

***A win is a win.  
Only you can win normally  
or you can win with panache.***

Eddy Merckx

# ***Concept***

The best thing about cycling is the ride. Sitting in the saddle, you can watch the world pass by, sometimes slower and sometimes faster.

To play Fantacycling, you'll need to jump on your "bike", surrounded by friends and fellow players, all striving to win and be the best. Because, although cycling is a noble and friendly sport, everyone wants to reach the top first.

Fatigue, energy, and thrills are all words associated with the world of cycling and, by extension, with the best game related to it. The vibrant colors, striking graphics, and engaging copy all contribute to a positive, energetic, and challenging experience: **Fantacycling**.



**Logo**



***The icon***



Primary logo



Icon



Secondary logo



Primary logo



Icon



Secondary logo



Primary logo



Icon



Secondary logo



Primary logo



Icon



Secondary logo

## Logo variations

## Primary colours

### **Sky light**

CMYK: 50 · 0 · 5 · 0  
RGB: 82 · 212 · 247  
HEX: #52d4f7

### **Sky dark**

CMYK: 89 · 53 · 0 · 0  
RGB: 0 · 106 · 181  
HEX: #006AB5

### **Sun**

CMYK: 3 · 2 · 75 · 0  
RGB: 255 · 235 · 84  
HEX: #ffeb54

### **Shadow**

CMYK: 76 · 65 · 53 · 63  
RGB: 46 · 48 · 54  
HEX: #2e3036

### **Clouds**

CMYK: 6 · 1 · 2 · 0  
RGB: 242 · 247 · 250  
HEX: #f2f7fa

## Secondary colours

### **Tarmac**

CMYK: 27 · 11 · 15 · 0  
RGB: 199 · 212 · 214  
HEX: #c7d4d6

### **Passion**

CMYK: 0 · 50 · 91 · 0  
RGB: 247 · 148 · 31  
HEX: #f7941f

### **Energy**

CMYK: 55 · 0 · 67 · 0  
RGB: 120 · 217 · 120  
HEX: 78d978

# Colour palette

**Headlines - Enra Semi Variable, Extrabold Italic (Available with Adobe CC)**

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***1234567890***

Subhead & Body copy - Roboto (Google font)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

***Typefaces***

# **More than a game** **It's a passion**

**One click away from  
being the best**

**The game is on**

**Don't be a winner  
be a legend**

**Cycling is not just a game, it is a passion.**

You can be warmed by the rays of sunshine or drenched by pouring rain. The racers who endure these challenges are not just athletes, they are legends. You will cheer and cry for them, and winning requires vision, bravery, and a bit of luck.

**Fantacycling, like cycling itself, is a blend of love and hate.**

**Energetic  
Positive  
Challenging**

**Tone of voice**



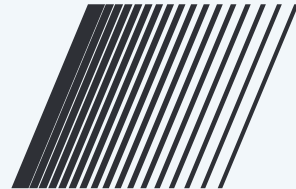
## Illustrations



## Icons



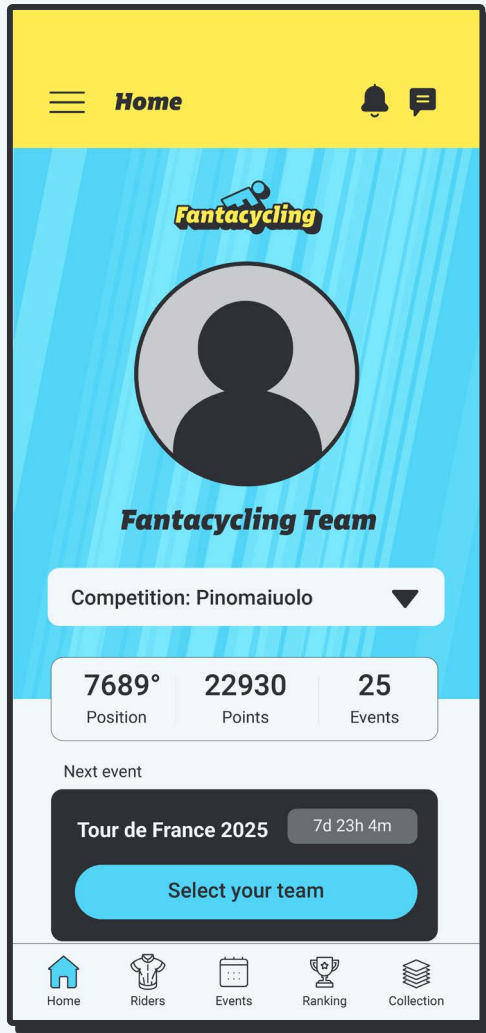
## Graphic elements



## Photography style



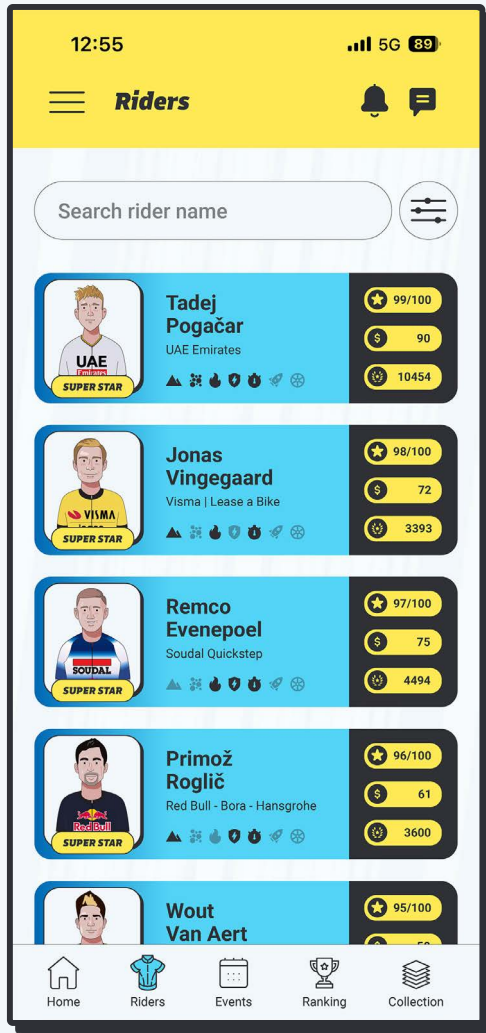
***Brand styles***



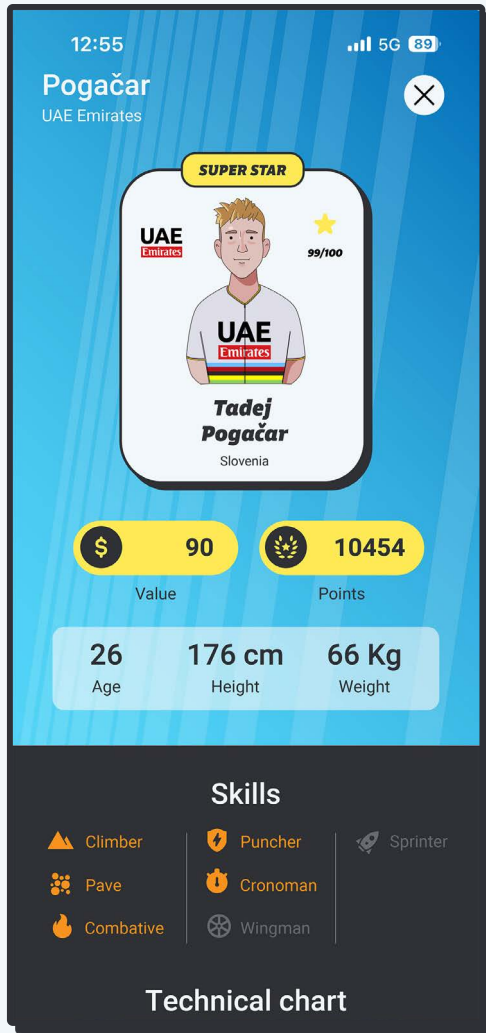
## App homepage



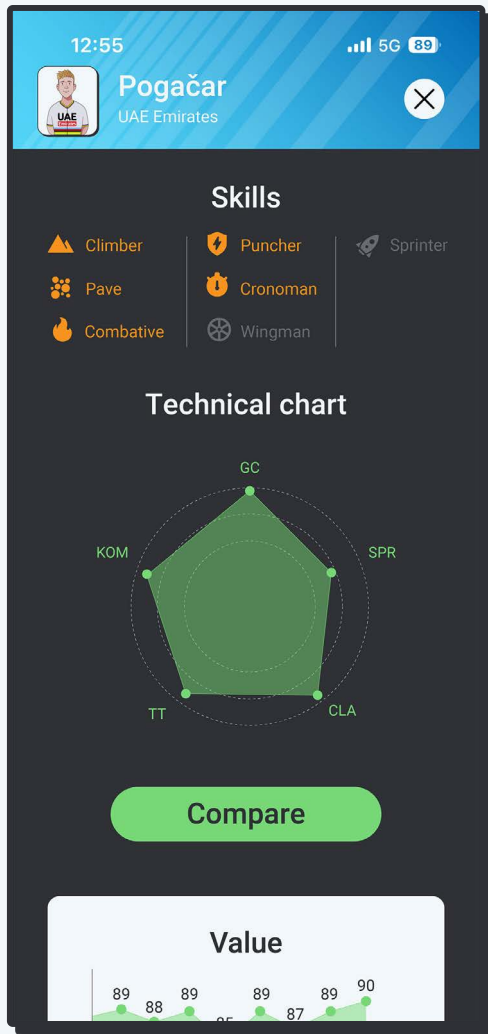
**App team page**



## App riders list page



**App rider profile page 1**



**App rider profile page 2**

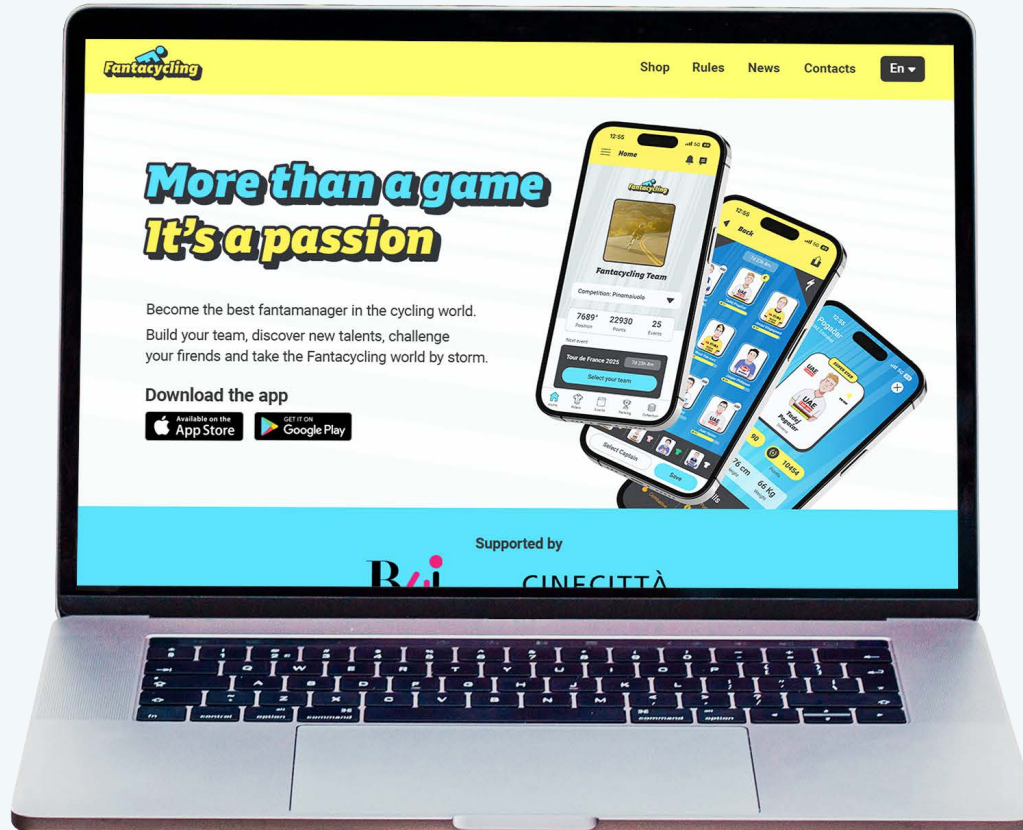


***Cycling kit front***

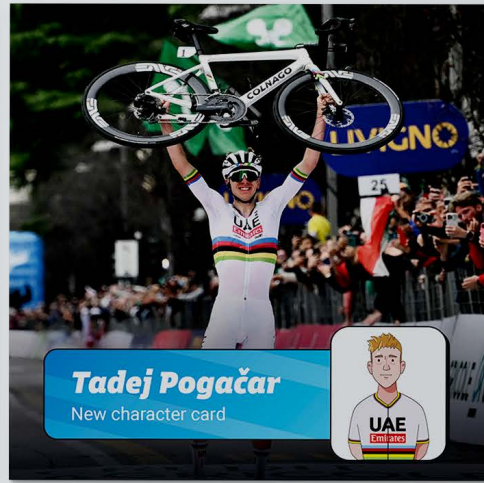
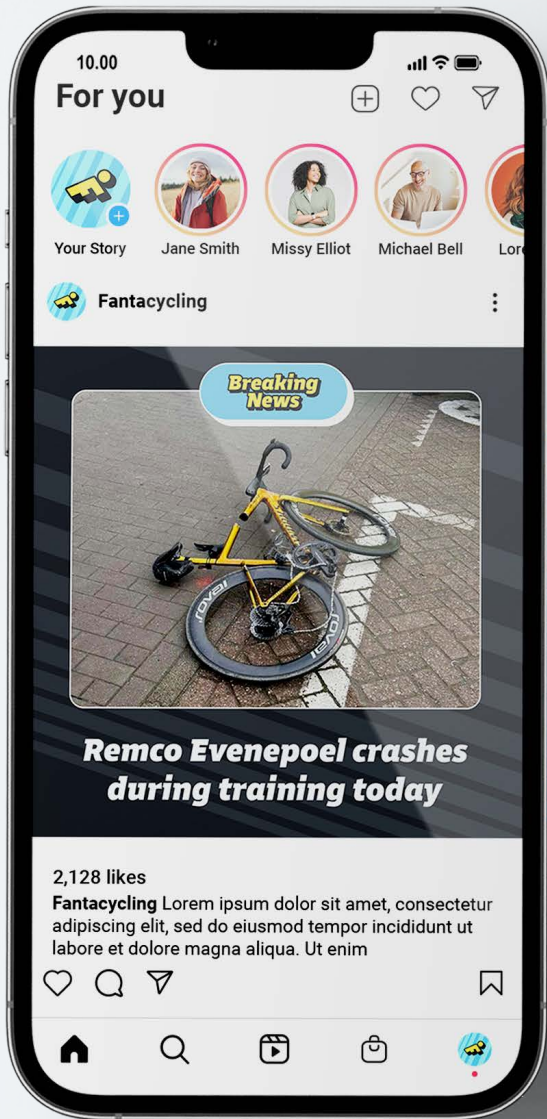


***Cycling kit back***





**Web homepage**



# Social posts



**Billboard advertising**



**Merchandising**