

Design the brand system
for a new cycle tourism service

On The Road

Design Brief by
[@aureacompetitions](#)



On The Road

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Intro

Cycle tourism

Cycle tourism is today one of the fastest growing forms of travel in Europe. Cyclists are not looking for speed. They are looking for a connection with the land, mindful slowness, and authenticity.

And yet the sector still lacks a visual language that matches this spirit. Graphic identities in this space tend to swing between two extremes: a technical sporty register and rural folklore.

Between them lies an empty space and that is exactly where this competition wants to work.

The goal is to build a contemporary, recognisable brand, one that can speak to a new audience without losing the soul of travelling by bicycle.

Intro

The brand as community.

Photo by Munbaik Cycling Clothing
on Unsplash

Graphics, typography, colours, signage and digital must all speak the same language. A coherent identity system is not just a tool for recognition: it is a tool for belonging.

When every touchpoint communicates consistently, people stop being users and become part of a community.

Design must become the invisible glue between those who share the same way of travelling.





Photo by Marek Mucha
on Unsplash

Photo by Jordan
on Unsplash



Project

A shared ecosystem

The service offers a network of accommodation facilities spread across the territory, all part of the same brand and connected by a single digital platform. These are not simply places to sleep: every facility is designed entirely around the needs of the cycle tourist.

From the repair workshop to the relaxation areas, from logistical assistance to the care of everyday details. Different places in terms of context and landscape, but united by the same visual identity and the same standard of hospitality.

Through the platform, the traveller books accommodation, downloads itineraries, accesses local experiences and receives support along the way.

Moving from one facility to another, they will find the same atmosphere, the same tone, the same care, the same experience.

The designer's task is to build a brand identity that works on both levels: physical, such as signage, materials and spaces, and digital, such as the interface, app and online communication.

Within this ecosystem, attention must also be given to the design of gadgets and everyday objects, which are key elements for bringing the brand identity into the hands of the traveller.

The executive development and implementation of the brand identity across all official touchpoints will be the subject of a subsequent professional commission, to be assigned directly by the client at a later stage if the project proves to fully meet their needs.

Project

A shared ecosystem

Photo by Aurea Competitions

The character of the brand

Not a brand that imposes itself, but one that accompanies. Present without being intrusive, welcoming without being folksy, contemporary without losing its connection to the territory. The traveller must feel welcomed before even opening the app, and free to explore knowing there is a network to rely on.

The target

The target is broad, united not by age or nationality, but by a precise philosophy of travel. They seek nature, villages and local food. They consider sustainability a real value, not a label. The audience must feel deeply represented by the brand, to the point of being proud of it and wanting to show it off, feeling part of a true community.



Photo by Dmitrii Vaccinium
on Unsplash



Project

Focus: Naming and tone of voice

The brand name is to be developed from scratch and represents one of the founding elements of the project.

The brand name is to be developed from scratch and represents one of the founding elements of the project. It must make an impact at first hearing, work in any language and feel as though it has always existed.

The direction is open: an emotion, a sound, an image, a word borrowed from a world far removed from tourism. Any reference is welcome, as long as it is functional and coherently justified.

It is essential that the name is completely new, original and not already present on the market, as it will need to be legally registered by the client at the end of the competition.

Tone of voice

The brand must have a verbal personality consistent with the values and character defined in this brief. Participants are free to interpret it, but must be aware of it throughout the construction of the identity system.

Project

Goals of the competition

Photo by Aurea Competitions

Participants are required to develop a complete brand identity system, capable of working both in physical and digital spaces.

The project must:

- Distinguish itself from the traditional tourism landscape through a personal and original visual approach
- Translate the brand values into a clear and coherent visual language
- Be fluid and adaptable across different formats and contexts
- Work across multiple languages without losing consistency and recognisability



Foto di BLive
su Unsplash





Mockup

Touchpoint and applications

The visual identity must demonstrate its versatility through a number of strategic applications. It is not necessary to develop every format in a definitive way: the goal is to show the coherence of the system.

The project must include the **core identity system**:

- Logotype and variants
- Colour palette
- Typography

Building on this foundation, the designer is invited to explore:

Physical touchpoints

- Signage for accommodation facilities
- Totems, bicycles and assistance vehicles
- Welcome kit and staff clothing

Digital touchpoints

- Website and app
- Social channels and physical and digital advertising campaigns

Relational tools (strongly recommended)

- Gadgets and merchandise designed to strengthen the sense of community among travellers

Designing applications that are realistically achievable is an added value: the more the system feels ready to exist, the stronger the project becomes.

Mood

Creative guidelines

Photo by Balázs Kétyi
on Unsplash

Colour, typography and material choices must be consistent with the values and character of the brand defined in this brief, taking into account the profile of the audience, their expectations and the context in which they move.

The project will be evaluated on its originality and personality. Current graphic trends and standard references taken from visual databases (portfolio platforms, stock imagery, etc.) should be treated only as a starting point to move beyond, never to trace or copy. Authentic visual research is required.

The brand must convey a sincere emotion at first glance. Beyond aesthetics, it is important to think about the visual temperature of the project and the feelings that materials and interfaces communicate to those who encounter them.





Photo by Yanhao Fang
on Unsplash

Evaluation

Evaluation Criteria

- **Originality of concept:** the proposal distances itself from the clichés of the sector and builds its own visual and verbal point of view.
- **Coherence of the system:** the identity works in a recognisable way across different formats, scales and contexts, both physical and digital.
- **Naming and tone of voice:** the name is motivated, iconic, original and suitable for registration. The verbal personality comes through clearly.
- **International reach:** the system communicates effectively in Italian and English and is accessible to an international audience.
- **Quality of presentation:** the presentation is clear, well organised and formally consistent with the project being presented.

Photo by Rille Camera Strap
on Unsplash



Submission

Schedule

Early registration

from 05.07.2026 to 25.07.2026
(h 3:00 pm CET)

Standard registration

from 25.07.2026 to 30.08.2026
(h 3:00 pm CET)

Late registration

from 30.08.2026 to 30.09.2026
(h 3:00 pm CET)

Submission deadline

30.09.2026 (h 3:00 pm CET)

Announcement of finalist

20.10.2026 (h 3:00 pm CET)

1. Presentation

- Format: PDF
- Dimensions: 1920 x 1080 px, horizontal orientation
- Maximum 20 pages, 30 MB
- File name: order number (ex. 12345)
- Language: English
- The order number (ex. 12345) must be placed in the top right corner of the cover
- The presentation must not contain any reference to the identity of the participant: first name, last name, studio or university

The presentation must include:

- Concept: description of the creative process, design choices and naming rationale
- Logo: design of the main logo and its variants, in colour, in black and white, special versions, vertical and horizontal

- Typography: typefaces used and licence information, where applicable
- Colour palette: colour codes in HEX, RGB and CMYK format
- Mockups: visualisations of the brand in real contexts

2. Representative image

- Format: JPG
- Dimensions: 2560x1810 px. (horizontal)
- Maximum size: 3 MB
- File name: order number (ex. 12345)

The image must best represent the potential of the project, as in the event of an award it will be published on the website: www.aureacompetitions.com

Photo by Rille Camera Strap
on Unsplash



Submission

Registration and Submission

Only one member of the team will complete the registration process:

On the website www.aureacompetitions.com, go to the competition section where you will find the registration option. Here, enter all the required information and complete the registration process.

After completing the payment procedure, you will receive a confirmation email containing your Entry Number, which will serve as your identification code for the submission.

To submit the deliverables, you must access the same website and go to the “Upload Deliverables” section of this competition. Once the submission has been completed, the participant will receive a confirmation email.

Prize Pool

2000€

First prize: 1000€
Second prize: 600€
Third prize: 400€

4 Special Mentions: free competition entry coupon.

20 finalist: published on Aurea Competitions’ channels.

Aragon S.r.l. reserves the right to contact the winners to collaborate on the development of the detailed design.



Francesca Perpetuini
Art Director, Multidisciplinary Designer and Design Researcher

Francesca Perpetuini graduated in Product and Communication Design from ISIA Roma Design and Hochschule Mainz. She began her career as a researcher at Fabrica Research Centre in Treviso under the direction of Oliviero Toscani. She then went on to work independently at an international level, collaborating with institutions and studios including the United Nations, the Italian Buddhist Union and JoeVelluto Studio. In 2022 she returned to Fabrica as Art Director and Residency Coordinator. That same year she began teaching Design Semiotics and Graphic Design at SID, Scuola Italiana Design. Her projects have been exhibited at venues including the ADI Design Museum in Milan, the Hong Kong Design Institute and the Expo Cultural Park in Shanghai. Born in Teramo, in Abruzzo, she draws from her home region a deep interest in folklore, rurality and situated knowledge, which guide her research.



Flavio Todini
Visual and information designer at Chora and Will Media

Flavio Todini holds a Bachelor's degree in Industrial Design from La Sapienza University of Rome, followed by a Master's degree with honours in Design, Visual and Multimedia Communication from the same institution. From his earliest years of study he developed a strong interest in data visualisation, shaping his design approach around the visual translation and simplification of complex concepts to make them accessible. He began his professional career in Rome at the agency Mashfrog Creative, while also collaborating with Generazione Magazine. His interest in digital information led him to move to Milan to join the team at Factanza Media. Today he consolidates his experience as a Graphic and Information Designer at Will and Chora Media. Alongside this he pursues an independent outreach project: through the account @flavio.design_ he shares insights into the world of contemporary design.



Marco Parrella
Entrepreneur

Marco Parrella is an entrepreneur from Padua with over thirty years of experience in the real estate sector. Founder of Bottega Immobiliare, he specialises in strategic consultancy, enhancement and management of real estate assets. Throughout his career he has developed innovative projects in the fields of hospitality and rentals, including the brands Yourbanflat, dedicated to tourist lettings, and Youniversityrooms, specialising in student housing. He is also actively involved in the entrepreneurial and associative fabric of his region, having held representative roles in the real estate sector and in community service organisations. He is now opening the doors of Aragon S.r.l., a new cycle tourism venture, and drawing on his experience in building and growing brands, Marco Parrella brings to the jury a concrete and entrepreneurial vision, with particular focus on the ability of a visual identity to communicate value, reliability and market positioning.



Photo by Axel Brunst
on Unsplash



Terms and Conditions

1.1. These regulations contain the rules governing the Competition.
1.2. The Competition does not constitute a prize promotion within the meaning of Article 6 of Presidential Decree 430/2001, and the publication of the relevant Regulations does not constitute an offer to the public. By paying the registration fee, the participant declares that they are familiar with and fully accept the Competition Regulations.

2. GENERAL RULES

2.1. Participants may enter individually or as a group.
2.2. Participants may be students or non–students; they are not required to be experts in the disciplines of the Competition.
2.3. Each group member must be aged between 18 years completed and 29 years not yet completed.
2.4. There are no restrictions on the maximum number of members per group.
2.5. Group members may come from different universities with no restrictions on nationality.
2.6. The prize amount is awarded regardless of the number of members in a group. Aurea will cover all bank charges related to the payment of prizes. However, any fees imposed by the winner's bank or for currency exchange will be the sole responsibility of the winner. Prizes will be awarded following verification of the winners' identity and the signing of a self–declaration in which they fully accept the Terms and Conditions of the competition.
2.7. Payment of a registration fee allows the submission of a single project. The submission of additional projects is permitted exclusively upon payment of as many registration fees as there are additional projects.
2.8. The jury is composed of independent and impartial members. The jury’s decision is the result of a subjective and unchallengeable assessment. By accepting these regulations, participants expressly waive any right to appeal or challenge the jury’s decision. Should one or more jury members withdraw, Aurea will replace them with equally authoritative and impartial new members.

2.9. Participants are prohibited from contacting jury members regarding any matters relating to the Competition.
2.10. Participation is prohibited for anyone who has a family relationship within the second degree with one or more members of the jury.
2.11. Accepted payment methods are: credit card and other methods supported at the time of the transaction on the platform.
2.12. Participants are prohibited from publishing or sharing material relating to their competition entries before the announcement of the winners.
2.13. Aurea Competitions reserves the right to modify the competition dates, the composition of the jury, or the project submission methods. Any changes will be notified at least 48 hours before the project submission deadline through Aurea’s media channels.
2.14. Participants must comply with the deadlines, procedures, fees and submission requirements. It is advisable to complete each of these procedures online well in advance. Aurea Competitions is not responsible for technical issues or network malfunctions.
2.15. Participants must strictly adhere to deadlines, registrations and payments.
2.16. Authorship of each entry is attributed equally among all members of the team.

3. GROUNDS FOR EXCLUSION

3.1. The occurrence of any of the following cases may result in the exclusion from the competition of the participants and/or the group to which they belong:
a. Any violation of the Terms and Conditions;
b. Submission of material through a procedure other than that indicated in the delivery requirements;
c. Submission of material after the delivery deadline;
d. Naming files in a way other than that indicated in the delivery requirements;
e. Submission of boards and text files containing references to the identity of the participants (e.g. name, university);
f. Submission of boards containing text not written in English;
g. Submission of material that is inconsistent with the principles of the competition or considered incomplete;

h. Submission of a project that differs significantly from the aims of the competition;
i. Participants with a family relationship with the judges within the second degree;
j. Submission of a project that is not new and original or that is not the result of the intellectual activity of the participants (i.e. does not belong to them);
k. Aurea, through a technical and objective assessment, discards projects that do not meet the requirements listed in the Terms and Conditions or in the specific rules of the individual competition and/or that fall within one of the cases listed above. Discarded projects will not be evaluated or considered by the jury. Disqualified participants and their groups will not receive any refund;
l. By submitting their entries, participants expressly declare that they do not fall within any of the exclusion grounds listed above.

4. INTELLECTUAL PROPERTY

4.1. By participating in the Competition and accepting these regulations, Aurea reserves the right to use the submitted material for print or digital publications and exhibitions, and the right to use, adapt, modify, publish, display, reproduce and distribute the projects for marketing and advertising purposes in any manner or form and through any means of communication and/or medium, in accordance with the "Right of reproduction and right of publication" (Art. 12, L. 633/1941, i.e. the Italian Copyright Law).
4.2. Aurea is not responsible in the event that the intellectual property of the uploaded projects does not belong, in whole or in part, to the participants, or in the event that the participants do not hold the exploitation rights to the project, including the right to enter a competition of this kind.
4.3. By taking part in the competition and accepting its rules and Terms and Conditions, participants declare that they are the authors (and/or co–authors in the case of a team) of the uploaded materials.
4.4. The authors of the uploaded projects retain the moral rights of authorship over the project, including the right to always be identified as the authors. All material produced and submitted within the competition will remain the exclusive

property of Aragon S.r.l., which will acquire all rights over the submitted projects and will have the right to develop, transform or further realise the project, in whole or in part, without any obligation and without procedural, territorial or time limitations.
4.5. Participation in the competition does not imply any obligation or guarantee of future professional commissions. Any subsequent commission will be governed by separate and independent agreements between the authors and Aragon S.r.l.

5. AWARDING OF PRIZES

5.1. The calendar for the publication of competition results is to be considered provisional and subject to verification of the requirements defined by the Regulations.
5.2. Upon publication of the results, Aurea reserves the right to verify and collect copies of the winners' identity documents and all documentation signed by the winners themselves as required by Aurea.
5.3. The award of prizes is conditional upon verification of the winners' identity and the signing of a self–declaration by the winners confirming full compliance with the terms of the Competition Regulations.
5.4. For the award of prizes, winners must provide their bank details when requested.
5.5. The prize fund is covered by Aragon S.r.l., which will pay the corresponding amounts directly to the winners.

6. INDEMNIFICATION

6.1. Participants agree to compensate and hold Aurea Competitions harmless from any cost or damage connected to the violation of any third party intellectual property rights.
6.2. Participants agree to fully indemnify Aurea and its members and officers from and against all legal claims, liabilities, damages, losses or any costs, expenses and legal fees arising from any activity indicated in the Terms and Conditions or from participation in a competition.

7. PRIVACY AND DATA PROCESSING

7.1. The personal data of participants will be processed by Aurea Competitions solely for the purpose of participation in the competition and

the distribution of prizes, in accordance with the Privacy Notice pursuant to Art. 13 of EU Regulation 2016/679.
7.2. Participants will be responsible for the accuracy and correctness of the data provided, including personal details, and Aurea assumes no liability for the provision of false information. In any case, Aurea, in compliance with privacy regulations, reserves the right to verify the data entered by requesting a copy of the identity document from which the personal details used at the time of registration can be confirmed.
7.3. Aurea is not responsible for the declaration of false data by participants.
7.4. Data may also be processed through artificial intelligence systems, exclusively for purposes related to service improvement, in compliance with the GDPR.

8. WITHDRAWAL AND REFUND

8.1. In accordance with the Italian Consumer Code (Legislative Decree 206/2005), the right of withdrawal is valid within 14 days from the date of payment of the registration fee (including weekends and public holidays).
8.2. In any case, the right of withdrawal may not be exercised after the submission deadline, nor if the participant has downloaded the competition material. Refunds are processed in the same currency as the original payment and are therefore subject to exchange rates.
8.3. To exercise the right of withdrawal, write to: aureacompetitions@gmail.com;

9. JURISDICTION AND APPLICABLE LAW

9.1. For any dispute relating to the interpretation, performance or termination of this agreement, the parties agree that the Court of Pordenone shall have exclusive jurisdiction.

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On The Road is the first design competition
by Aurea Competitions. We apologise for
any inconvenience.

For any information you can contact us
(though we never reply).



www.aureacompetitions.com
aureacompetitions@gmail.com