

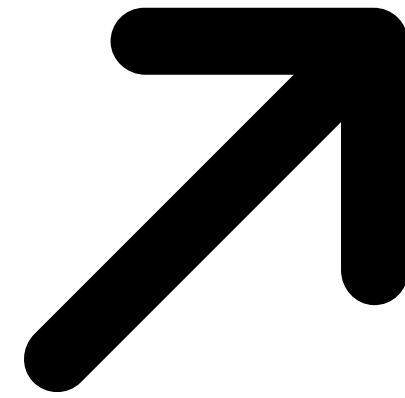
FantaCycling
Logo & Visual Identity manual

CREATIVE PROCESS

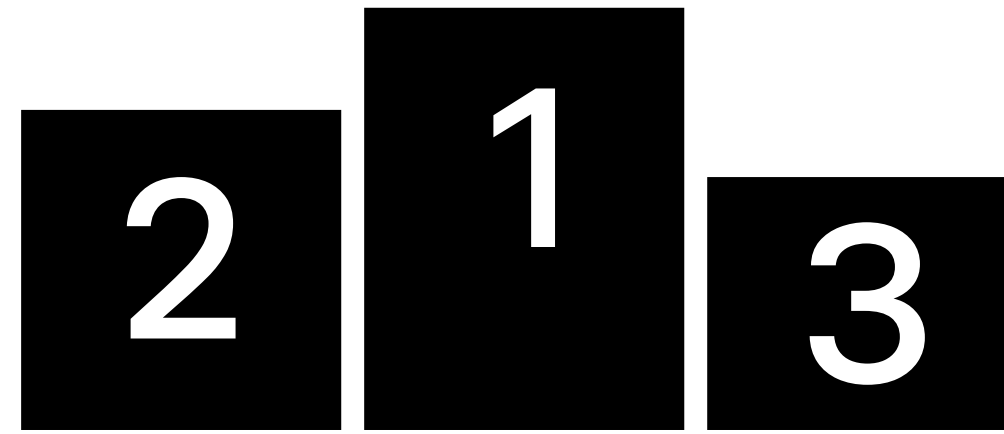
The process for creating the new FantaCycling identity starts from the founding values of cycling: positivity, sportsmanship and challenge.

With the expansion of the app to the international market, we wanted to bring these values to the community of new users by connecting them to each other.

All this is summarized in the new bold, fresh and contemporary logo.



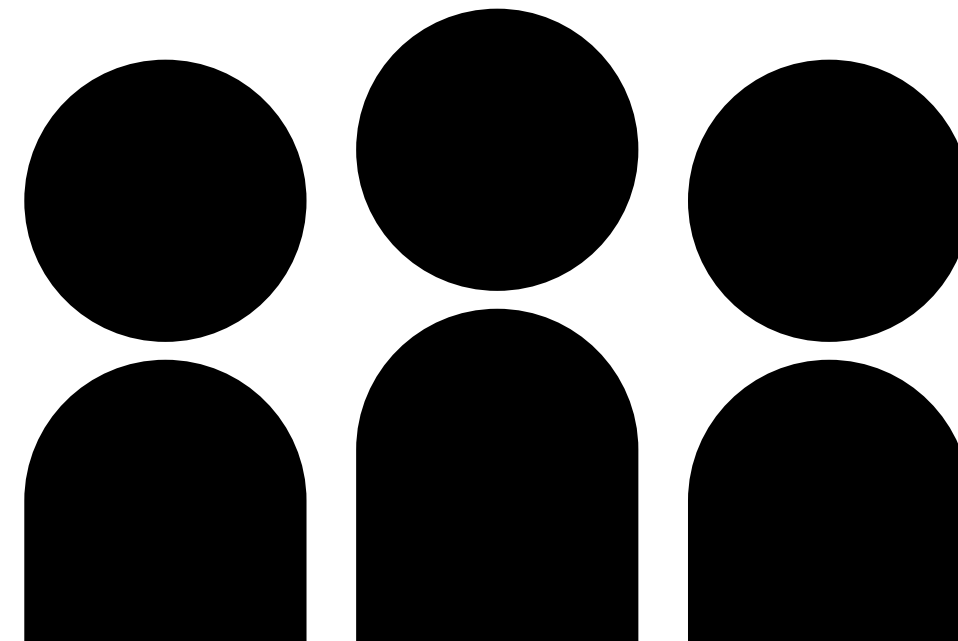
POSITIVITY



SPORTSMANSHIP



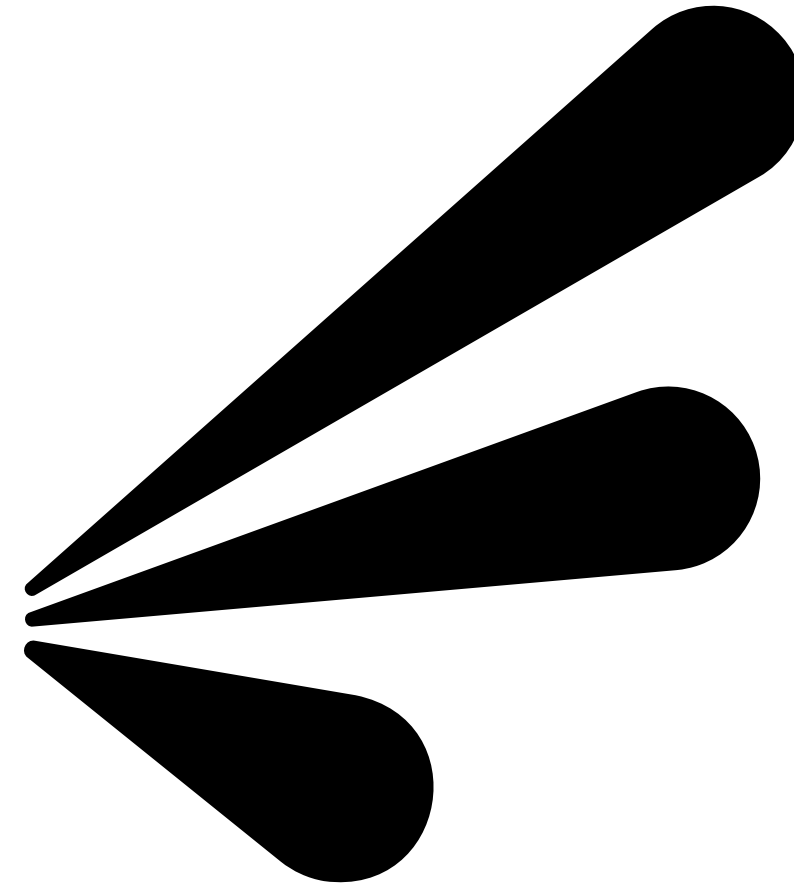
CHALLENGE

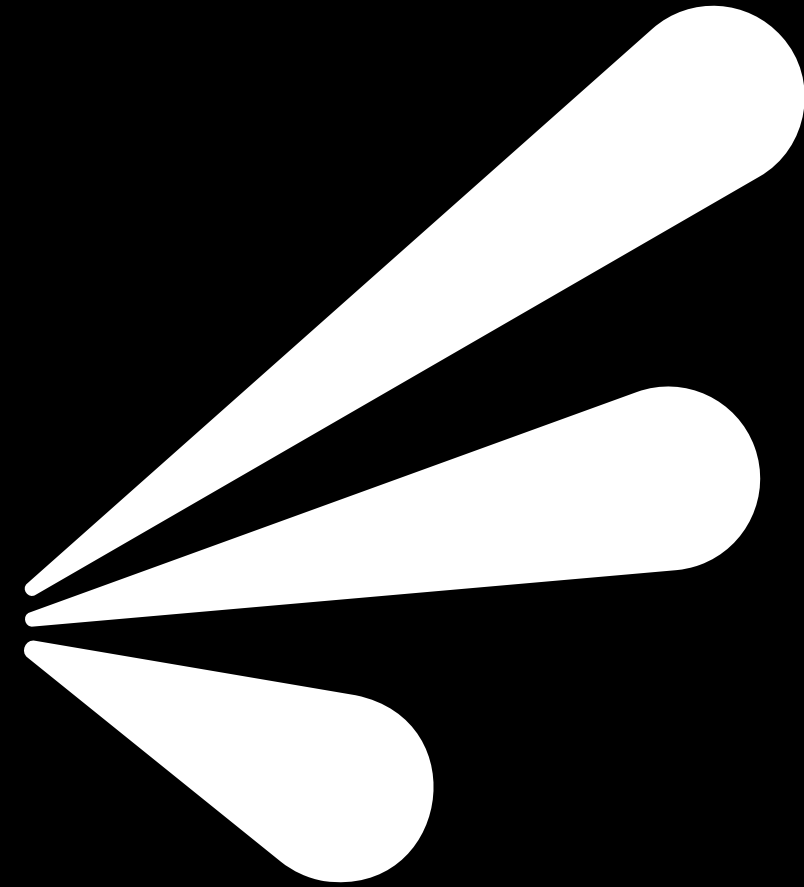


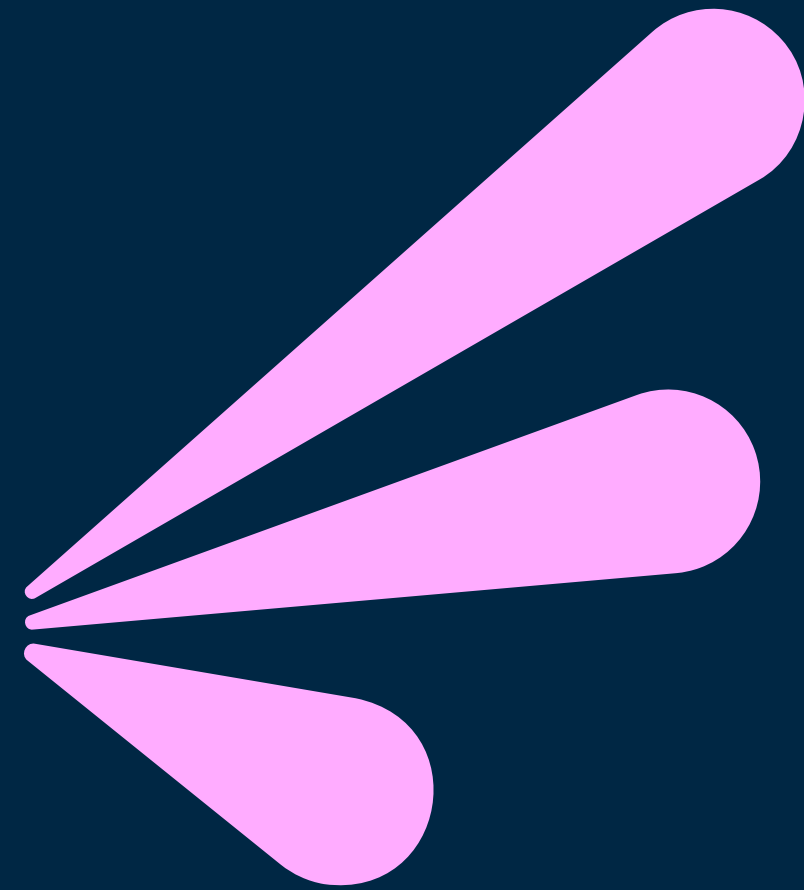
CONNECTED COMMUNITY

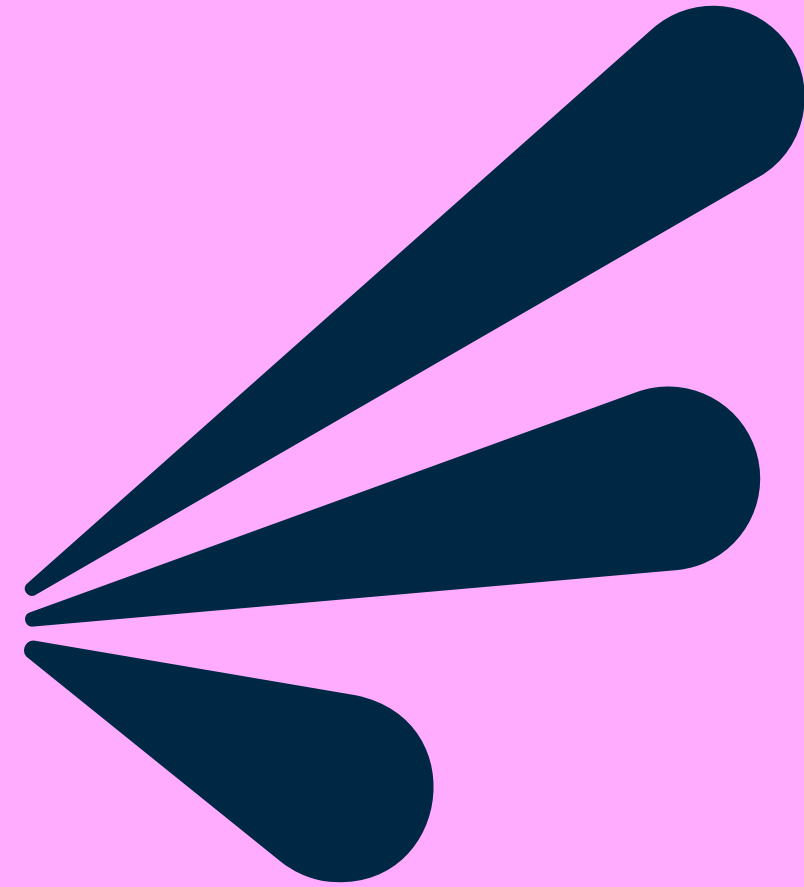
LOGO

The logo is characterized by linearity and simplicity, but with a strong visual impact. The three lines rising from the bottom to the top represent positivity and "going upwards" therefore the challenges; they also recall a winners' podium and also a stylized "F". The lines seem to start from a central hub and spread outwards, to represent an expansion to users in the world.









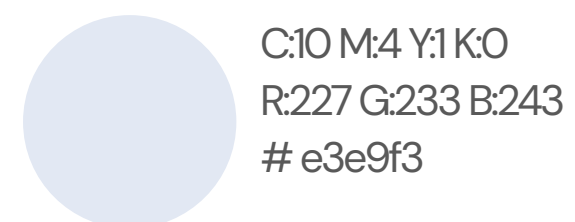
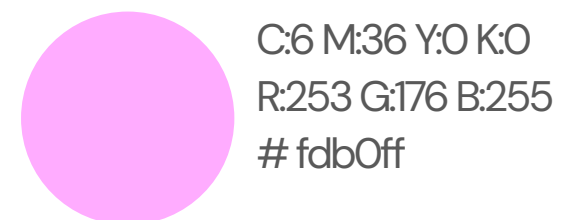
LOGO VARIANTS

In the two possible variants, the logotype is placed to the right of the pictogram following due proportions, both in the extended version with the full name and in the abbreviated version with the initials "FC".



COLOR PALETTE

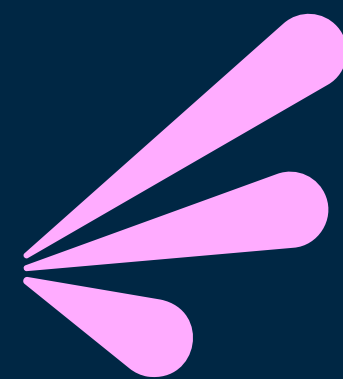
For all 3 possible variants (pictogram only, extended and abbreviated) the same combinations apply for the 3 colours of the colour palette.



FantaCycling



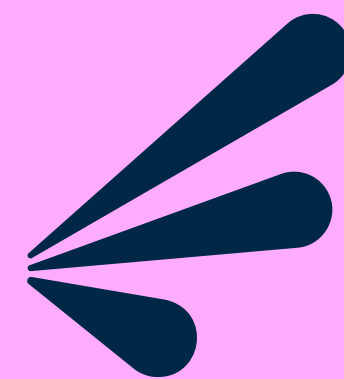
FC



FantaCycling



FC



FantaCycling



FC



TYPOGRAPHY

For the typography of the logo, a monospace font was chosen, which adapts perfectly to the graphic style of the pictogram; while for the textual elements and various subtitles, a cleaner and more linear choice was chosen that matches the previous one.

The fonts chosen are Geist Mono in the Semibold weight for the logo, and Dm Sans in the various thicknesses most suitable for the occasion for the textual elements. Both have an OFL license (Open Font License) so they are free to use.

Logo

FantaCycling

Font:
Geist Mono
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Texts

FantaCycling
FantaCycling
FantaCycling
FantaCycling

Font:
DM Sans
Light
Regular
Semibold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

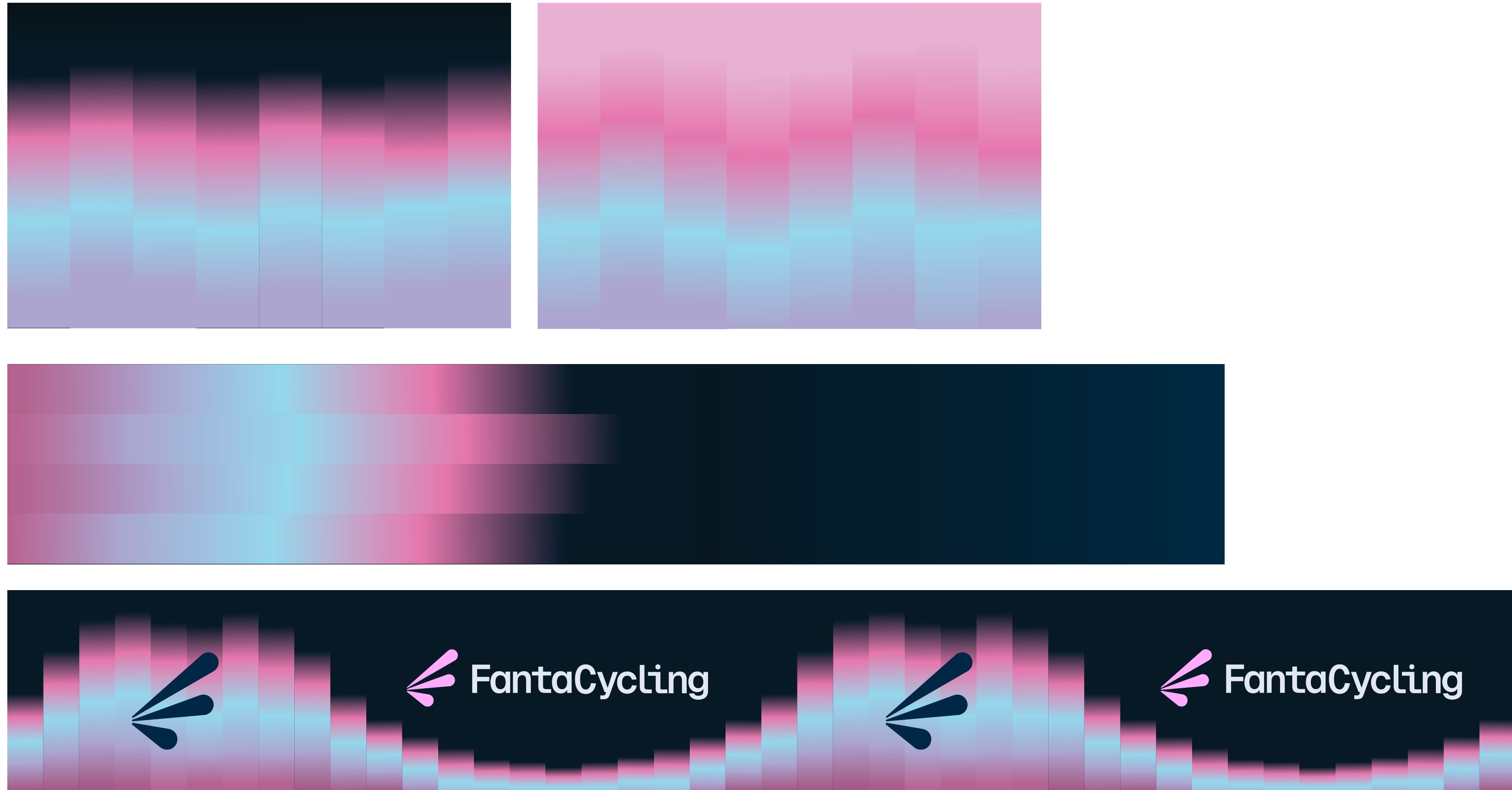
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1234567890

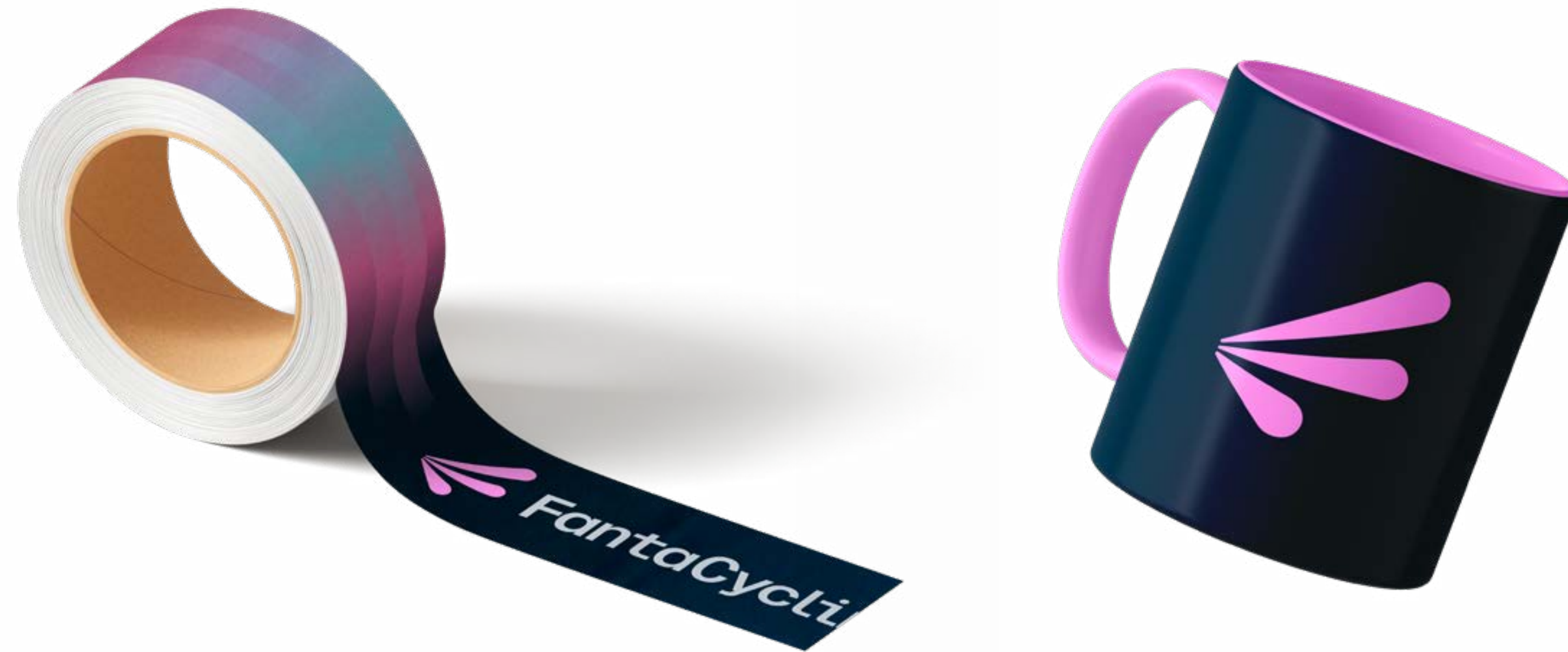
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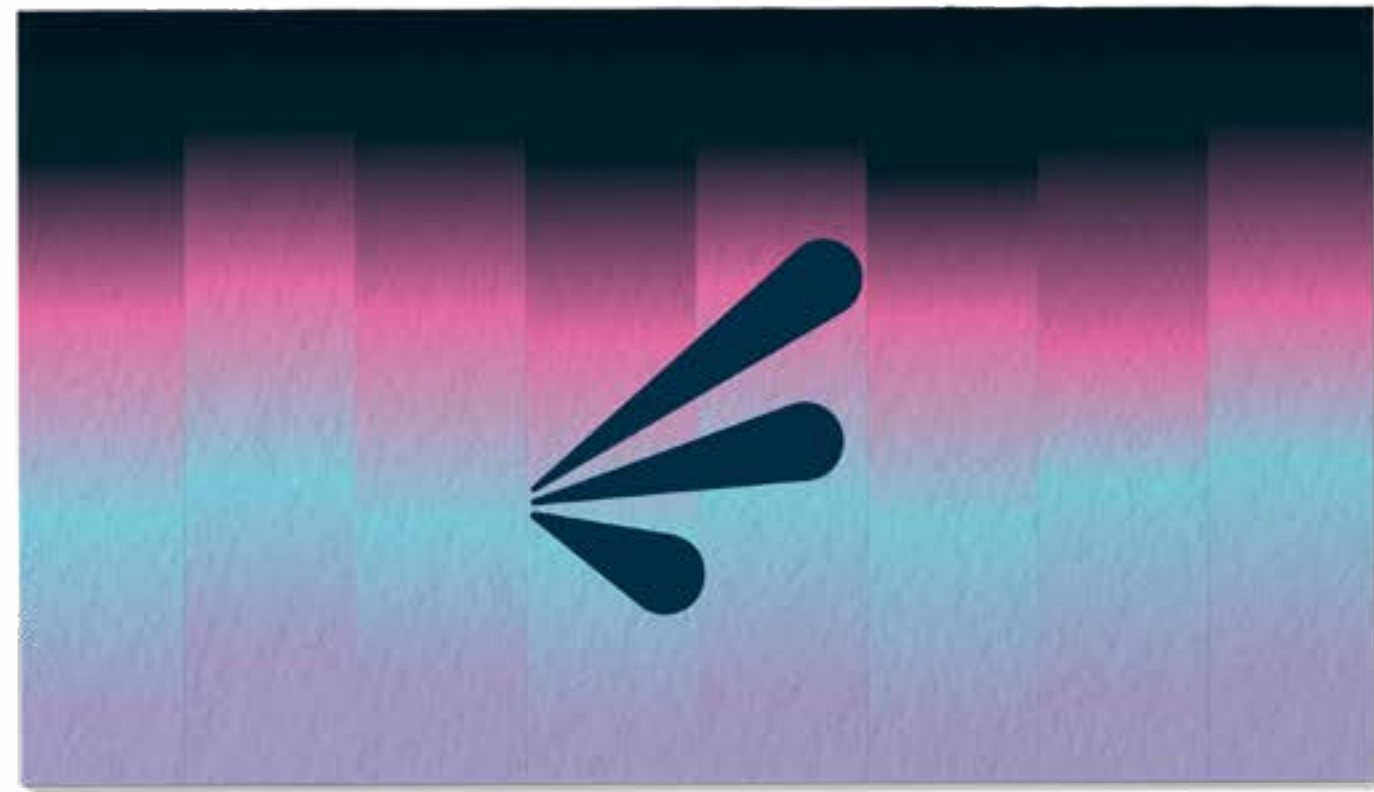
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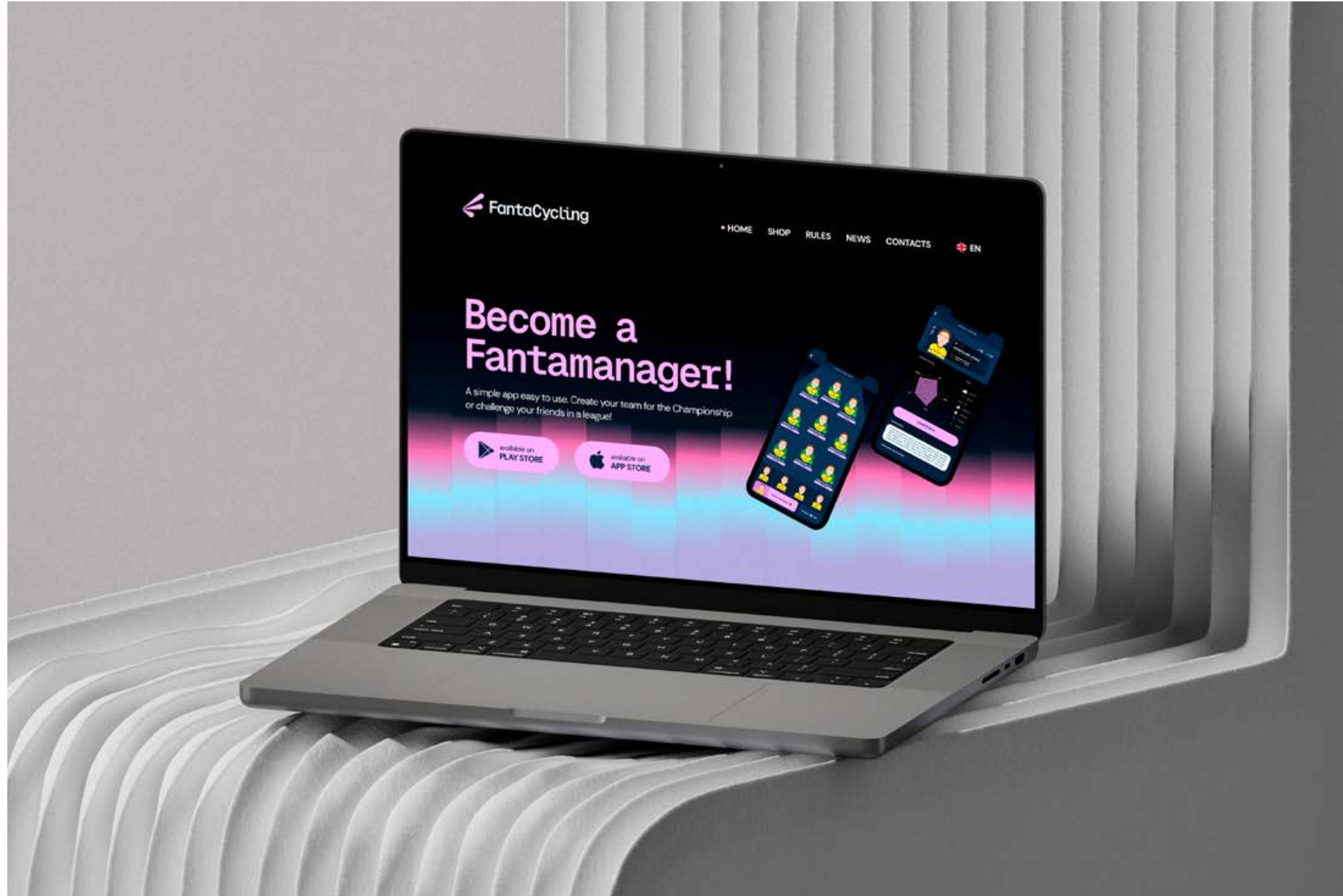
VISUAL IDENTITY

For the new visual identity of FantaCycling new colors blend together and create moving beams of light, taking inspiration from the wonder of the Northern Lights. The symbolic colors of the brand create dynamic and interchangeable visual effects that adapt and unite with the logo. The elements of the visual identity can be applied on gadgets, on the cycling kit and on many other physical and digital supports, creating a coordinated image to be recognized in the world.

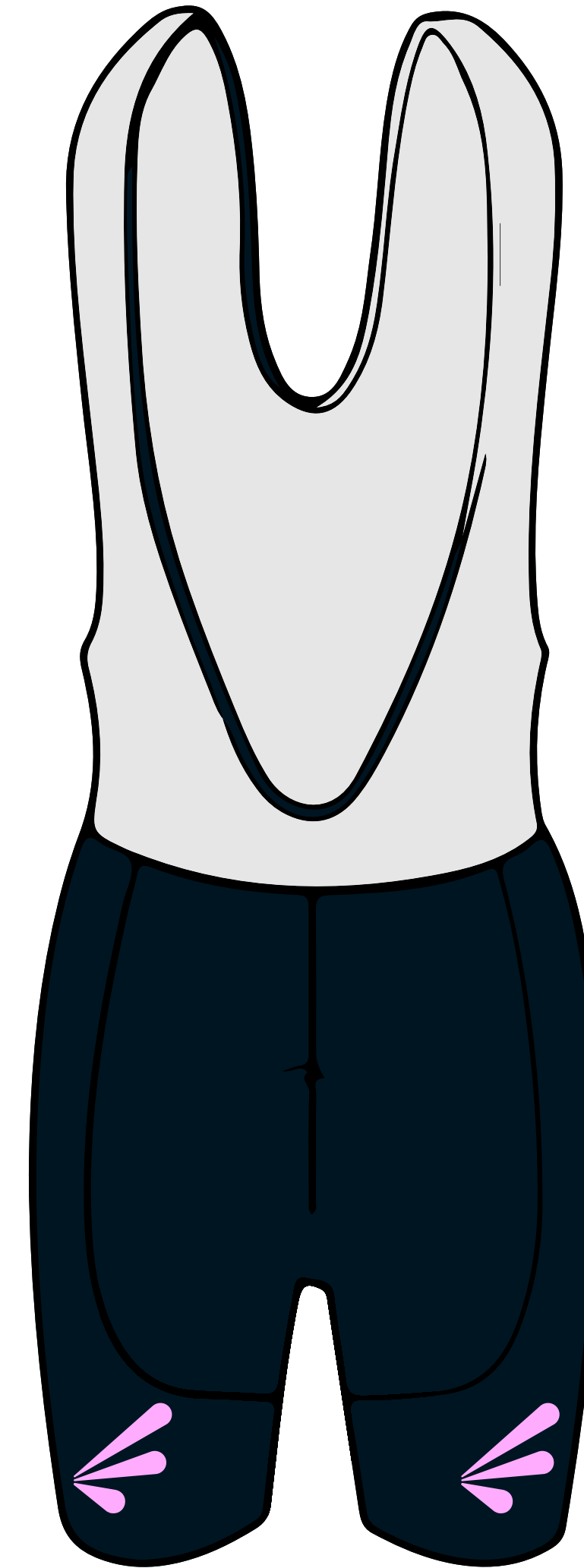














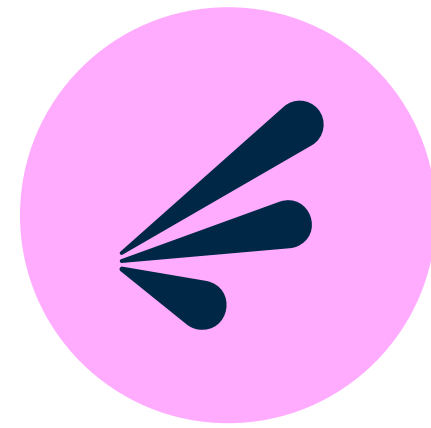
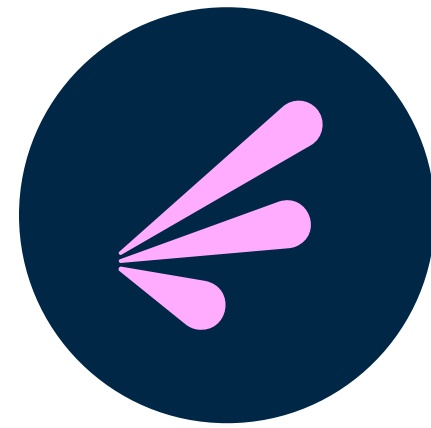
APP & SOCIAL ICONS

For the icons of the FantaCycling app and social channels, we chose to use only the pictogram, which is more easily scalable even in small dimensions and consequently becomes very recognizable both by its shape and by the color combinations.

App Icon

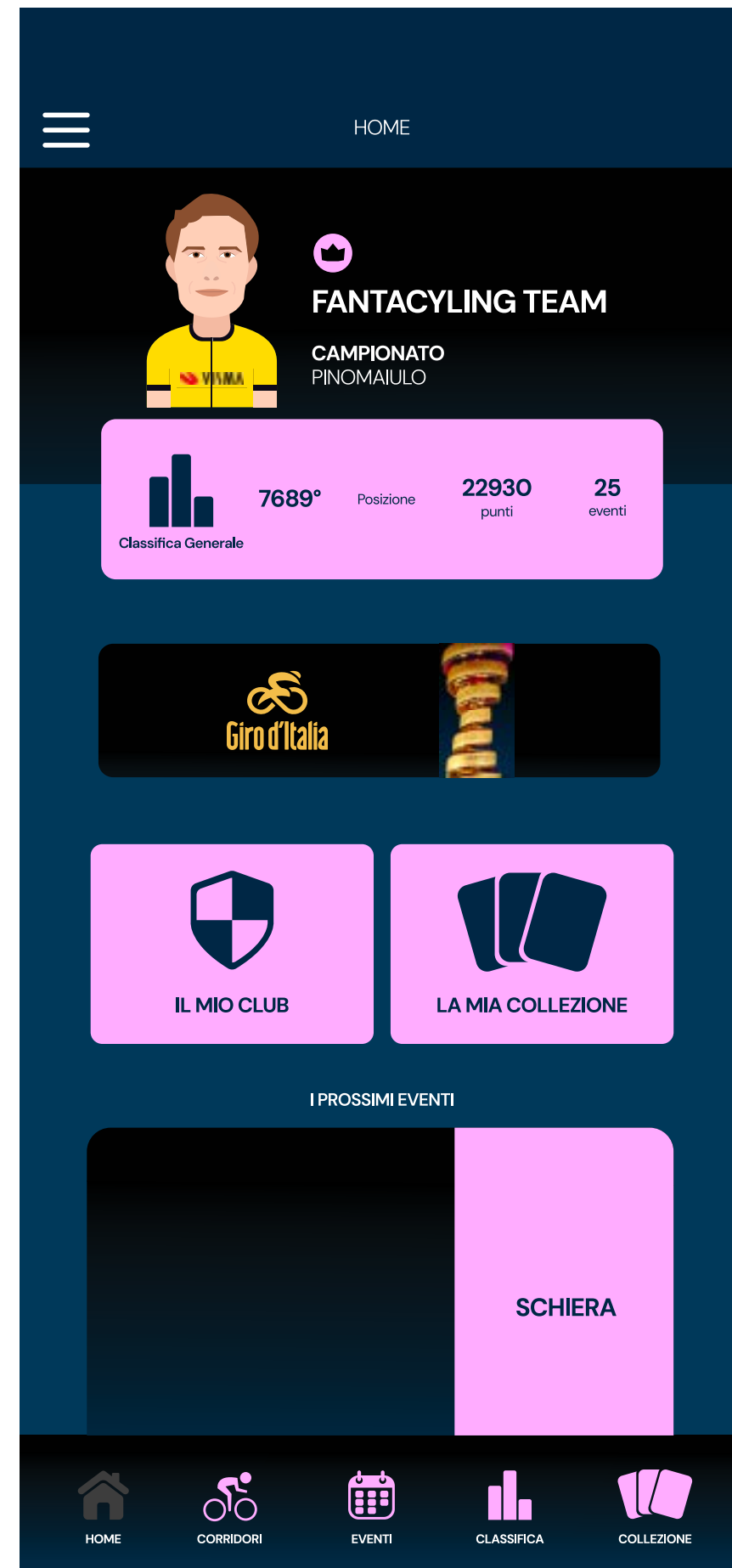


Social profiles icon variants

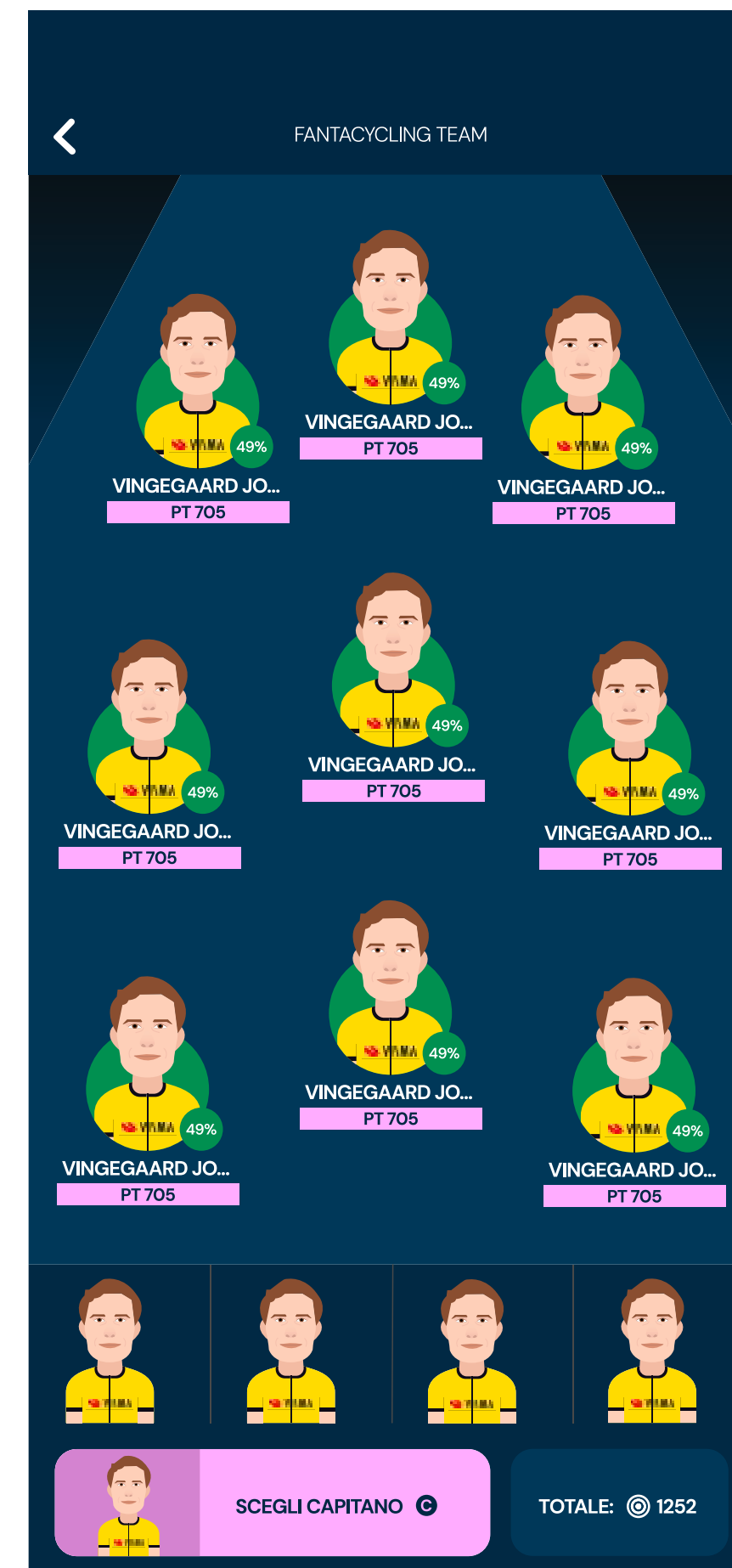


For the app design, the layout was not completely overturned as it was already functional and familiar to pre-existing users of the app. The app was refreshed in terms of colors, which were darkened in the background and highlighted some key elements, in fonts consistent with the colors and visual identity, and in the redesign of some icons. The cyclist icons were also already functional and suitable so they were only slightly modified to better integrate into the new panorama of the app.

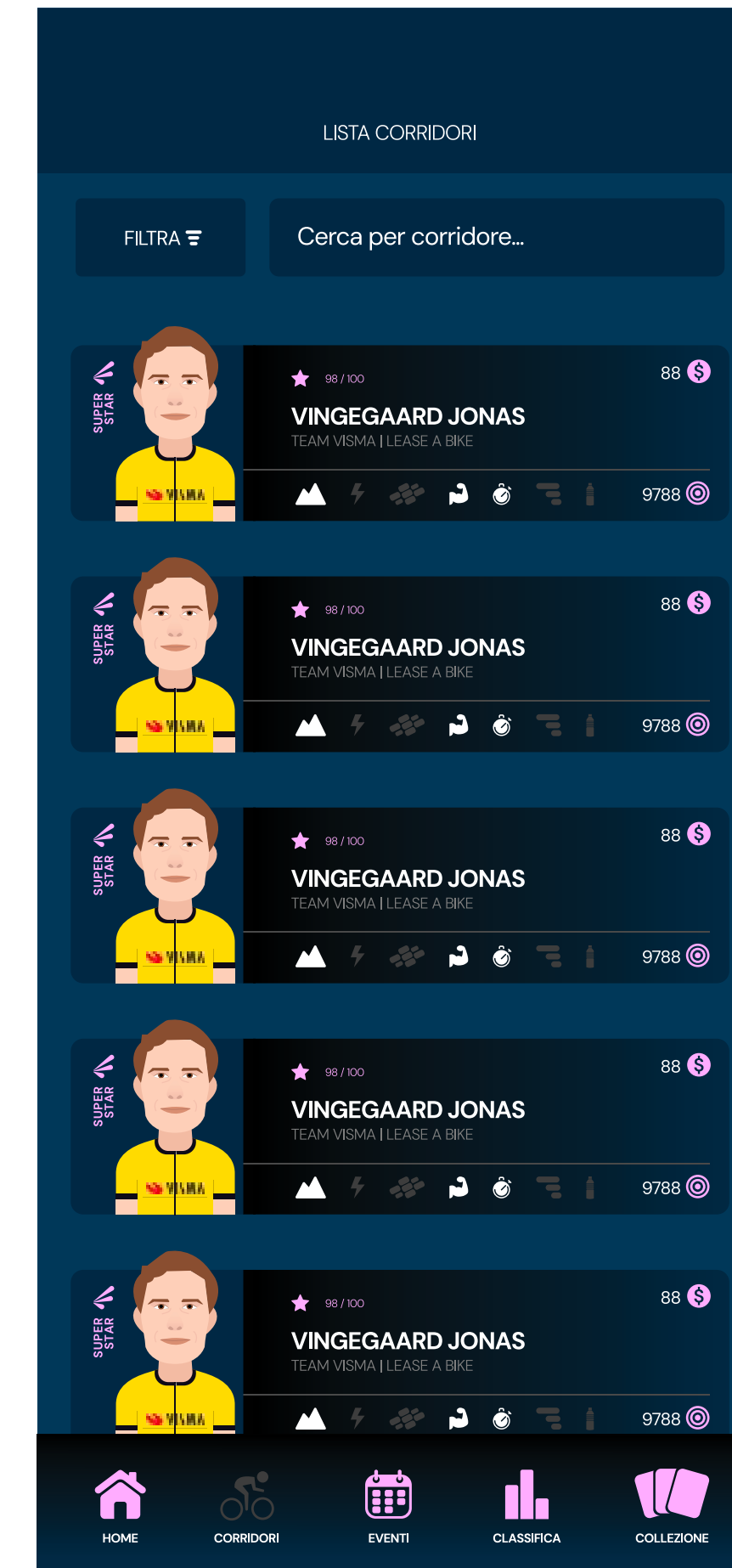
Dashboard Profile



Team Lineup



Cyclists list



Cyclist sheet

