





root on your route

Vision
Imagine a more authentic way of travelling, where every trail becomes an opportunity for discovery and connection.

Mission
Create a simple, intuitive identity that brings together travellers, experiences and deep connection with nature.

Typography

Bahnschrift – Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bahnschrift – Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox
jumps over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

Bahnschrift



ॐ

CMYK | 87, 48, 98, 58
RGB | 14, 63, 10
HEX | #0E3F0A

ॐ

CMYK | 15, 45, 84, 4
RGB | 214, 147, 58
HEX | #D6933A

ॐ

CMYK | 54, 0, 63, 0
RGB | 123, 214, 127
HEX | #7BD67F

ॐ

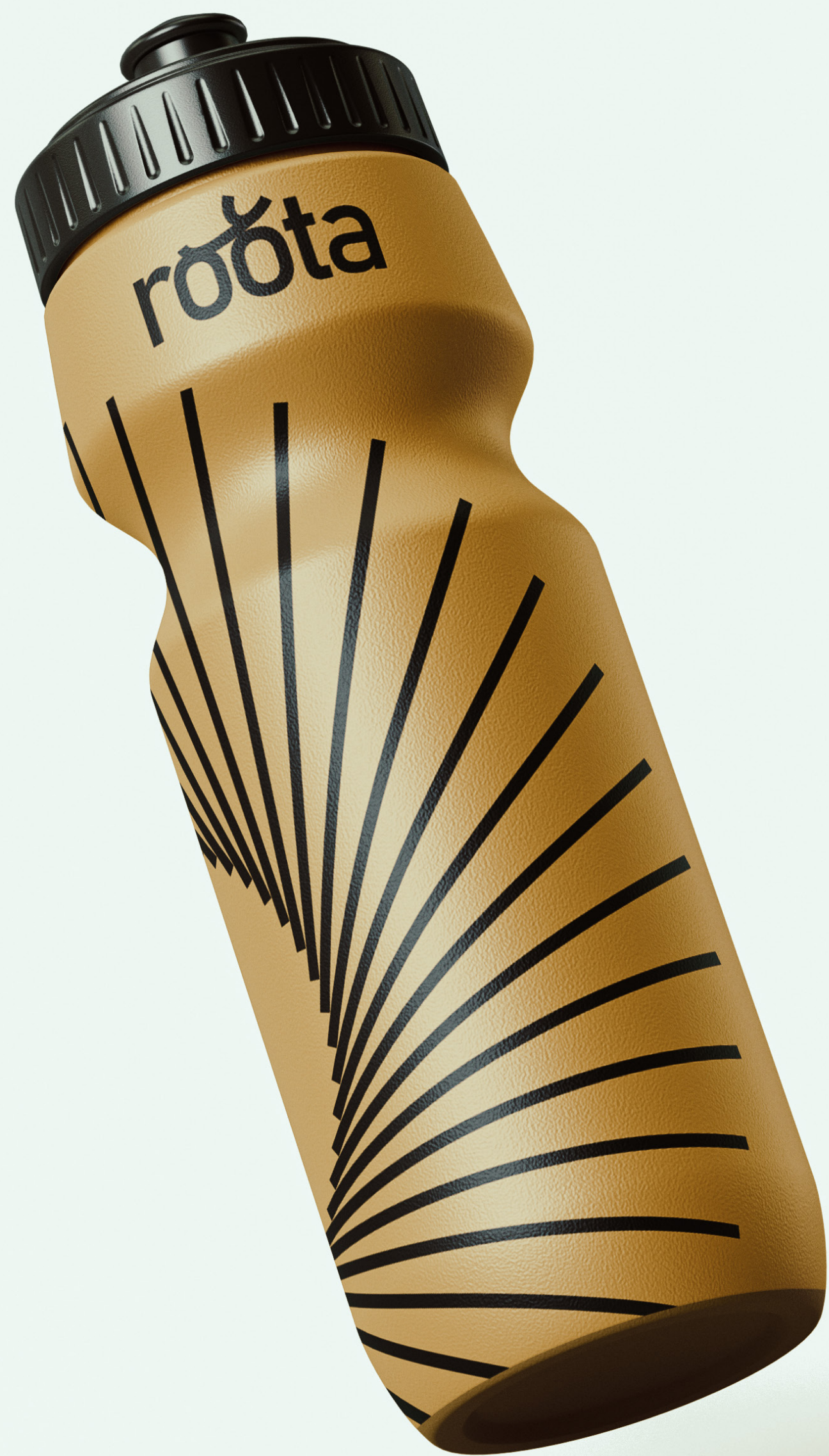
CMYK | 68, 73, 58, 82
RGB | 35, 24, 26
HEX | #23181A



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Root on your route

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**TAKE
THE
LONG
WAY**

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Why Roota?

Root
Shared roots through a passion for cycling: a community that finds belonging through the bike.

Route
A route designed to explore and experience every stage through authentic, immersive experiences.

Roota
Where roots meet the route a way to explore, connect, and feel part of something along the way.

roota

Root on your route.

Rest, repair and get ready for what's next.

Hotels, bike services and
support, all connected.
More than a place to stay.

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Icon set

Wayfinding
An intuitive, recognizable icon system designed to guide users and enhance their experience throughout the accommodation facilities.



HUB

WAYFINDING
& ORIENTATION

05



Reception



Garage



Dining Area





Website



App





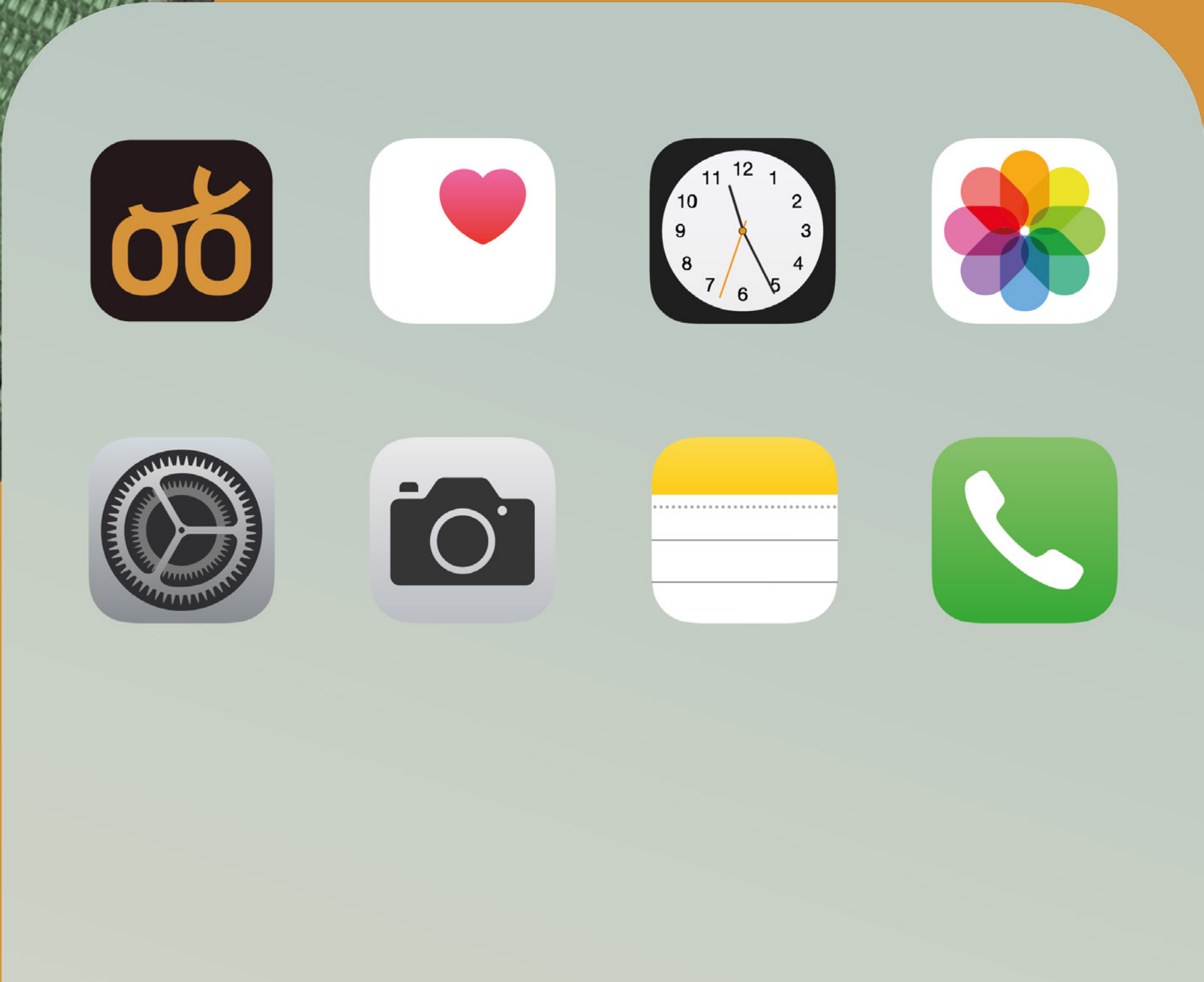
Roota
Tomorrow, we ride again.
Your next route is ready.



Roota
2 km to your next stop.
Check-in is now available at Roota Hotel.



Roota
Need a hand?
A partner bike shop is just 800 m away.



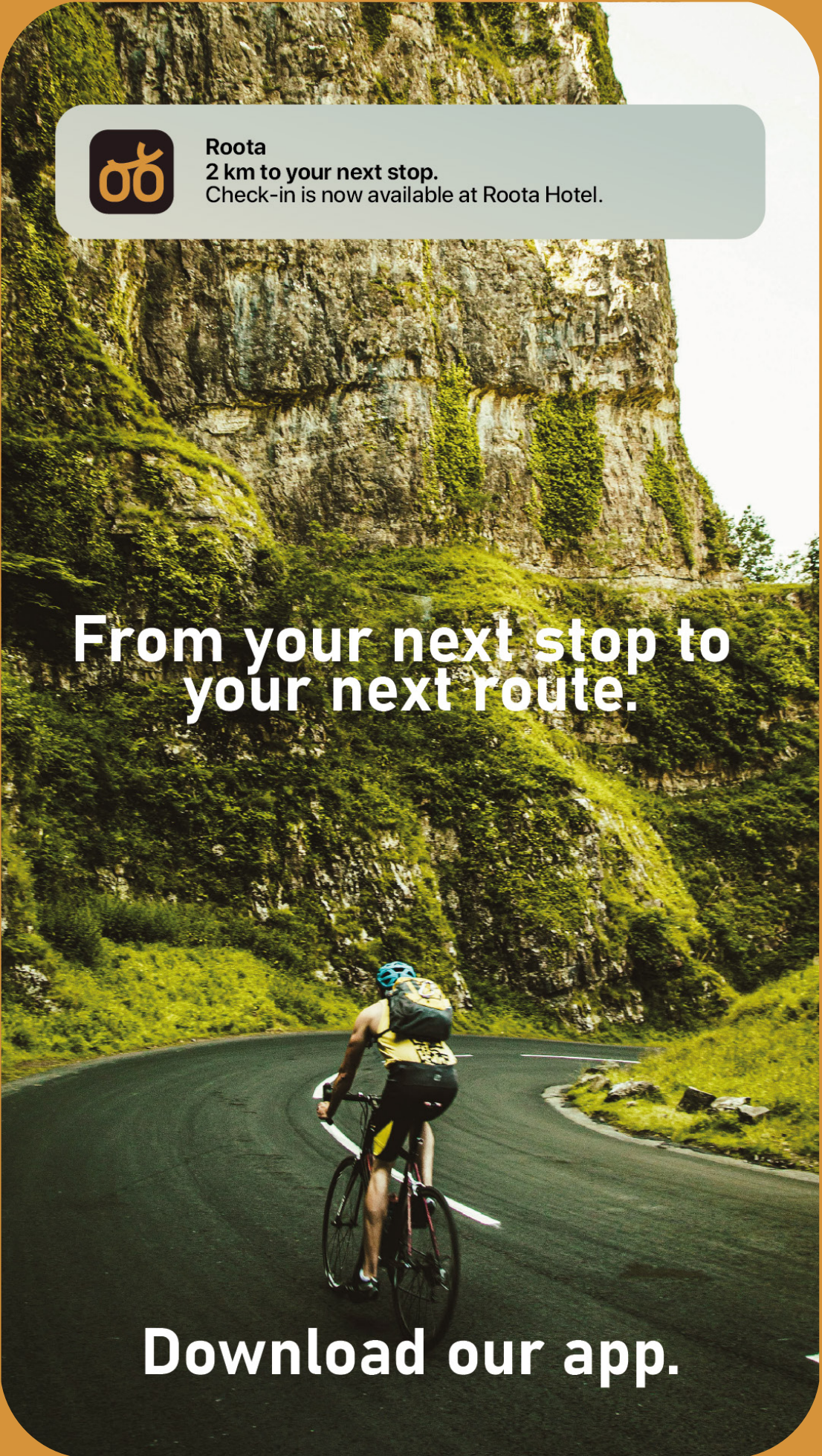
Stories



Roota

2 km to your next stop.

Check-in is now available at Roota Hotel.



From your next stop to your next route.

Download our app.

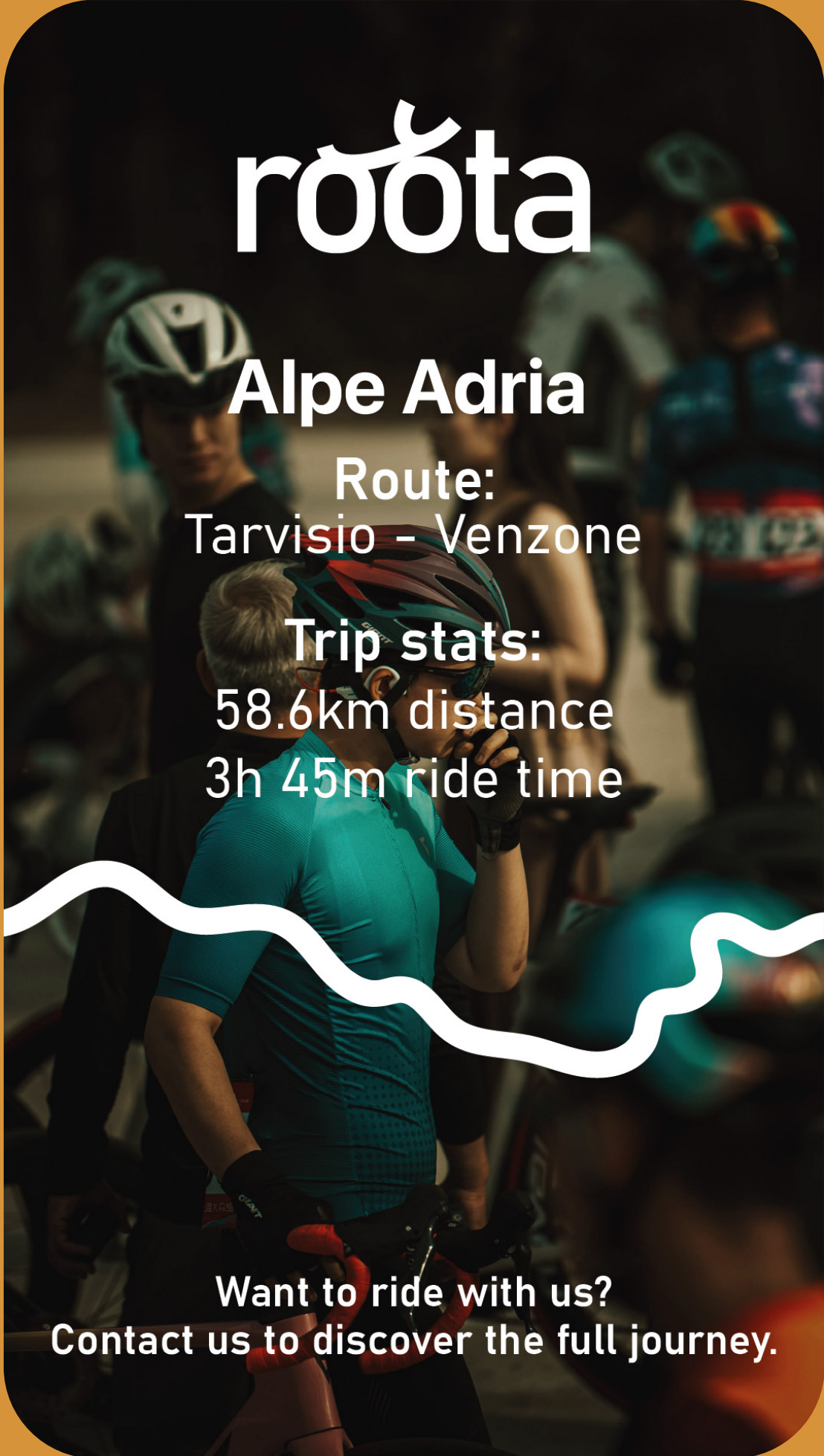


Alpe Adria

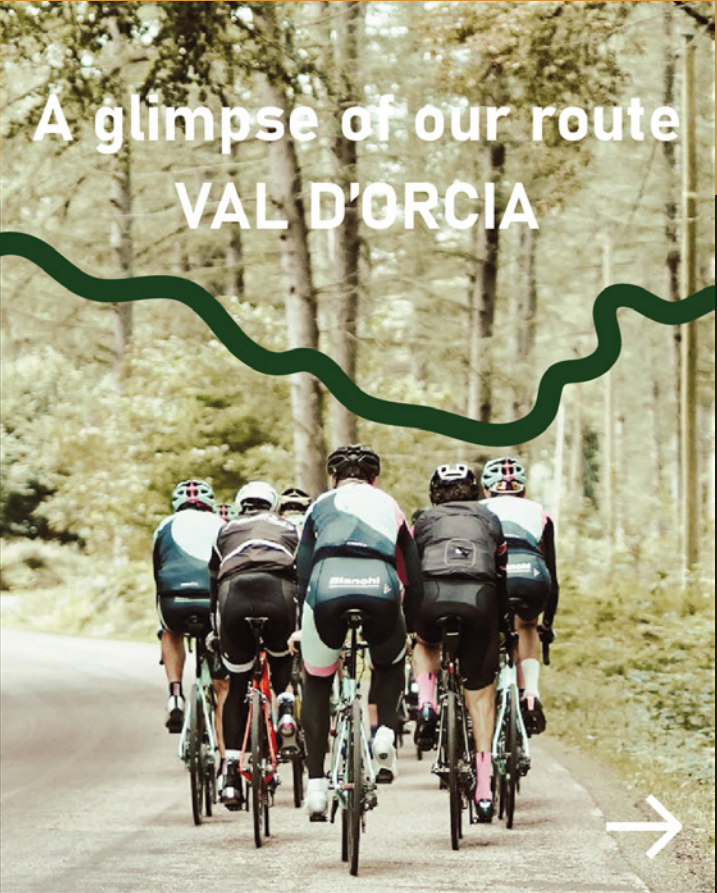
Route:
Tarvisio – Venzone

Trip stats:
58.6km distance
3h 45m ride time

Want to ride with us?
Contact us to discover the full journey.



Post

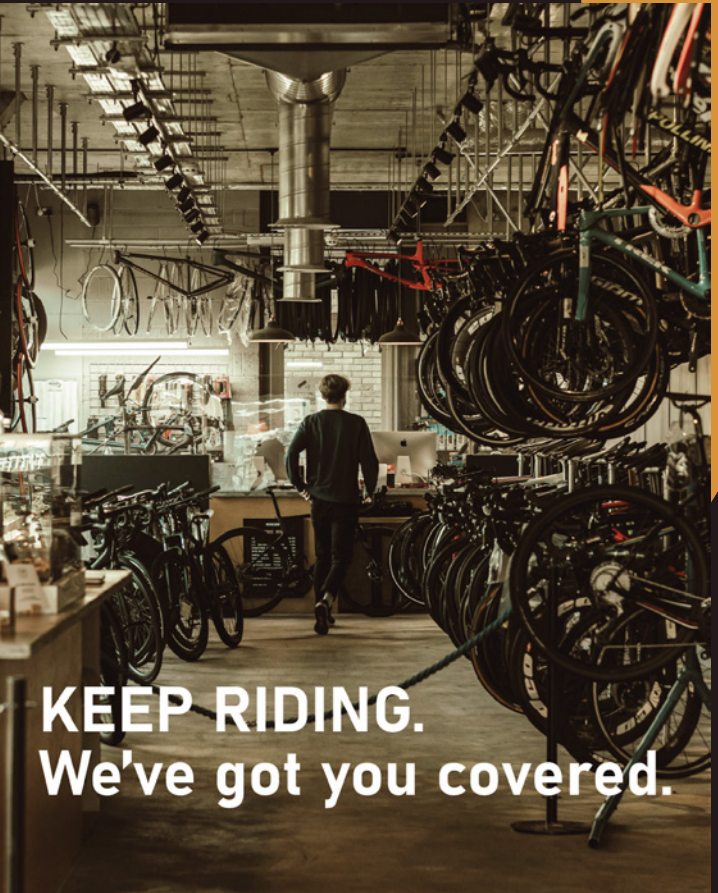


A glimpse of our route
VAL D'ORCIA



UH-OH.
Something went wrong.

Luckily, we know a guy.



KEEP RIDING.
We've got you covered.



roōta



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