



Concept

Fantacycling

The rebrand stands out for its bold and playful character, maintaining continuity with the key elements already familiar to the audience while expressing energy, audacity, and dynamism through a fresh and vibrant colour palette, contemporary shapes, and bold textures with a decisive graphic approach. The visuals present a more engaging aesthetic, designed to make an impact and communicate a sense of belonging to an innovative and passionate community.

The rebranding serves as a bridge between tradition and innovation: a visual identity that values the brand's roots and amplifies its appeal to an ever-evolving audience, without disorienting the most loyal followers.

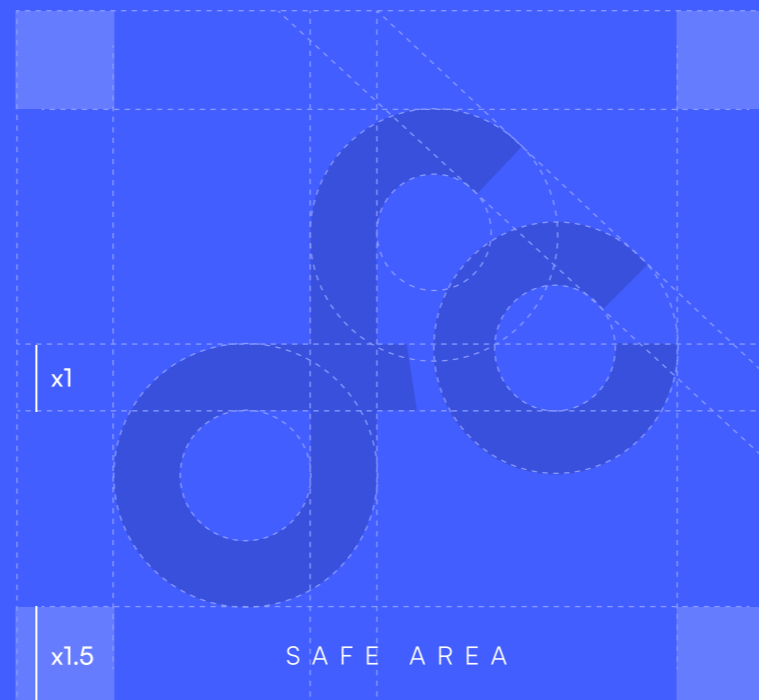


fc

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The logo redesign maintains the wordmark in its extended form, giving equal emphasis to both words while playing with the spacing between the "a" and "c" to create an optical effect that subtly separates the terms without breaking their continuity. The shorter version, "fc," is crafted as a distinctive icon that captures the essence of cycling. Its design evokes the imagery of a bicycle climbing a mountain, blending functionality with a nod to the sport's core spirit. Together, these elements strike a balance between modernity and familiarity, creating a cohesive and memorable visual identity.



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SEASALT

#F8F8F8

C0 M0 Y0 K3

CHARTRUSE

#E0FB5B

C11 M0 Y64 K2

NEON BLUE

#425EFF

C74 M63 Y0 K0

PRUSSIAN BLUE

#0A2E4B

C87 M39 Y0 K71

Bricolage
Grotesque

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz)**

0123456789#@%\$*&!

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Satoshi

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Factor A

Aa

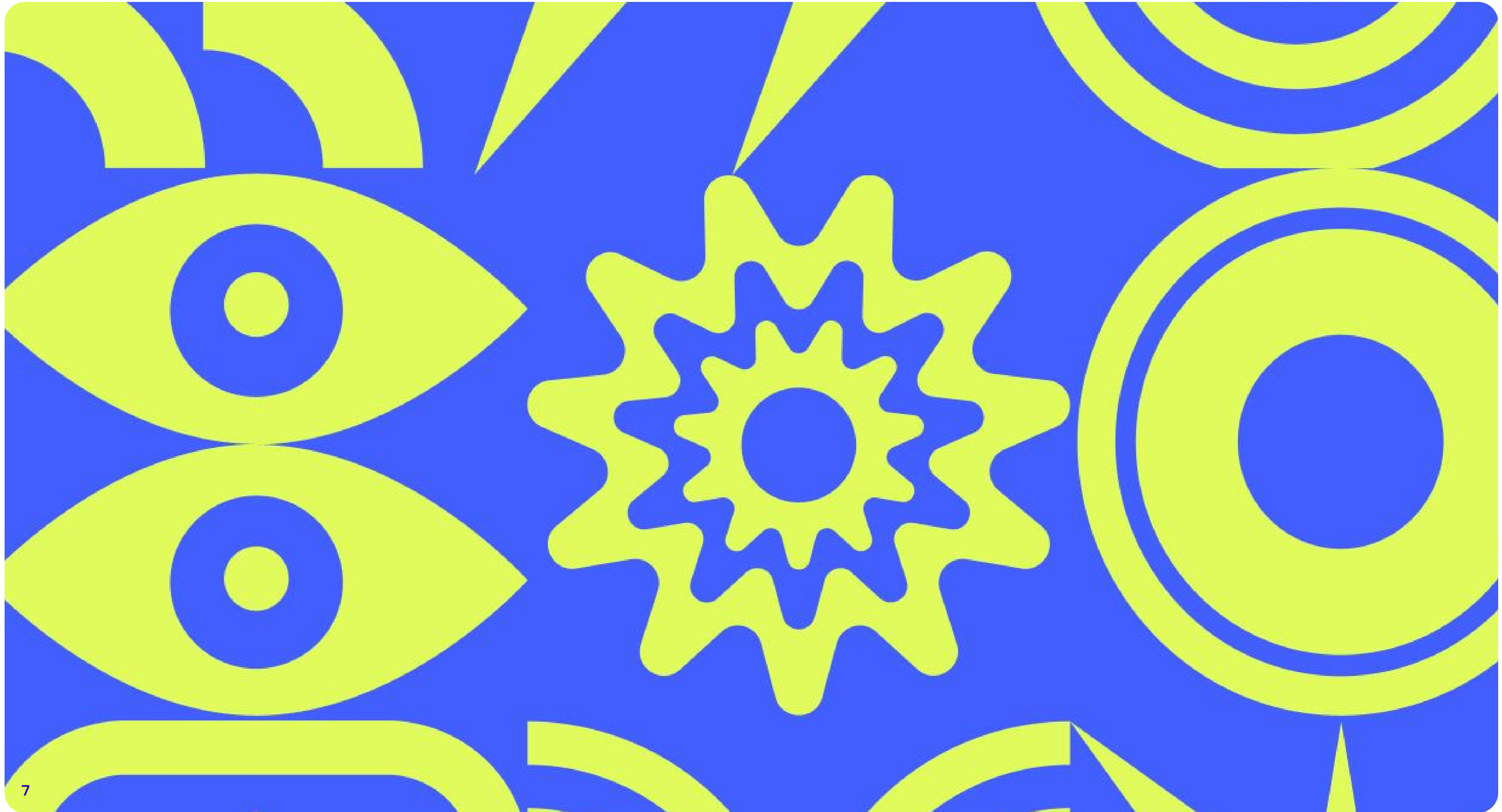
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Shape

The shapes in the rebranding are bold and distinctive graphic elements inspired by the cycling world, referencing bicycle geometries and mechanical components. These irregular and daring designs add character and personality to the visuals, creating a fresh and dynamic aesthetic. The shapes are not merely decorative but serve as a core part of the visual language, enhancing the brand's identity with originality and vibrancy.

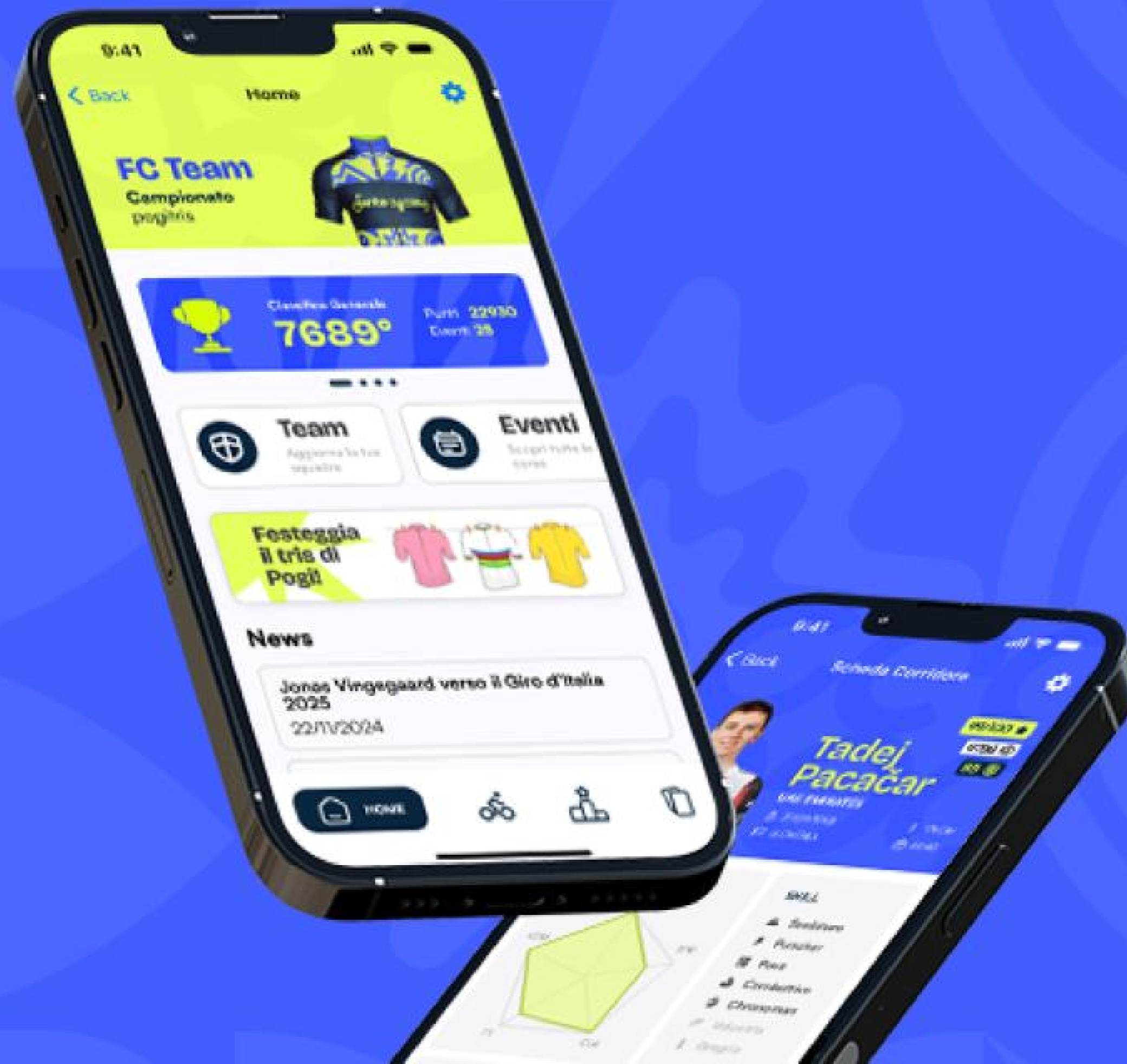


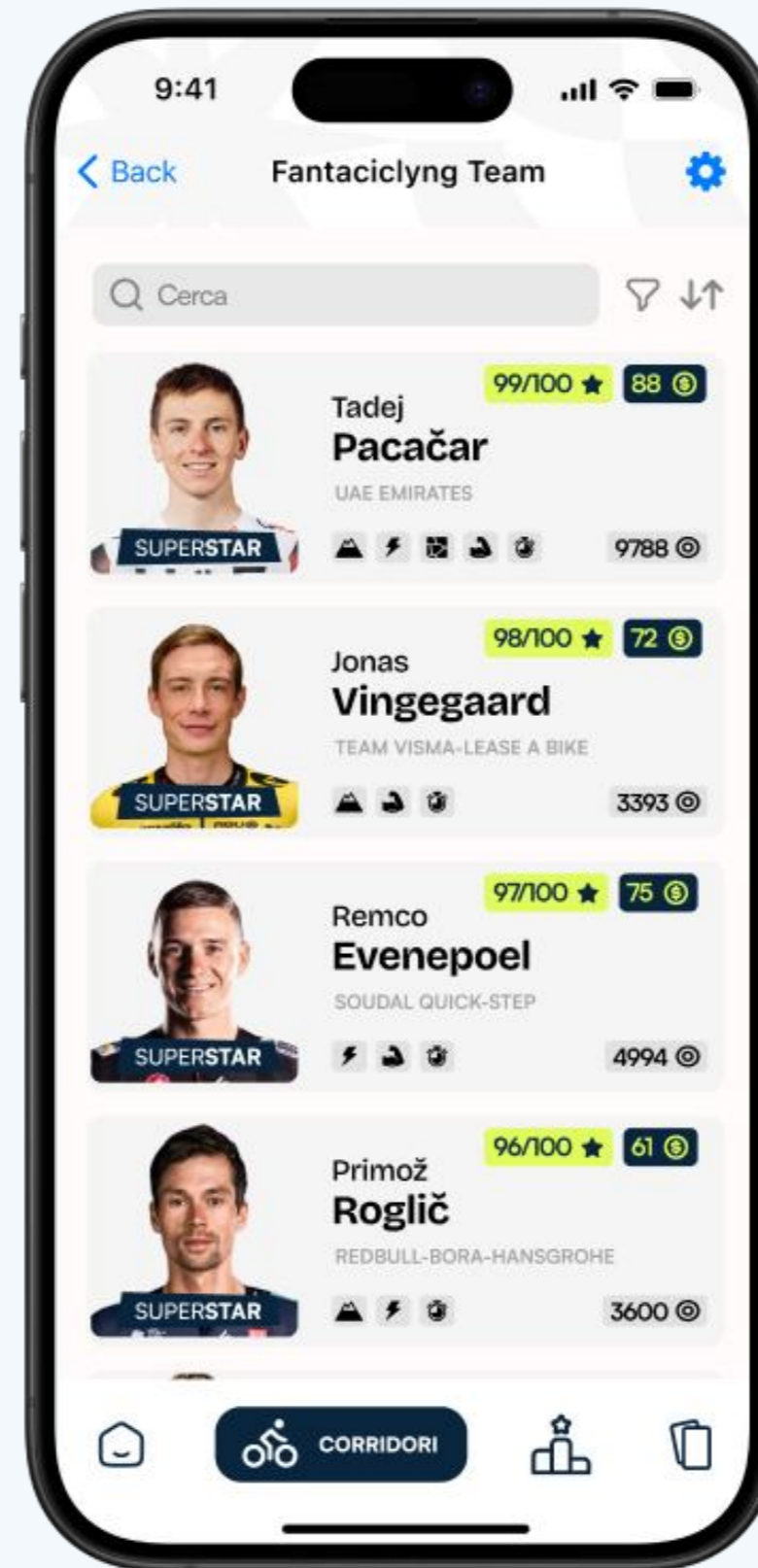
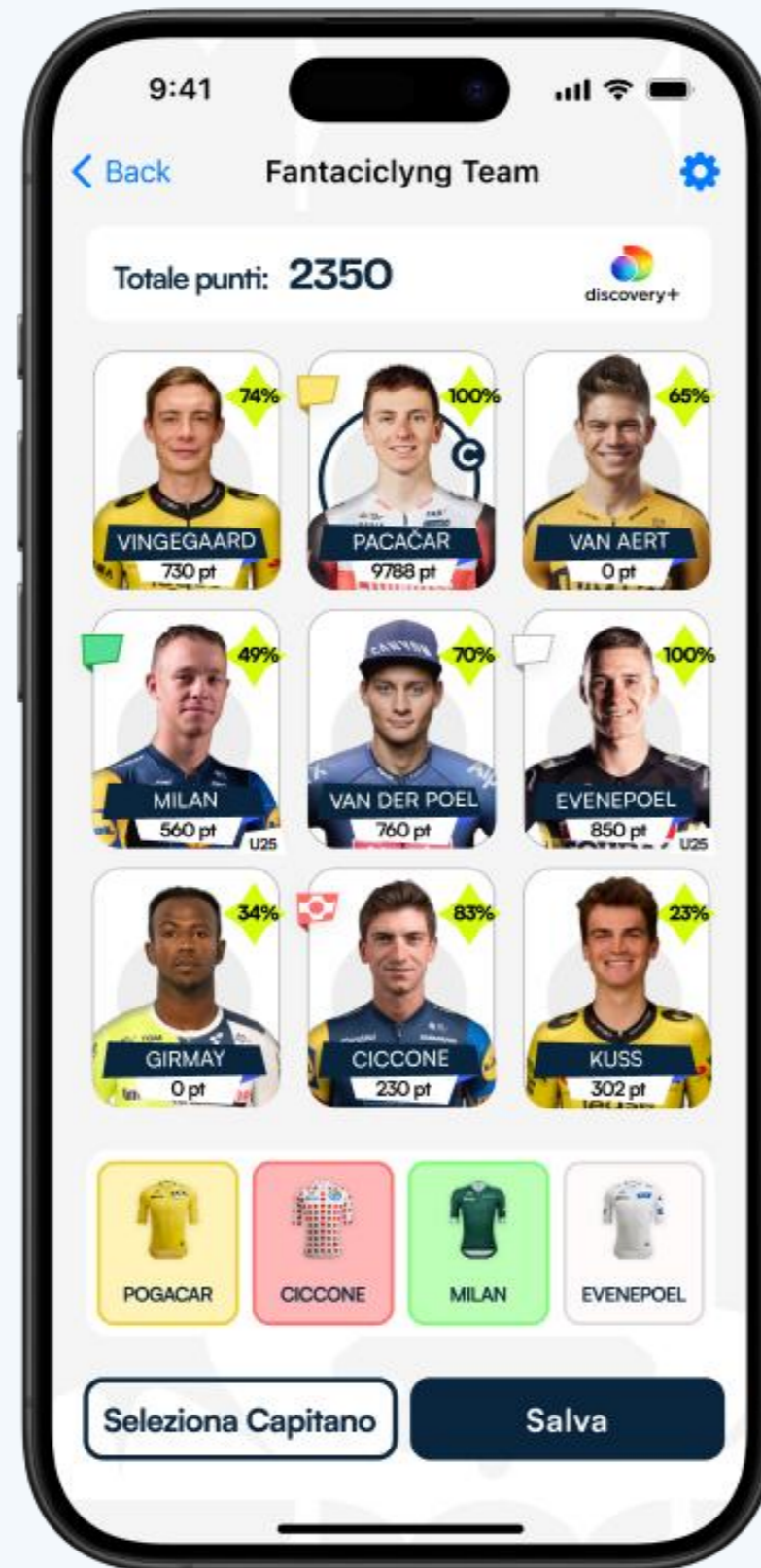
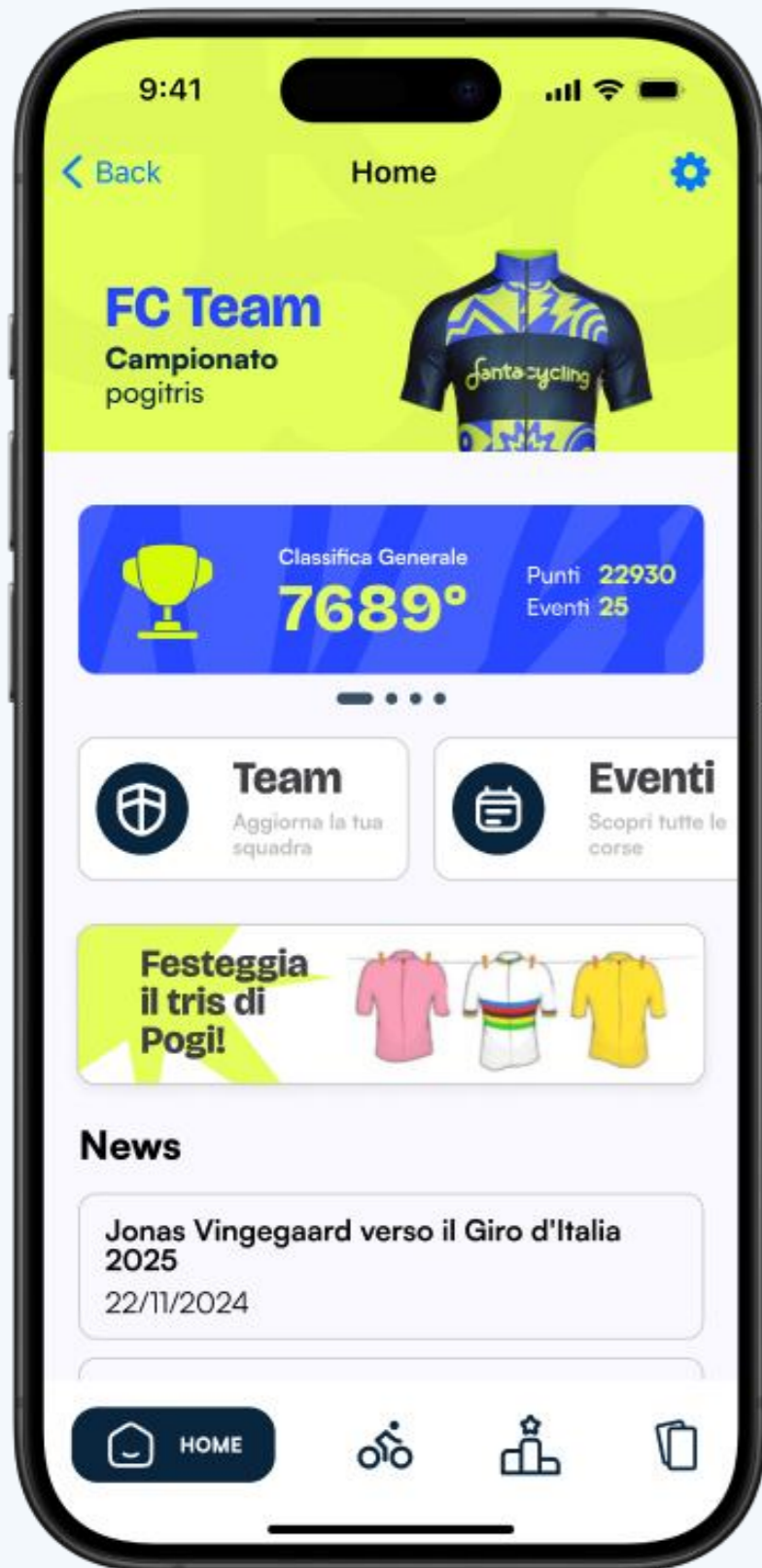
The jersey and cycling kit bring the new visual language to life on the road, turning every ride into a statement of style and personality. Bold graphics, featuring dynamic shapes and vibrant colors, create a contemporary and unconventional look that stands out and radiates energy. Every design detail captures the essence of cycling: movement, passion, and innovation, making the kit not just functional but a true manifesto of belonging to the community.





The app retains a familiar structure to ensure continuity for regular users while introducing new visual elements for a more modern and contemporary experience. Fresh and bold visuals are paired with a reimagined interface, where simplified components and a thoughtful balance of weight and spacing enhance the clarity and readability of information. This approach not only improves usability but also aligns the app with the brand's evolution, offering an intuitive and enjoyable user experience.





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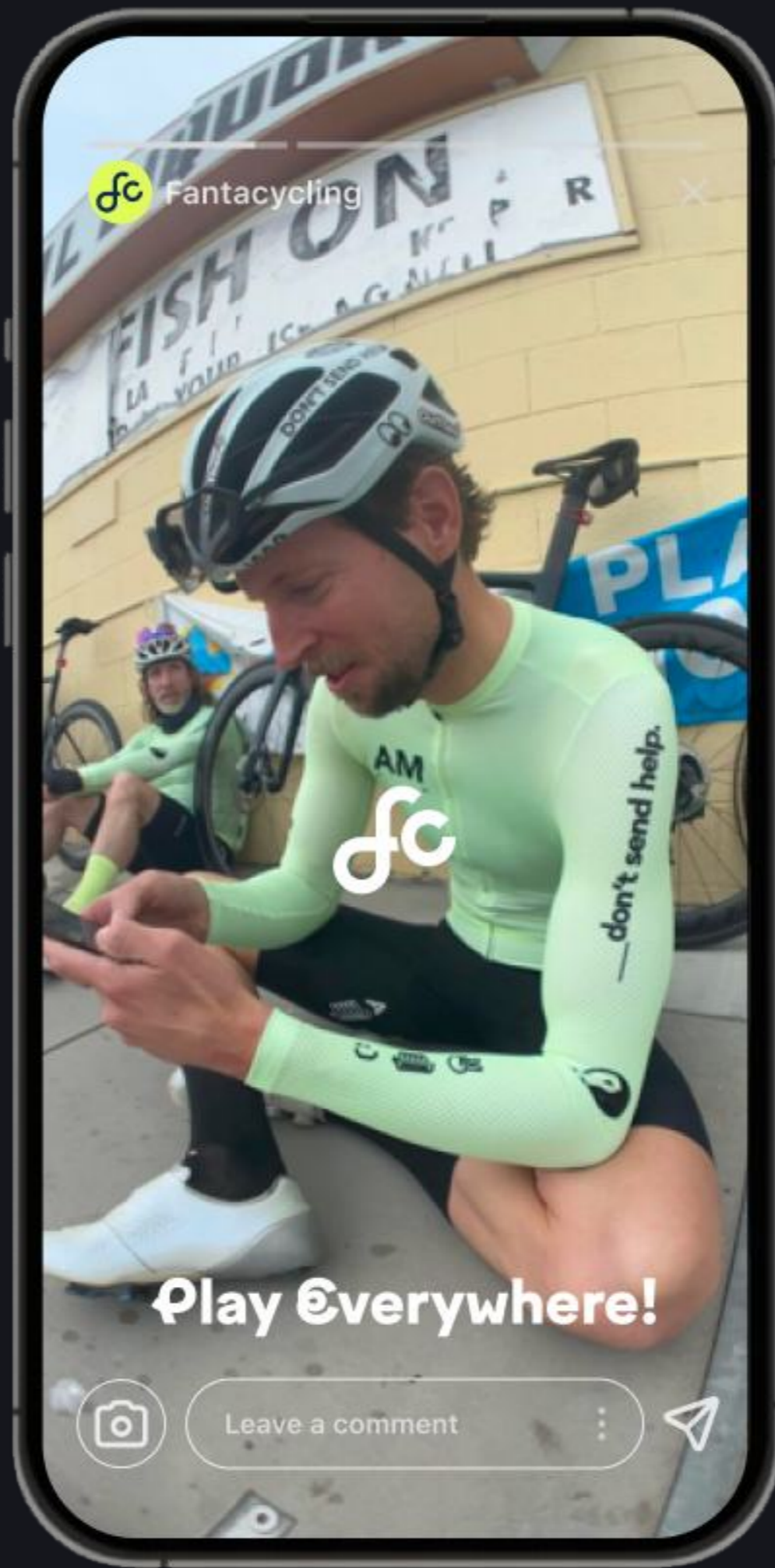
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