

# Fantacycling

A new Brand Identity for the best cycling Startup



**TERRAVIVA**



## I.

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### About

- [02](#) Index
- [03](#) Intro
- [05](#) The Startup
- [07](#) A New Brand Identity

## II.

---

### Project

- [09](#) Tone of Voice
- [11](#) The Competition
- [13](#) Abstract
- [14](#) Evaluation Criteria

## III.

---

### Competition

- [16](#) Jury
- [17](#) Prizes & Mentions
- [17](#) Registration & Submission
- [18](#) Promoters & Partners

## IV.

---

### Brief

- [19](#) Submission Requirements
- [19](#) Schedule
- [20](#) Terms & Conditions
- [21](#) Contact



## Intro

**F**antacycling is a renowned Italian startup based in Tuscany. It is the first App about fantasy cycling and it brings together the largest community of cycling enthusiasts in Europe.

**Its main goal is to connect and entertain fans and supporters of this wonderful sport,** offering them a unique experience through gaming activities and a wide range of contents which are released regularly on YouTube and Twitch channels.

**Up to now, the startup has consolidated a community of over 130.000 registered users (85% of them based in Italy).**

The ambition is to consistently grow it on international scale, reaching more and more users abroad (the App is already available in four languages).

**The main tool to access Fantacycling's services is an engaging and interactive gaming App,** which enables the users to create their own team as if they were real fanta-manager.

Each competitor can choose between four different play modes: Championship, Private Leagues, Public Leagues and Sponsored Leagues. Moreover, daily news about all the main cycling races of the year are regularly uploaded on the website, thanks to the work of a specialised team of super competent journalists.

**Fanta**  
cycling



## The Startup

**F**antacycling's mission is to establish itself as the main digital hub for all cycling fans worldwide, connecting them directly with the protagonists of this popular sport.

**The strength of the startup resides undoubtedly in its passionate and constantly growing community.** This deep sense of belonging has led thousands of subscribers to regularly follow the contents and the live streaming published every week on different media channels.

Fantacycling has grown exponentially since it was founded and in a few years it has become the main European platform where fans can share their passion about cycling. **The engagement of well-known tv commentators and eminent journalists, together with famous champions from the past and the present, has represented a key aspect for the success of the brand.**

The App and the entrepreneurial project are continuously evolving thanks to new game modes, prestigious collaborations, merchandising and new strategies to further involve the fans. The startup is currently working to enlarge its target of foreign users.



# Fanta cycling





## A New Brand Identity

**T**he current logo of Fantacycling, though iconic and very appreciated by the passionate members of its community, has remained unchanged for over five years.

**The feeling is that the brand identity has already reached its limits, demanding for a rebranding process to keep up with the evolution of the startup.**

The co-founders have decided to launch this graphic design competition to renew the look of the company, with the intention to open up to the international market and reach also the target of “averagely passionate” users, expanding the perimeter of the community outside the category of the most fanatic supporters.

### **Brand Personality Traits:**

Audacious | Aware | Cheerful | Cool |  
Creative | Contemporary | Engaging | Fresh |  
Funny | Friendly | International | Passionate |  
Playful | Positive | Sporty

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# Tone of Voice

The proposal for the new brand identity should reflect the main values of Fantacycling, including its vision for a new way of living cycling as a sport and its massive community. Here are the main features which the tone of voice should embody:

- **Innovative:** use a language able to convey in the best way the originality and innovation of the startup;
- **Sustainable & Optimistic:** underline the commitment of Fantacycling to promote the sport of cycling and to the attention to the respect of cyclists, both amateurs and professionals. Remember that a cyclist can be simply someone who goes to work by bike every morning;
- **Engaging:** work on a catchy tone of voice able to catch the attention and to generate interest towards an international community;
- **Direct:** communicate in a clear and concise way the distinctive features of the Fantacycling App
- **Young & Contemporary:** use an informal and contemporary language appropriate for a young audience and avoid formal or outdated expressions, adopting a colloquial and funny tone;
- **Authentic & Transparent:** highlight the genuine values and the direct approach of Fantacycling towards its own audience;



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# The Competition

**T**he aim of this contest is to renew the image of Fantacycling, both in the logo as in the fonts and colours' palette, rethinking in a creative way the whole brand identity of startup.

**Moreover, a particular focus will be required by the design of the new identity of the App and some of its main pages.** Finally, participants will have the opportunity to create the new cycling suit to be released in 2025 (the third one for Fantacycling after the Capsule Collections produced together with Pissei and Velo+).

The secret behind the success of the brand lies in its vast community and in the connection that Fantacycling has been able to strengthen with its users. **Since the very beginning, fans have always been the real protagonists of the project. In this sense, the new identity has to be seen as a further attempt to make them feel even more involved and directly engaged.**

Participants are encouraged to deal creatively with the main values of the company, without relying on banal or literal solution. TerraViva encourages the designers to experiment without fear, by working on original proposals to obtain a complete refresh of Fantacycling's image. **The aim is to collect innovative and unconventional proposals, able to communicate the identity of the startup in an efficient and immediate way.**

Competitors will have total freedom to propose partial improvements to the logo, the fonts and the current palette, as to explore completely new directions for the brand, experimenting with shapes, colours, types and tone of voice.

Independently from having a more conservative or radical approach, all the proposals will receive the same consideration from the jury. The competition is designed to give designers maximum autonomy in their design choices.

**Proposals focused on retaining the iconic "F" of the current logo, with minimal or radical changes to the lettering, as well as those which will completely rethink the genesis of the logo from scratch, will be equally appreciated.** The same criteria will be applied also to the palette: it can remain in the chromatic tones of blue and yellow, but it can also be completely revolutionised. Do not forget that the App needs various gradients and colours' transparencies depending on each page and the related functions.

The aim is to design an iconic and completely new brand identity, guaranteeing not only a strong visual impact, but incorporating in the best way all the main values of Fantacycling, conveying its authentic passion for cycling.



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The **challenge** of this competition  
is to fully explore the **values** that characterise  
the **brand** of **Fantacycling**,  
searching for that **symbol**, that font, that palette,  
that **graphic** sign capable of expressing the  
perfect synthesis of what the **startup** is today

## Evaluation Criteria

The jury will evaluate all the proposals according to the following principles:

- **Originality of the concept;**
- **Communication of Fantacycling's values;**
- **Versatility and scalability;**
- **Simplicity and effectiveness;**
- **Sensitivity in the use of colours;**
- **Creativity in the font's choice;**
- **Quality of the App's mockup;**

Proposals capable of telling the genesis of the project through a compelling storytelling, as well as those that will express a particular aesthetic appeal evoking a sense of positivity and innovation, will be particularly appreciated by the jury panel.



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# Jury



## Fantacycling

**Camillo Castellani**  
Milano, Italia

Camillo Castellani (1992), graduated in Architecture from the Politecnico of Milan, with a specialization in Interior Design and a study experience in Brasil at the UFES University in Vitoria, Espirito Santo. He launched his first startup, Getastand, in 2016 while continuing to work as a Designer for the brand Situer Milano. In 2020 he launched Fantacycling with other three partners and to dates he is the administrator of the financial and business side of the Startup. Fantacycling is a fantasy-sport platform with a focus on cycling and a media hub for cycling news. Users can create virtual teams, compete following global events and access a wide range of exclusive contents. With over 130.000 registered users and an extremely passionate community, the Startup aims to become the go-to platform on a global scale for engaging cycling fans and enthusiasts in the world of fantasy sports.



## Cinzia D'Emidio

**Cinzia D'Emidio**  
Berlino, Germania

Designer and Art Director based in Berlin, Cinzia combines her skills and passion across spatial design, graphic design, and communication to develop compelling and thoughtful design solutions. She works with cultural institutions, universities, companies, and artists to art direct and design multichannel visual identities, exhibitions and sets, editorial projects, and campaigns from scratch, adopting a multidisciplinary perspective. Cinzia is also a Lead Lecturer at Screen and Film School of BIMM University Berlin - where she teaches Production Design & Art Direction 1 and 2 - and a Research Fellow at Università degli Studi della Campania Luigi Vanvitelli (Naples) - where she investigates Service Design to support and promote the relationships between the different stakeholders involved in design projects in Southern Italy.



## CBA

**Camilla Geusa**  
Roma, Italia

Camilla is a highly skilled graphic designer with a rich academic background. She completed her three-year degree in Industrial Design at the University of Rome La Sapienza in 2016 and later earned a Master's Degree in Visual and Innovation Design from Ruffa - Rome University of Fine Arts in 2019. Her experience in sports has nurtured strong teamwork skills, making her an exceptional collaborator in achieving common goals. Currently excelling at CB'A, a prestigious communication agency, Camilla channels her creativity and expertise to design captivating brand identities and engaging experiences. Her motto "Visual design begins where words end", reflects her belief in the power of visual communication to transcend language barriers and evoke emotions. Camilla's professional journey is a testament to dedication, passion, and her relentless pursuit of excellence in the dynamic world of graphic design.



## VIDI Visual Design Studio

**Ivana Bačaneck**  
Zagabria, Croazia

Ivana Bacaneck was born in Zagreb. At the Faculty of Architecture in Zagreb, she received the title of Master of Visual Communications Design with great honor. As an undergraduate student, she won an Annual Award for Arena Zagreb's visual identity and signage project. Her proposal for the symbol for 30 years of School of Design was selected. Ivana participated in several foreign and domestic competitions. In 2016, she won the competition for the visual identity of the University of Rijeka Foundation. She was a finalist of the Taiwan International Students Design Competition 2016. In collaboration with Ana Mojas she received a bronze award at the TerraViva logo design international competition and two gold awards in branding & logo category at Indigo Design Awards 2024. A major focus of her work is on inclusive design, typography, brand identity design and art direction. Ivana lives and works in Zagreb as part of VIDI studio for visual communications.



# Prize Pool

## 5.000€

**1° Prize: 3.000 €**

**2° Prize: 1.000 €**

**3° Prize: 500 €**

**Prize "Best App Design": 250€**

**Prize "Best Cycling Kit": 250€**

**10 Honorable Mentions: coupon for a free competition**

**30 Finalists: published on TerraViva channels**

Prizes awarded by



The client reserves the right to contact the participants after the end of the competition in case it will decide to further deepen the collaboration with any of the awarded designers

## Registration & Submission

The registration and submission procedure must be done online by only one of the team members:

- Open [www.terravivacompetitions.com](http://www.terravivacompetitions.com) and go to Competitions > "Fantacycling";
- Click on Register, follow the instructions, enter the requested information and complete your registration procedure;
- Once the registration procedure is concluded, you will receive a confirmation email with the receipt and the link to download the "Fantacycling" package (check also the spam folder);
- Inside the Download Package you will find the competition brief and the instructions for the final submission;
- In the confirmation email you will also receive the Order Number that will be your identifier on the final submission procedure;
- Follow the instructions contained in the Download Package to proceed with the submission of your proposal;
- Submissions have to be done through the same Terraviva website, accessing the Upload section and following the steps indicated on the page; after completing the submission process, you will receive a confirmation email;
- Participants can address any questions to [info@terravivacompetitions.com](mailto:info@terravivacompetitions.com). Every question will be answered by email until 15 days before the submission deadline and updates will be published weekly in the FAQ section of the competition website;



Cinzia D'Emidio



# Submission Requirements

## 1 A Pdf Presentation [max 20 pages]

- File name: **order n°** (ex. 12345)
- Maximum file size: **30 MB**
- File orientation: **landscape**
- Text language: **english**

The presentation must NOT contain any reference to the identity of the participants. It should contain all the necessary information to explain the project in the best way.

- **Concept explanation:** description of the process behind the design and how it reflects the brand identity;
- **Logo:** the main logo design;
- **Variations of the primary logo:** colour variations (full colour, alternative versions, black and white) or orientation variations (vertical vs horizontal);
- **Font info:** details of any fonts used in the logo and suggestions for the text elements, including licensing information if applicable;
- **Palette:** colour codes used in the logo and in the new identity (HEX, RGB, CMYK);
- **Mockups:** gadgets, business cards, website landing page, stationery, merchandising, cycling kit, advertising banner displayed on the streets during the races, etc.);
- **Icon:** logo of the App's icon for smartphone and icon used in the social media profiles;
- **App:** mockups for each of the four main pages (Dashboard profile, Team lineup, Cyclists list, Cyclist sheet);
- **Extra:** any additional relevant material;

## 2 The Editable Graphic Files

- **Logo with transparent background:** Png logo's version allowing easy integration on different materials;
- **Logo's vector files:** enabling easy scalability without loss of quality (e.g., ai, psd, eps, svg);
- **Logo's raster files:** HD files suitable for digital use and printing (e.g., jpeg, png);
- **Editable files of the 4 App's mockups:** the use of Figma (optional plus) will be particularly appreciated, but participants remain free to use any tool they prefer;
- **Editable files of the cycling kit:** which allow immediate editing in case Fantacycling will choose it for production;

# Schedule

## “Early” Registrations

**07.10.2024 — 15.11.2024**  
(h 3:00 pm CET)

## “Standard” Registrations

**15.11.2024 — 29.11.2024**  
(h 3:00 pm CET)

## “Late” Registrations

**29.11.2024 — 06.12.2024**  
(h 3:00 pm CET)

## Submission Deadline

**06.12.2024**  
(h 3:00 pm CET)

## Winners Announcement

**06.01.2025**

## Terms & Conditions

- A.** The competitions are open to students, architects, designers, urbanists, engineers, artists, makers, activists and anyone interested in the design and architecture fields. The participant must be at least 18 years old;
- B.** Participants can join the competition either individually or in team. There is no restriction or limit to the number of members that can compose a team. Teams can be made up of members of different nationalities and ages, but all members must be at least 18 years old. The list of the team members cannot be changed after the submission;
- C.** Participants must respect deadlines, procedures, fees and submission requirements. It is highly advised to complete any of these online procedures (also registration) in advance. TerraViva S.r.l. is not responsible, in any case, for any technical difficulty or web malfunctioning;
- D.** All the necessary materials/documentation related to the competition is available in the download section of the competition's official page. to download and use the materials/documentation of the competition made available by TerraViva S.r.l. it is necessary to pay a registration fee, which allows to get a single identification code. The registration fee, for each competition, is established according to the competition's calendar and the relative amounts do not vary depending on the number of team members;
- E.** The payment of one fee allows the participant/team to have one personal identification code linked to the submission of one single project. In order to have additional submission codes and, therefore, submit additional projects it is necessary to pay additional fees;
- F.** The payment methods accepted are: PayPal, Satispay, credit card, bank transfer, payments in cryptocurrency;
- G.** Prizes are established regardless of the number of members of a team. TerraViva S.r.l. pays all the commissions charged by its bank for the prizes' payment, the commissions that may be applied by the winner's bank or the commissions for currency exchange have to be paid exclusively by the winner. The prizes will be awarded after the verification of the identity of the winners and after the winners have signed a self-declaration certifying that they fully accept all the Terms and Conditions of the competition;
- H.** The jury is composed by experts of the fields of architecture which are independent and impartial. The jury's decision is the result of a mere aesthetic evaluation and cannot, in any case, be challenged. Participants therefore accept not to challenge the decision nor the evaluation of the jury. In case one or more members of the jury withdraw, TerraViva S.r.l. will substitute him/them with a new member equally distinguished and impartial;
- I.** TerraViva S.r.l. is not responsible for the possible bad execution of the project. In any case the evaluation of the jury and winning of a prize cannot be considered as an assessment of the adequacy and technical feasibility of the project;
- J.** TerraViva S.r.l. is not obliged to give explanations to the participants regarding the results of the competitions;
- K.** Participants are not allowed to publish their own submitted material before the announcement of the official winners;

- L.** Participants are not allowed, in any case, to inquire the jury about the competition;
- M.** Any team or individual that violates the Terms and Conditions during or after a competition may have their rewards, publication or any other competition outcome revoked at any time;
- N.** The prizes are paid by bank transfer or Paypal. In order to receive the price, the winner (individual or legal entity) must fulfil a declaration of receipt of the prize. Therefore, it is not possible to request an invoice;
- O.** Projects' submission and/or final winning of the competition do not constitute any kind of professional commitment/relationship between the participant and TerraViva S.r.l.;
- P.** TerraViva S.r.l. has the right to modify competition's dates, jury's composition or the methods for project's submission. Any change will be notified at least 48 hours before the submission deadline through the media channels of TerraViva S.r.l.;
- Q.** The 15% discount code for the purchase of Drype products is reserved to the participants of the competition, it is valid only for one single use and only for shipments in Italy;
- R.** These Terms and Conditions, in any case, do not constitute an offer to the public;
- S.** By registering to the website of TerraViva S.r.l. participants declare to fully and unconditionally accept all the Terms and Conditions of the competitions without any exception;
- T.** The Terms and Conditions and any other rule can be modified by TerraViva S.r.l. without prior notification. The Terms and Conditions and any other rule can be waived by special rules pertaining to single competitions;
- U.** The Italian law regulates the rules of the competitions and any other rule on the website. Any controversy that might arise shall be of exclusive competence of the Court of Milan;
- V.** The Terms and Conditions will be provided also in Italian and other languages, but, in case of doubt of interpretation, the English version shall prevail;

## Ineligibility Rules

The occurring of any of these cases will be ground for the disqualification of the participant and/or their teams without exception:

- a.** Any gross violation of the Terms and Conditions;
- b.** Submission of any material using a different procedure from the one indicated in the submission requirements;
- c.** Submission of any material after the expiry of the submission deadline;
- d.** Naming any file in a way which is different from the one indicated in the submission requirements;
- e.** Submission of panels containing any reference to the identity of the participants (e.g. name, office, university);
- f.** Submission of layouts with texts not written in English;
- g.** Submission of any material which is not in line with the competition principles or that is considered incomplete;
- h.** Submitting a project which differs in a macroscopic way from the purposes of the competition;

- i.** Participants having a family relation within the second grade or direct professional relationship with any of the jury members at the time of the competition and/or in the two previous years;
- j.** Submitting a project which is not new and original or which is not the outcome of the intellectual activity of the participants (i.e., does not belong to them);
- k.** TerraViva S.r.l., with a mere technical and objective evaluation, discards the projects that do not meet the requirements listed in the Terms and Conditions or in the special rules of the single competition and/or that constitute any of the above listed cases. The discarded projects will not be evaluated nor considered by the jury. Disqualified participants and/or their teams will not receive any refund;
- l.** by accepting the Terms and Conditions participants expressly declare that they do not fall under any of these causes of ineligibility;

## Intellectual Property Rights

TerraViva recognizes the legal and philosophical basis of the moral rights of creators with respect to creative and artistic works. Moral rights are the exclusive rights granted by the law to the author in order to protect his personality. Such rights are inalienable, indefeasible and can never be given up. They are independent from the economic rights resulting from the creation of the work, even after the transfer of such rights to third parties. Such right of authorship may be exercised at any time by the author (art. 20 of Italian Copyright Law).

That said, each submitted document, both in paper and digital format, will remain in full property of Fantacycling S.r.l., which may add all the necessary modifications at its complete discretion in any way it should consider appropriate, without admitting any kind of claim from TerraViva S.r.l. or the participants of the competition. The material may be published by Fantacycling S.r.l. and the participants of the competition expressly renounce to any economic right related to the material produced under these Terms & Conditions.

The authors of the projects that have been awarded, including mentions and finalists, commit to provide TerraViva S.r.l., in due time, with any additional graphic material which can be required by TerraViva S.r.l.; TerraViva S.r.l. reserves the right to use the submitted material for paper or digital publications and exhibitions, and the right to use, adjust, modify, publish, show, reproduce and distribute the projects for marketing and advertising purposes in any way or form and with any means of communication and/or support, according to the "Reproduction right and Publication right" (art.12, L.633/1941, i.e., Italian Copyright Law).

TerraViva S.r.l. is not responsible in case the intellectual property of the uploaded projects does not pertain, fully or partially, to the participants, or in case the candidates do not own the rights of exploitation of the project, including the right to take part in a competition of this kind.

## Withdrawal and Refund

In accordance with the Italian Consumer Code (D.lgs. 206/2005), the right of withdrawal is valid within 14 days from the day of the fee's payment (weekends and public holidays included). In any case,

the right of withdrawal cannot be exercised after the submission deadline, nor if the participant has downloaded the material for the competition. Refunds are executed in the same currency of the original payment and are therefore subject to currency exchange rates. to exercise the right of withdrawal, write to: info@terravivacompetition.com;

## Indemnity

Participants agree to indemnify and hold TerraViva S.r.l. harmless from any cost or damage connected with the infringement of any third-party intellectual property right. by taking part in a competition and accepting its rules and the Terms and Conditions, participants declare to be authors (and/ or co-authors in case of a team) of the uploaded materials. Participants accept to completely indemnify TerraViva S.r.l. and its members and officers from and against all legal claims, liabilities, damages, losses, or any costs, expenses and any legal fees that arise out of any activity stated in the Terms and Conditions or from the participation in a competition;

## Privacy

The processing of participants' personal data will be carried out, with both manual and digital means, by TerraViva S.r.l. for the sole purpose of the participation in the competition and distribution of the prizes in compliance with art.13, EU Reg. 2016/679. We invite all competitors to read it carefully. Participants will be held accountable for the data – including personal data – they provide. TerraViva S.r.l. does not assume any responsibility for wrong or false data provided. In any case, according to privacy policies, TerraViva S.r.l. has the right to verify participants' personal data by requesting a copy of an identity document that reports the same data entered for the registration;

## Website

The website and its contents cannot be copied, reproduced, published or distributed without the permission of TerraViva S.r.l.; by submitting a project in any way to TerraViva S.r.l. the individual or team accepts full responsibility for the text, images, video footage and any other form of media that is provided. TerraViva S.r.l. is not responsible for the communications between users and third parties on its website, nor can guarantee that the website or the downloadable files are without viruses or similar harmful software.



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