

A new brand identity for FantaCycling

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- 04. Typography
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- 06. Tone of Voice

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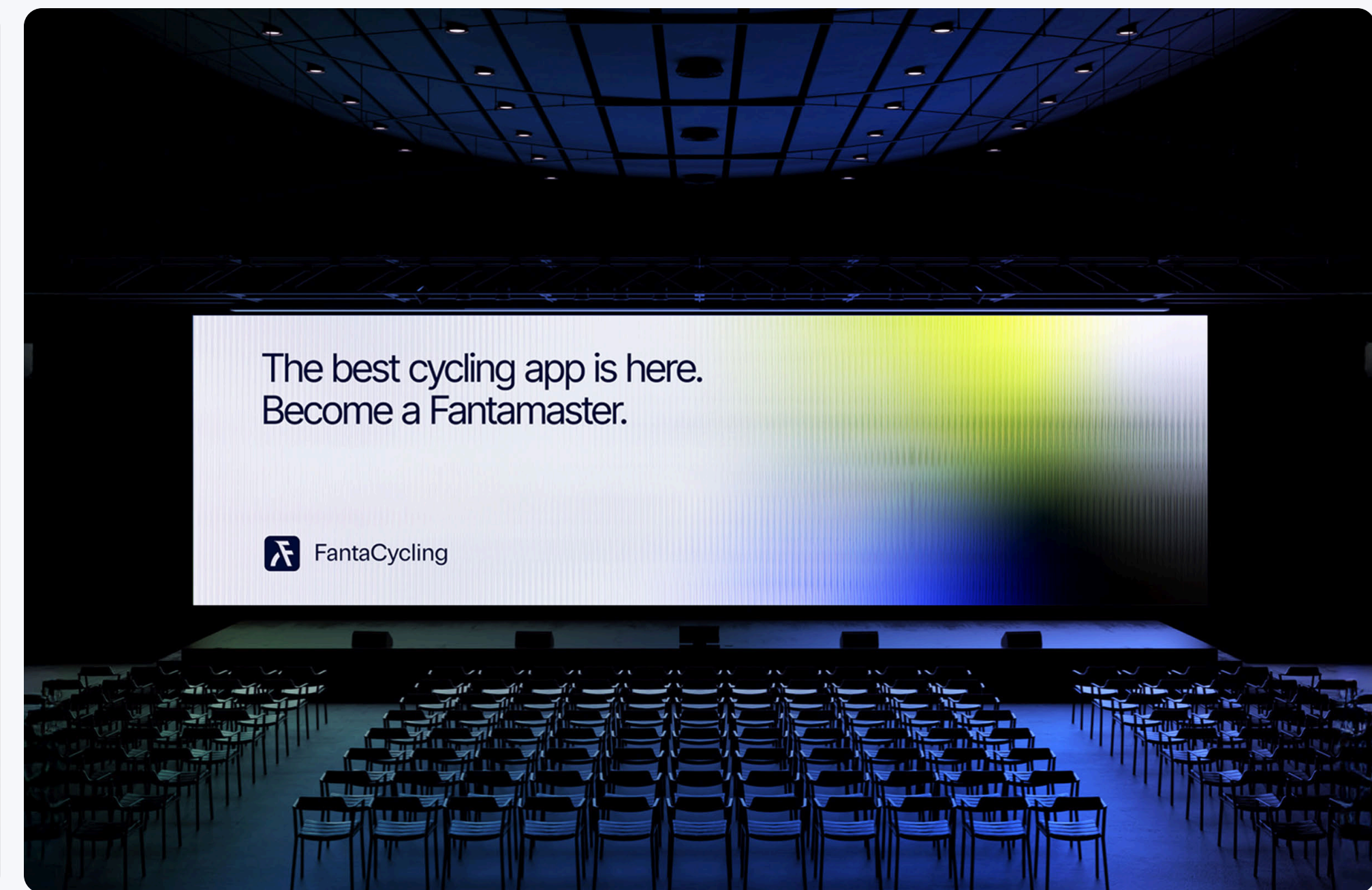
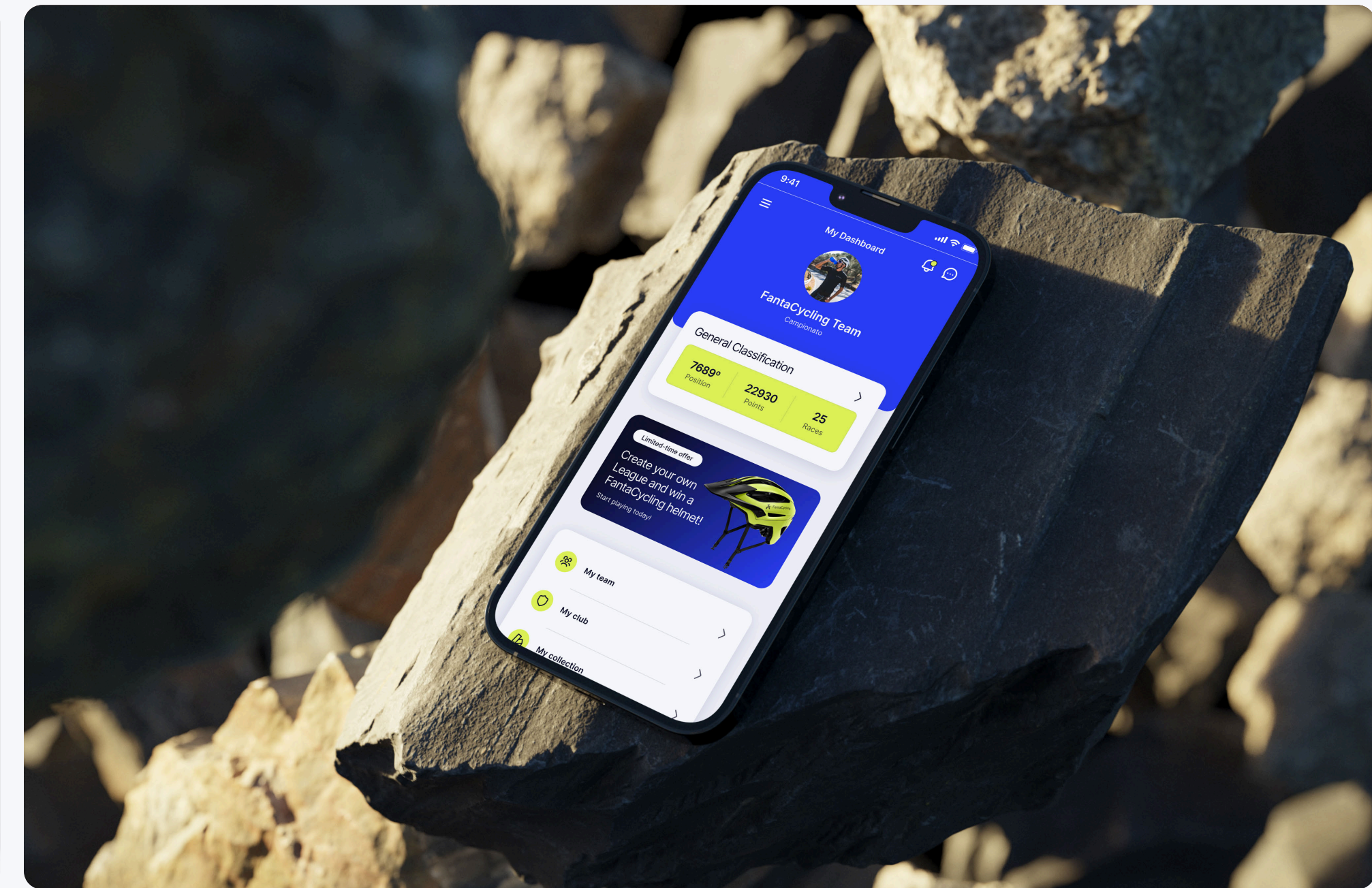
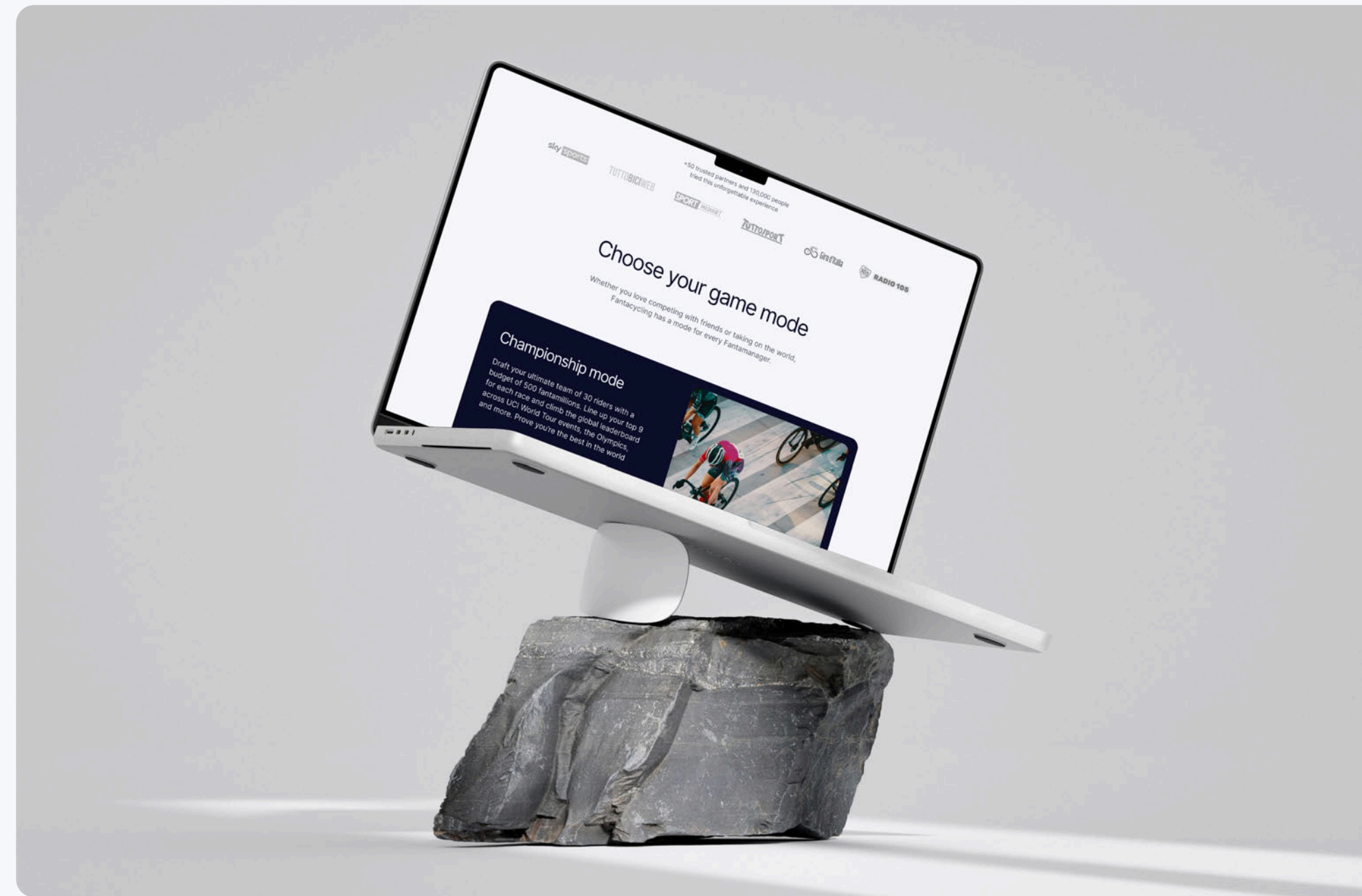
01. Concept

The rebranding of Fantacycling aims to support its international growth ambitions by modernizing the brand to appeal to a broader audience. The goal is to position Fantacycling as the leading digital hub for cycling enthusiasts globally while maintaining its strong connection to its passionate and growing community.

The challenge was to modernize a brand that had remained unchanged for over five years while preserving its essence. At the same time, market analysis revealed opportunities for Fantacycling to stand out by adopting a more vibrant, modern, and cohesive visual identity system that reflects its unique values and energy.

The iconic logo was refined to strengthen its identity, and the yellow and blue palette, deeply tied to the brand, was reimagined with a dynamic and contemporary energy.

This rebranding proposal refreshes Fantacycling's image while staying true to its roots, positioning it as a cool, positive, and sporty leader in the cycling and fantasy sports space.



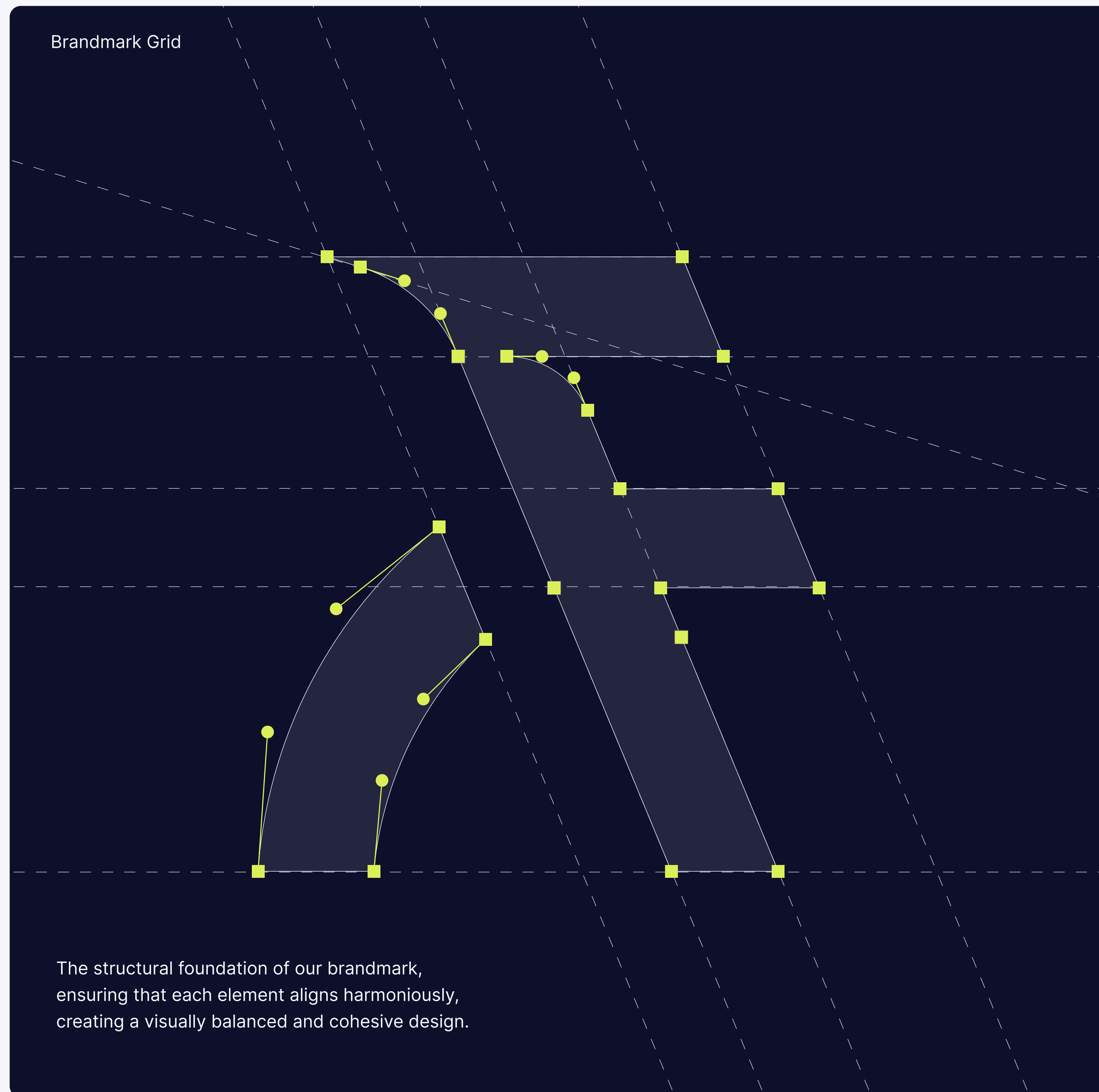
02. Logo

The landmark for Fantacycling is a clean and recognizable symbol that embodies the essence of movement, innovation, and community.

It merges the letters "F" (Fanta) and "C" (Cycling) through a clever design inspired by the geometry of a bicycle, with the "C" resembling part of the circular frame and the "F" shaped from its structure.

Its simplicity ensures legibility even at smaller sizes, making it versatile and effective in representing Fantacycling's dynamic and approachable nature.

Brandmark Grid

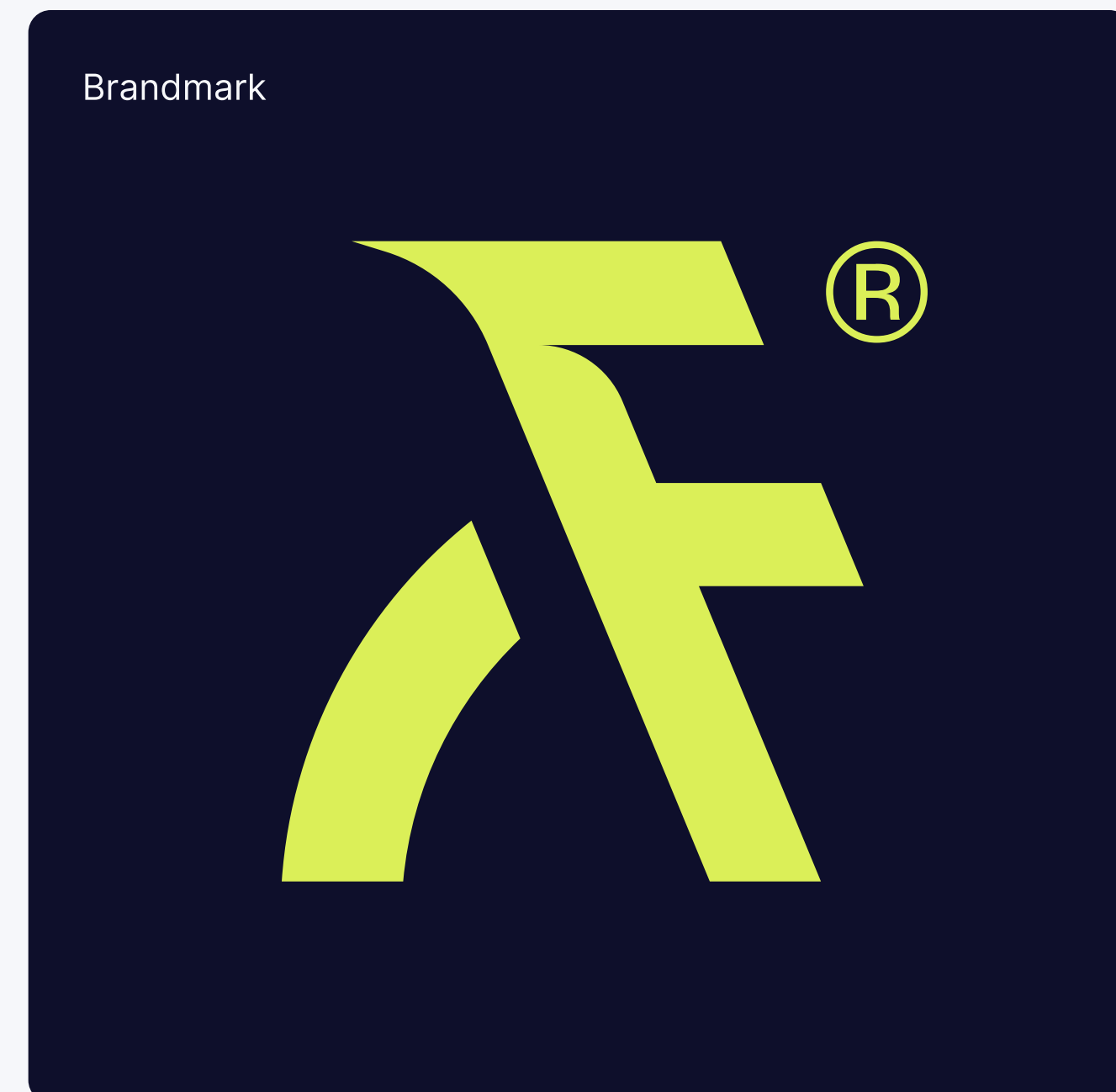


The structural foundation of our brandmark, ensuring that each element aligns harmoniously, creating a visually balanced and cohesive design.

Concept



Brandmark



Logo variations

The Fantacycling logo is thoughtfully designed to offer flexibility through a range of variations, ensuring consistency while adapting seamlessly to diverse applications.

The primary logo combines the brandmark with the full name for a strong and balanced identity.

A stacked variation splits the name into "Fanta" above "Cycling," offering a more compact option for vertical layouts.

Additionally, the standalone brandmark serves as a versatile symbol, while the brandmark enclosed in a square with rounded corners creates an icon that can be used for app interfaces, social media profiles, and small-scale uses.

These variations maintain a cohesive brand presence while catering to different needs and formats.

Brandmark



Icon



Stacked Logo

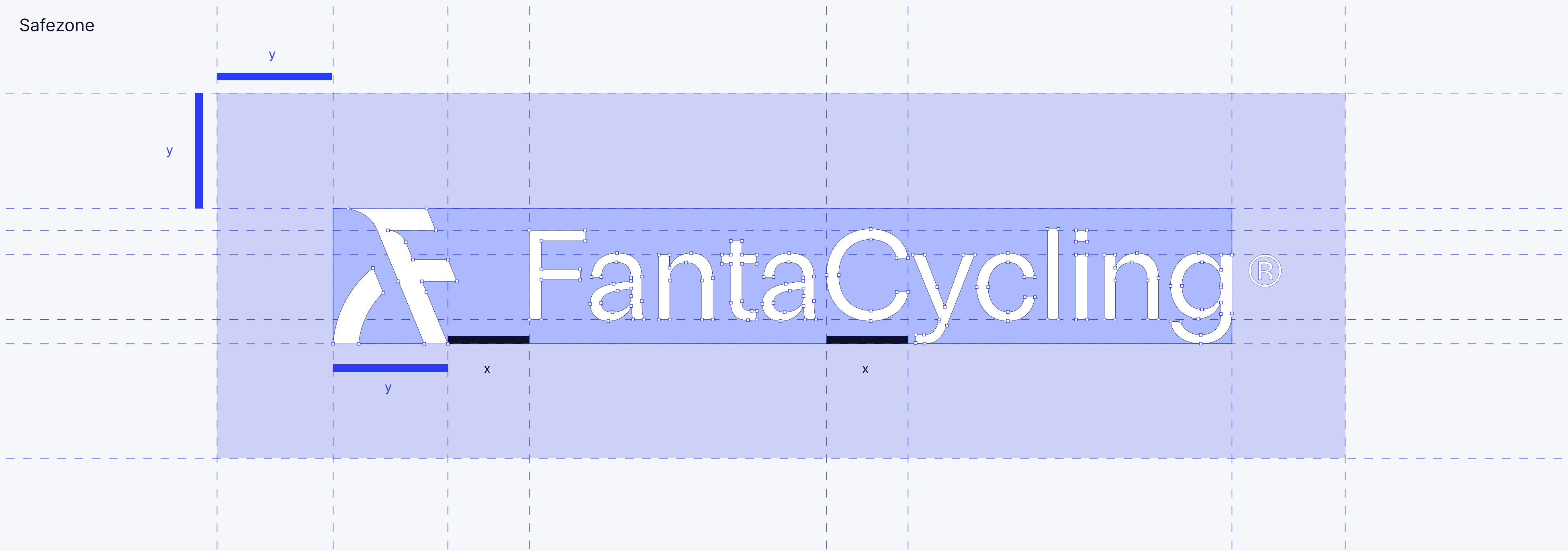


Primary Logo



Safezone

The logo safe zone is the minimum space that must be kept free of any other elements around the logo. This ensures the logo remains visually distinct, legible, and impactful, particularly in smaller sizes or crowded environments. By maintaining this buffer, the brand achieves stronger recognition and consistent presentation across all applications.



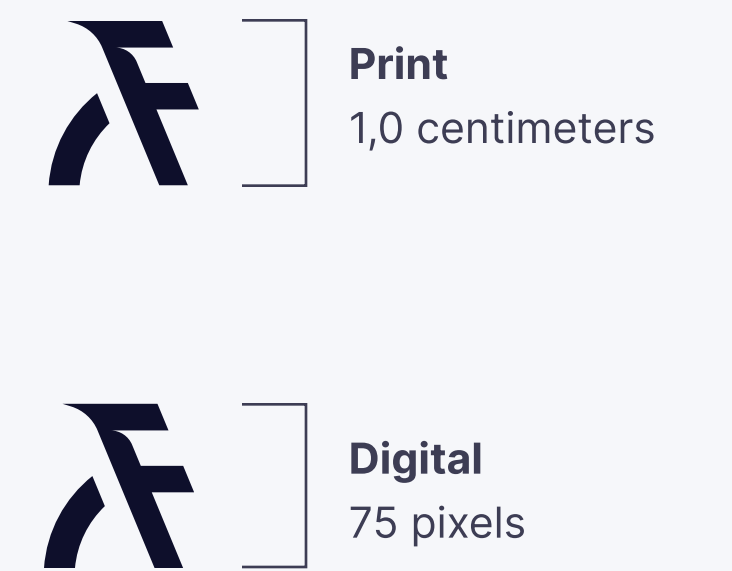
Partnerships

Partnership logos should be aligned with clear space rules to maintain visual balance. The landmark serves as the separating element between logos, ensuring a clean, cohesive presentation without overcrowding.

Partnerships



Minimum Size



Minimum Size

The logo should always be instantly recognizable, regardless of its size or context. Readability is crucial, and the logo must not be displayed in sizes that compromise its legibility. When minimized, the logo should maintain clarity, ensuring it remains effective across all applications.

03. Colors

The analysis of competitors in the fantasy sports and cycling sectors highlighted a significant opportunity for Fantacycling to differentiate itself. Many brands in these spaces rely on predictable and often overused color schemes, such as red and purple. By embracing its signature blue and yellow, Fantacycling can stand out in the market with a more modern, vibrant, and energetic visual identity.

The updated color palette builds upon the brand's established foundation, using more saturated and dynamic tones to reflect the energy and passion of cycling.

The rich, bold blue evokes trust, professionalism, and a sense of community, while the lively yellow infuses the brand with optimism and vitality. Together, these colors create a distinctive, engaging look that is both approachable and memorable.

The overall effect is fresh, engaging, and sporty—perfect for appealing to a broader, international audience while retaining the essence of Fantacycling's identity.

Deep Indigo

HEX: #0E0F2B
RGB: 14, 15, 43
CMYK: 67, 65, 0, 83

HEX: #3e3e55 **80%**

HEX: #56576a **60%**

HEX: #b6b7bf **30%**

Hyper Blue

HEX: #2A3EF4
RGB: 42, 62, 244
CMYK: 83, 75, 0, 4

HEX: #5464f6 **80%**

HEX: #7f8bf8 **60%**

HEX: #bfc5fb **30%**

Electric Lime

HEX: #DBF059
RGB: 219, 240, 89
CMYK: 9, 0, 63, 6

HEX: #e2f37a **80%**

HEX: #e9f69b **60%**

HEX: #f4facd **30%**

Pale Glacier

HEX: #E4E5F2
RGB: 228, 229, 242
CMYK: 6, 5, 0, 5

HEX: #e9eaf4 **80%**

HEX: #eeeff7 **60%**

HEX: #f6f7fb **30%**

Rich Black

HEX: #020C13
RGB: 2, 12, 19
CMYK: 98, 37, 0, 93

HEX: #343c42 **80%**

HEX: #676d71 **60%**

HEX: #b3b6b8 **30%**

Light Lavender

HEX: #B5C0F6
RGB: 181, 192, 246
CMYK: 26, 22, 0, 4

HEX: #c3ccf7 **80%**

HEX: #d2d9f9 **60%**

HEX: #e8ecfc **30%**

Color Application

FantaCycling's palette offers versatile color combinations with excellent contrast. This page outlines the approved color applications for the logo, text, and graphic elements. Consistent use of these guidelines reinforces brand uniformity and ensures strong contrast for optimal visibility.

Logo Application

- On darker backgrounds (Deep Indigo and Hyper Blue), always use the light version of the logo (Pale Glacier).
- On lighter backgrounds (Electric Yellow and Pale Glacier), always use the dark version of the logo (Deep Indigo).

As a dynamic exception to the standard rules, the brandmark may incorporate Electric Yellow on darker backgrounds to convey energy and movement. Similarly, when applied to the lighter background (Pale Glacier), the brandmark may appear in Hyper Blue to maintain vibrancy and contrast.

On Deep Indigo background, primary texts are set in Pale Glacier. Secondary texts and graphics are set in **Electric Lime** or **Hyper Blue**.

 FantaCycling



On Hyper Blue background, primary texts are set in Pale Glacier. Secondary texts and graphics are set in **Electric Lime** or **Deep Indigo**.

 FantaCycling



On Pale Glacier background, primary texts are set in Deep Indigo. Secondary texts and graphics are set in **Hyper Blue**.

 FantaCycling



On Electric Lime background, primary texts are set in Deep Indigo. Secondary texts and graphics are set in **Hyper Blue**.

 FantaCycling



Light Lavender (#b5c0f6) and Rich Black (#020c13) are reserved exclusively for digital applications, used in app and web details like backgrounds, hover states, and subtle highlights.

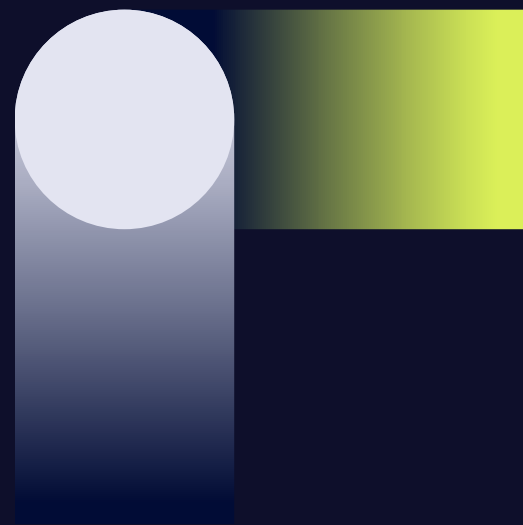
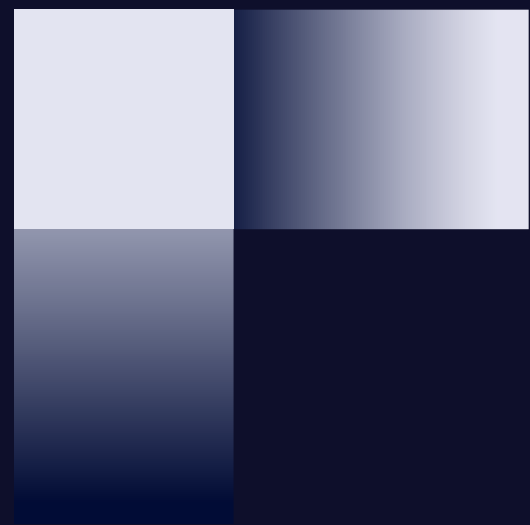
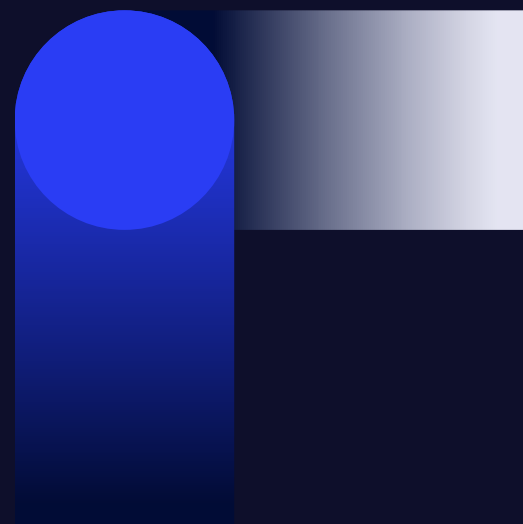
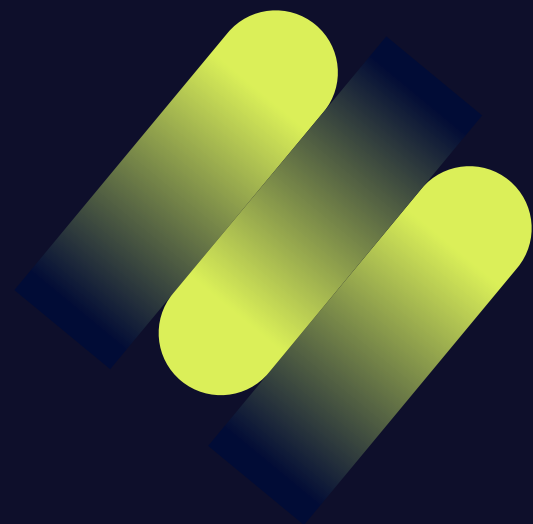
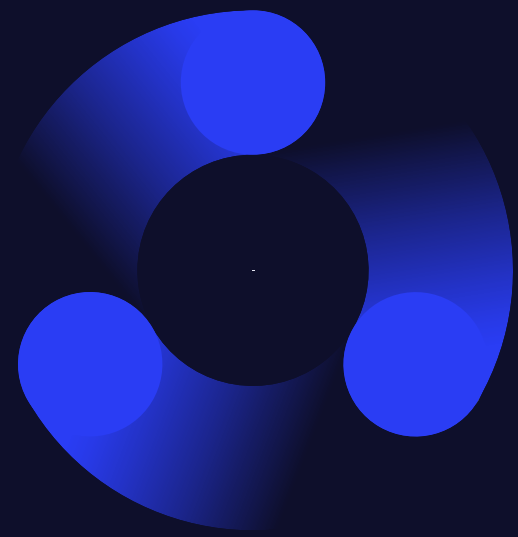
Rich Black (#020c13)

Light Lavender (#b5c0f6)

Play with gradients

To create a modern, dynamic look, we've blended the brand's vibrant colors into fluid gradients. This technique introduces a sense of motion and energy, reflecting the forward-thinking nature of Fantacycling.

Gradients add depth and visual interest, offering versatility across digital and print media, while conveying a sense of progression and innovation—key values for the brand as it expands internationally.

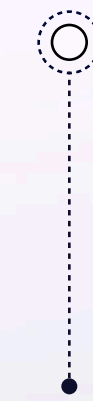


Electric Lime

HEX: #DBF059

RGB: 219, 240, 89

CMYK: 9, 0, 63, 6



Pale Glacier

HEX: #E4E5F2

RGB: 228, 229, 242

CMYK: 6, 5, 0, 5

Hyper Blue

HEX: #2A3EF4

RGB: 42, 62, 244

CMYK: 83, 75, 0, 4

Deep Indigo

HEX: #0E0F2B

RGB: 14, 15, 43

CMYK: 67, 65, 0, 83

04. Typography

FantaCycling's typography blends modernity with clarity, optimizing both readability and visual appeal across platforms. The dynamic Inter Tight is used for headers, exuding energy and strength while maintaining a clean, contemporary aesthetic. Paired with Inter for body text, this combination ensures excellent legibility, even in digital environments. Together, they reflect the brand's balance between innovative technology and an engaging user experience.

Inter Tight

A condensed, modern sans-serif typeface that delivers energy and clarity. Its tightly spaced letterforms create a sleek, contemporary look, perfect for attention-grabbing headers and impactful statements across both digital and print media.

Inter

A versatile, highly legible sans-serif typeface, designed to improve readability in dense text. Its clear, geometric structure ensures a smooth and approachable reading experience across all platforms.

Inter
Tight

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()

Inter

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()**

Font Hierarchy

Establishing a clear font hierarchy is crucial for maintaining readability and visual harmony across all design elements. We use Inter Tight for headers and CTAs to create a strong, modern, and impactful look, while Inter is used for subheaders and body text to ensure clarity and legibility in longer reads.

Consistent use of these typefaces creates a cohesive hierarchy, with Inter Tight drawing attention to key information and Inter providing an accessible reading experience for longer text. This strategic pairing ensures every communication feels polished and professional while staying true to FantaCycling's dynamic identity.

Level up your cycling game

H1 (Main Header)
Inter Tight - Regular
Text size: 64 pt
Letter spacing: -2%
Line height: 77 pt (120%)

Everyone can be a cyclist

H2 (Sub Header)
Inter Tight - Regular
Text size: 48 pt
Letter spacing: -2%
Line height: 58 pt (120%)

Authentic passion for cycling

H3 (Tertiary Header)
Inter - Bold
Text size: 24 pt
Letter spacing: 0%
Line height: 29 pt (120%)

Fantacycling transforms the way you experience cycling.

Track real-world rides, join virtual challenges, and compete with cycling enthusiasts worldwide—all in one sleek, innovative app designed for modern riders.

Paragraph / Paragraph Small
Inter - Regular
Text size: 16 pt / 14pt
Letter spacing: 0% / 0%
Line height: 24 pt / 20pt (150%)

[Download the app](#)

Call to Action
Inter Tight - Regular
Text size: 16 pt
Letter spacing: -2%
Line height: 24 pt (150%)

05. It's a System

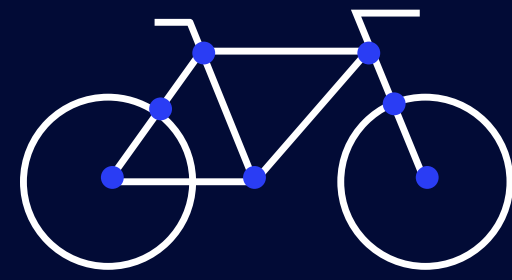
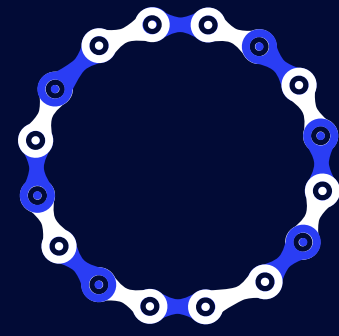
At the core of Fantacycling's visual identity is a cohesive system that ties everything together.

The concept of connection is central to the brand, symbolizing how the app brings together cycling enthusiasts worldwide. This idea is symbolized through the connection points on a bicycle chain, where individual links are joined to create a powerful, unified whole.

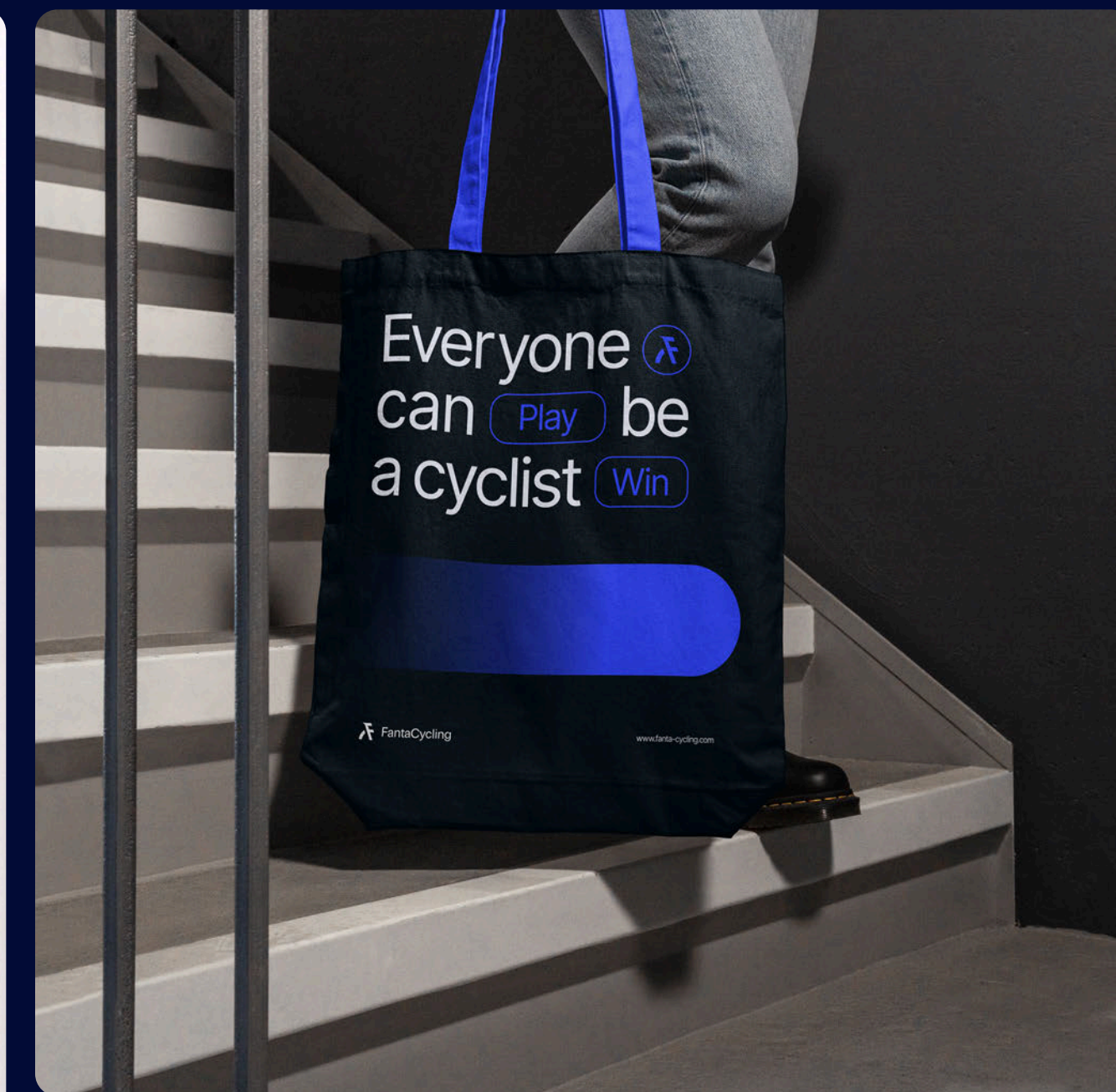
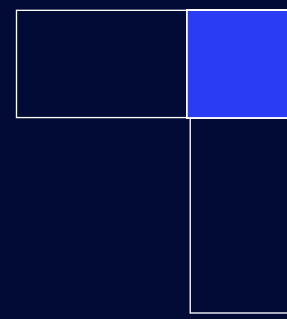
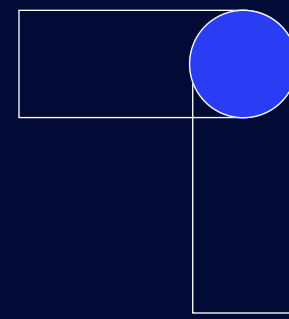
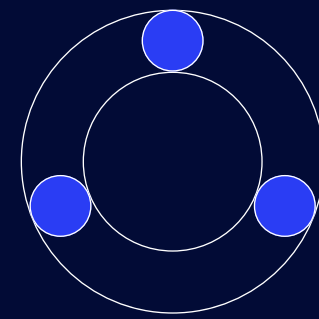
Shapes inspired by the dots and links of a bike chain, designed with dynamic gradients, serve as a visual metaphor for these connections.

These elements are not only symbolic but also functional, providing a consistent visual language that can be applied across various materials and mediums. From digital interfaces to print and marketing collateral, these connected forms establish a sense of cohesion, tying everything back to the brand's core value of connection.

This unified system ensures that all touchpoints feel harmonious and integrated, reinforcing the vision of a dynamic, connected cycling community.



Shapes inspired by the connection points found on a bicycle.



06. Tone of Voice

The tone of voice for Fantacycling's brand identity plays a crucial role in shaping how the brand connects with its diverse audience. It is dynamic, approachable, and speaks directly to both cycling enthusiasts and everyday cyclists.

The language should convey a sense of innovation and excitement, positioning Fantacycling as a forward-thinking brand in the cycling and sports landscape. This tone emphasizes the modern, evolving nature of the sport and community, while also highlighting the brand's commitment to sustainability and inclusivity.

- Innovative
- Sustainable & Optimistic
- Engaging
- Direct
- Young & Contemporary
- Authentic & Transparent

Sustainable & Optimistic

Commitment of Fantacycling to promote the sport of cycling and to the attention to the respect of cyclists, both amateurs and professionals. A cyclist can be simply someone who goes to work by bike every morning. And with the app, everyone can be a cyclist.



07. Brand in Action

These mockups showcase the versatility and impact of the new visual identity, demonstrating how the brand translates across different touchpoints and real-world applications. From business cards to apparel like sweatshirts and t-shirts, each item reflects the dynamic, modern, and engaging nature of Fantacycling.



Business Cards



FantaCycling
Via Toscoromagnola
241/F - Pontedera

info@fanta-cycling.com
www.fanta-cycling.com
@fantacycling_official



Subject: Fanta

Dear Sir,

Lorem ipsum d
Vestibulum lob
mauris. Sed se
urna. Vestibulu
lectus rhoncus
volutpat, augue
diam, vel aliq
sapien non nisi
leo tempus, vel

Cras ultricies tempus rhoncus. Aenean tincidunt rutrum diam, at maximus quam luctus a. In imperdiet blandit lectus, a egestas ipsum auctor at. Proin placerat dapibus tellus, et consequat orci convallis quis. Quisque nisl ex, scelerisque eu venenatis id, laoreet vel elit. Vestibulum fringilla aliquet turpis a laoreet. Nullam ultricies sed erat nec commodo.

Kind regards,

Camillo Castellani
Co-Founder



Via Toscoromagnola
241/F - Pontedera

www.fanta-cycling.com

info@fanta-cycling.com



Camillo Castellani
Co-Founder

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Italia



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@fantacycling_official



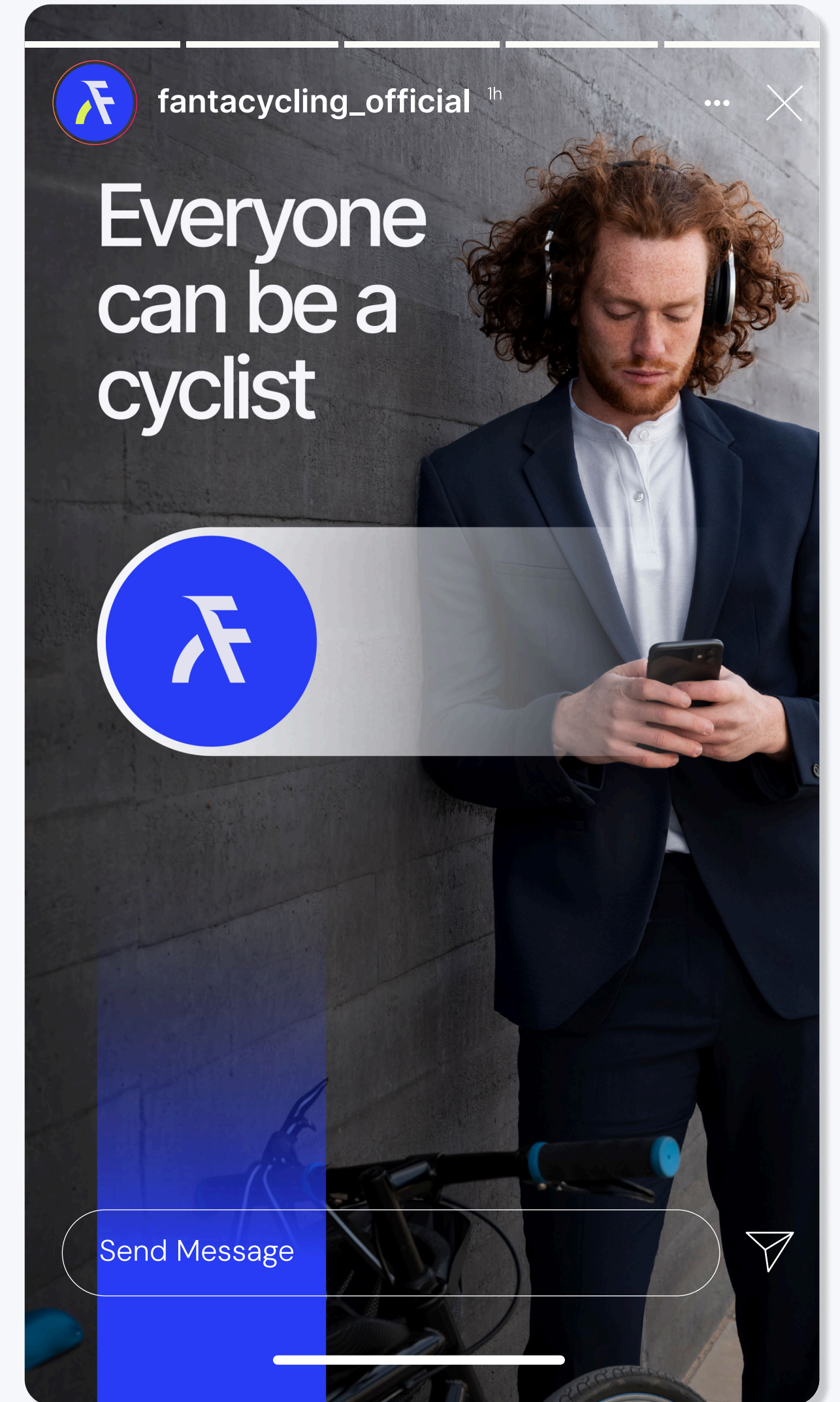
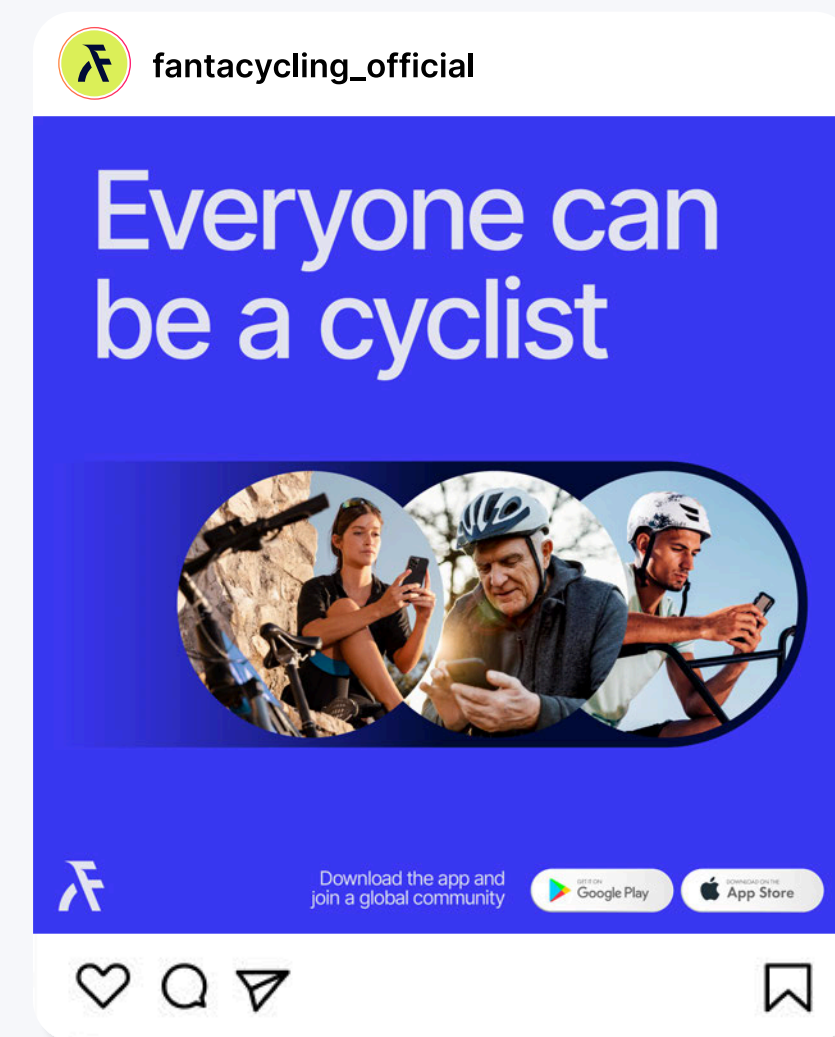
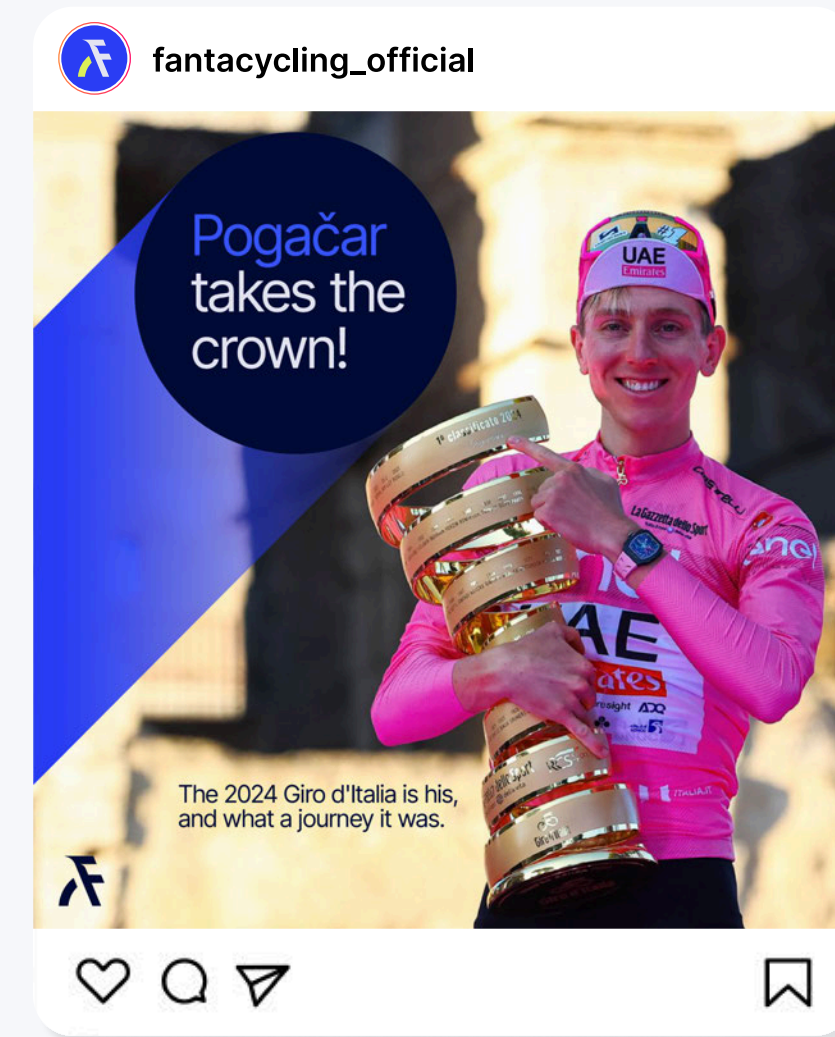
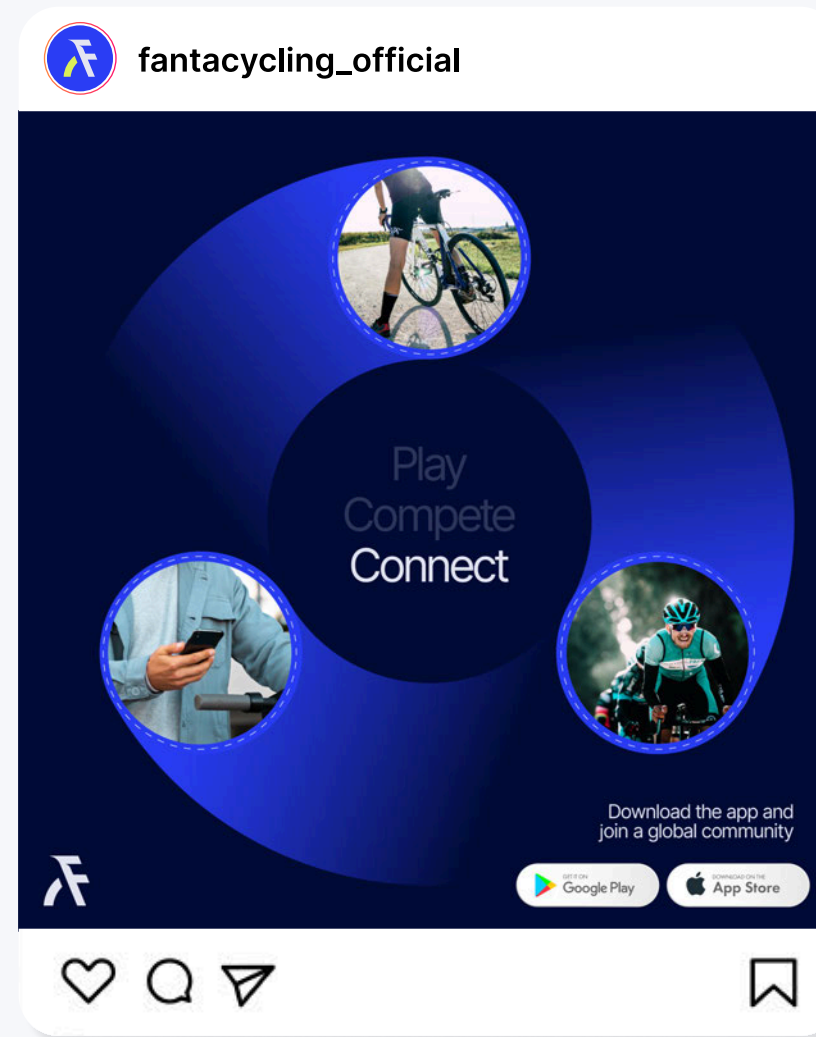
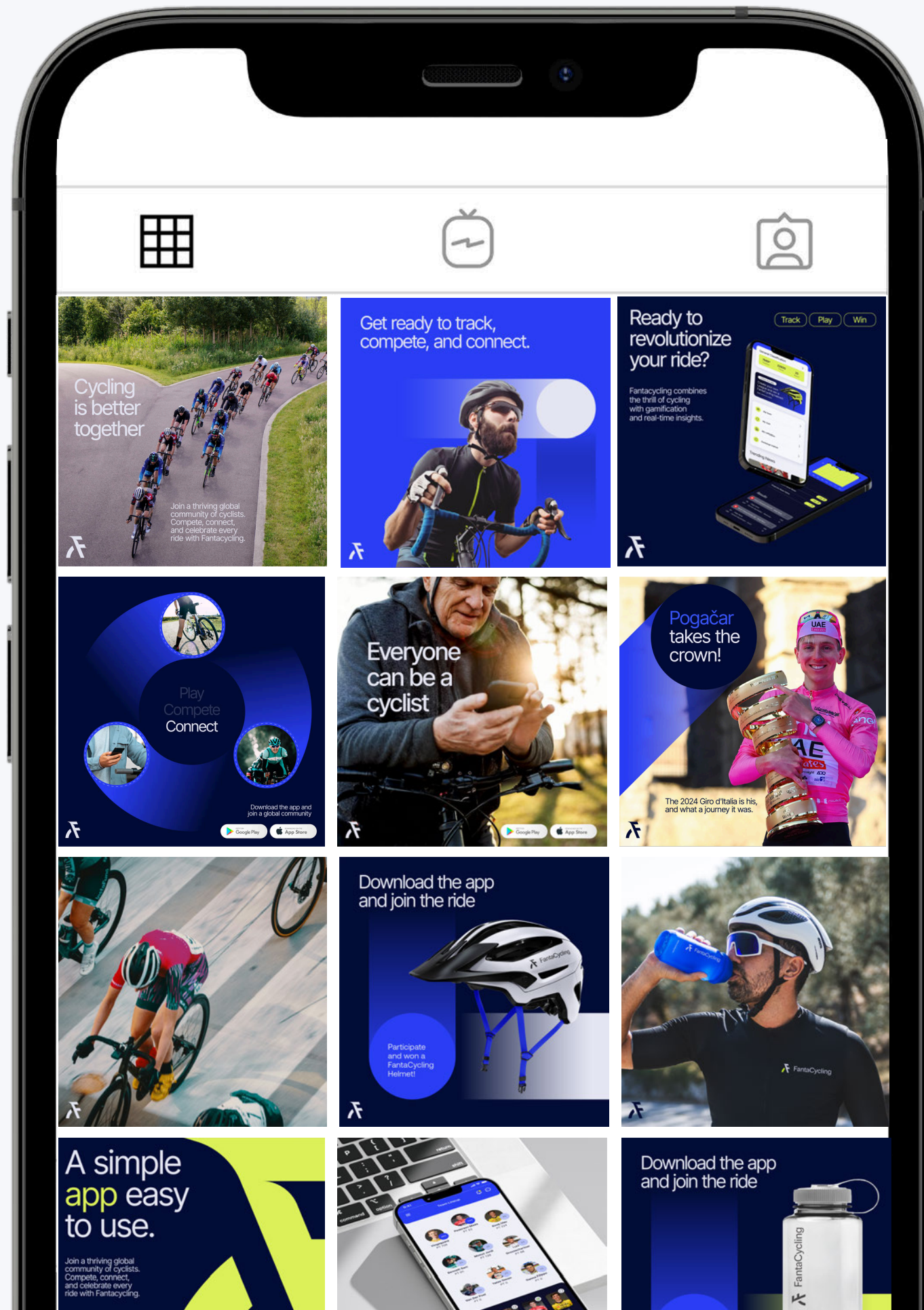
Social Media



For profile pictures we use the Brandmark. Here are the two possible color variations.

The content centers around high-quality imagery that evokes a sense of community and excitement. Branded templates incorporating the color palette, typography, and gradients reinforce Fantacycling's identity.

By consistently applying these elements, a cohesive and dynamic presence is created, allowing the brand to stand out across social media platforms and amplify its energy and appeal.



Cycling Kit

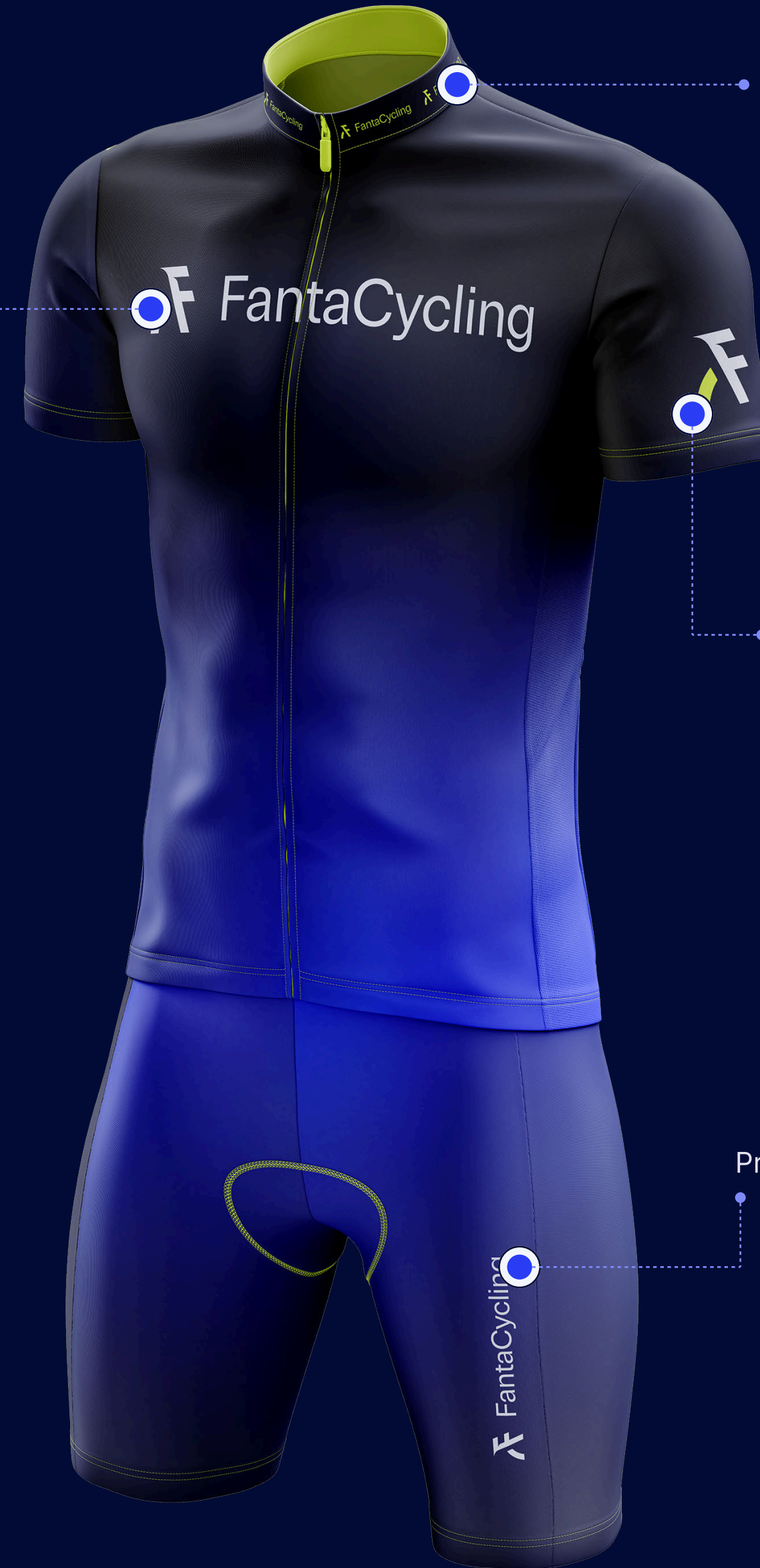
The proposed cycling kit reflects the broader audience focus by embracing a minimalist design that is both functional and stylish. The cycling suit features a seamless gradient from darker blue to vibrant blue, embodying the brand's dynamic energy.

The Fantacycling logo is subtly placed on the sleeves and the center of the top part of the suit, ensuring brand visibility while maintaining an elegant, sporty aesthetic.

This design balances performance and modern style, offering athletes high-quality gear that aligns with Fantacycling's identity, all while appealing to a wide range of cycling enthusiasts.



Prominent logo placement on the top part of the kit, ensuring high visibility and reinforcing brand recognition at every ride.

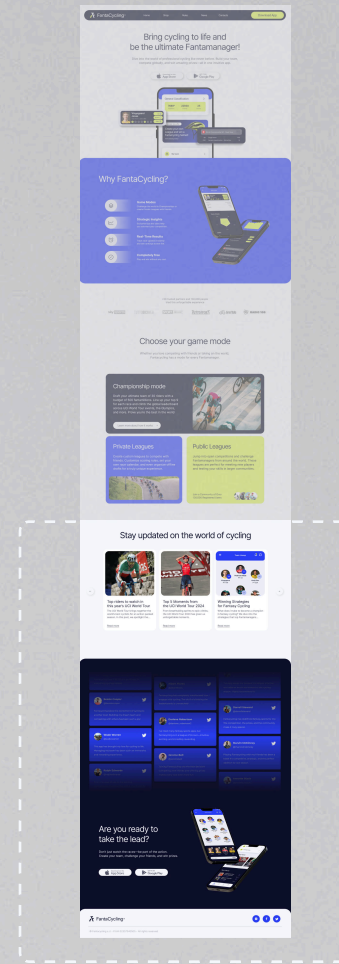
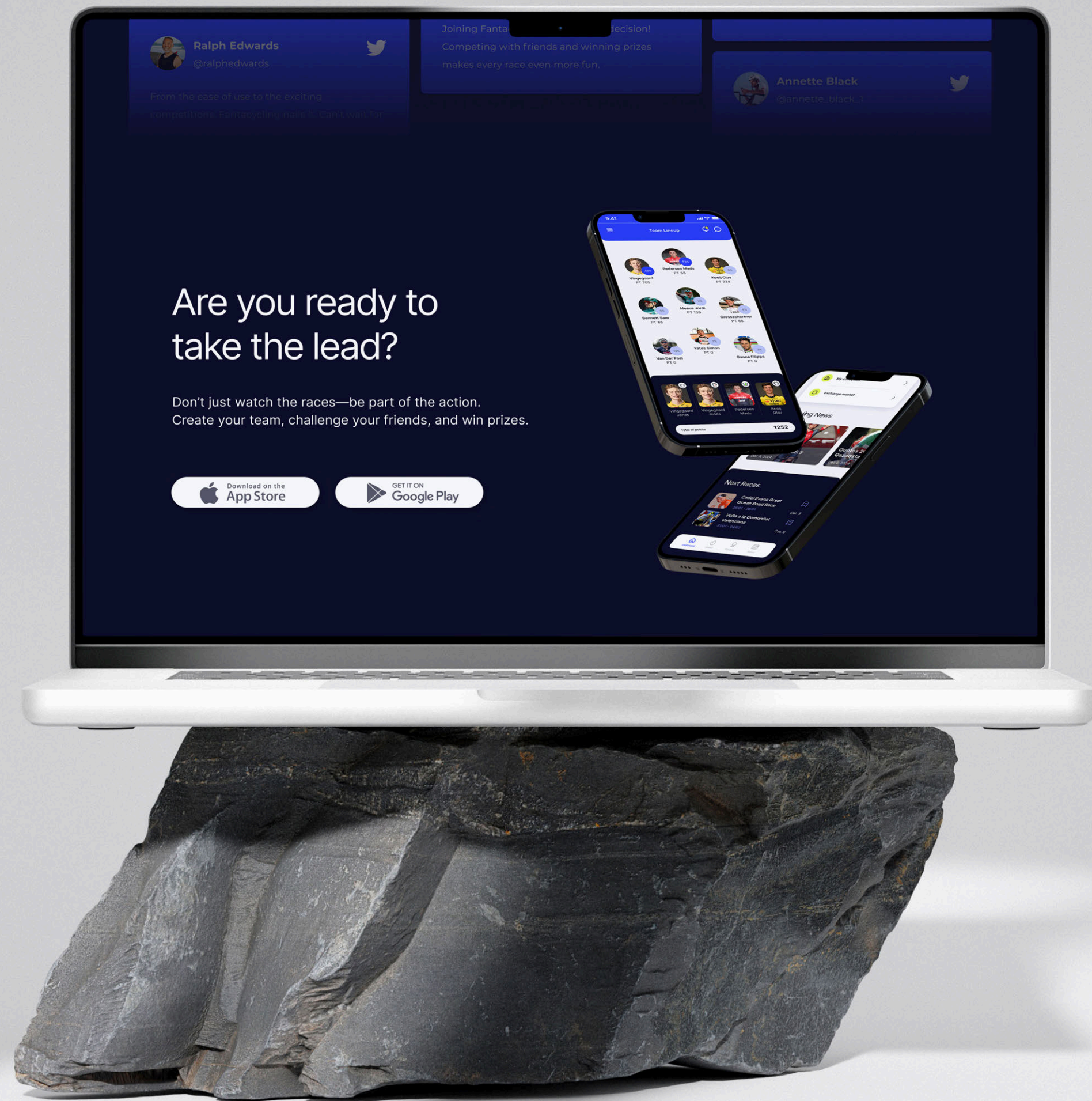


Subtle logo placement on the neck adds an extra touch of brand identity

Brandmark

Primary logo





Stay updated on the world of cycling

Top riders to watch in this year's UCI World Tour
The UCI World Tour brings together the world's best cyclists for an action-packed season. In this post, we spotlight the...

[Read more](#)

Top 5 Moments from the UCI World Tour 2024
From breathtaking sprints to epic climbs, the UCI World Tour 2023 has given us unforgettable moments.

[Read more](#)

Winning Strategies for Fantasy Cycling
What does it take to become a champion in fantasy cycling? We dive into the strategies that top Fantasymanagers...

[Read more](#)

News highlights

Are you ready to take the lead?

Don't just watch the races—be part of the action. Create your team, challenge your friends, and win prizes.

Testimonials from users

Bessie Cooper (@bessiecooper)
Fantacycling takes the excitement of cycling to another level. Building my dream team and competing with others has been such a fun and rewarding experience.

Wade Warren (@wadewarren)
I've tried many fantasy sports apps, but Fantacycling is in a league of its own—intuitive, exciting, and incredibly rewarding.

Ralph Edwards (@ralphedwards)
Setting Fantacycling was the best decision I've made. Competing with friends and winning prizes makes every race even more fun.

Albert Fland (@albertfland)
Fantacycling has completely transformed how I engage with cycling. The thrill of stacking the leaderboard is unmatched.

Darlene Robertson (@darlene_robertson)
I've tried many fantasy sports apps, but Fantacycling is in a league of its own—intuitive, exciting, and incredibly rewarding.

Jerome Ball (@jball)
Setting Fantacycling was the best decision I've made. Competing with friends and winning prizes makes every race even more fun.

Carroll Steward (@carrollsteward)
Fantacycling has redefined fantasy sports for me. The competition, the prizes, and the community make it truly special.

Marvin McKinney (@marvinmckinney)
Playing Fantacycling with my friends has been a blast! It's competitive, strategic, and the perfect addition to race season.

Annette Black (@annette_black)

[Download on the App Store](#) [GET IT ON Google Play](#)

FantaCycling®

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Testimonials from users

Final Call to Action

FantaCycling - The First

www.fanta-cycling.com

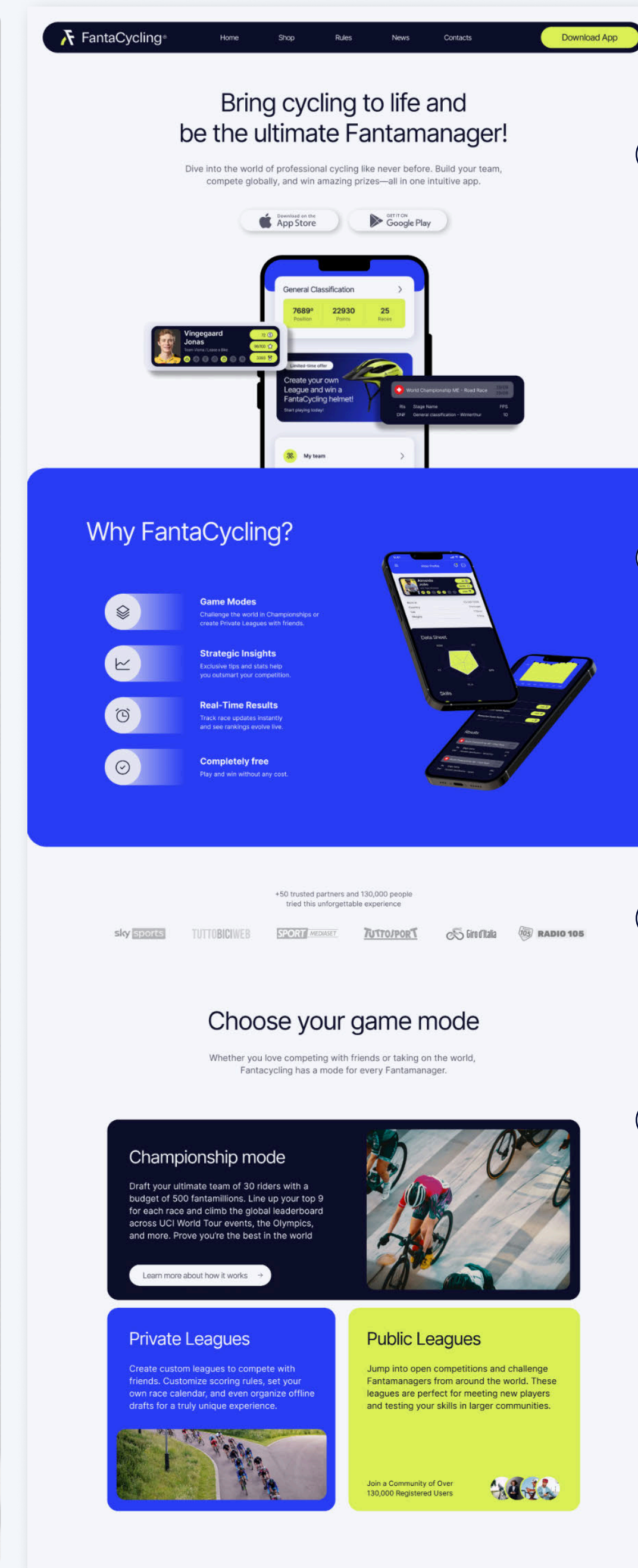


The landmark is used as favicon

08. Website

The redesigned website focuses on creating a more intuitive and engaging user experience. The homepage has been reorganized for better structure, with a clear emphasis on the most important actions and key selling points. The hero section now grabs attention with a strong, impactful introduction that immediately sets the tone for the user journey.

Key features, such as game modes, are described clearly and concisely, ensuring that users can easily understand what the platform offers. The visuals have been significantly enhanced to be more engaging, with a modern, tech-forward vibe that feels dynamic and future-oriented. Despite the cutting-edge look, the design remains approachable and friendly, maintaining a clean and simple aesthetic. This new direction aligns with Fantacycling's mission to provide an innovative yet welcoming environment for all users



Strong and catchy start

Key selling points

Social proof

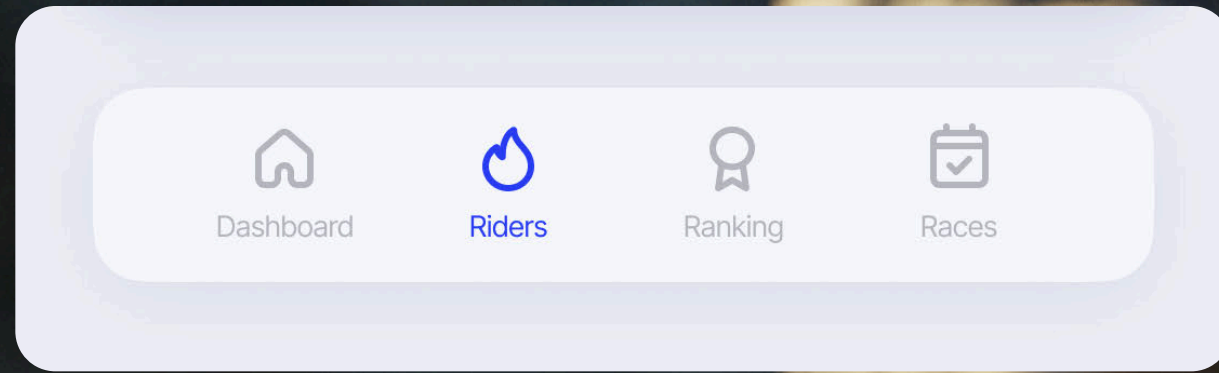
Game modes with a detailed explanation

09. Mobile App

The main pages of the app have been redesigned to align with Fantacycling's new visual identity, creating a modern, vibrant, and engaging experience for users. The interface now features a dynamic, energetic look, with bold visuals and a refined layout that highlights key actions and features.

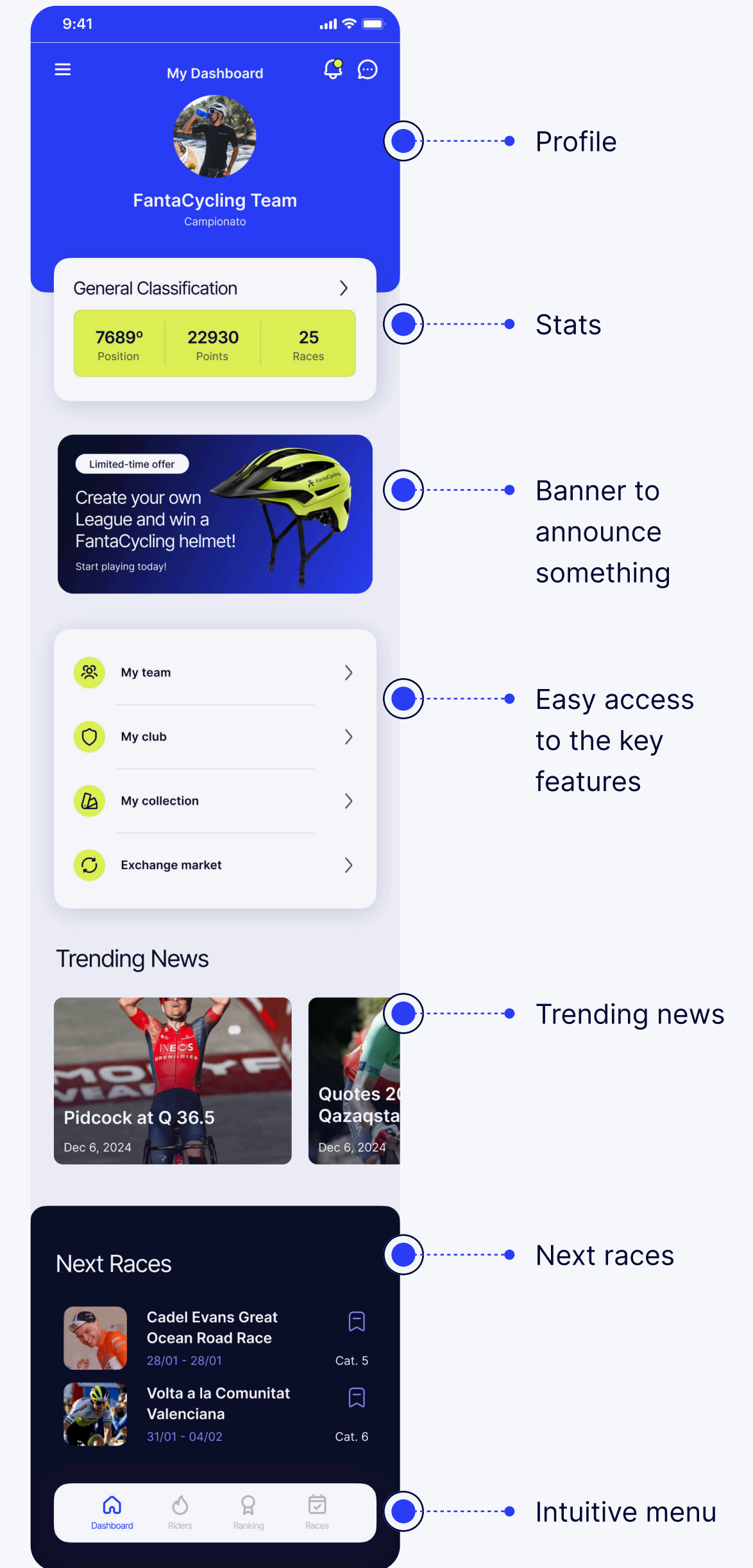
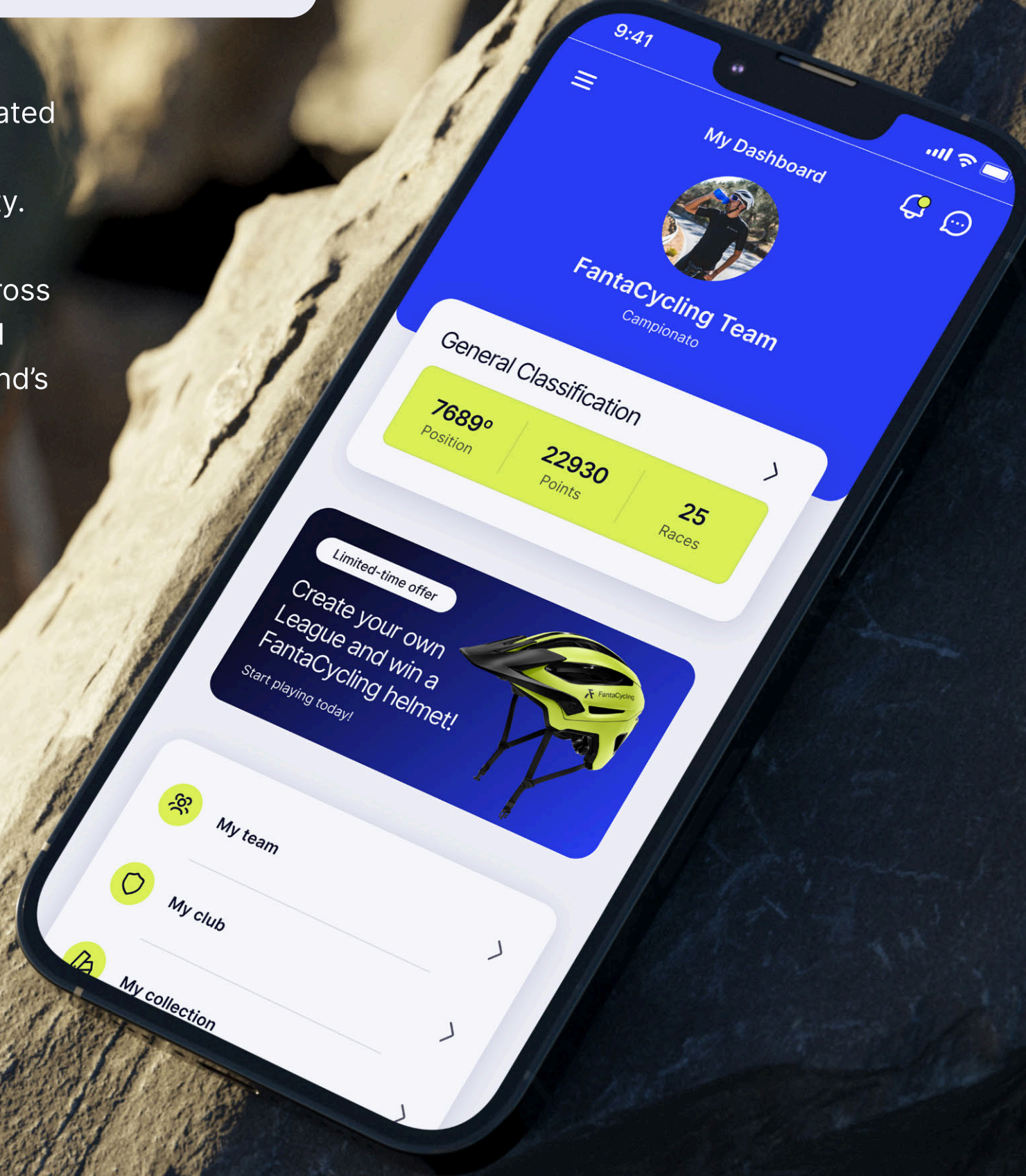
Every screen is carefully structured to ensure ease of navigation while maintaining the excitement and spirit of cycling. The updated design enhances user engagement with intuitive interactions, offering a seamless blend of technology and playfulness, all while reflecting the brand's forward-thinking, yet approachable nature.

Whether browsing through game modes or interacting with the community, the app now feels more cohesive, visually striking, and aligned with Fantacycling's energetic and modern vibe.

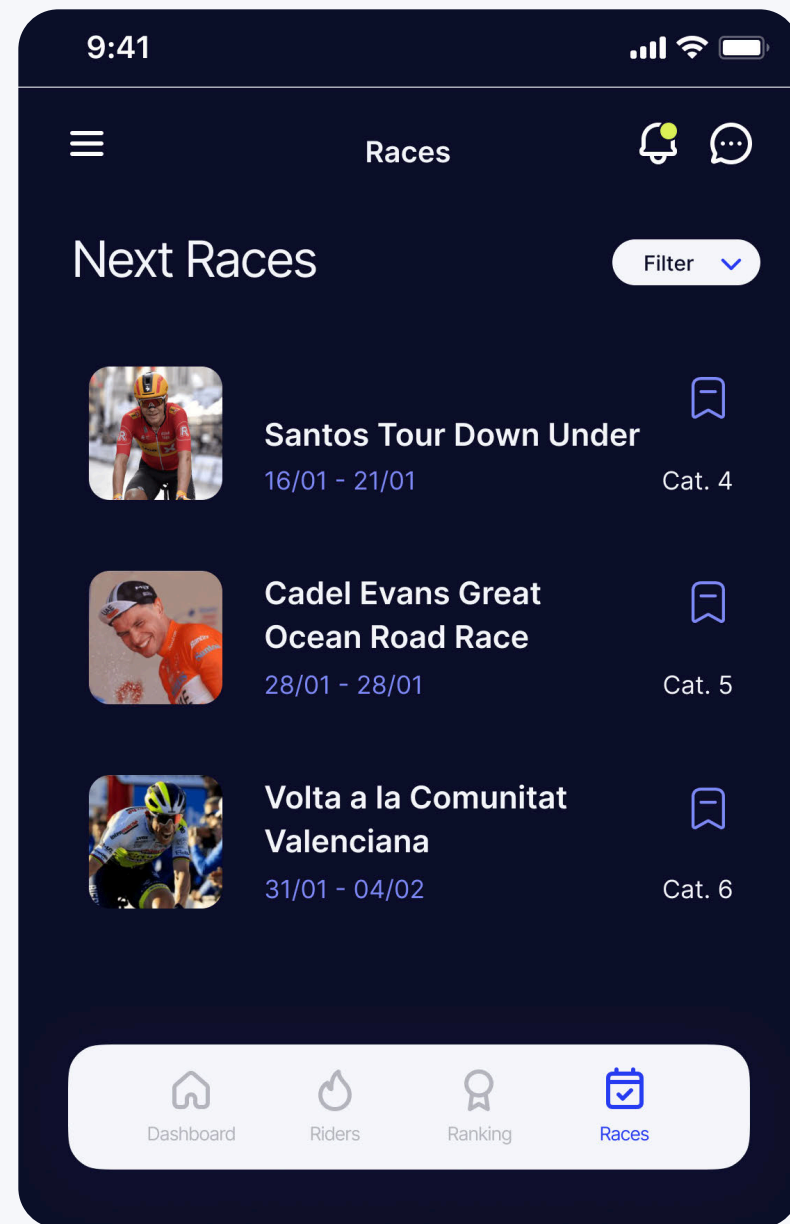


A set of custom icons has been created for the app, designed to seamlessly integrate with the new visual identity.

These icons ensure consistency across the app, maintaining a cohesive and unified look that aligns with the brand's dynamic and modern aesthetic.

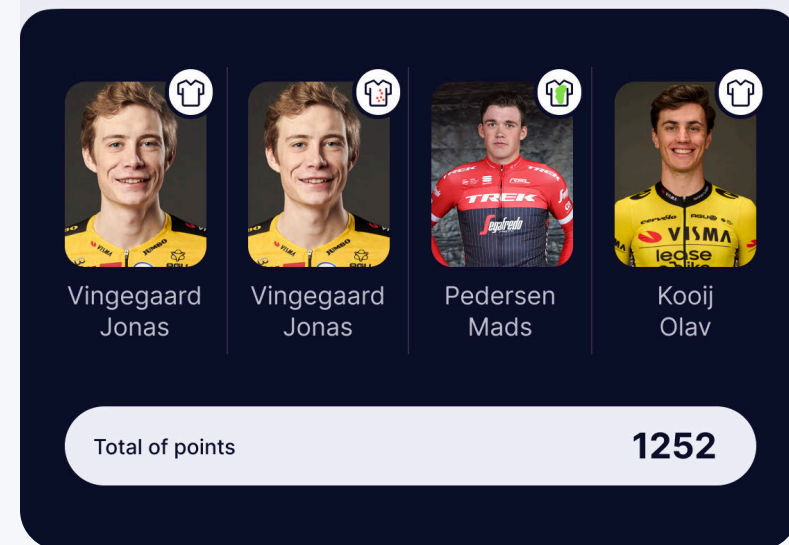
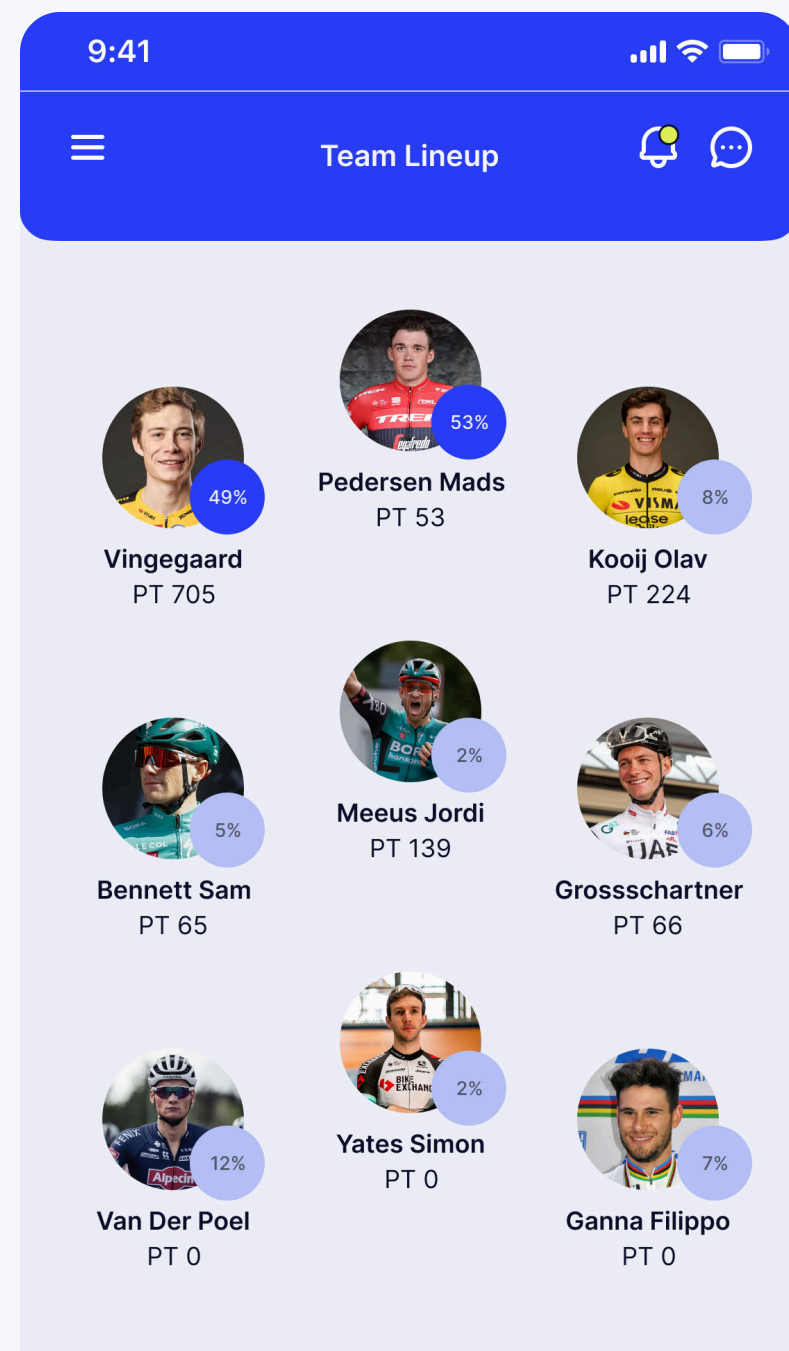


Dashboard Profile



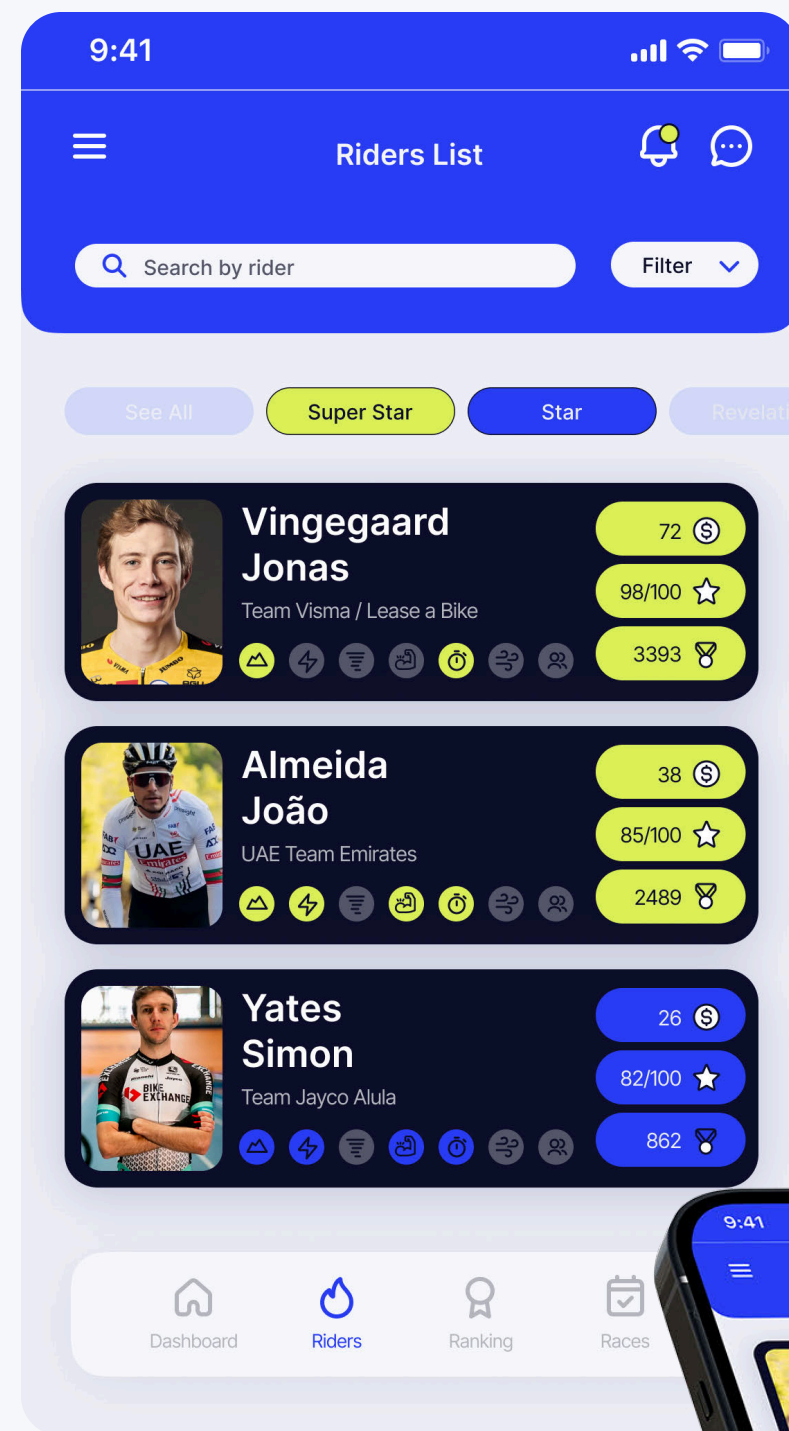
Next Races / Events

The "Next Races" page offers a clear view of upcoming events and races, showcasing key details such as the event name, category, and start/end dates. Users can easily save their favorite events for future reference, ensuring they stay updated and never miss an important race. The layout is streamlined for quick access and readability, contributing to a smooth and engaging experience.



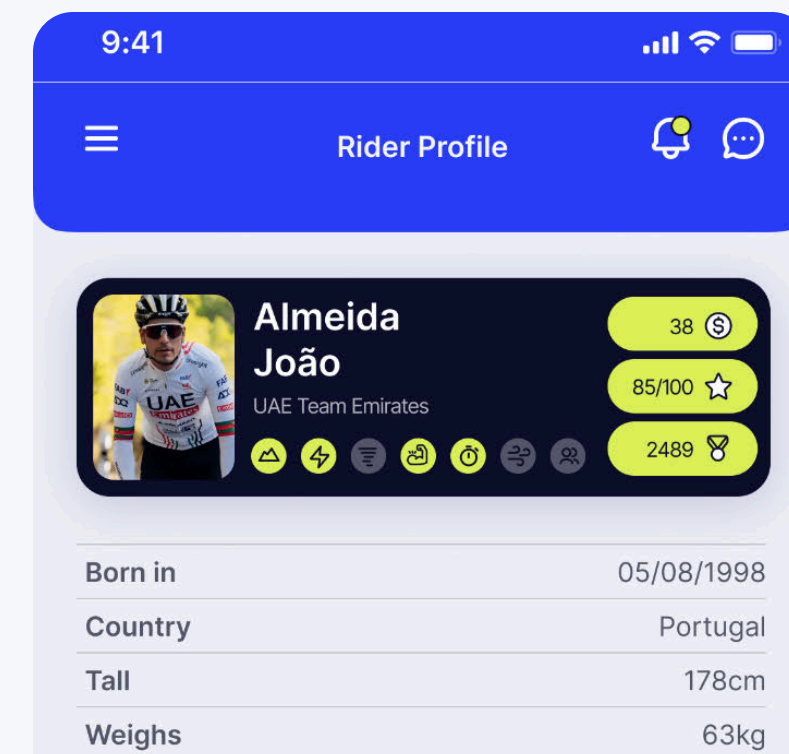
Team Lineup

The "Team Lineup" page retains the original structure, but with a modernized design that aligns with the new visual identity. The updated layout emphasizes clarity and simplicity, using the refreshed color palette, typography, and icons.

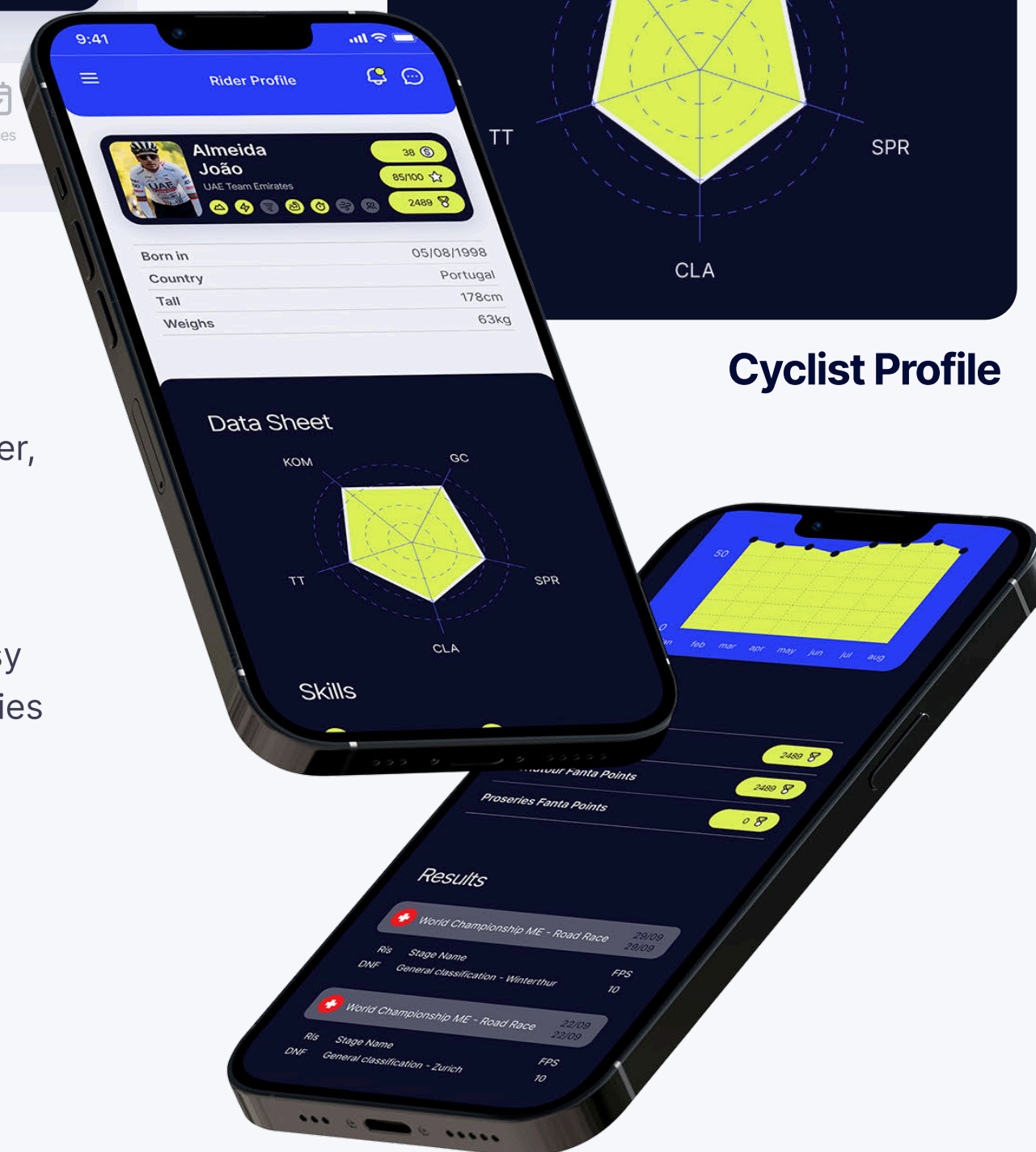


Cyclists List

The "Cyclists List" features engaging cards for each rider, incorporating colors tied to their specific categories. This design enhances user experience by making it easy to identify different categories visually. The layout also includes an intuitive filter feature, allowing users to quickly sort and find riders.



Cyclist Profile



Skills

- Climber
- Puncher
- Cronoman
- Combative

Compare with another rider

Description

Often placed in stage races, he defends himself on climbs and does well in time trials. A fighter, he brings important points to fantasy managers.

Price change

Stats

- Total Fanta Points: 2489
- Worldtour Fanta Points: 2489
- Proseries Fanta Points: 0

Results

+	World Championship ME - Road Race	29/09
		29/09
Ris	Stage Name	FPS
DNF	General classification - Winterthur	10