

THE Path
Ahead

Cycling is about precision, balance, and rhythm.
The Fantacycling's new identity captures the beauty of cycling
geometry while forging **new paths** for the global community.



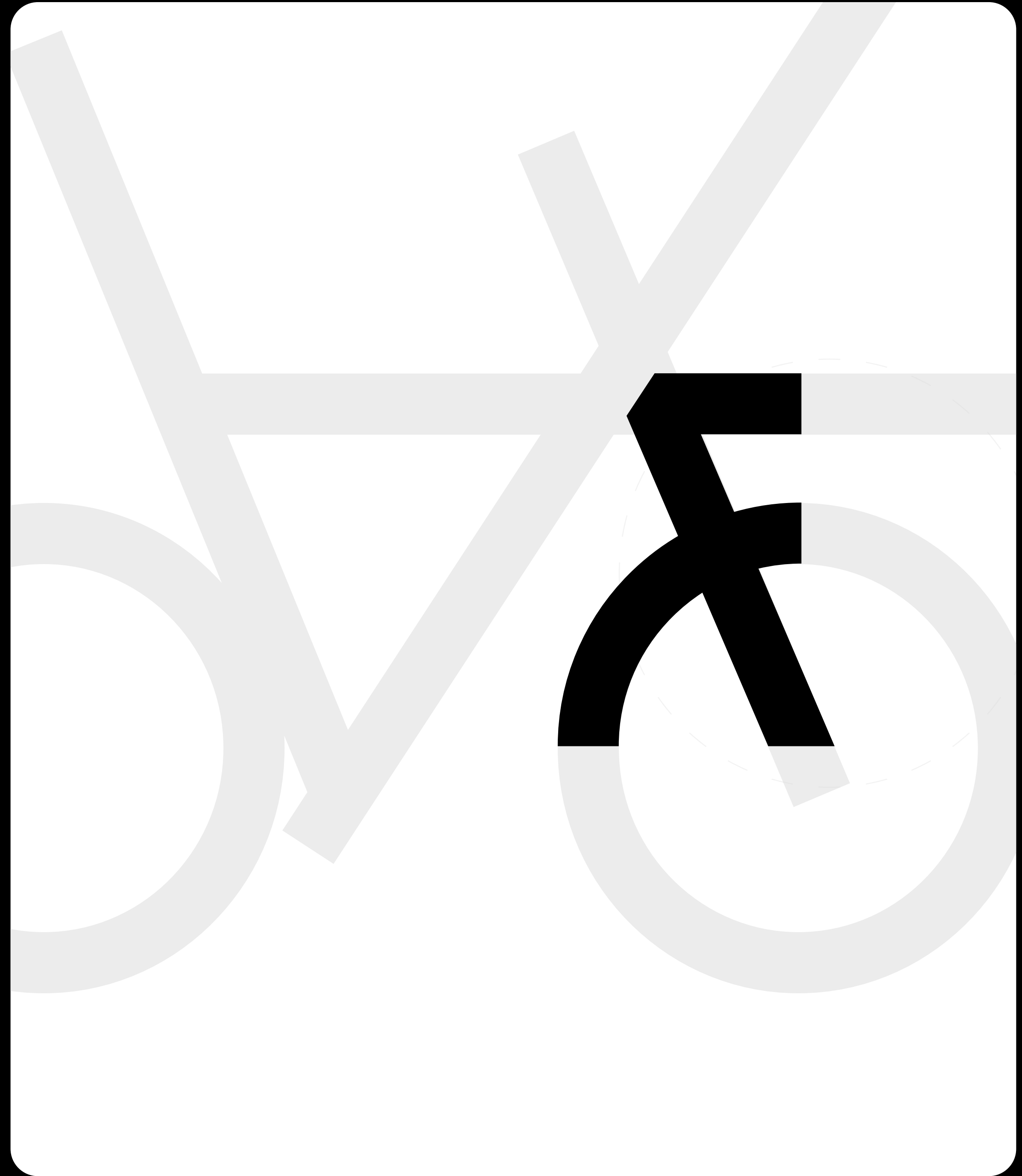


Inspired by the bike,
built for the fans,
and ready for every journey.

Logo



We translate the idea into a design that reflects the heart of cycling. The new logo is about finding your path on the road, in competition, and in life. It's a journey, guiding fans and riders toward a shared destination. The design merges the letters 'F' and 'C' into the form of a bicycle.



F

F

Fantacycling

1x

1x

2x

1x

1x

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

#00CFC1

RGB 0 207 193

CMYK 67 0 34 0

#000000

RGB 0 0 0

CMYK 91 79 62 97

#FC440F

RGB 0 207 193

CMYK 0 82 91 0

#00CFC1

RGB 0 207 193

CMYK 67 0 34 0

#006962

RGB 0 105 98

CMYK 89 38 60 22

#FC440F

RGB 0 207 193

CMYK 0 82 91 0

#962809

RGB 150 40 9

CMYK 26 93 100 25

Font

Cy

Jürgen Huber. From supertype.

Titleeeeeeee

Subtitleeeee in Cy Bold

Text that moves fast, in Cy Text Regular.

Super fasttt, corner after corner.

A seamless flow of power, speed, and precision.

Every second counts. Every pedal stroke pushes limits. Super fastt,
corner afert corner.

And remember me, a little note for you in Cy Text Regular.

Graphic elements

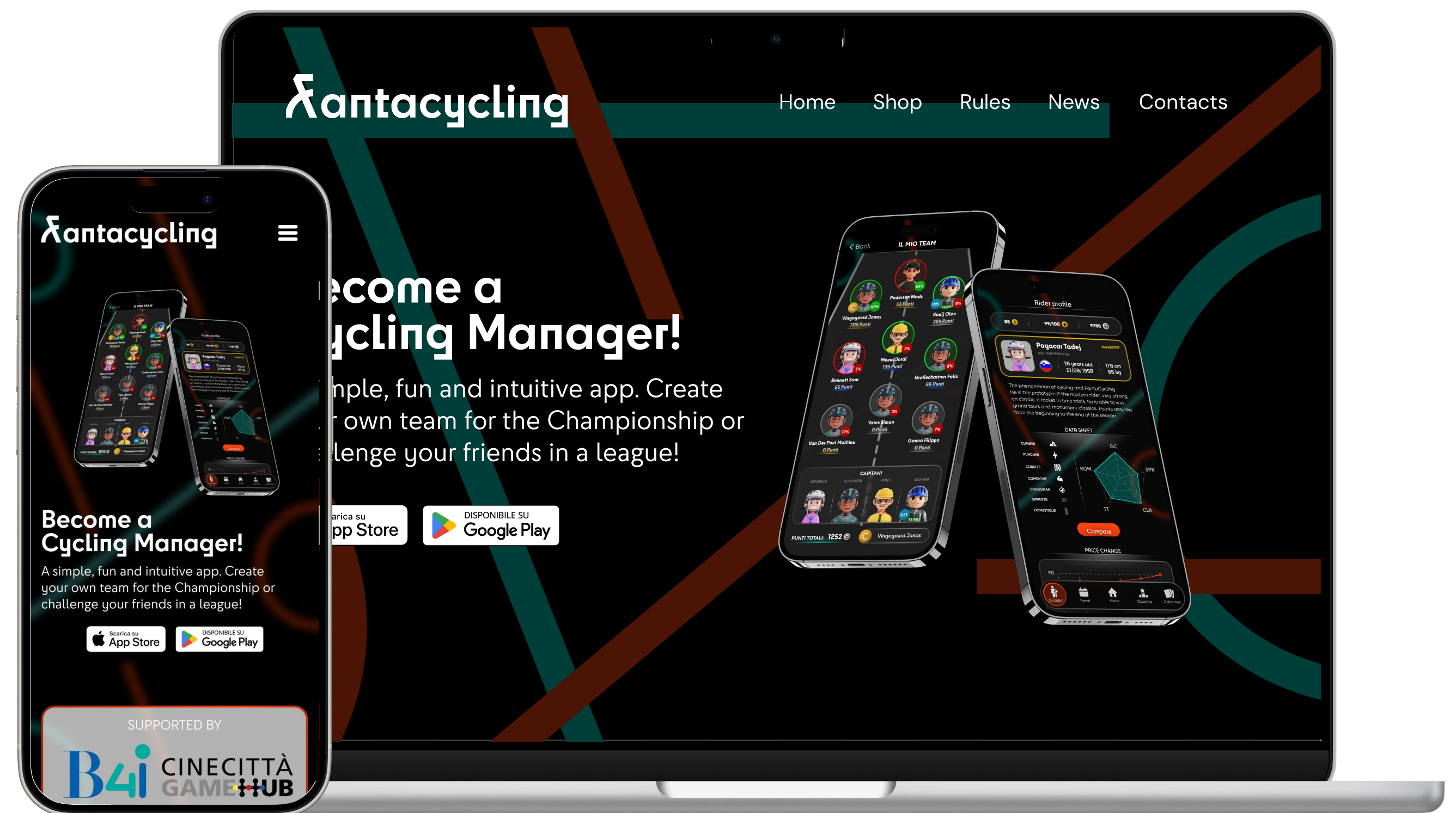




FF

Built for Breakaway

Every great ride starts at the starting line. And for the new Fantacycling app, that's the landing page. This is where fans step into the heart of the Fanta world.

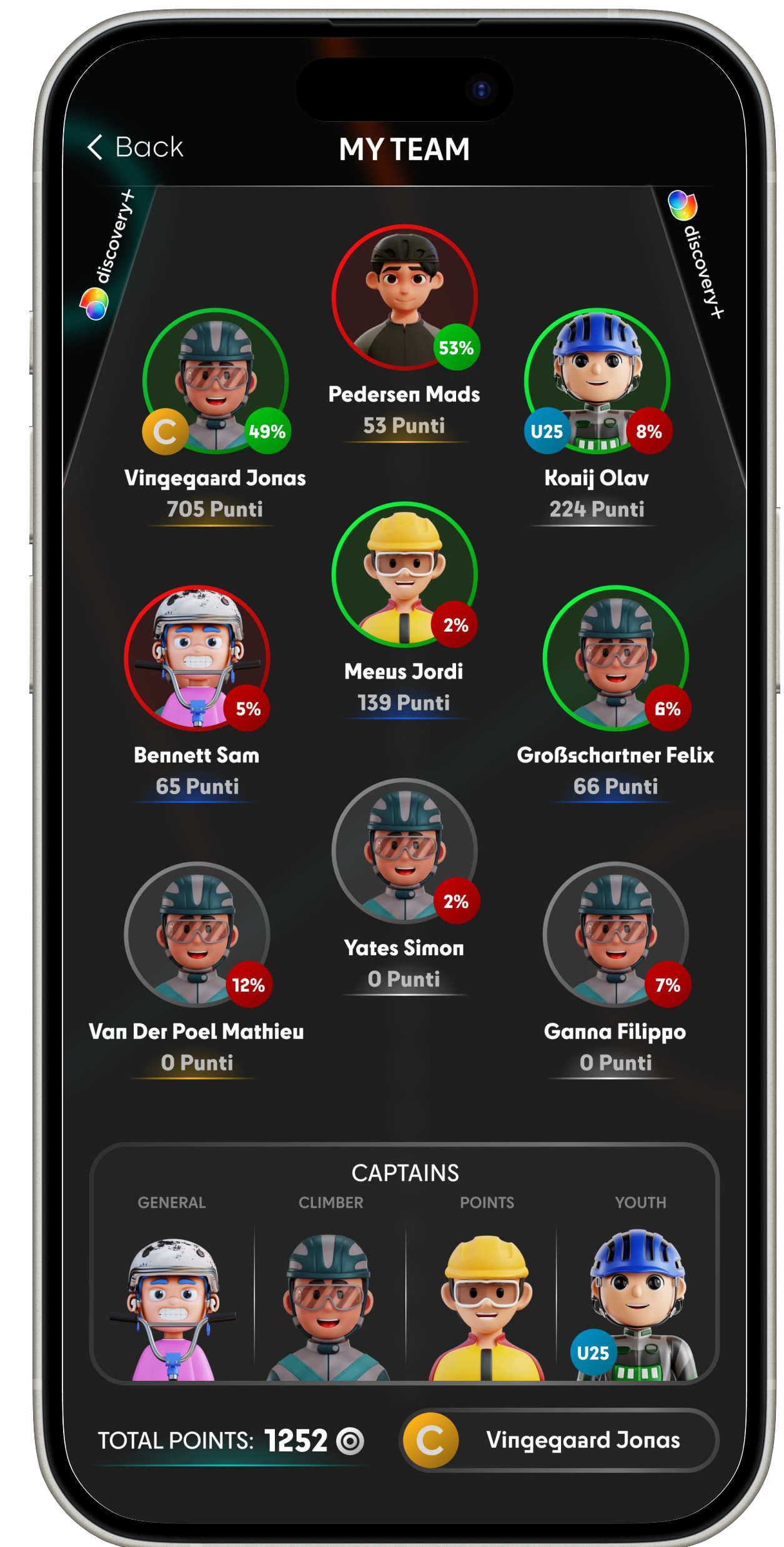
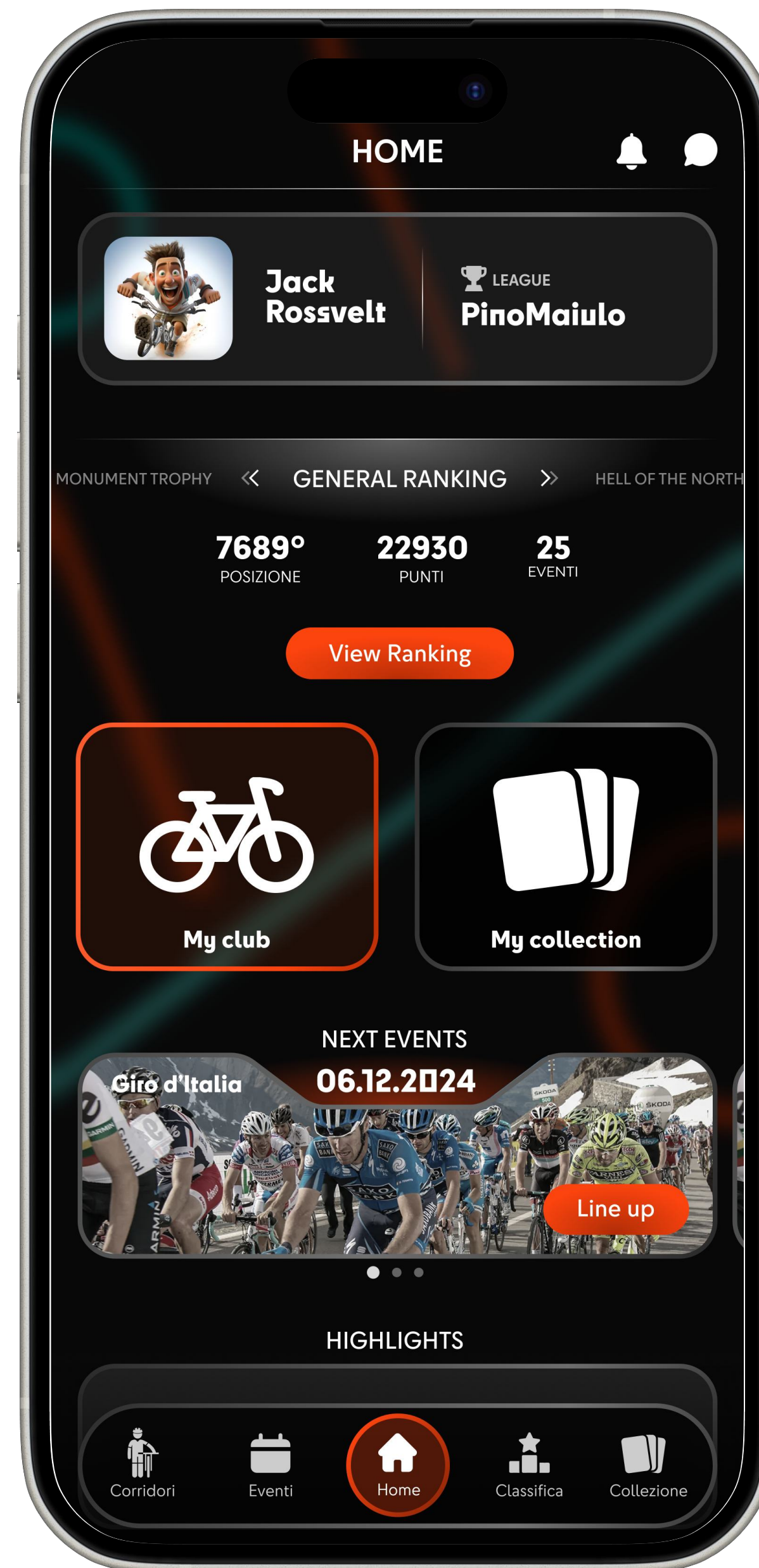


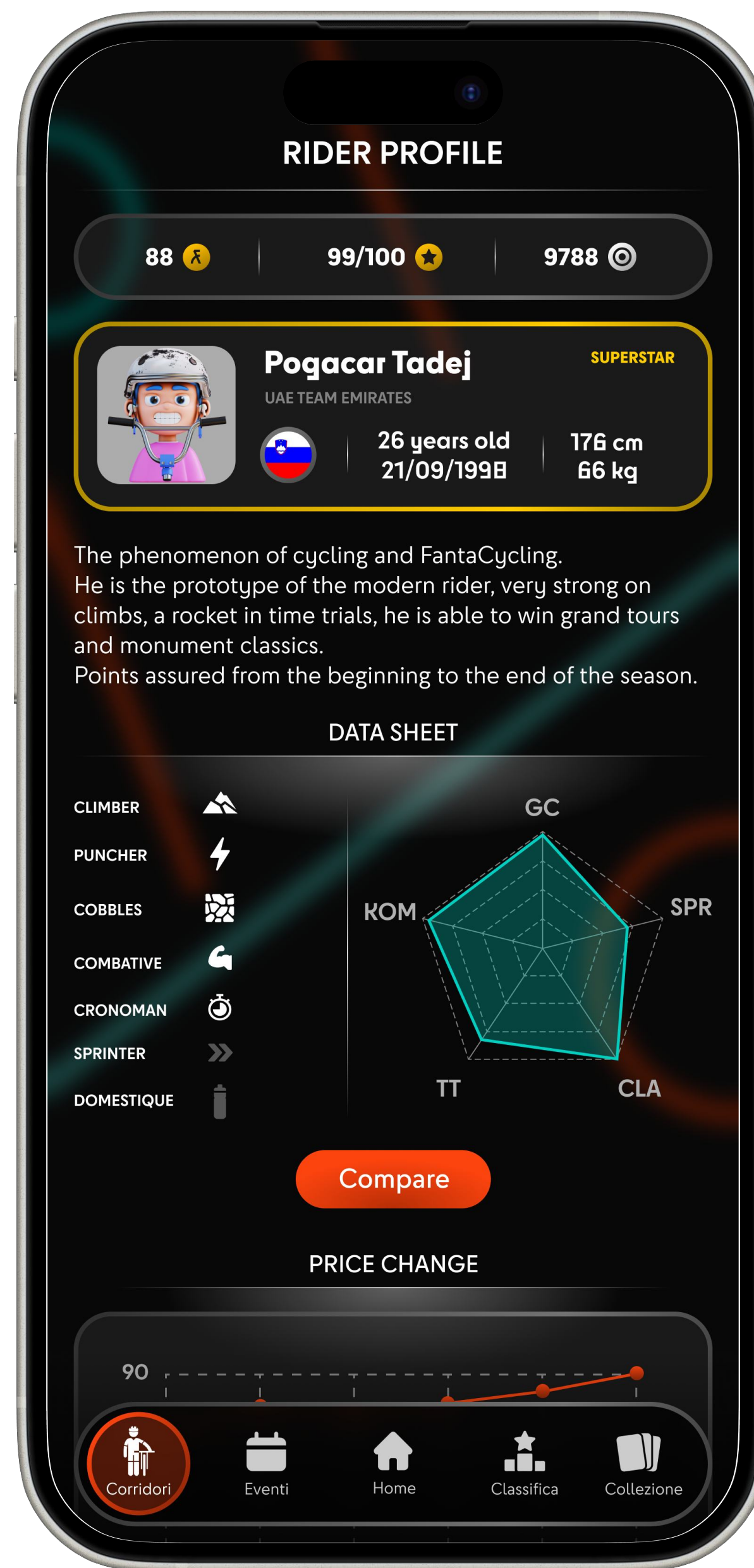
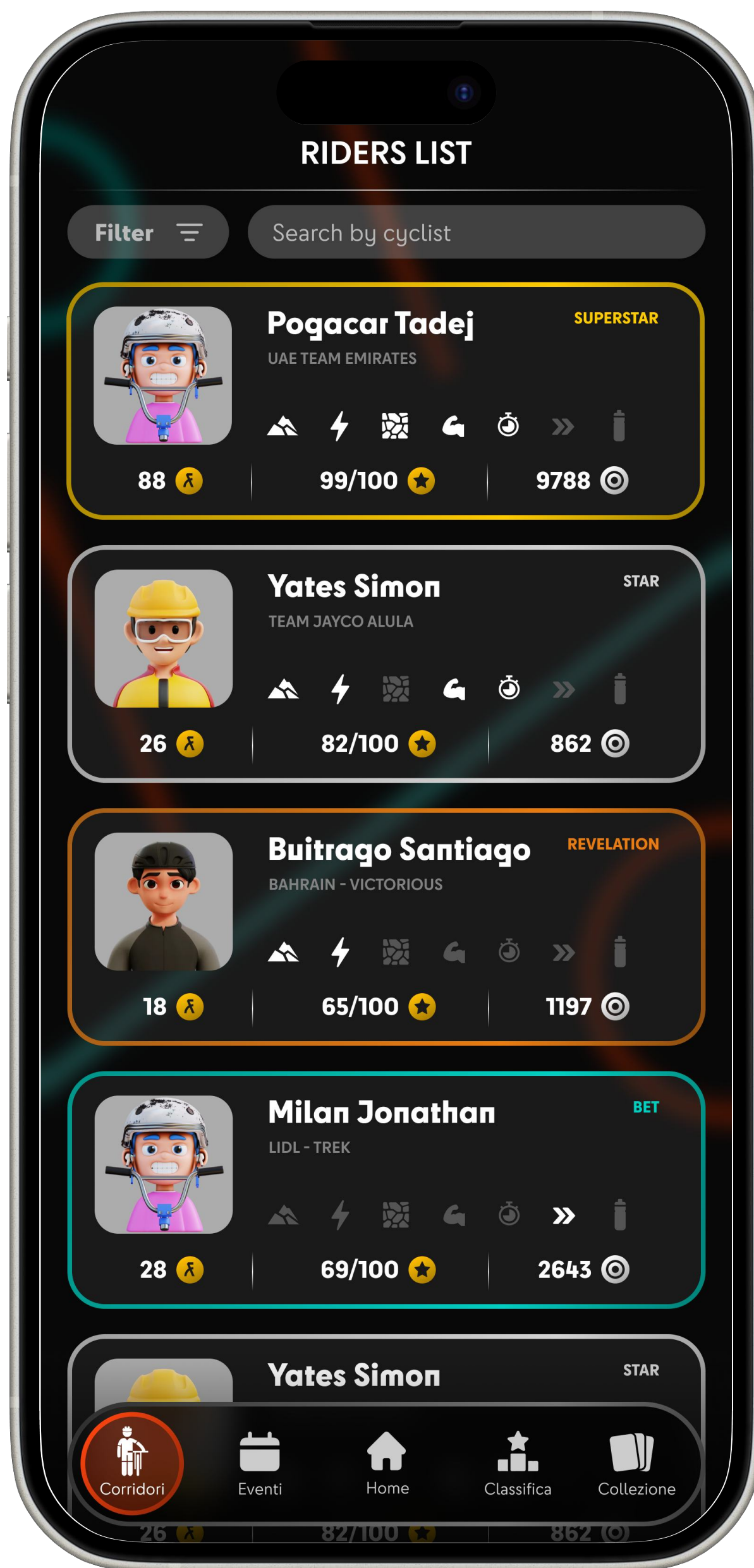
Protype



Mobile app

Managing a fantasy team, tracking race stats, or celebrating victories, the app ensures every rider feels part of something greater.





1. Glassmorphic Sections

- Semi-transparent panels with frosted glass effects for a modern and elegant look.
- Subtle gradients and blurred backgrounds to create depth without overwhelming the content.

2. Dynamic cycling-themed illustrations

3. Highlighted call-to-action areas with accent colors to maintain brand identity.

4. Information grouped with Boxes

5. Card-style layout for better organization of content like team stats, rankings, and news.

6. Color-coded categories for clear visual separation.



Merchandising & stationeries

From the office to the finish line, Fantacycling's merchandising and stationeries bring the passion of cycling into everyday life.

Designed with style and functionality in mind, the new collection keeps fans connected to the sport they love—whether jotting down strategies or cheering on their favourite riders.



Diventa un
Cycling Manager



App Store Google Play

Scarica l'app
e gioca con noi!



Camillo Castellani
CEO



Jersey





Pontra

Thank You.