clear expectations and goals to create a visual identity that resonates with a broader audience, aligns with the brand's expanding vision, and effectively conveys its commitment to innovation, excitement, and the global cycling community.

User Experience Enhancement

Enhance the app's interface and features to ensure a seamless, intuitive, and engaging gameplay experience, providing users with a more immersive, and user-friendly environment.

Innovative Brand Identity

Create a fresh, modern logo and visual identity that reflects core values—passion, creativity, and innovation—while maintaining brand familiarity and ensuring scalability for future growth.

Versatility and Visual Cohesion

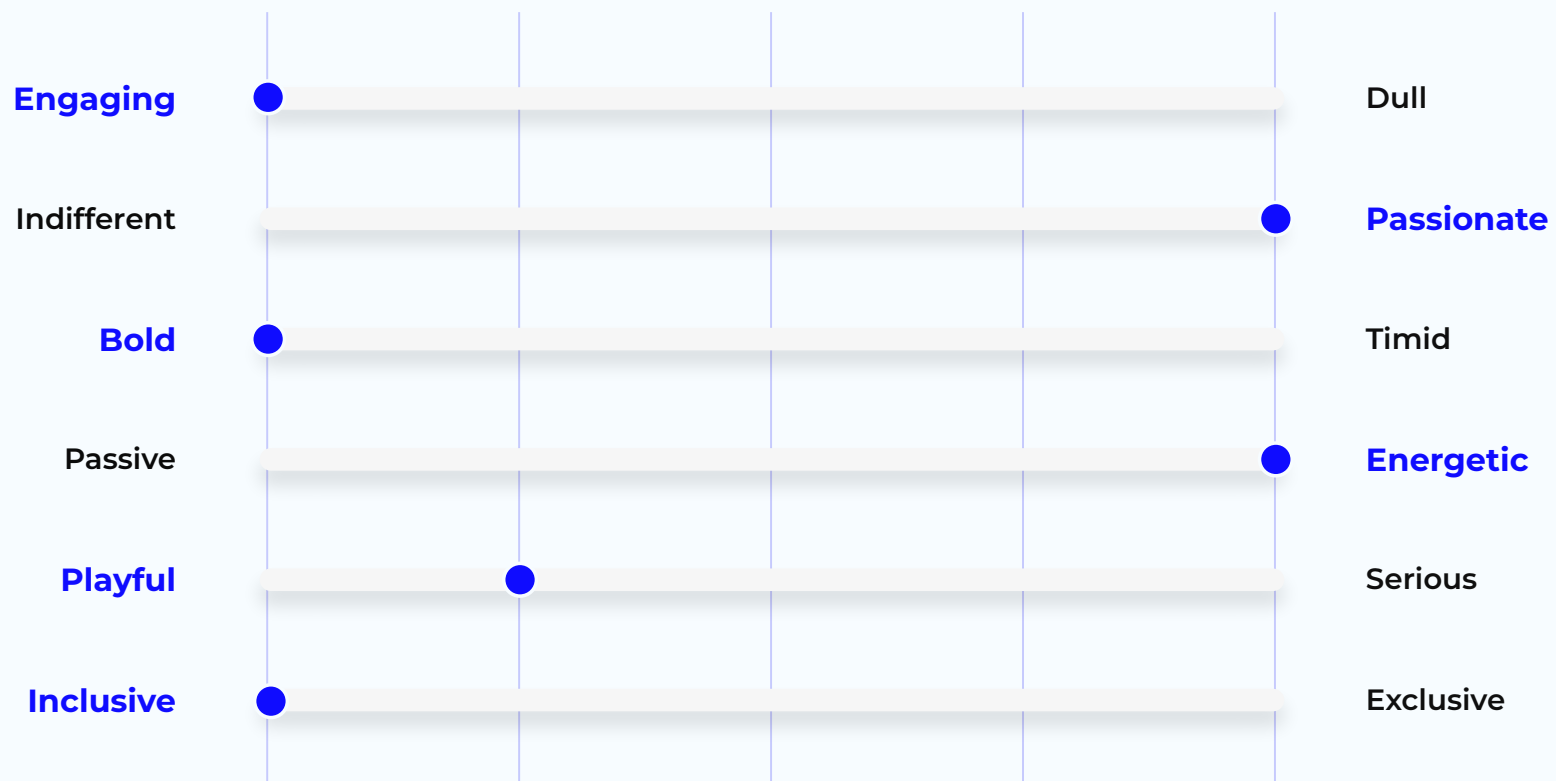
Ensure a consistently recognizable and adaptable brand presence across all relevant platforms and touchpoints, including digital interfaces, social media, merchandise, and marketing materials.

Updated Color Palette

Introduce a refreshed color palette that maintains brand recognition while adding a more engaging feel, creating a vibrant and dynamic visual identity that resonates with both new and existing audiences.

Defining Fantacycling's Brand Identity

Fantacycling's brand identity is built on dynamic values that define its voice and presence. This opposites chart helps ensure consistency across all branding elements by clearly distinguishing desired traits from their counterparts. It serves as a guide to maintain the brand's empowering, energetic, and playful nature while avoiding tones that feel rigid or uninspiring. Each value represents Fantacycling's commitment to **creating an engaging, modern experience for cycling enthusiasts worldwide.**



Our mission

**Create an engaging,
modern experience for cycling
enthusiasts worldwide with
innovative design and
interactive features.**

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The First Fanta-Cycling App

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Fantacycling

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Vibrant Color Choice

The bright neon blue color gives the logo a vibrant, eye-catching appeal.

A New Mark

The new integrated mark cleverly represents a cyclist in motion, immediately conveying the brand's focus.



Spacing

Don't crowd the logo with text or graphics.

Dynamic Typeface

The dynamic and modern typeface reflects energy and movement, capturing the competitive spirit of the Fantacycling community.

Logo concept

The reimagined typeface with an embedded logo mark combines sleek typography with a dynamic cyclist illustration; clearly communicating Fantacycling's personality and love for the sport, ensuring a modern brand identity that resonates with cycling enthusiasts.



Primary logo

The primary logo serves as the cornerstone of our visual identity. Featuring the full brand name alongside the cyclist icon, it establishes brand recognition and personality. This logo is our first choice for representing the brand across key touchpoints such as websites, marketing materials, and merchandise.



Secondary logo/Mark

The cyclist illustration functions as our secondary logo, designed for use in compact spaces such as social media favicons, app icons, and small promotional items. This standalone mark ensures consistency and instant recognition, even in minimalistic applications.



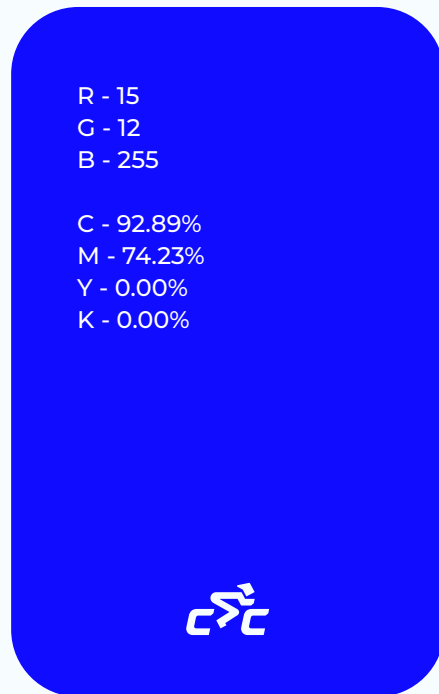
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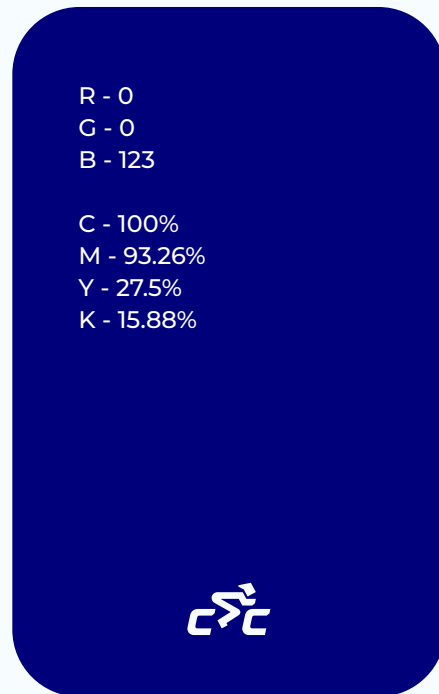
Redefining the Color Palette

A Palette for Growth

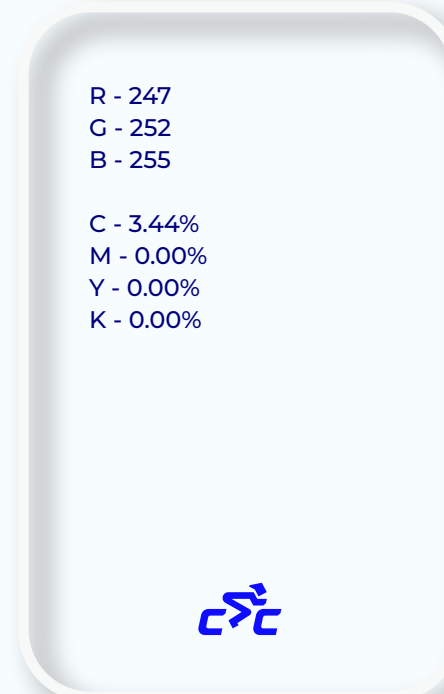
Fantacycling's refreshed color palette breathes new life into the original blue, balancing respect for tradition with a bold, contemporary update. The addition of complementary shades enhances versatility, enabling seamless and impactful communication across digital and physical mediums like app design, media, and print.



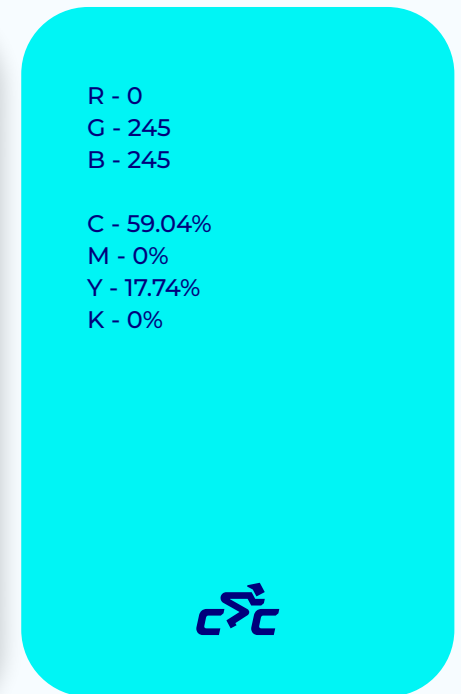
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Fantacycling's New Typeface

A Bold Choice for a Dynamic Brand

Fantacycling's new visual identity features the TT Supermolot Neue font family, chosen for its modern, bold, and versatile design. Its sleek, geometric shapes convey a sense of strength and forward motion, perfectly **aligning with Fantacycling's energetic, sporty, and innovative tone of voice.**

Licensing information
myfonts.com/collections/tt-supermolot-neue-font-type

TT Supermolot Neue

Aa

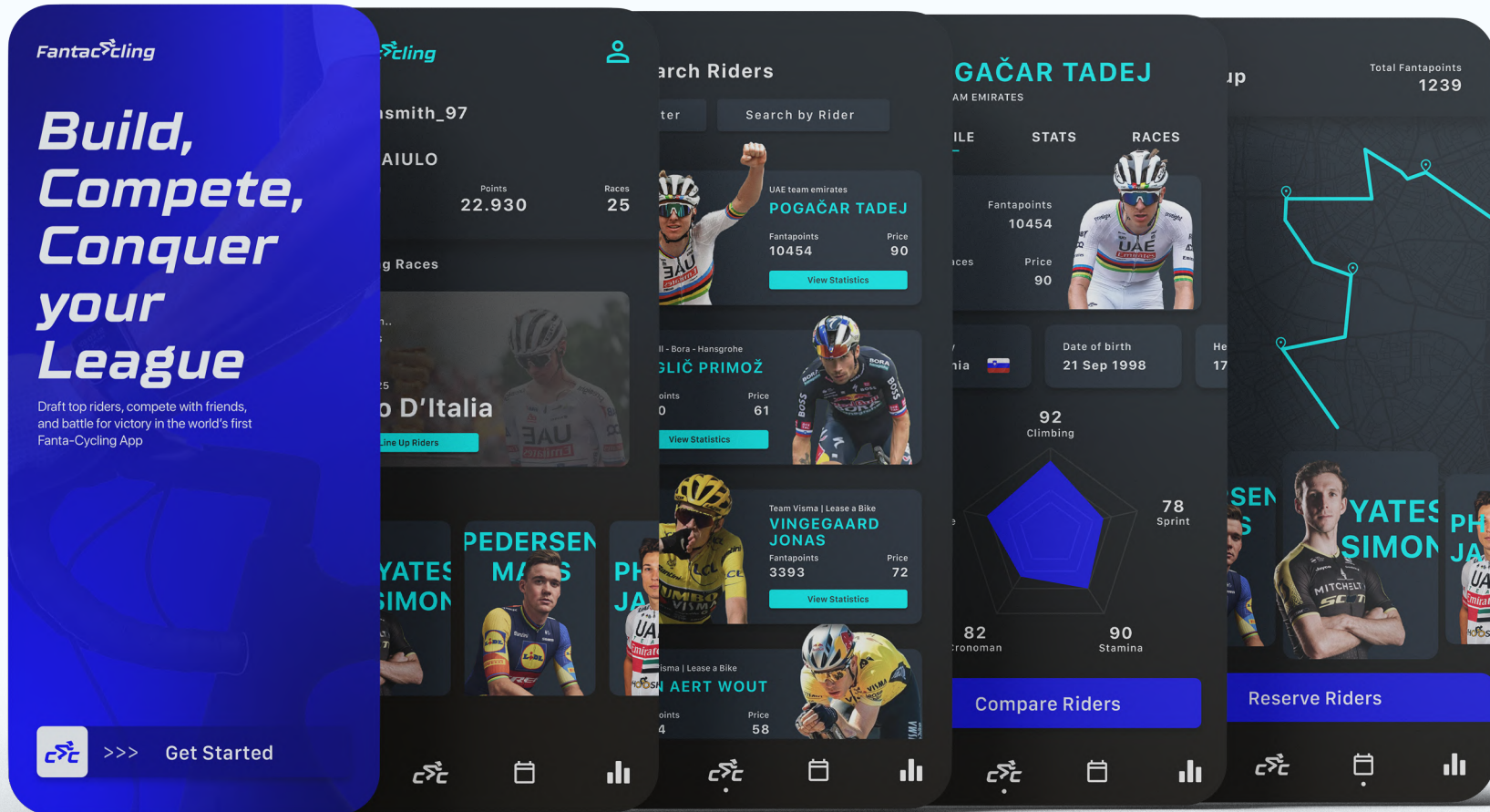
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Bringing the Redesign to Life

**A New Identity,
Capable of expressing the
perfect synthesis of what
Fantacycling is today**







Sleek, Minimal, Unstoppable

The new cycling suit embodies Fantacycling's spirit with a **clean, minimal aesthetic**. Crafted in a refined shade derived from our brand colors, the suit features the new Fantacycling logo prominently on the front, back, and sleeves, ensuring instant recognition. Partnering with Pissei as previous iterations, this design also includes a fictional Sky sponsor, showcasing the suit's potential for future collaborations.





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