



# OFFICIAL POSTER

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#TDF2020



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# FOREWORD ABOUT BRAND



# 1.1 - UNE MARQUE, UNE HISTOIRE

A BRAND, A STORY



## LA PLUS SENSATIONNELLE DES COMPÉTITIONS SPORTIVES AU MONDE.

Seuls les meilleurs coureurs issus des plus grandes formations sportives sont sélectionnés pour se confronter à l'épreuve parmi les épreuves, réputée pour sa difficulté hors norme : trois semaines sur un parcours sans cesse réinventé de la plus grande compétition cycliste au monde.

### PERFORMANCE: THE MOST SENSATIONAL SPORTING COMPETITION IN THE WORLD.

Only the top cyclists from the best teams are selected to compete in the ultimate cycling challenge, known by all for its extraordinary difficulty: three weeks spent on a route that's constantly being reinvented, in a bid to become the world's greatest cyclist.

## UN ACCÉLÉRATEUR DE DÉVELOPPEMENT POUR UN AVENIR DURABLE GRÂCE AU VÉLO.

Le Tour de France™ laisse une empreinte positive et décisive sur le terrain. Il porte le mouvement mondial pour la mobilité douce partout où il passe pour bâtir l'avenir ensemble : un avenir à vélo, en faveur de la protection de l'environnement, de l'aménagement des territoires, de la sensibilisation de la jeunesse et la pratique quotidienne du vélo comme une source de bien-être et d'équilibre.

### SUSTAINABILITY: SPEEDING UP THE DEVELOPMENT OF A SUSTAINABLE FUTURE THROUGH CYCLING.

The Tour de France™ leaves a positive, decisive mark on the ground it covers. It brings its dedication to the global movement for soft mobility wherever it goes, helping to build a sustainable tomorrow together; riding into the future, where town and country planning, youth awareness, environmental protection policies and support for daily cycling come together to promote health and well-being.



## LA PLUS GRANDE FÊTE AU MONDE.

Les supporters de tous bords, de tous âges, de tous horizons se retrouvent au bord des routes qui jalonnent le parcours des coureurs pour encourager leurs performances et se rassembler ensemble dans un élan de fête et de communion universelle.

### CELEBRATION: THE GREATEST CELEBRATION IN THE WORLD.

Supporters from all walks of life, from every place and of every age can be found alongside the routes which line the course, encouraging the cyclists and coming together in an energetic surge of celebration and community spirit.





# 1.2 - LES PILIERS DE LA MARQUE

THE PILLARS OF THE BRAND

**LE TOUR DE FRANCE™ A UNE PORTÉE DÉMESURÉE. PARTOUT OÙ IL PASSE ET POUR TOUS CEUX QU'IL TOUCHE, IL LAISSE UNE EMPREINTE INOUBLIABLE.**

*THE TOUR DE FRANCE™ HAS AN INCREDIBLY FAR REACHING IMPACT. WHEREVER IT GOES, AND WHOEVER IT TOUCHES, IT ALWAYS LEAVES AN UNFORGETTABLE TRACE.*

## POSITIONNEMENT

Ce qui rend unique la marque

**S'ENGAGER,  
DÉMESURÉMENT**

*POSITIONING (what makes the brand unique):  
LIMITLESS COMMITMENT.*

## PROMESSE

Ce en quoi la marque s'engage

**LAISSER  
UNE EMPREINTE  
INOUBLIABLE**

*PROMISE (brand commitments):  
LEAVING AN UNFORGETTABLE MARK.*

## VALEURS

Ce que défend la marque

**LE DÉPASSEMENT DE SOI,  
LE COURAGE, LE PLAISIR,  
LA SOLIDARITÉ**

*VALUES (what the brand stands for):  
SURPASSING YOUR ABILITIES, COURAGE, ENJOYMENT, SOLIDARITY.*

## PERSONNALITÉ

Ce qui doit être perçu de la marque

**Généreuse**

Le Tour de France™ repousse les limites pour aller au-delà des attentes, pour donner plus de divertissement, plus de sport à tous les publics.

*Generous: The Tour de France™ always pushes the limit, going beyond expectations in order to inspire more emotions, give more entertainment, and provide more sporting activity wherever it goes.*

**Humaine**

Le Tour de France™ est inclusif par nature. Ouvert à toutes et tous, le Tour de France™ soutient l'épanouissement de tous sous toutes ses formes, afin que chacun puisse capitaliser sur ses forces et aller au-delà des faiblesses, dans un même élan d'union et de solidarité.

*Humane: Open to all, the Tour de France™ is inclusive by nature. It offers everyone and anyone the chance to make the most of their strengths, and overcome their weaknesses, under a spirit of unification and solidarity.*

**Optimiste**

Le Tour de France™ est résolument optimiste face aux épreuves et aux obstacles. Il a l'ambition d'être source de perspectives heureuses pour tous ceux qui sont en contact avec lui et les projeter et accompagner vers un futur désirable.

*Optimistic: The Tour de France™ is resolutely optimistic when faced with any trials and obstacles along the way. It aspires to be a source of happiness and optimism for all those who come into contact with it, while guiding them into a better future.*





## 1.3 - THE MANIFESTO

**Born from a visionary idea**, the Tour de France™ has since become legendary, known worldwide for its sheer scale, universal values, and pure ambition. It's a legend composed of generosity, excess, and progress. The Tour de France™ is the apogee of a unique sport; at once mechanical yet physical, individual yet collaborative, it combines speed, endurance, courage and strategy. A symbol of commitment and suffering, of effort and euphoria, of sweat and adrenaline, it embodies all the most joyous moments experienced during a huge sporting event along a 3,500 km route paved with smiles. **Since 1903, the Tour de France™ has shown limitless commitment.**

**Committed, beyond the limit of what anyone thought was possible**, like our cyclists who enter the competition as men and emerge as heroes, toughened by their tenacity and venerated by their victories.

**Committed, wholeheartedly**, like the millions of spectators who line the route, curious fans from every country gathered together under the beaming sunshine of the French summer to support each cyclist, dedicated to their idols; like the 100 million souls around the world watching from a distance, ready to embrace the staggering spectacle of the Tour de France™.

**Committed, with passion**, in the way we offer our partners a key role in this incredible, emotional and impactful story, written before their public.

**Committed, unconditionally**, in the way we communicate our story to the media, with newspapers, radio, television, and digital medias bringing alive all the theatricality, spectacle and emotion of the Tour de France™, even from a distance.

**Committed, in every way**, to supporting the territories, towns and cities, small or large, showcased by the Tour de France™, working alongside elected officials to bring these places to life both before, during and after the event.

**Committed, forever and always**, to promoting the prowess of our flagship tool, the bike, while advocating for a free, sustainable form of transport for all.

**Committed, unstoppable, and legendary from the start**, the Tour de France™ embraces its public, outside of walls and outside of stadiums, connecting riders with spectators and mixing, in the heat of summer, the peak fervour of the public with cyclists who turn their suffering into heroic success.

**LIMITLESS**

**COMMITMENT**





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## **A NEW POSTER TO EXPAND THE SAGA**

# CONTEXT

It has been a long lasting tradition that each edition of the Tour de France has its own unique poster.

Revealed in October, during the Tour de France official presentation for the next edition, this poster is then used on a broad list of media (press releases, roadbooks, merchandising, OOH...) to celebrate the upcoming edition and create awareness and consistency between all usages.

Cities all along the route, partners and media are welcomed to use this poster.

# CONTEXT

## OVERVIEW OF THE LATEST 10 POSTERS





# THE NEW VISUAL MUST BE

- MEANINGFUL
  - ORIGINAL
  - EASILY ASSOCIATED TO THE TOUR DE FRANCE
  - UNDERSTANDABLE BY ALL
  - REFLECTING THE WHOLE RACE
  - CONSISTENT WITH OUR BRAND ASSETS
- 
- 1 PRINT VERSION (WITH DIFFERENT FORMATS FOR SPECIFIC USAGES)
  - 1 ANIMATED VERSION (WITH DIFFERENT FORMATS FOR SPECIFIC USAGES)

# THE NEW VISUAL MUST NOT BE

- ASSOCIATED TO ONE PLACE ONLY (EG. CITY, DEPARTMENT, REGION)
- DARK AND DULL

# POSSIBLE BRAND ASSETS

## THE SPORTING PRIZES

THE YELLOW JERSEY  
THE OTHER DISTINCTIVE JERSEYS  
(GREEN, POLKA DOT, WHITE)

## THE ROUTE

LEGENDARY PLACES AND STAGES  
(MOSTLY PASSES AND SUMMIT)  
THE FINISH (CHAMPS-ELYSEES / ARC DE TRIOMPHE)  
SEA, ROAD, MOUNTAINS

## THE CELEBRATION

THE FANS, PUBLIC, FAMILIES  
THE ADVERTISING CARAVAN

## FRANCE

THE FRENCH AIR PATROL  
FOOD  
FASHION

## OTHER

THE HENRI DESGRANGE INITIALS (TOUR DE FRANCE CREATOR)

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