URMA

Our feeds lead us to the same places,

leaving little room to discover a place beyond the stops we've saved.

Cycling gives us room to explore,

to notice more, stop along the way and follow a local’s advice.

URMA lets curiosity lead the way:

connecting routes, stays, support and local experiences so we can make the journey our own.

URMA® Roads Worth Taking.

for those who share a curiosity for places and respect for the people who call them home.

URMA®

Roads worth taking.

/ ROUTES / STAYS / EXPERIENCES

URMA
Roads Worth Taking

URMA
Roads
Worth Taking

URMA

#E8FF86
232 255 134
12, 0, 60, 0

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10, 11, 11
9, 0, 0, 96

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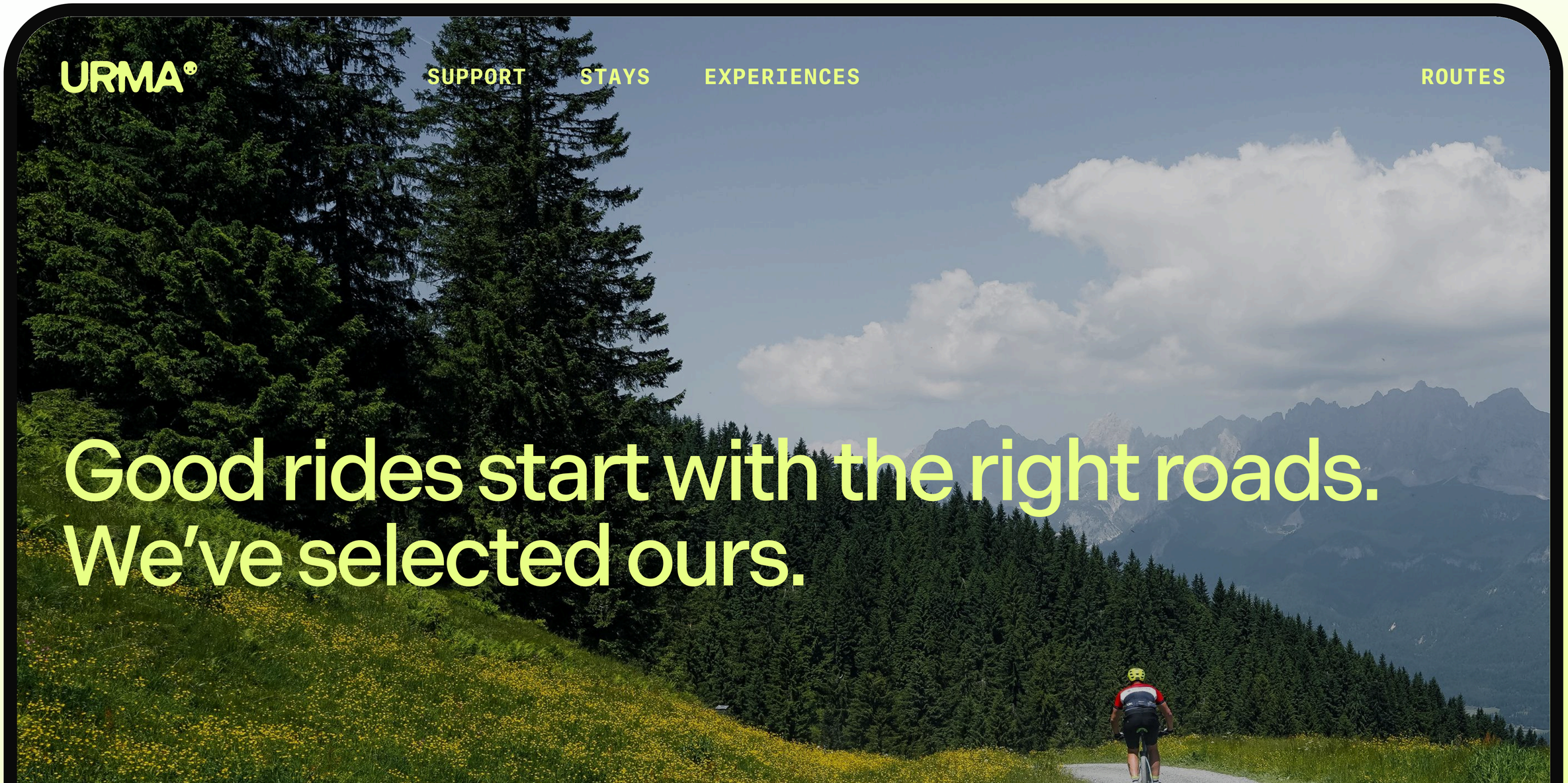
Indivisible Variable is our primary typeface

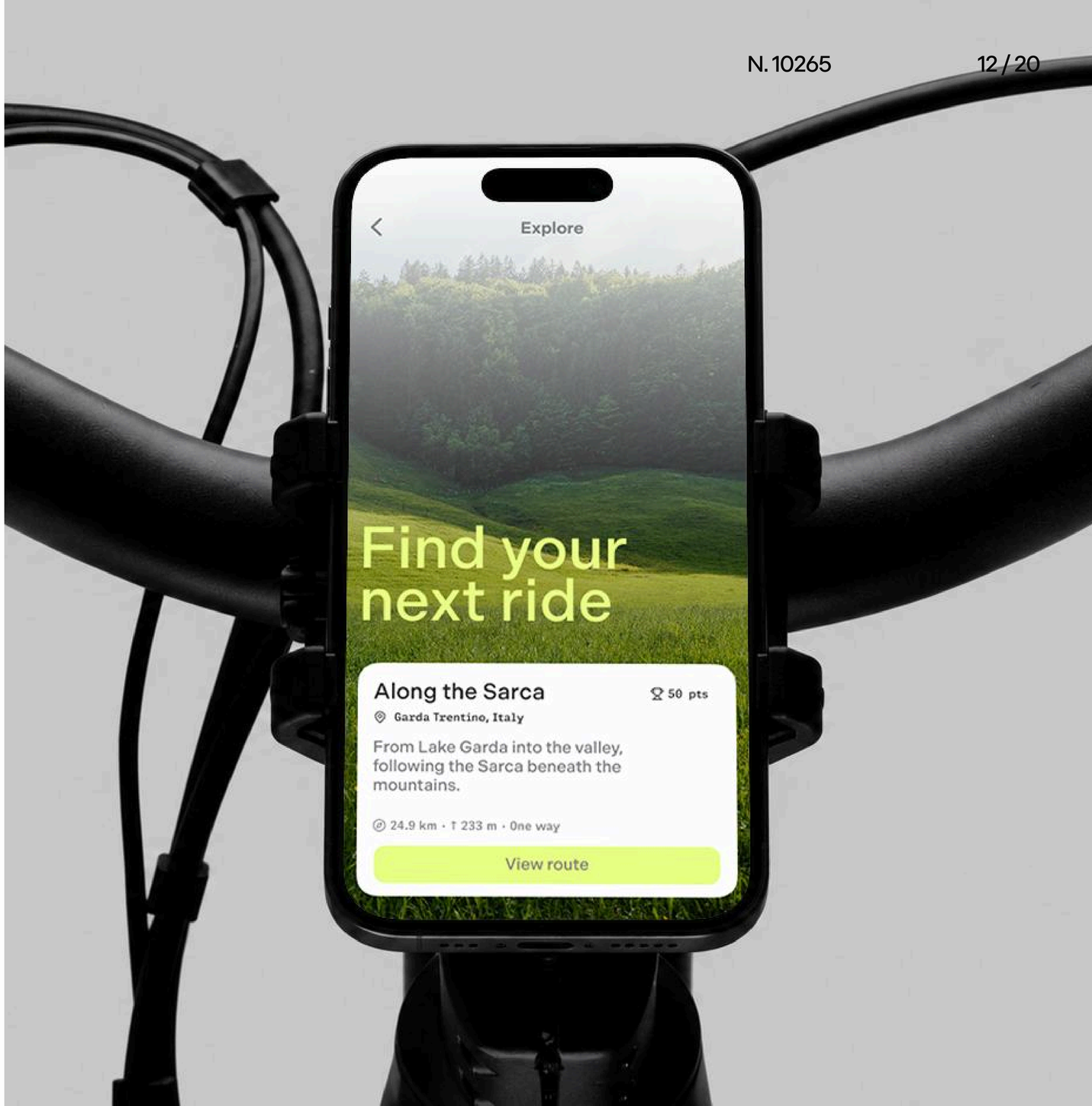
Adelle Mono Flex

URMA needs to inspire exploration and make it easy to navigate, so Indivisible Variable gives the brand an open, confident voice, while Adelle Mono Flex creates a distinct register for menus, route information and practical details.


URMA®
SUPPORT
STAYS
EXPERIENCES
ROUTES
Good rides start with the right roads.
We’ve selected ours.

URMA®
SUPPORT
STAYS
EXPERIENCES
ROUTES
Good rides start with the right roads.
We've selected ours.
Explore cycling routes

9:41
URMA®
Urma


Explore
Find your next ride
Along the Sarca
50 pts
Garda Trentino, Italy
From Lake Garda into the valley, following the Sarca beneath the mountains.
24.9 km · ↑ 233 m · One way
View route

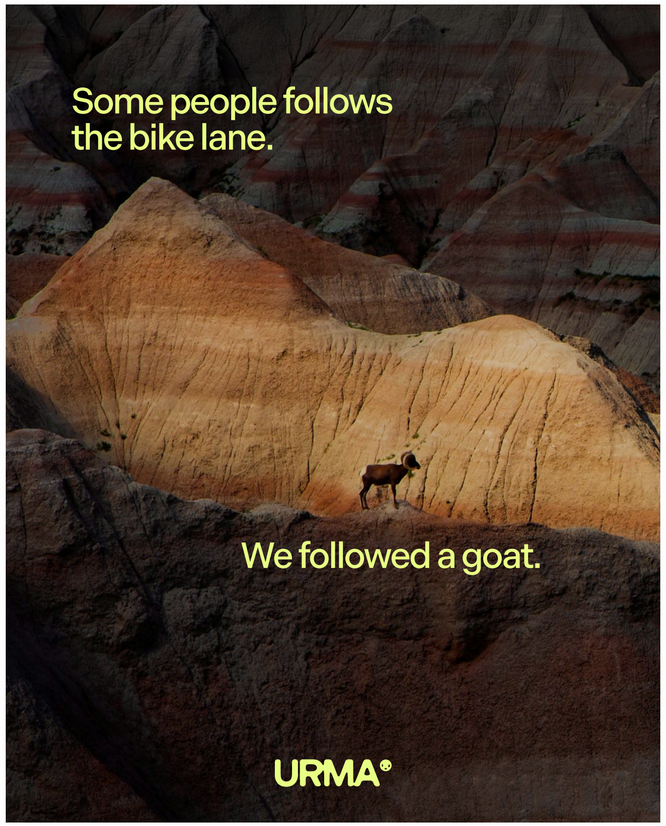
URMA®

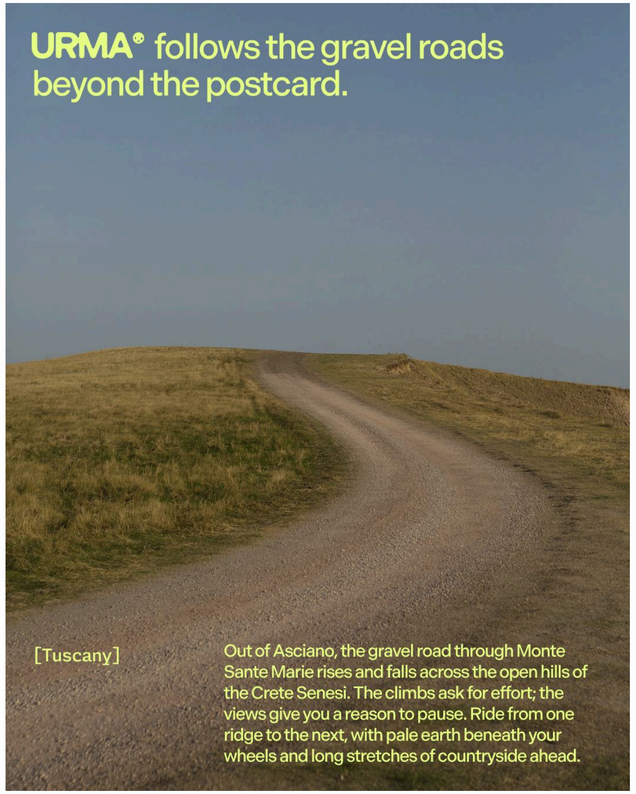
URMA needs a light, conversational voice that sparks curiosity before explaining what it offers.

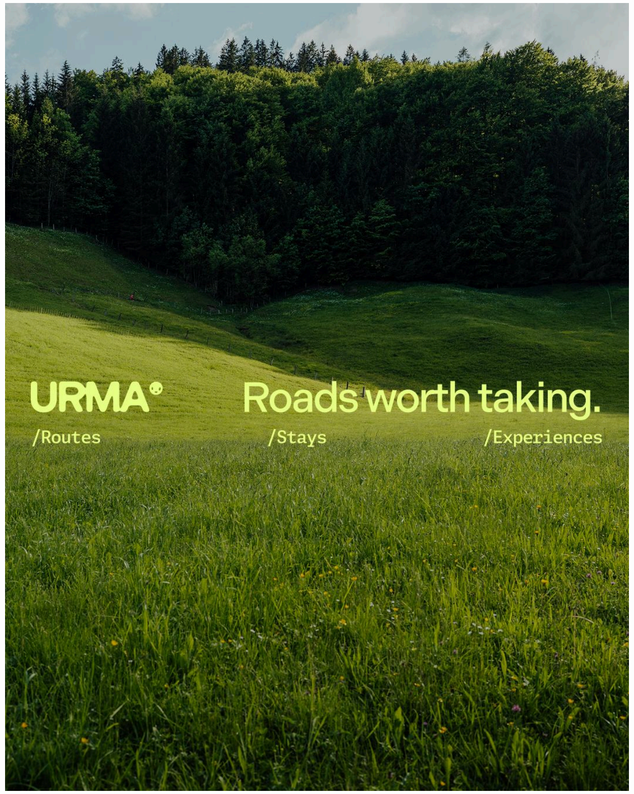
Designed for social media and word of mouth, it should feel natural to share and intriguing enough to make people want to know more.

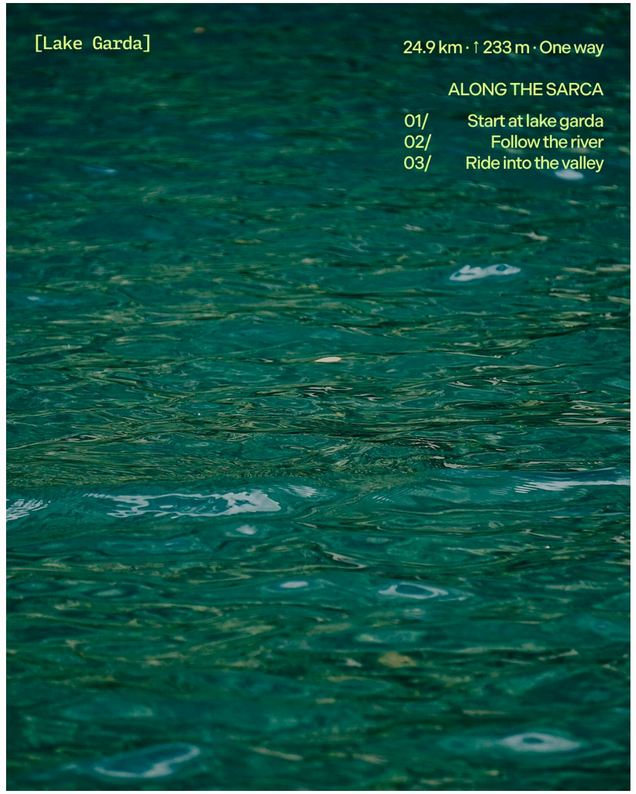
Some people follow
the route.
We followed lunch.
URMA®

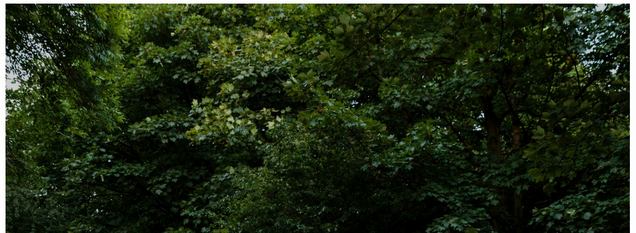
Some people follow
the crowd.
We followed the road
that didn't look like one.
URMA®

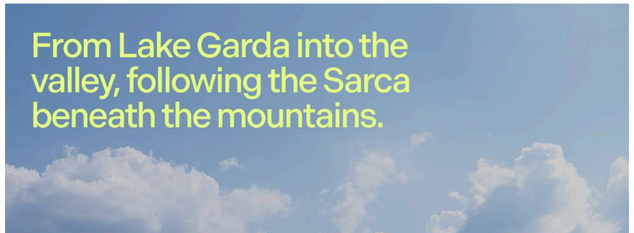

Some people follows
the bike lane.
We followed a goat.
URMA®

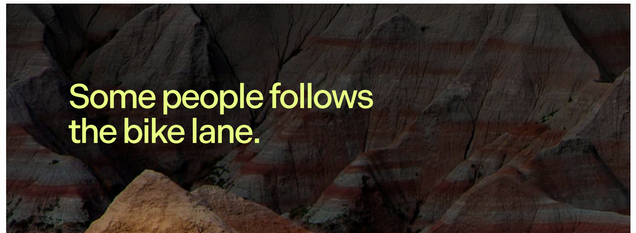

URMA® follows the gravel roads beyond the postcard.
[Tuscany]
Out of Asciano, the gravel road through Monte Sante Marie rises and falls across the open hills of the Crete Senesi. The climbs ask for effort; the views give you a reason to pause. Ride from one ridge to the next, with pale earth beneath your wheels and long stretches of countryside ahead.


URMA®
Roads worth taking.
/Routes
/Stays
/Experiences


[Lake Garda]
24.9 km · ↑ 233 m · One way
ALONG THE SARCA
01/ Start at lake garda
02/ Follow the river
03/ Ride into the valley

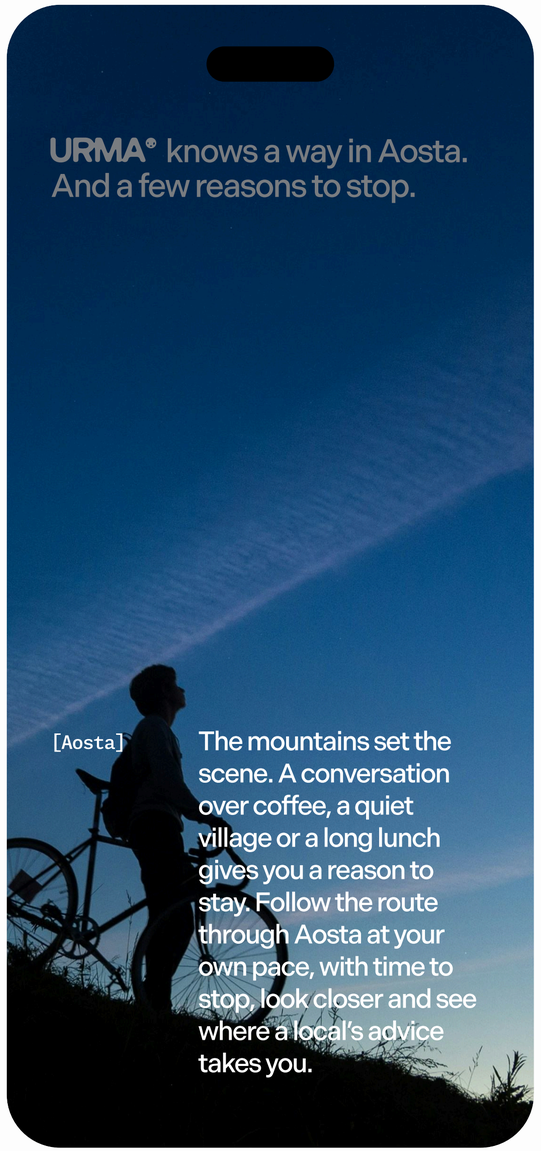



From Lake Garda into the valley, following the Sarca beneath the mountains.


Some people follows the bike lane.

URMA® has a route in mind.
Lunch might change it.

URMA® knows a way in Aosta.
And a few reasons to stop.



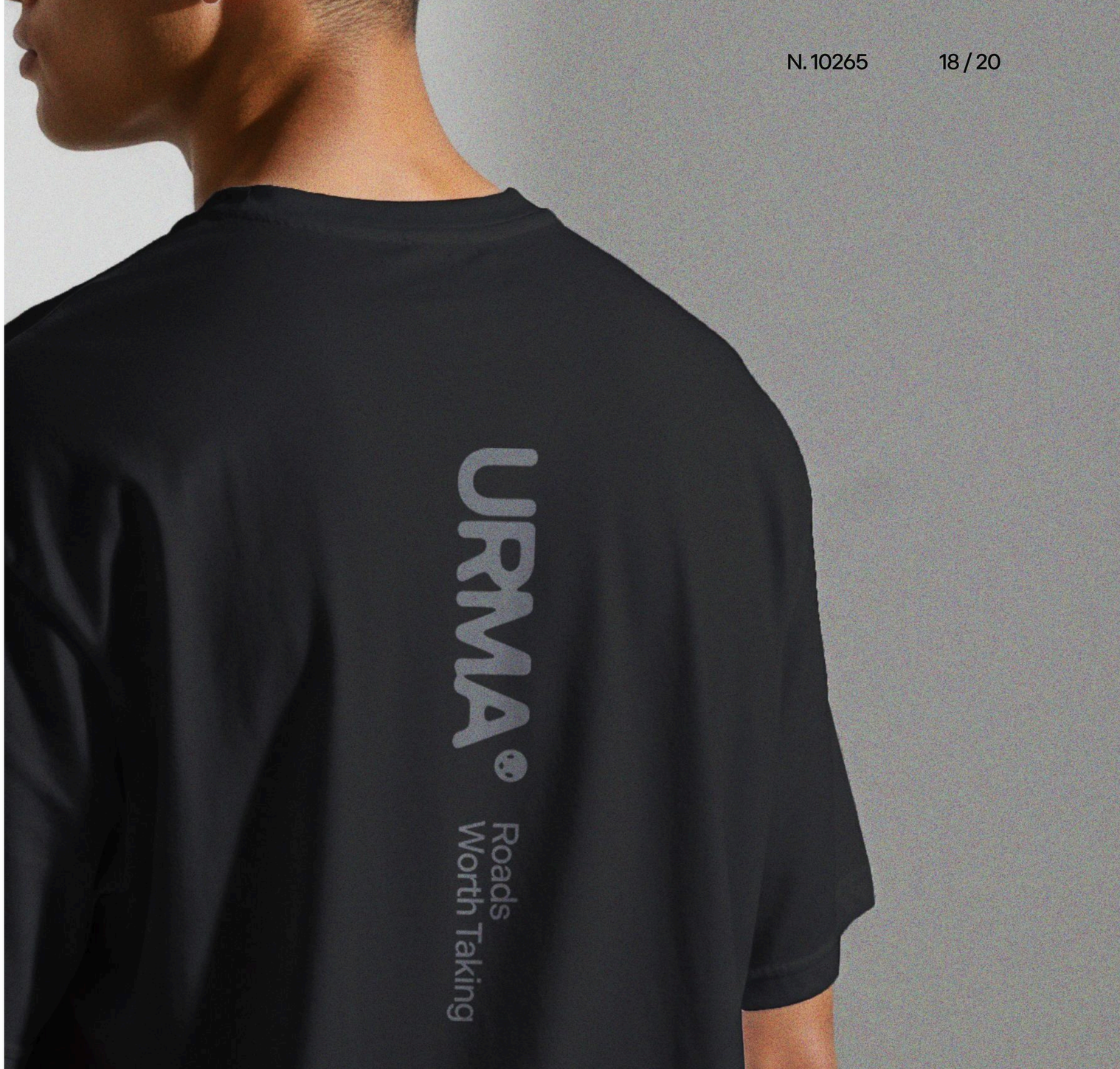
[Aosta]

The mountains set the scene. A conversation over coffee, a quiet village or a long lunch gives you a reason to stay. Follow the route through Aosta at your own pace, with time to stop, look closer and see where a local's advice takes you.

You've saved a hundred places.
Which one feels like your own?

URMA®

URMA®


URMA®
Roads
Worth Taking

This presentation introduces the proposed brand identity. Upon approval, the system will be extended to signage, wayfinding and further brand applications.

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Some people follows the bike lane.
We followed a goat.
URMA