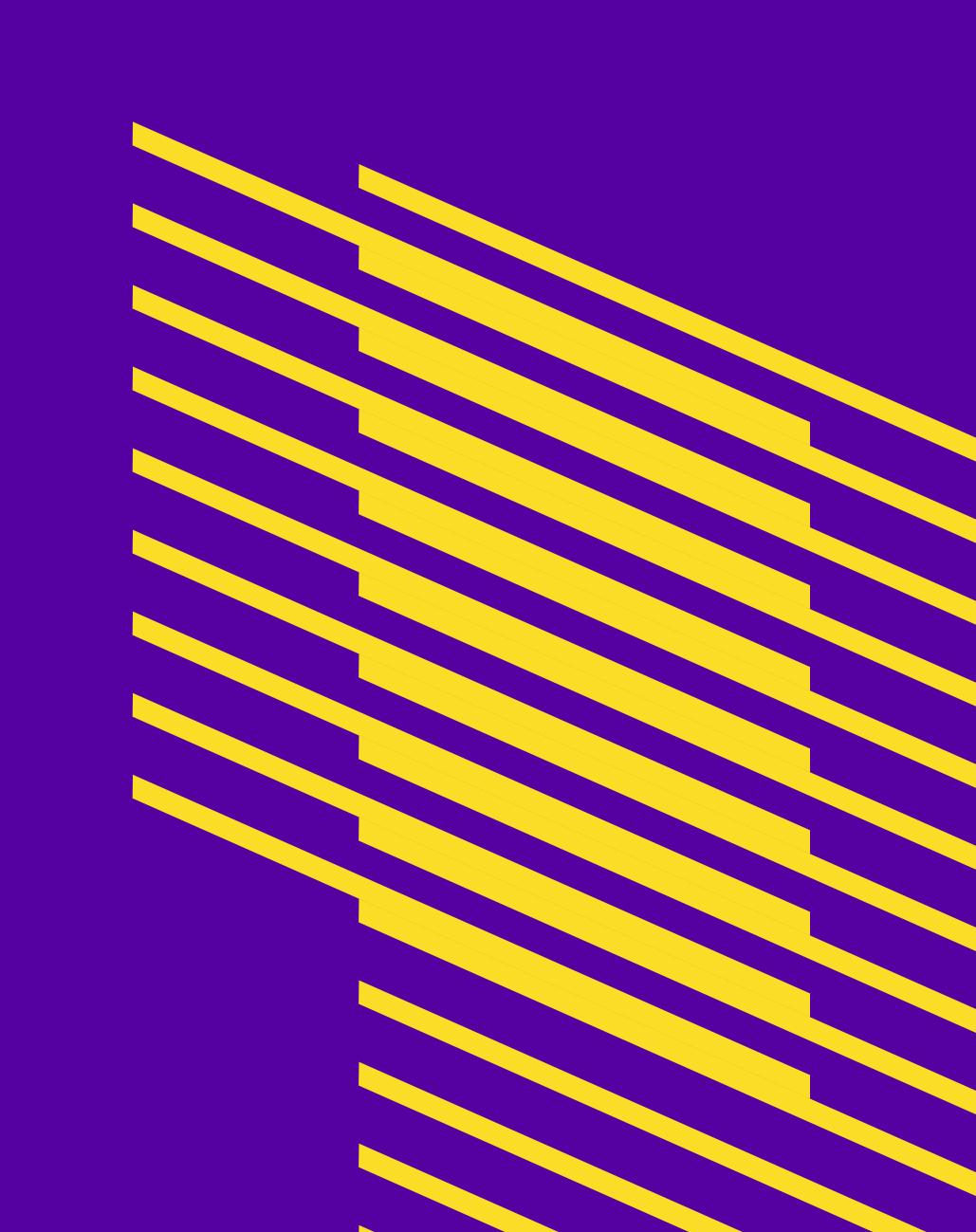
The Peloton of Fantasy



We embarked on a journey, inspired by the spirit of cycling itself, a constant push forward. The existing logo was our starting line: iconic, familiar, yet calling for a fresh approach. With the letter "F" as our foundation, we asked ourselves, what if we could make it ride?

Logo

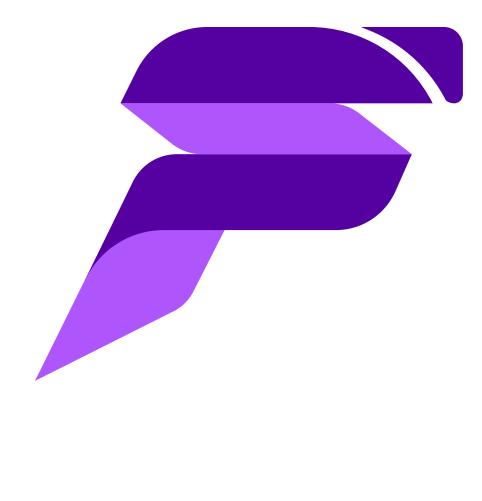
The design evolved into a dynamic "F" with the flowing lines of a cyclist in motion. We infused it with energy and a sense of fantasy by introducing purple; a color symbolizing creativity, passion, and the imaginative worlds Fantacycling brings to its community.













Font

Adelphi PE Variable Display

DESIGNED BY NICK JOB. FROM ROSETTA TYPE FOUNDRY.

Adelphi PE

Variable Display

Jersey







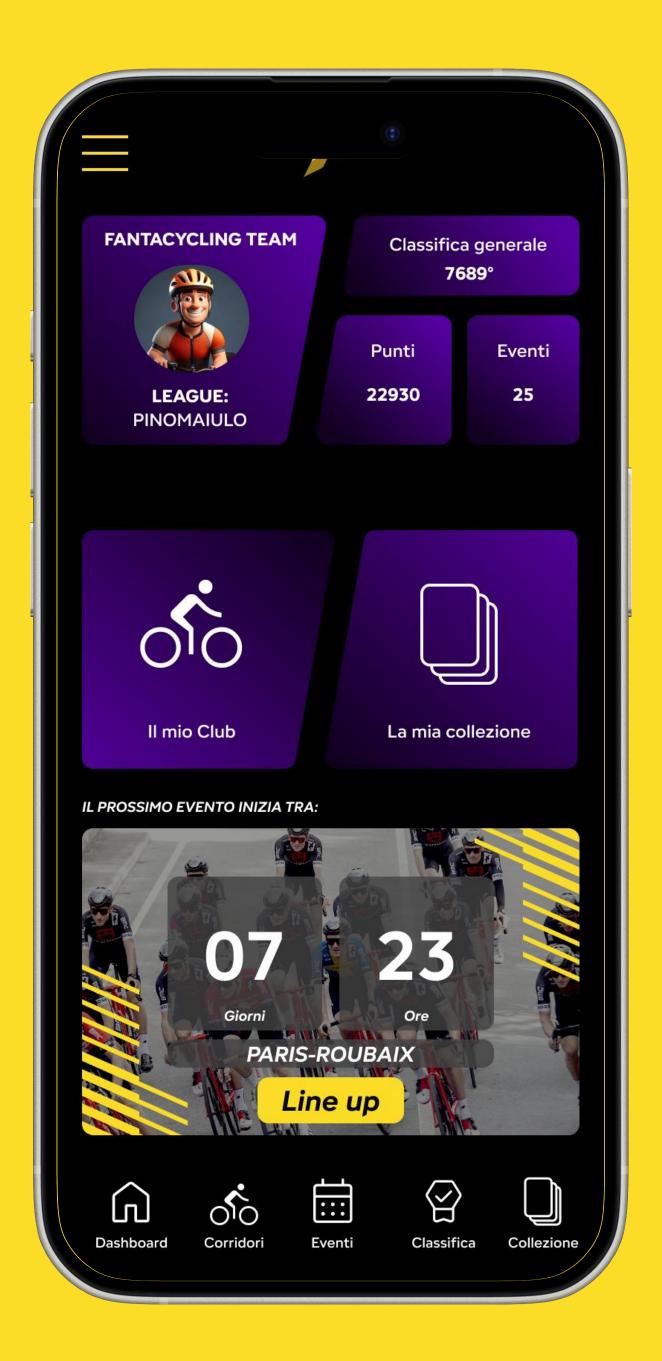


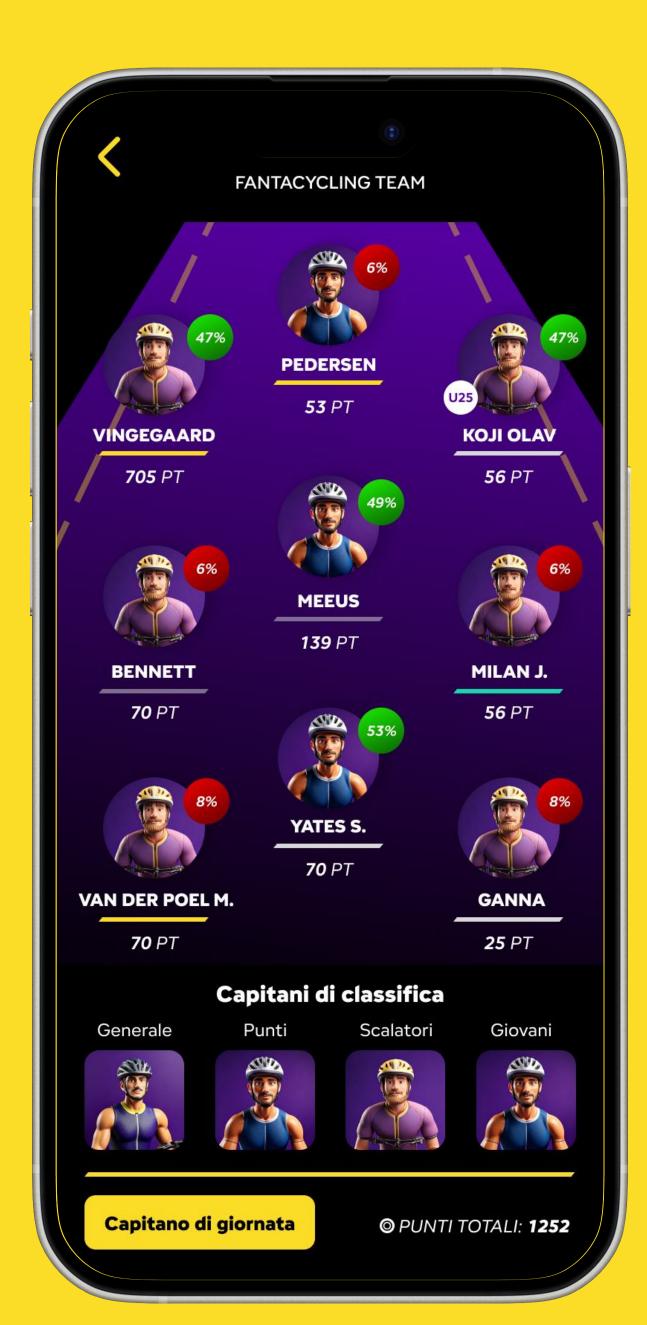


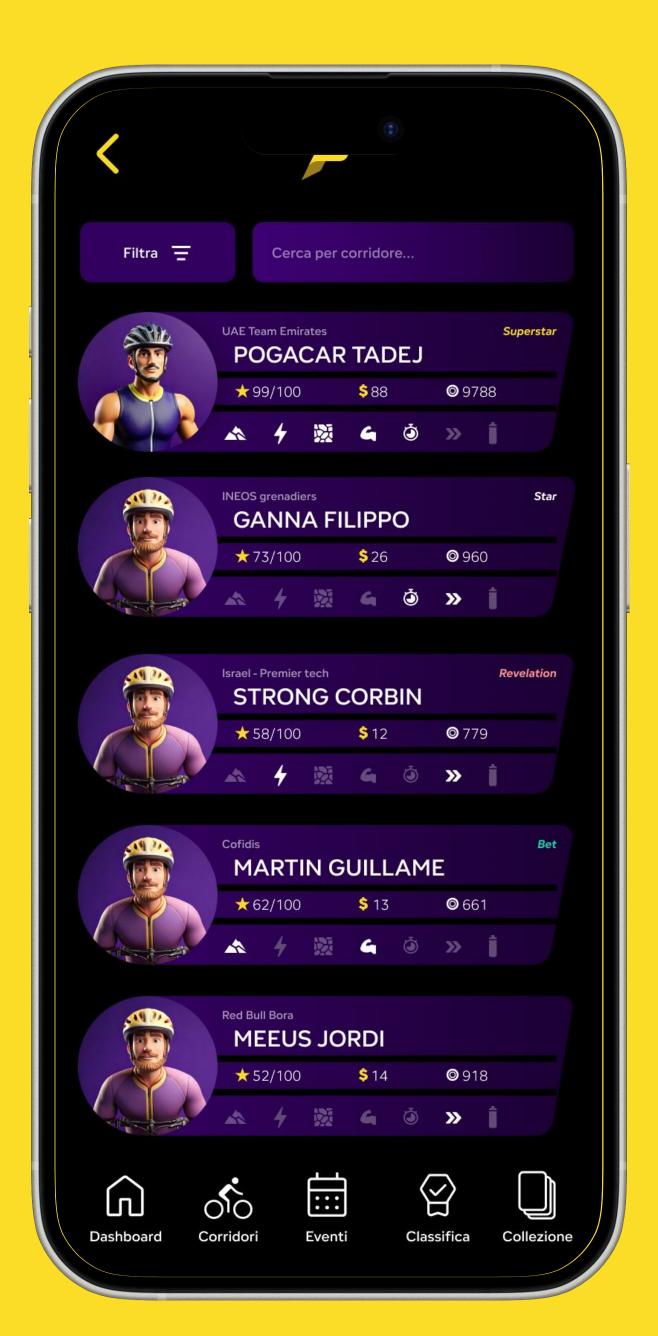


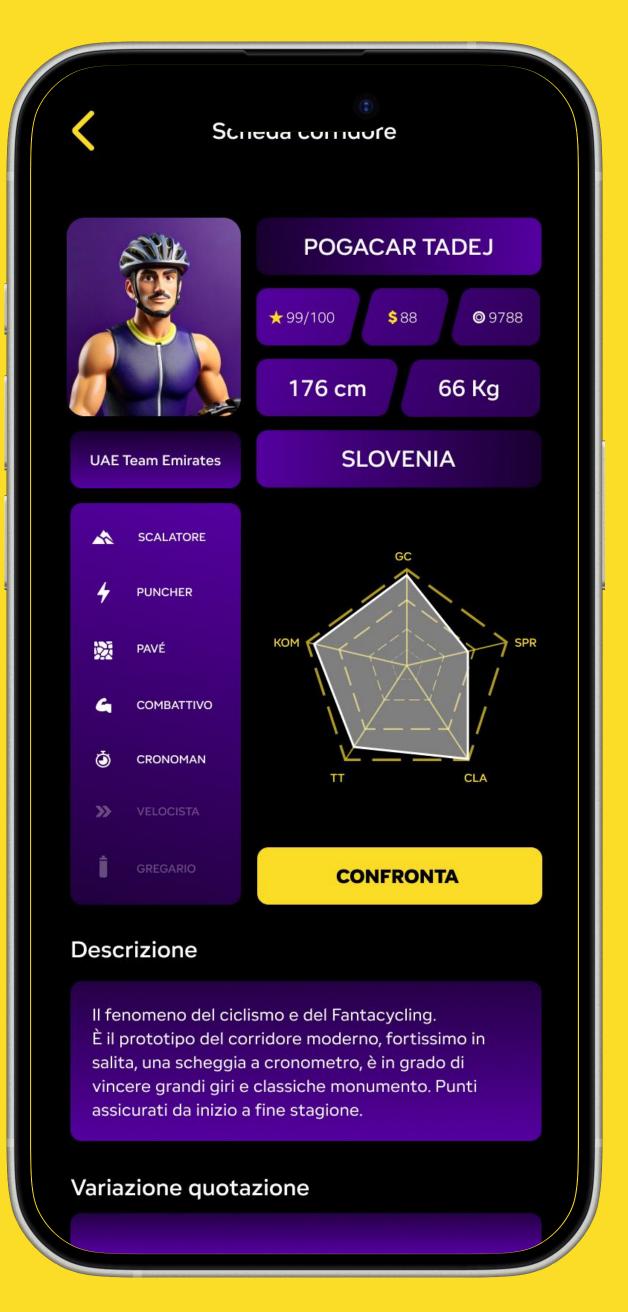
New App

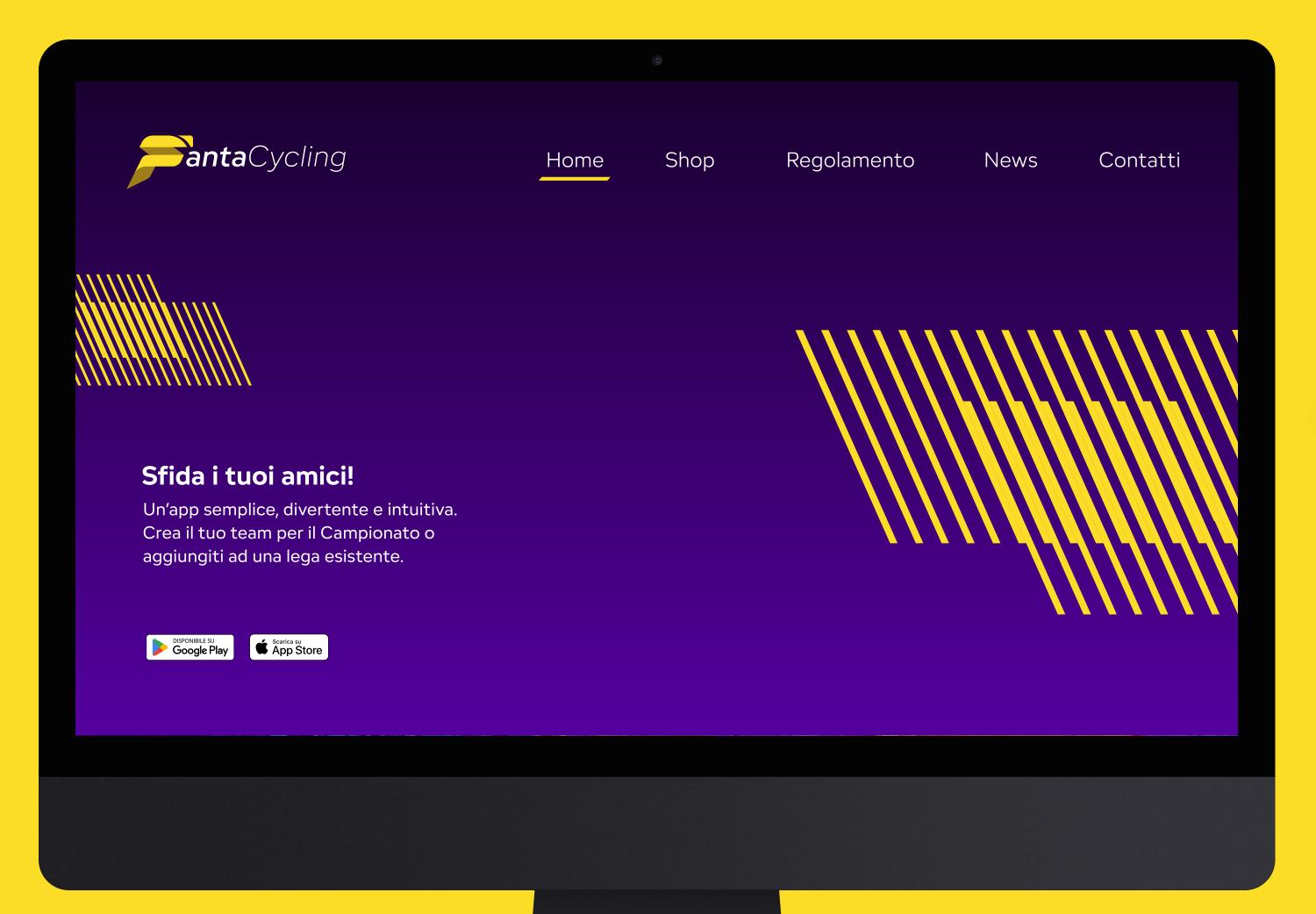
The new Fantacycling app captures the thrill of the race, led by the spirit of the 'F' in motion. Like a cyclist breaking away, it's fast, focused, and designed to keep you at the front of the action. From managing your fantasy team to tracking live races, the app brings the energy of the peloton to your fingertips.













THANK YOU!