

N. 72449

Will it be the new brand identity?

Fantacycling

TerraViva Competitions

Fantacycling is more than just a platform: it's a universe where cycling meets play, a celebration of energy, challenge and belonging. However, the previous visual identity was not up to this ambition. Disorganized, fragmented, lacking personality: the spark was missing to really engage the audience.

Our work started from a fundamental question: who is our user? We imagined him as a passionate about movement and discovery, an outdoor lover attentive to sustainability, to details, but with a playful vein.

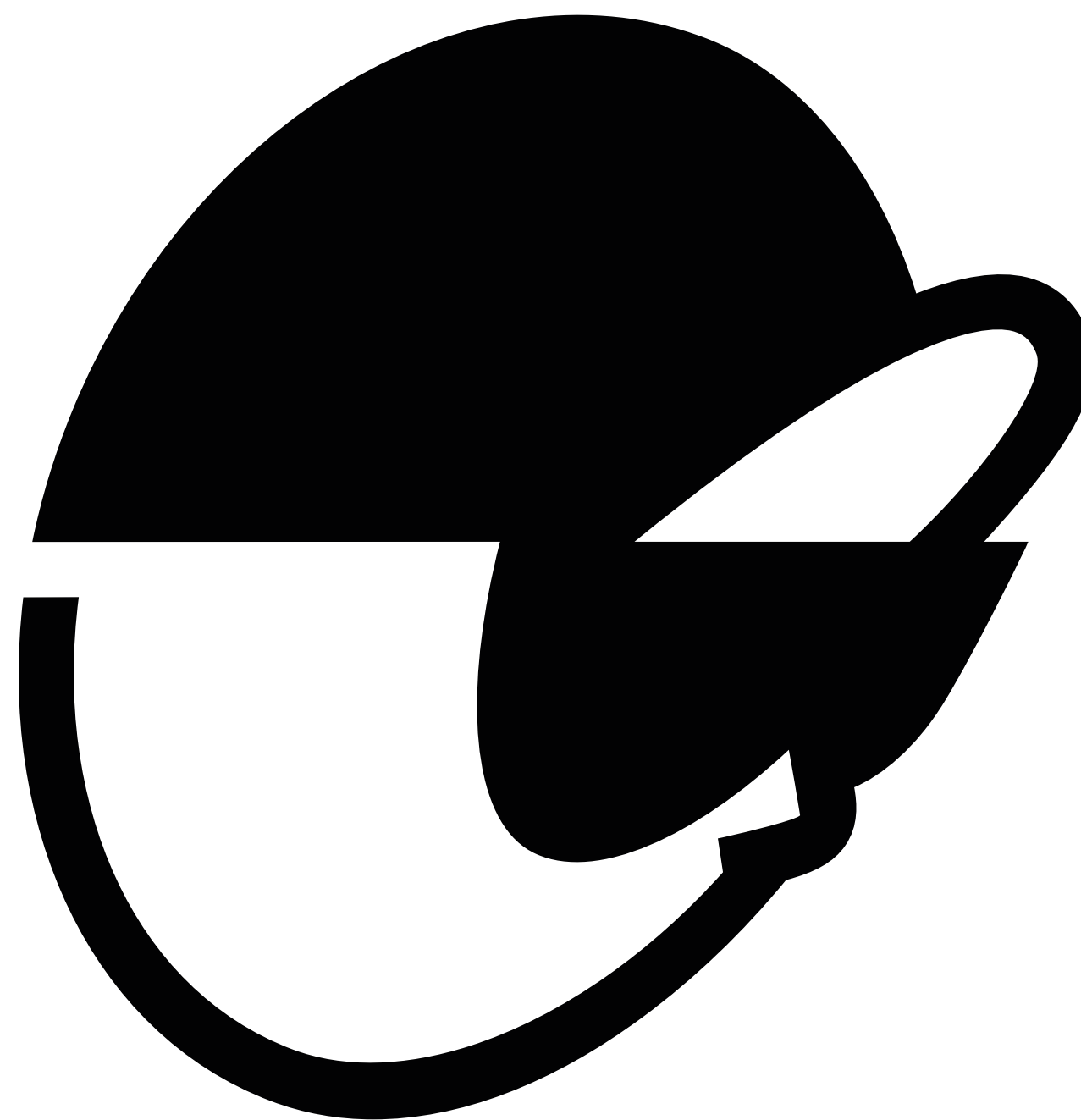
Not only professional cyclists, but also urban explorers and lovers of an active and contemporary lifestyle.

From here, every choice has taken shape with precision: a mascot that combines determination and lightness, an inclusive color palette that speaks of energy and connection, and a typography capable of communicating dynamism and clarity in any context. We haven't just revamped the look: we've simplified the digital experience, made the features intuitive and

brought the community even closer to its interests, with live streaming, competitions and a shop designed to inspire and retain.

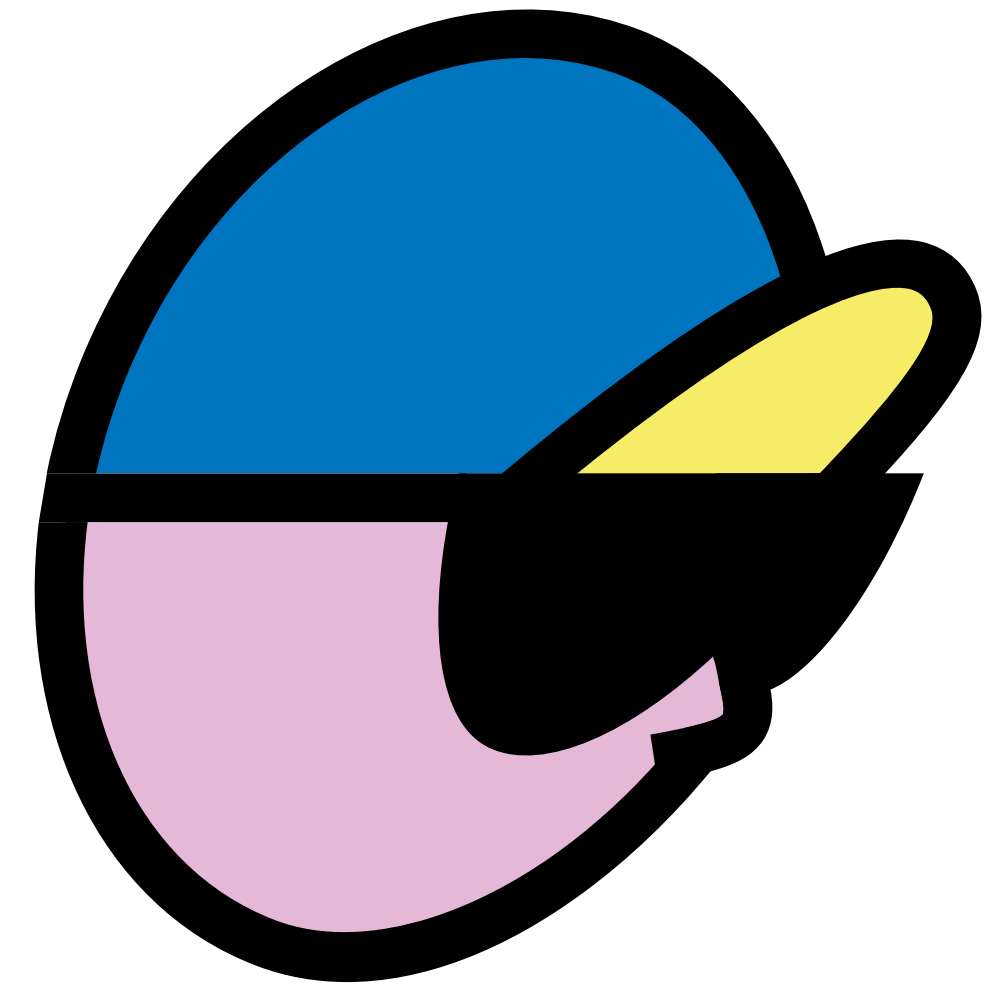
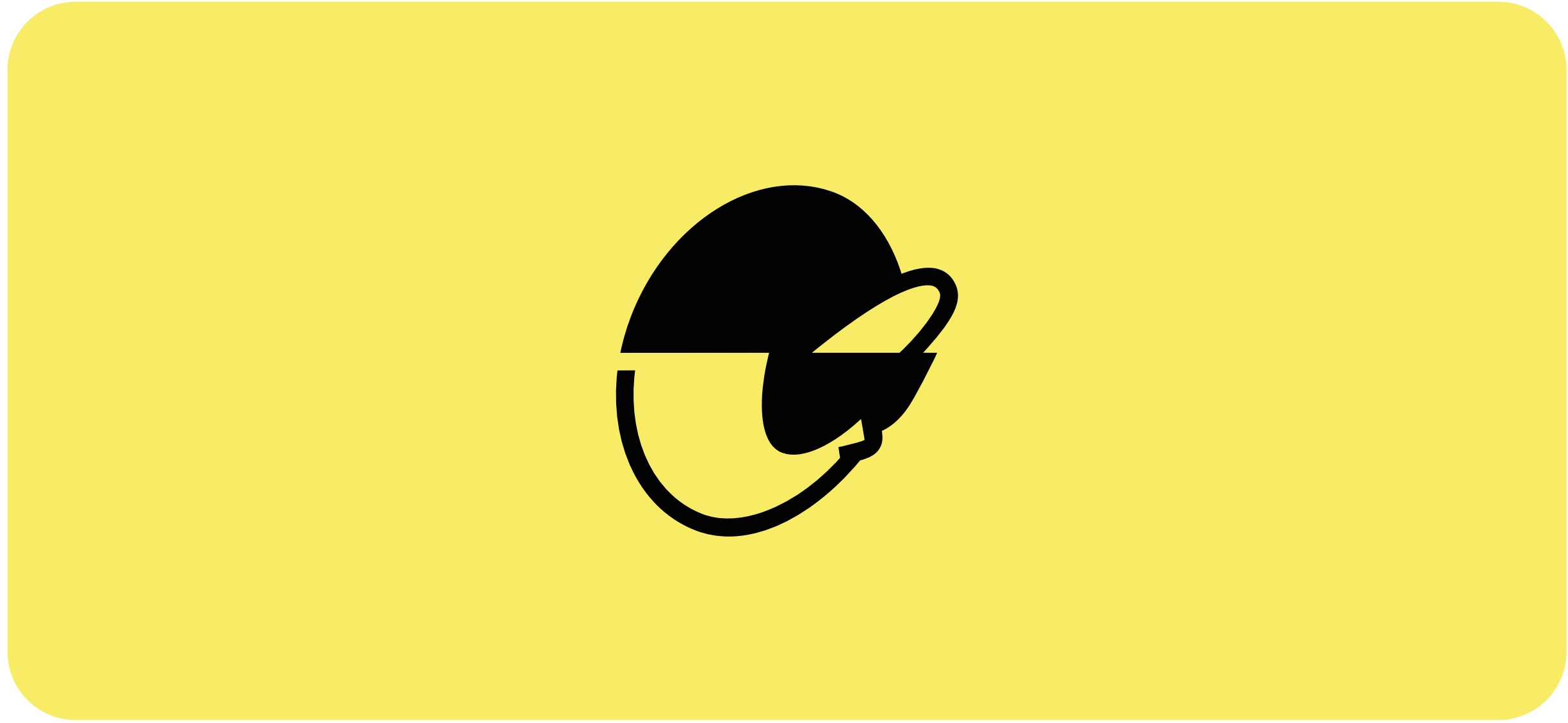
Fantacycling is no longer just a game: it's a space that speaks the language of modern cycling, mixing authenticity and fun with a vision projected to the future. It's the new frontier for those who pedal with their heart and play with their mind.

Oval



Friendly

Dynamism



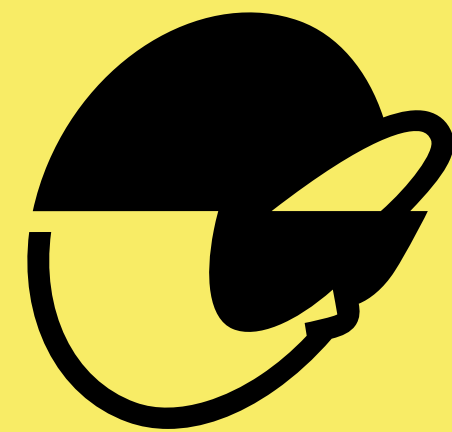
Strong

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Playful

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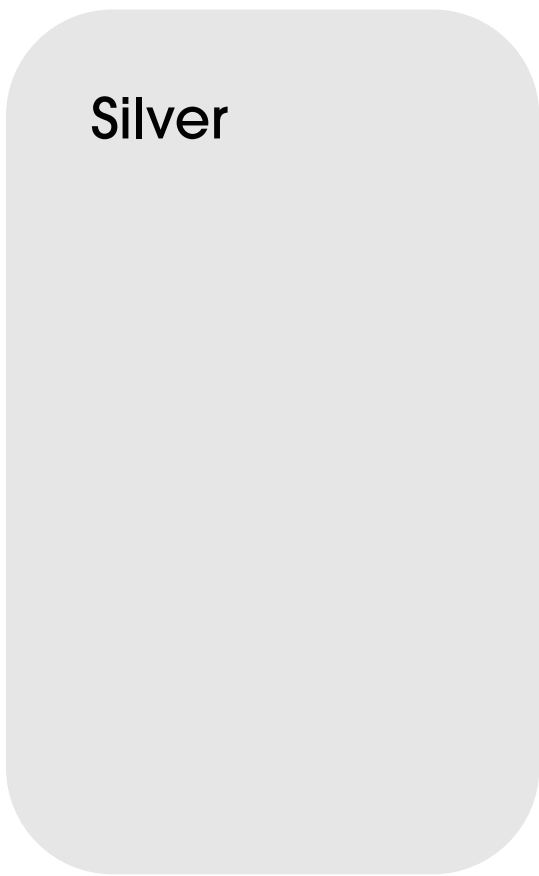
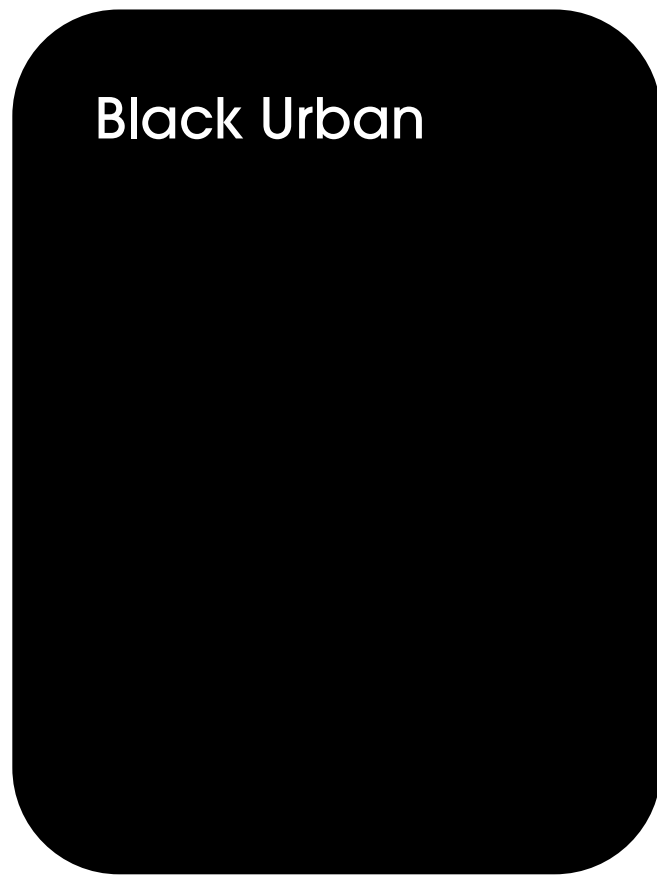
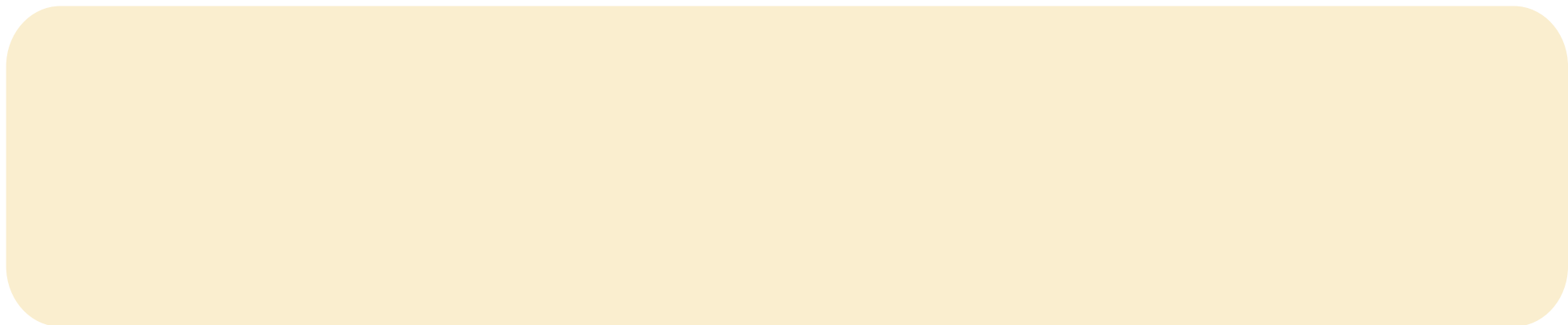
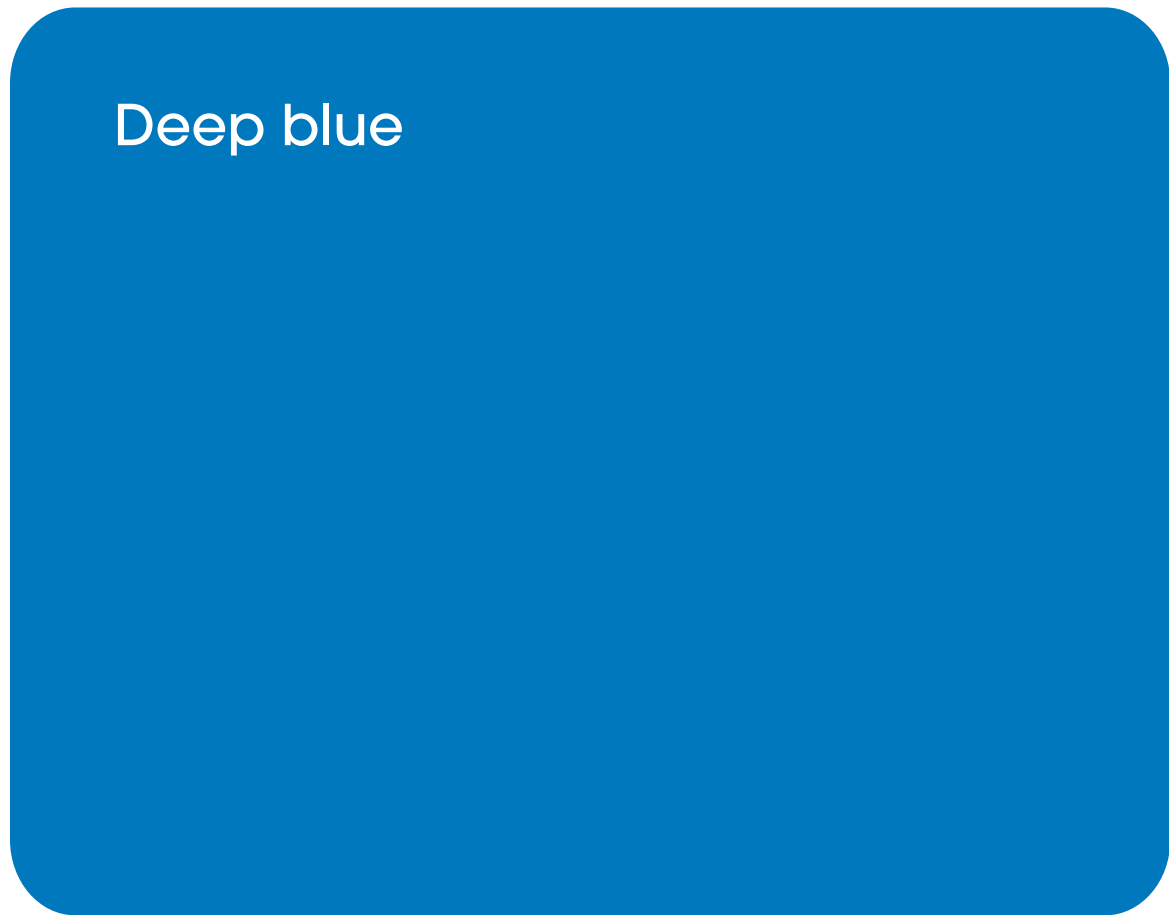
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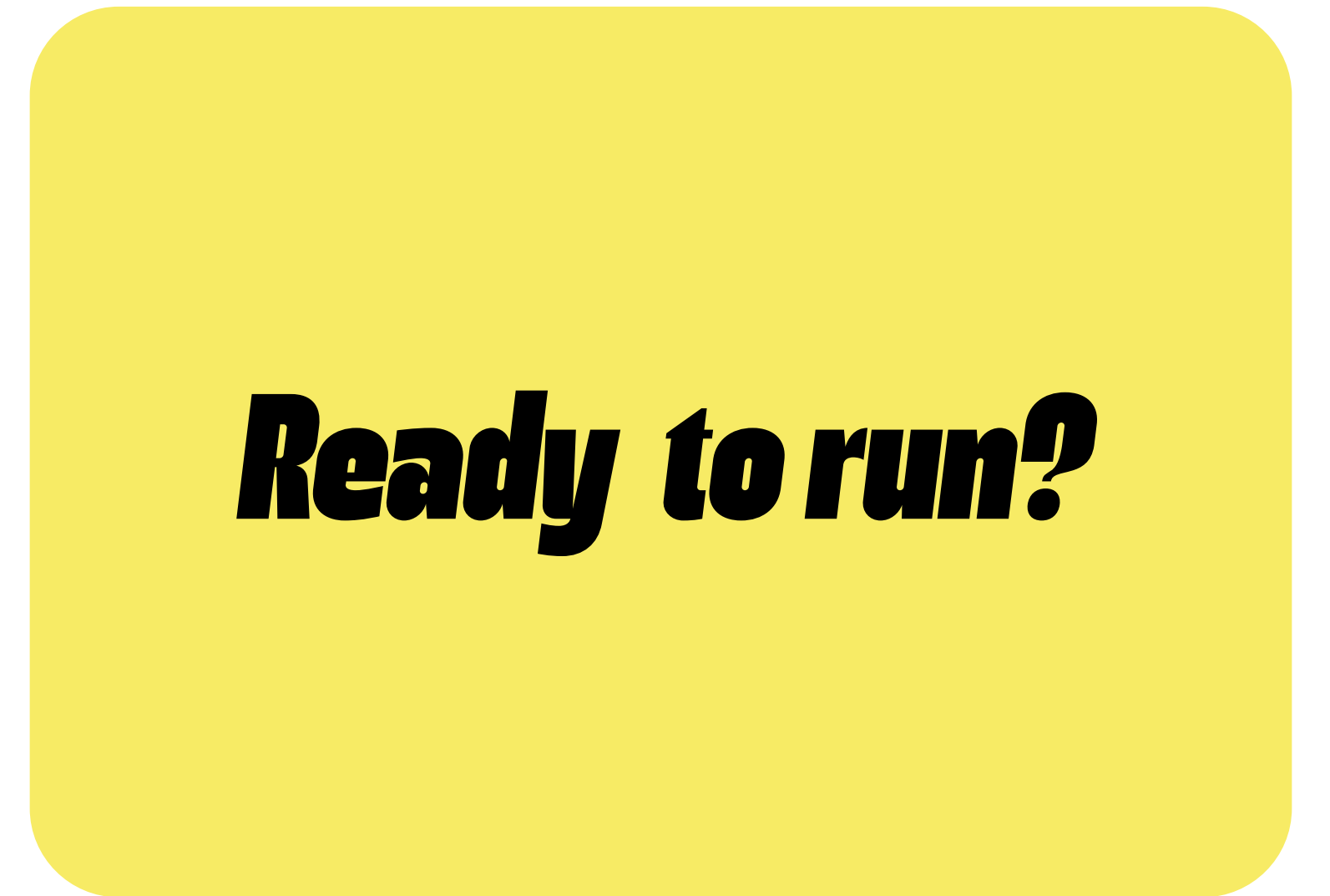
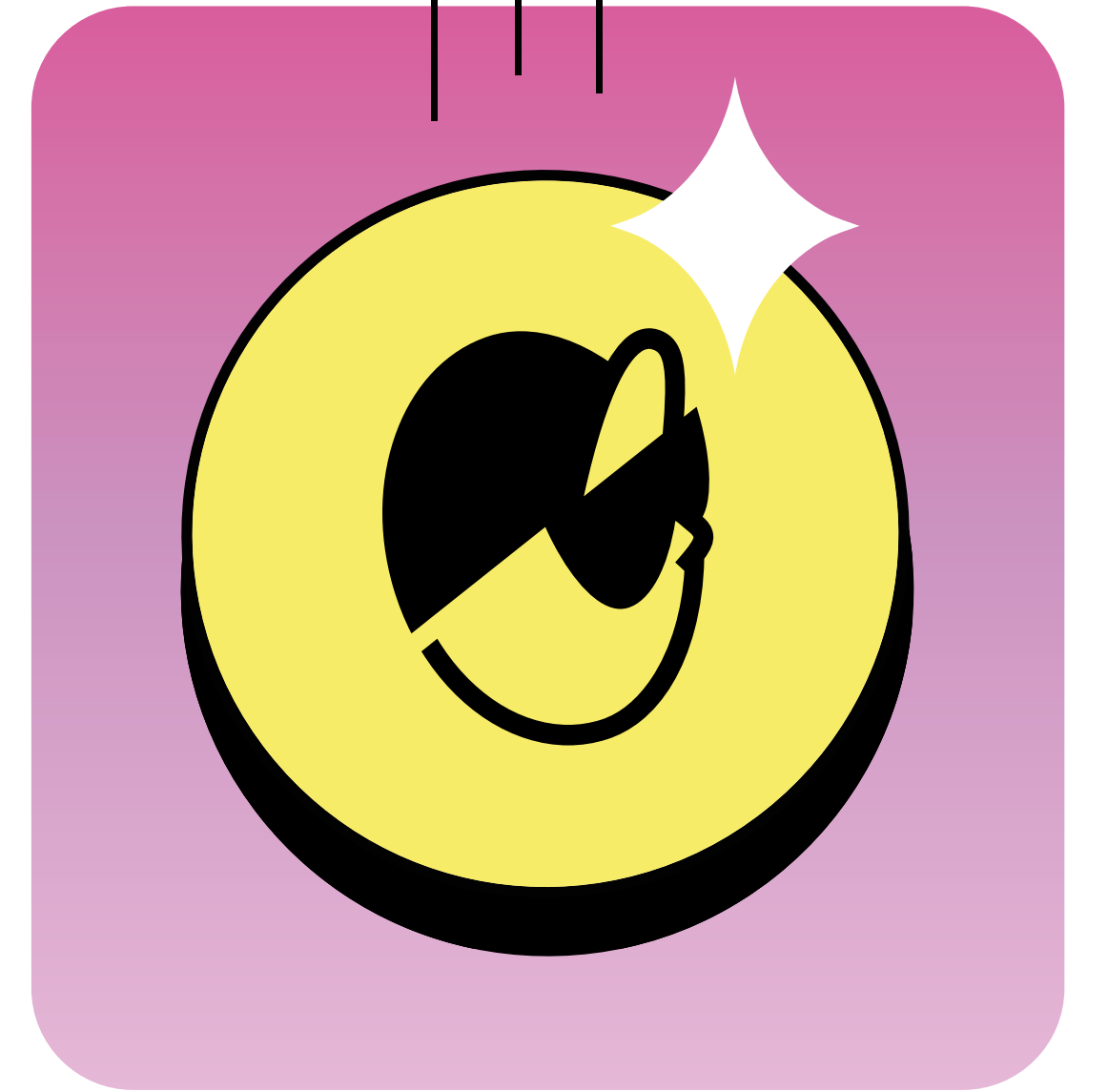
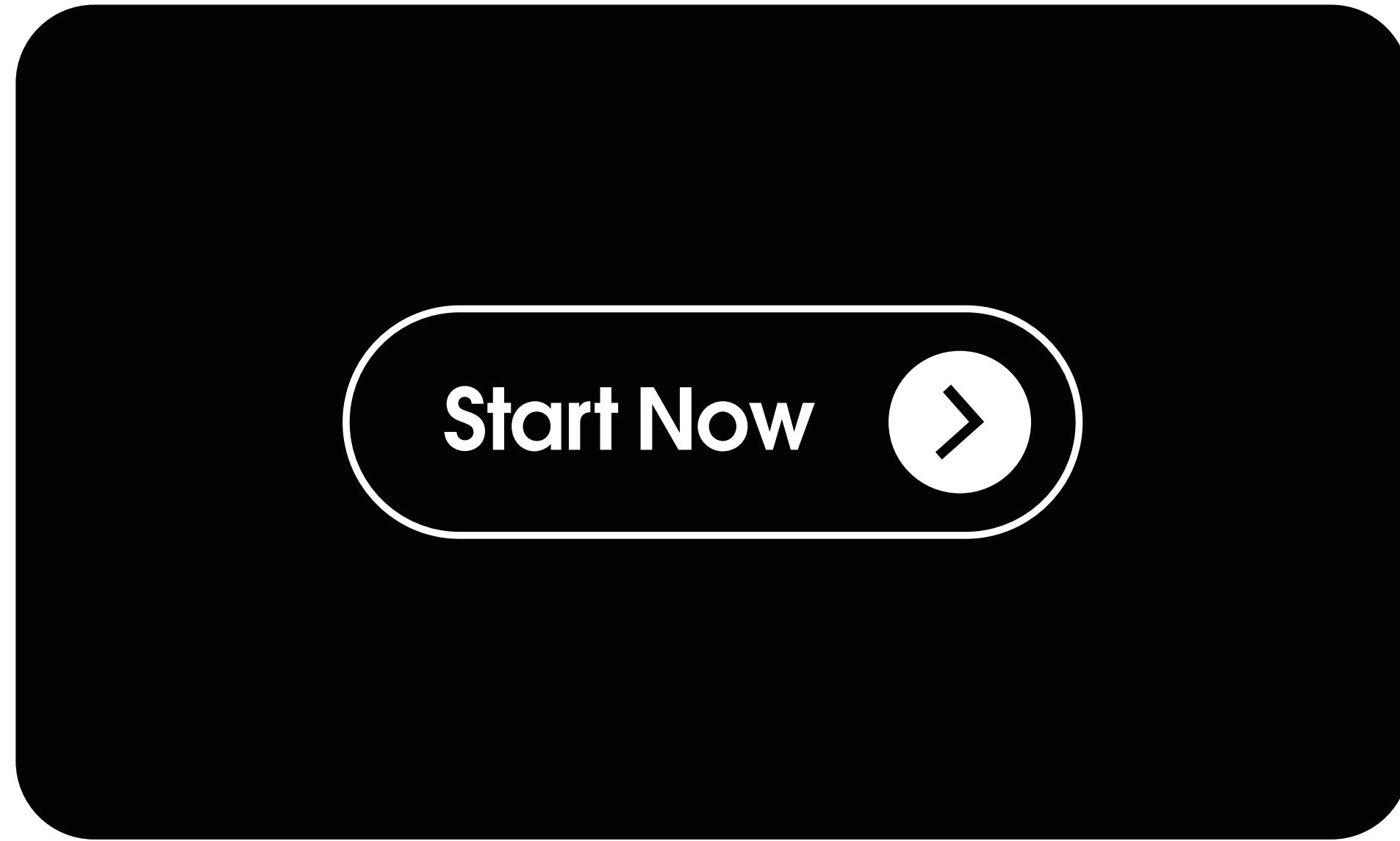
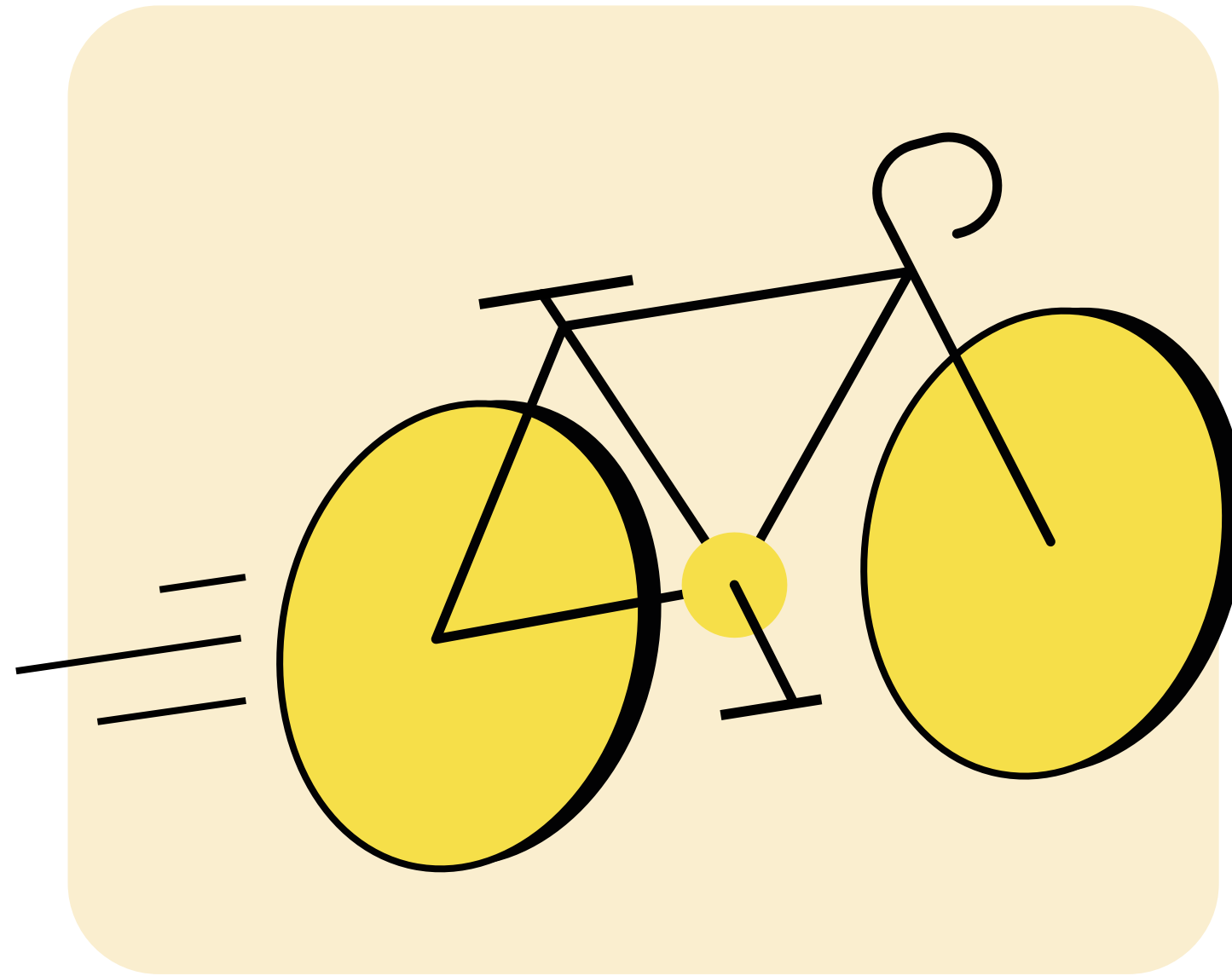
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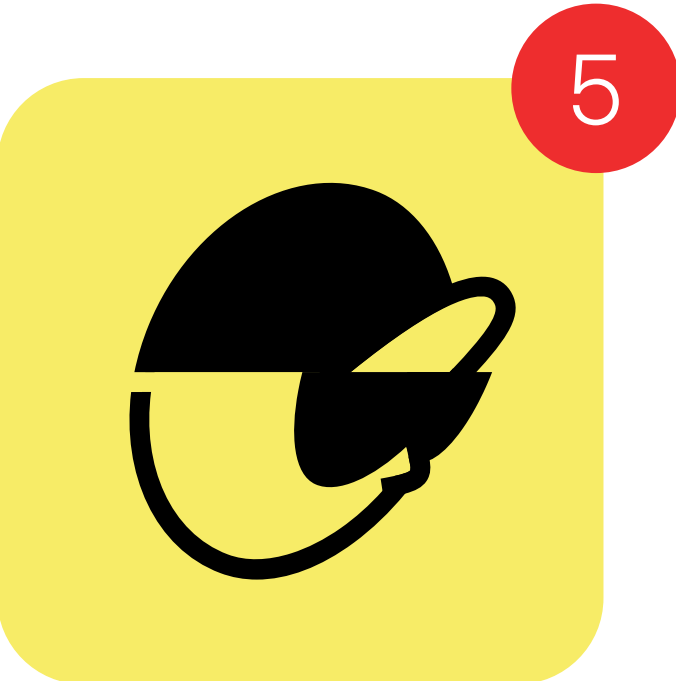
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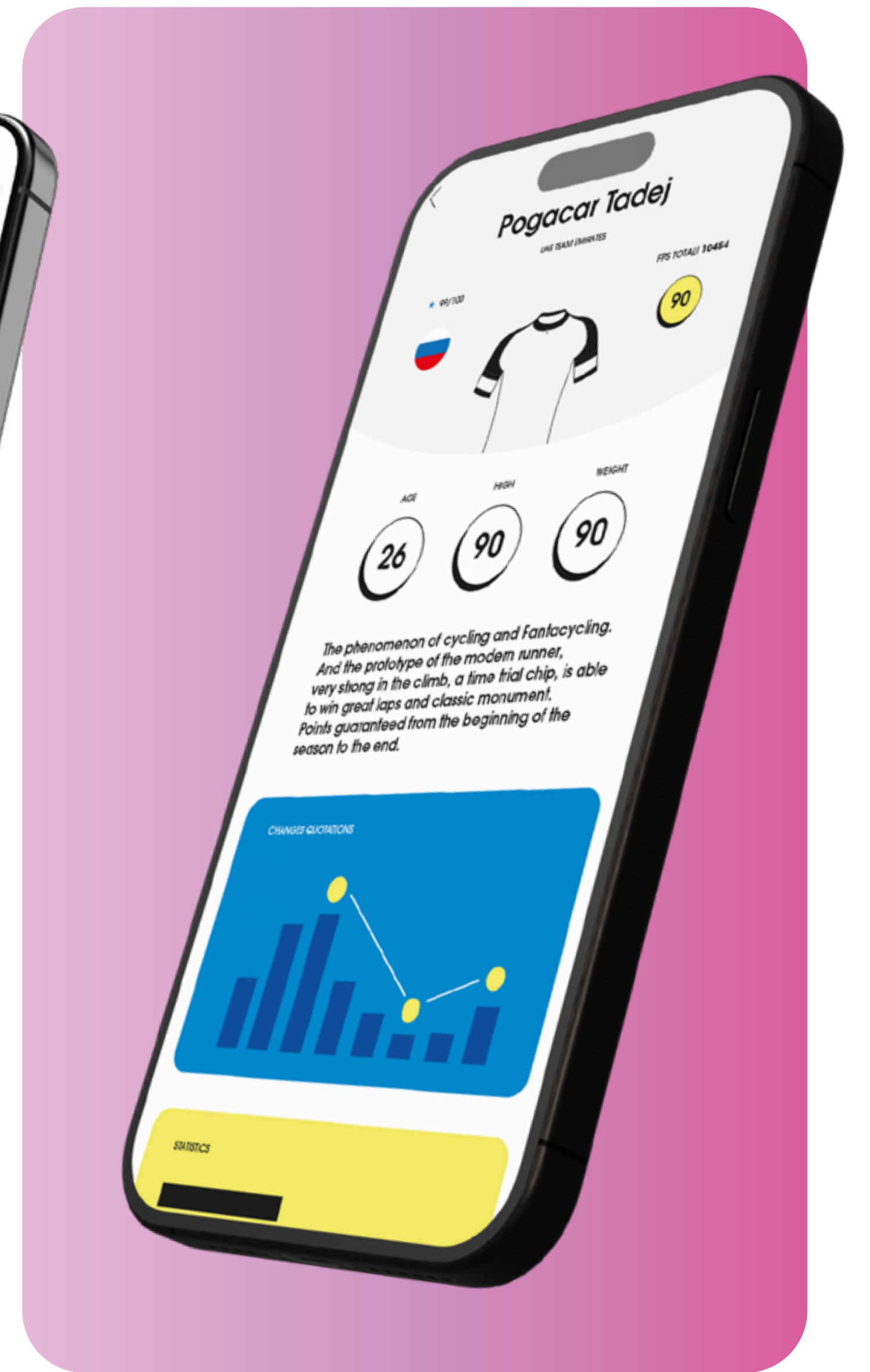
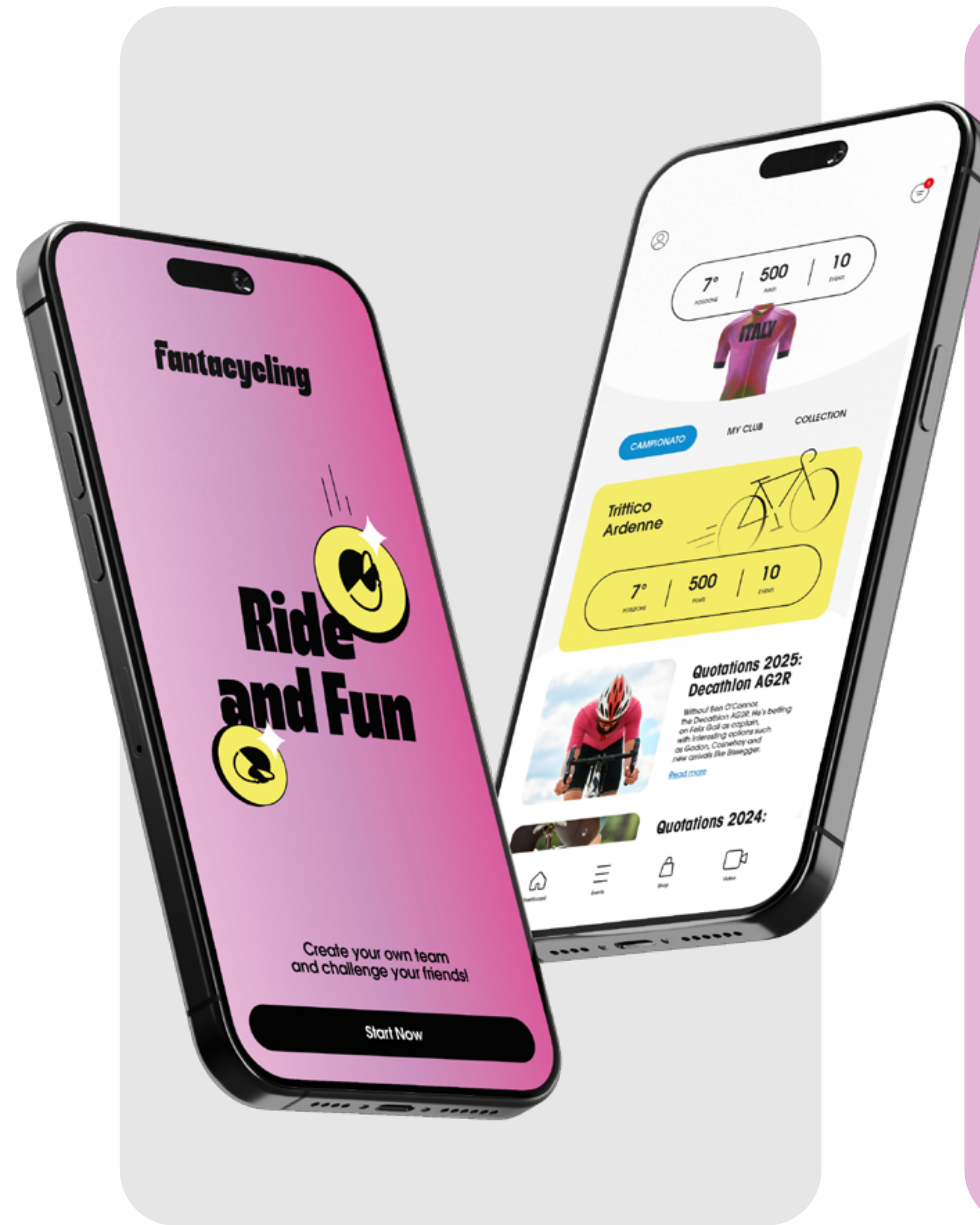
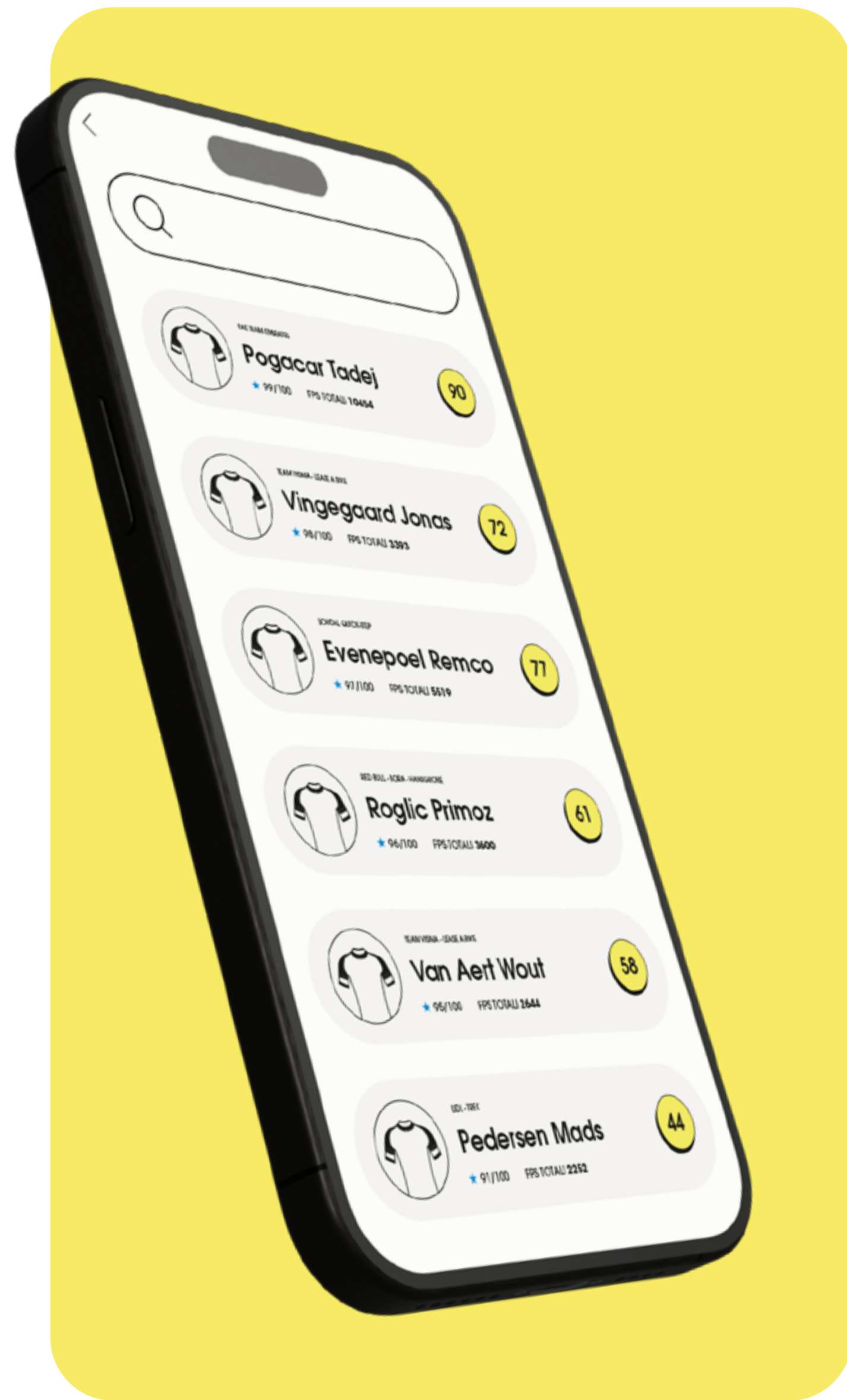
Medium

Body Text

ITC Avant Garde Gothic



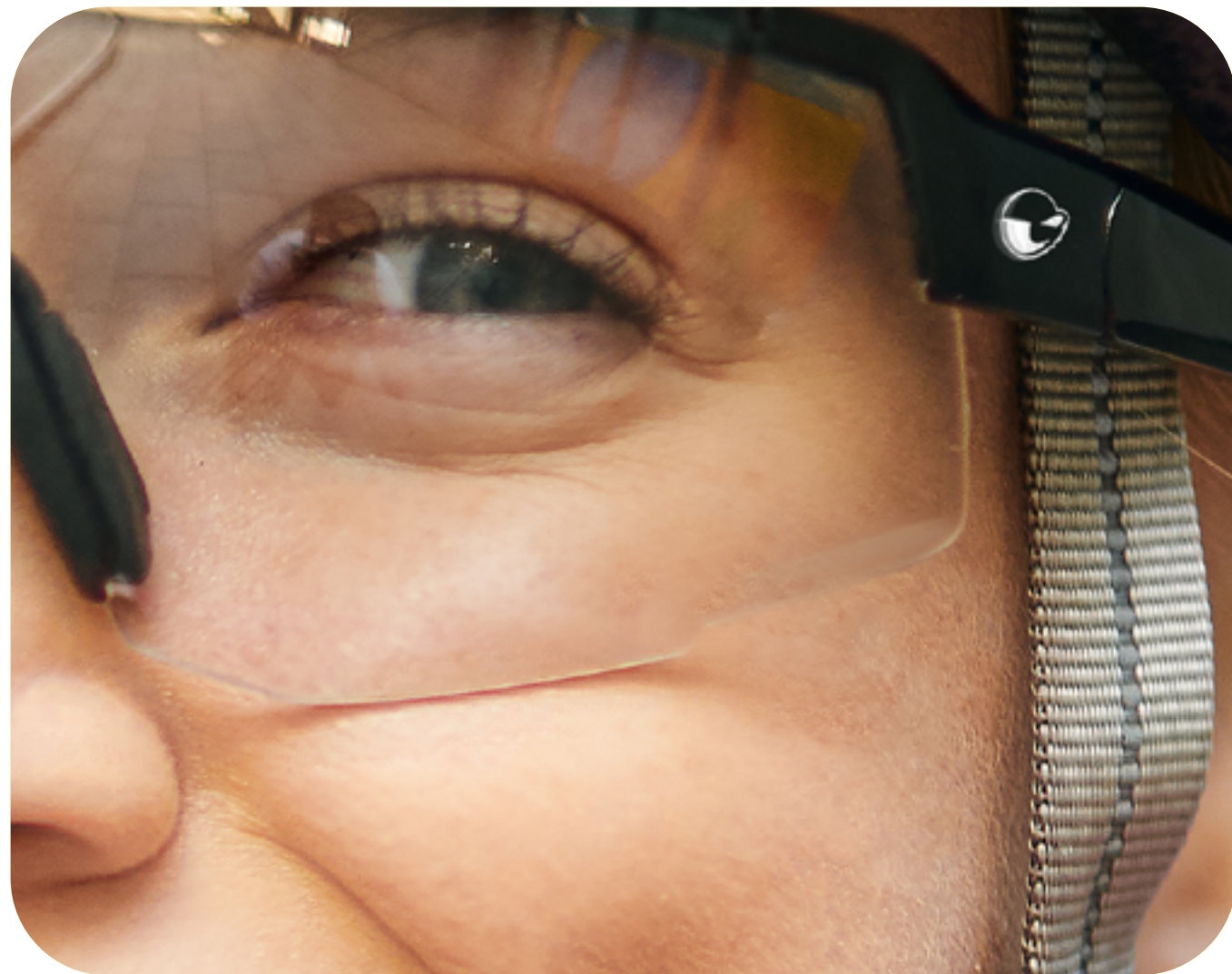




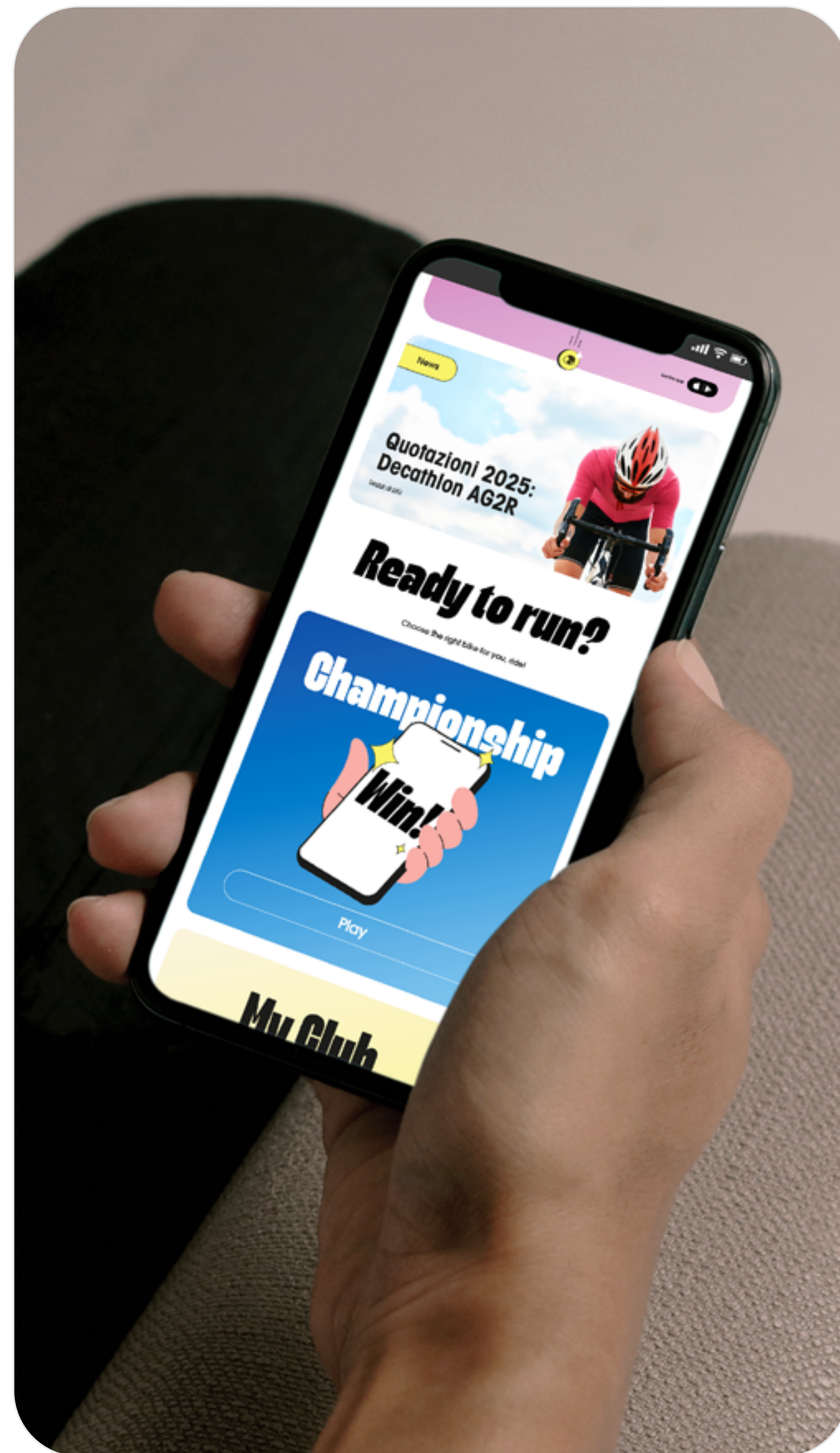


The kit celebrates the Italian cycling tradition and wants to pay tribute to these 5 years fantastic; with a design that combines technique and style. Designed for those who ride with passion, transforming every outing into an expression of energy and pride.

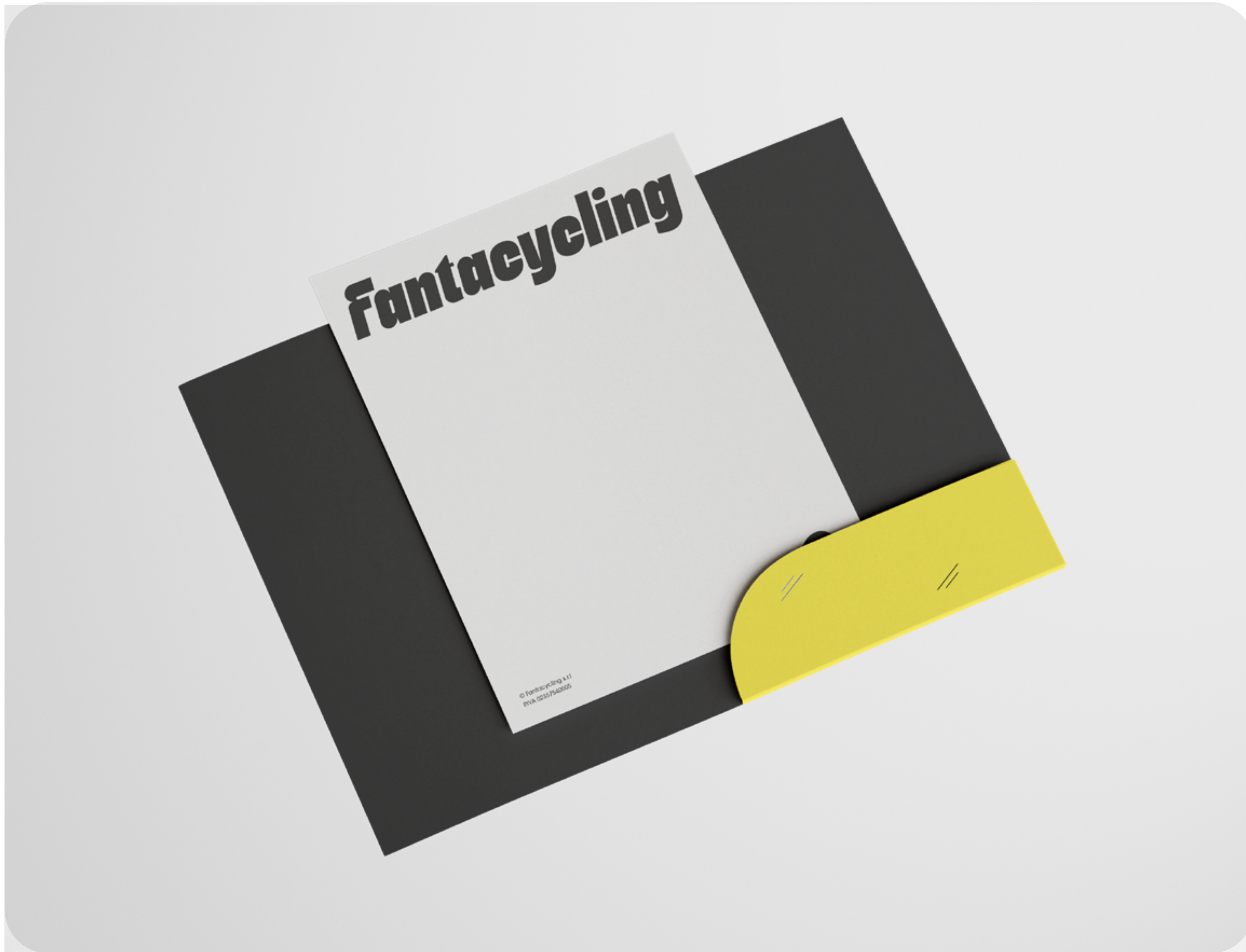


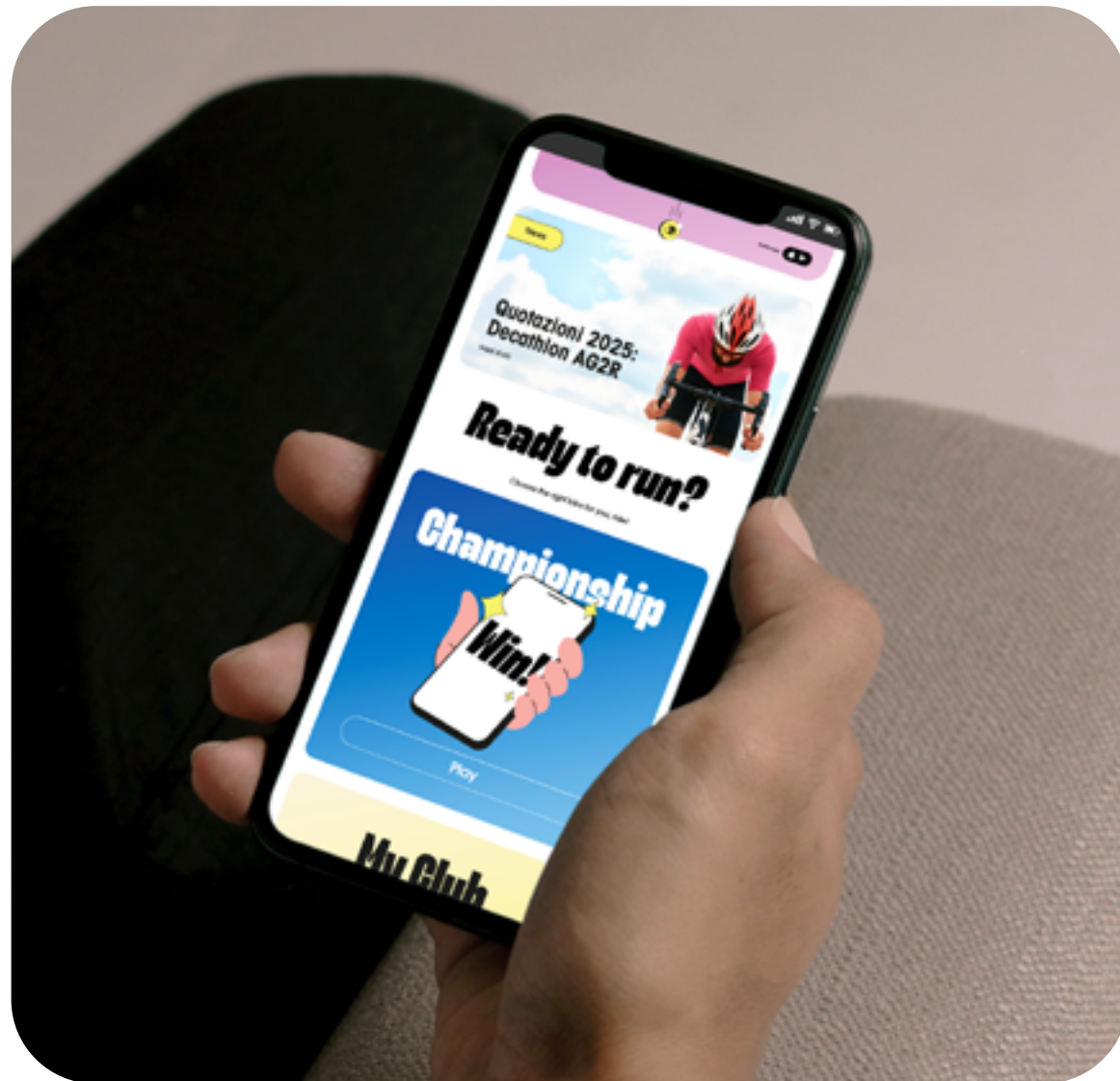




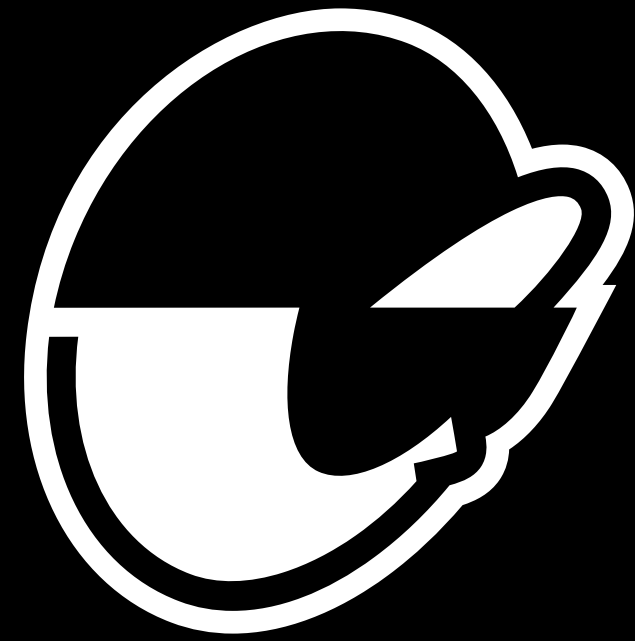








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