



Design the official Grand Départ 2027 poster

Competition



Contents



1. Introduction
2. Previous Examples
3. 2027 Design Brief
4. What do I need to Produce?
5. Timeline and Process
6. The Selection Panel
7. Conditions of Entry
8. Why should I Enter?
9. How to Enter?
10. What to Expect
11. Appendices



Introduction



In 2027, **Britain will make sporting history** as it hosts the Grand Départ of the Tour de France and the Tour de France Femmes avec Zwift for the very first-time outside France.

With six electrifying stages unfolding across Scotland, England and Wales, the world's eyes will be firmly on Britain.

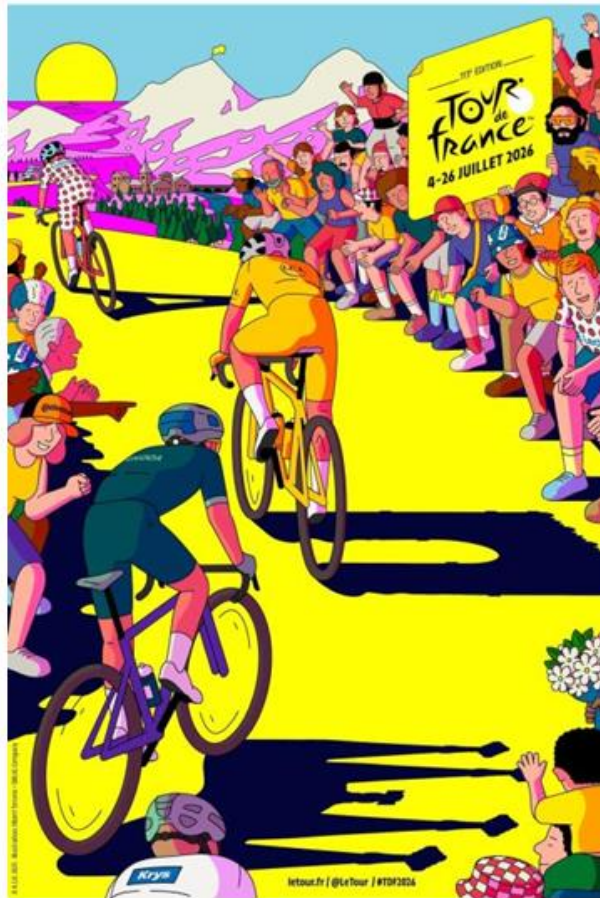
To mark this landmark moment, **Britain has the honour of creating the official posters for both races** – iconic designs seen across the globe and synonymous with each edition of the Tour.

Through an exclusive competition, arts and design students from host local authority areas are being invited to shape cycling history, with two winning creatives gaining an extraordinary opportunity to showcase their talent on an international platform and have **their work celebrated on one of the world's biggest sporting stages**.

Previous Examples



Tour de France



BARCELONA
*Buildings in the shadows
Human tower in public*



LILLE
*Belfroi (tower) & iconic giant from the
carnaval*

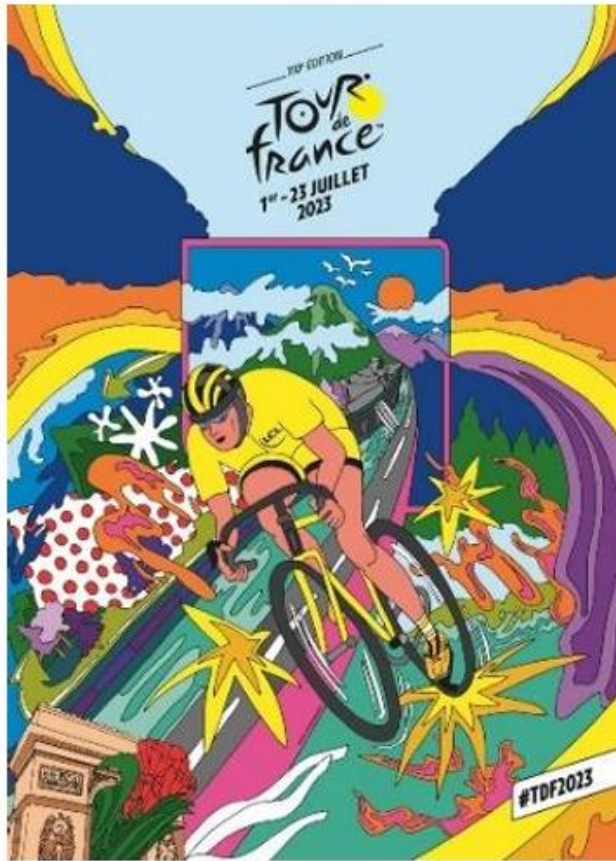


ITALY
Flags and iconic buildings

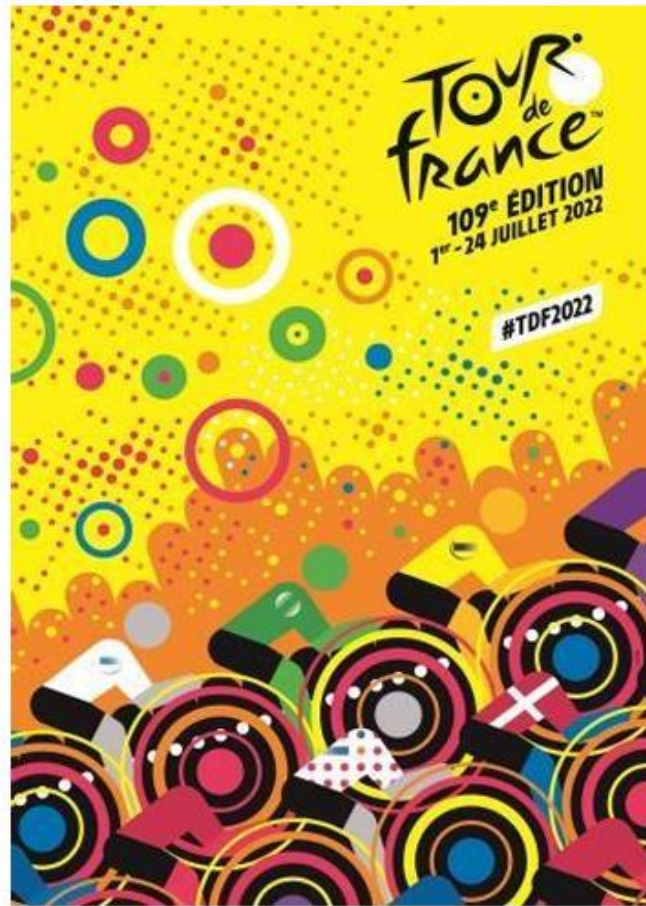
Previous Examples



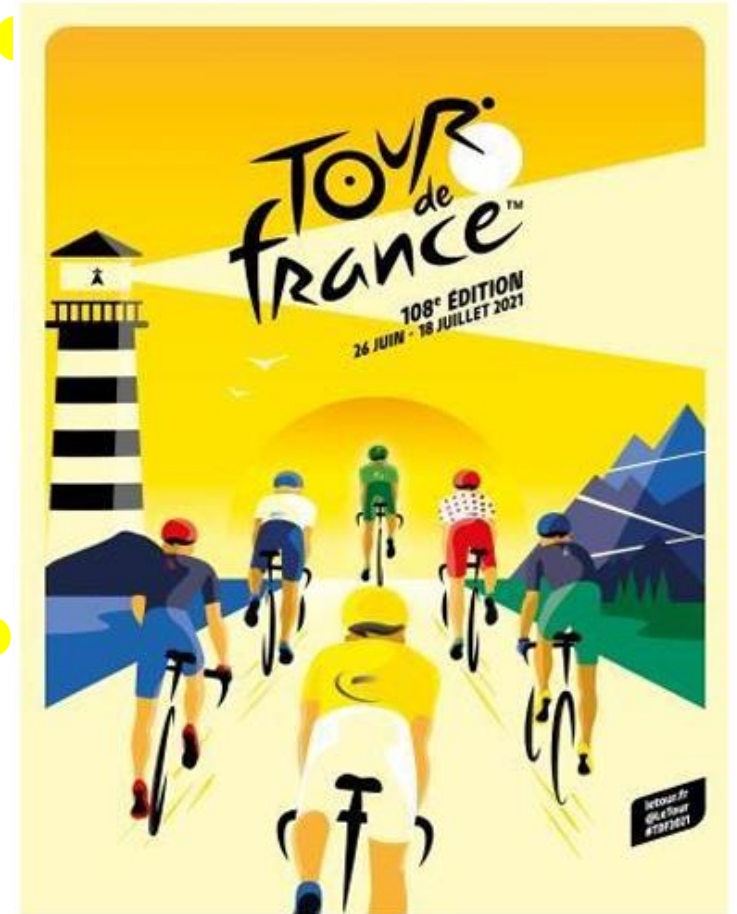
Tour de France



BILBAO
Typical Landscapes



DENMARK
Danish Flag



BREST
Britany Lighthouse

Previous Examples



Tour de France Femmes avec Zwift

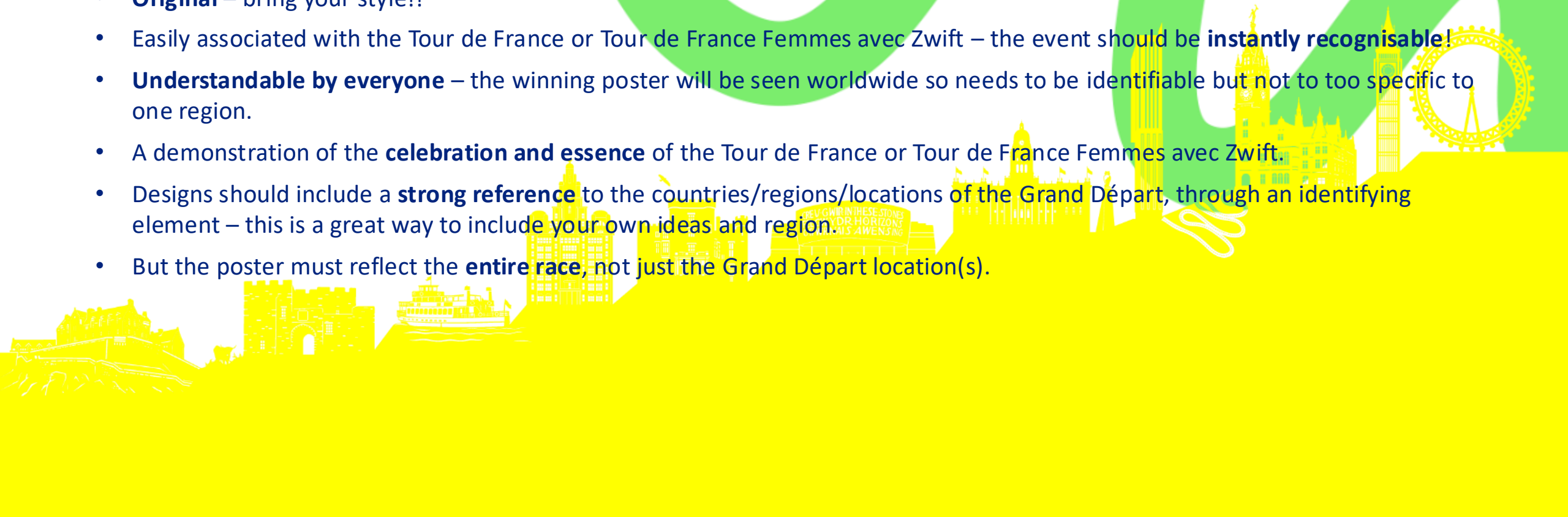


2027 Design Brief



The designs for 2027 Grand Départ posters (one for Tour de France and one for Tour de France Femmes avec Zwift), should incorporate the following:

- **Significant and striking**
- **Colourful**
- **Original** – bring your style!!
- Easily associated with the Tour de France or Tour de France Femmes avec Zwift – the event should be **instantly recognisable!**
- **Understandable by everyone** – the winning poster will be seen worldwide so needs to be identifiable but not too specific to one region.
- A demonstration of the **celebration and essence** of the Tour de France or Tour de France Femmes avec Zwift.
- Designs should include a **strong reference** to the countries/regions/locations of the Grand Départ, through an identifying element – this is a great way to include your own ideas and region.
- But the poster must reflect the **entire race**, not just the Grand Départ location(s).



2027 Design Brief



On a practical level, they should also include:

- **The relevant event logo** must be integrated in a visible and harmonious way – even though the 2027 versions haven't been shared as part of the supporting information provided, the design of the poster should be considered with the integration of the logo in mind, please.
- The Tour de France's digital ecosystem and social media channels should also have a presence in the design:
 - Tour de France
 - letour.fr
 - @LeTour
 - #TDF2027
 - Tour de France Femmes avec Zwift
 - letourfemmes.fr
 - @LeTourFemmes
 - #TDF2027
- It is accepted that not all race details are known, if your entry progresses, organisations may work with you to refine and develop the design to include some details currently unknown.
- The design must adhere to Tour de France/Tour de France Femmes avec Zwift **brand guidelines** and assets – see appendices.



What do I need to Produce?



Judges are looking to receive and review a PDF of your design.

The poster must represent either the Tour de France or the Tour de France Femmes avec Zwift, depending on the location of your further or higher educational institution.

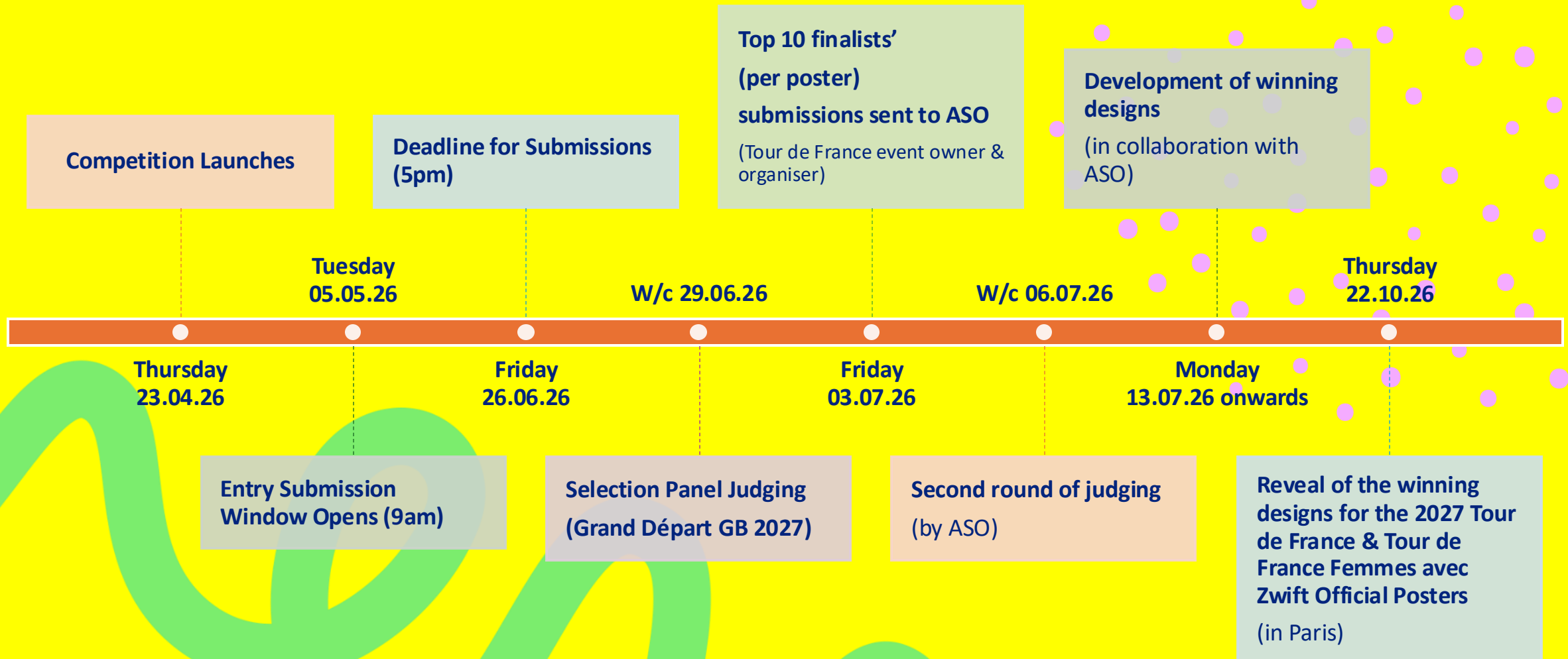
Please produce a standard version of your design (for use on social media and print)

- The formats for specific uses are included in appendices.

An animated version of the winning designs will also be created – it is recommended that entrants consider this when designing.

- Animated formats for social media will be: 16x9; 9x6; 1x1/Square
- Examples of animated versions:
 - <https://twitter.com/LeTour/status/1398573579545894919?s=20&t=oa-yhsuuH1n6KTq4ECcN8Q15>
 - <https://www.instagram.com/p/DBtLWhBuni1/?hl=fr>
- Should you wish to submit animated examples of your design, you are welcome.

Timeline and Process



The Selection Panel



The competition selection panel is a powerhouse group of 5 creative experts, led by award-winning artist **Lucy Pittaway**: [Lucy Pittaway Art](#)

This team have the exciting task of reviewing the entries to discover fresh talent and identify the designs that will be put forward to celebrate one of the world's most iconic sporting events on its historic return to Britain.

The panel will carefully shortlist standout designs, which will then be presented to the Amaury Sport Organisation (ASO), the global organisers of the Tour. From there, ASO will select one winning poster per race to be adapted by their official designers, giving two students the opportunity of a lifetime to have their work platformed on a global stage with the world's biggest races.

This is your moment to put your work in front of our panel who understand creativity, value bold ideas, and are ready to champion emerging talent.

Conditions of Entry



FULL CONDITIONS OF ENTRY CAN BE FOUND HERE.

For submissions to comply and be considered, they must:

1. Be received from a student (full or part-time) enrolled on to an art, design or creative course in a Grand Départ 2027 host local authority area.
2. Entrants may only submit an entry in relation to the event taking place in their institution's respective Host Local Authority. For clarity, the list of applicable authorities is included in the appendices.
3. All submissions must be provided in the knowledge that all rights shall be transferred ("ceased") to A.S.O (event owner), which will be entitled to represent, reproduce and commercialise the visual. Please see appendices for the A.S.O's 'Cease of Rights' – by submitting you agree to these terms.

Why should I Enter?



What's in it for me?

- A once in a lifetime opportunity to kickstart your career and build a portfolio including the world's biggest annual sporting event.
- Real-world experience working to a professional brief with significant cultural and commercial impact.
- The opportunity to get your work in front of a panel of industry experts.
- To be a part of a historic national moment, with both races starting together in the same country outside of France for the first time.
- All shortlisted nominations will be exhibited in the build-up to the Grand Départ in 2027 (details tbc).

Winners will receive:

- Global visibility through public, media and broadcast exposure of their work on an international stage.
- Exposure to creative directors, media, arts institutions, race partners and global audiences.
- Promotion of their work and story through Grand Départ GB 2027 media channels and platforms.
- A cash-prize of £1,000.
- A “money can't buy” experience, including travel and accommodation, to attend this year's full route announcement event at the Palais des Congrès in Paris with a guest (October 2026).
- Hospitality at a stage of the Grand Départ 2027 for you and a guest.

How to Enter

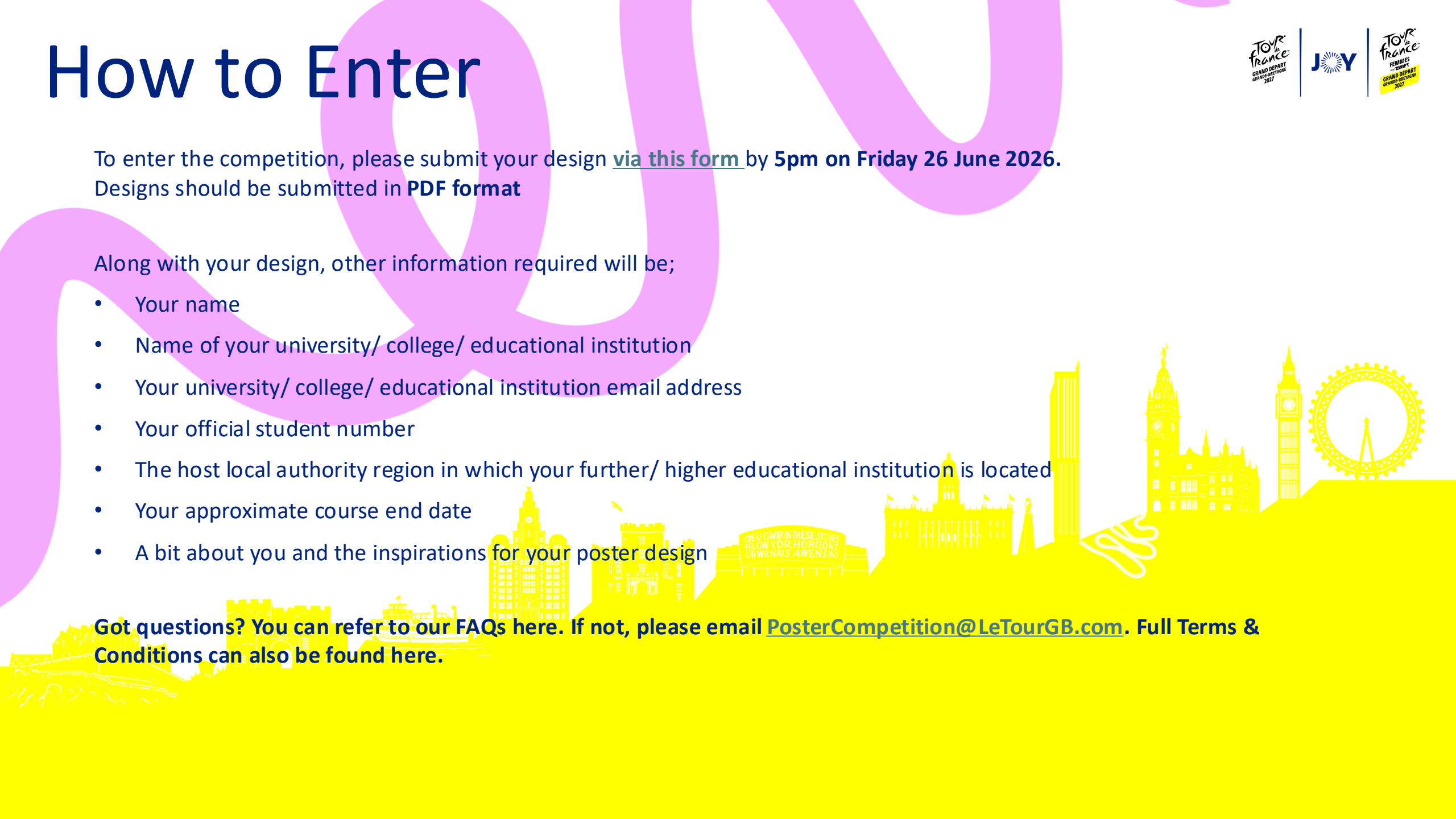


To enter the competition, please submit your design [via this form](#) by **5pm on Friday 26 June 2026**. Designs should be submitted in **PDF format**

Along with your design, other information required will be;

- Your name
- Name of your university/ college/ educational institution
- Your university/ college/ educational institution email address
- Your official student number
- The host local authority region in which your further/ higher educational institution is located
- Your approximate course end date
- A bit about you and the inspirations for your poster design

Got questions? You can refer to our [FAQs](#) here. If not, please email PosterCompetition@LeTourGB.com. Full Terms & Conditions can also be found [here](#).



What to Expect



If you are shortlisted as a **Top 10 Finalist**, you will be contacted by email on **Monday 6 July** and your design will be sent to the ASO.

You will be asked to reply by email to confirm you wish to progress. You will be given seven days from notification to confirm continuation.

On (or before) **Monday 13 July**, the ASO selected winning designers will be contacted by email. You will again have to accept this within seven days.

Please be aware, we will not be able to contact entrants who have not been shortlisted.

Appendices



1. ASO Brand Introduction and Assets
2. ASO Guidelines for Creation
3. List of Host Local Authorities
4. ASO Cease of Rights



Appendices

1. ASO Brand Introduction and Assets
 2. ASO Guidelines for Creation
 3. List of Host Local Authorities
 4. ASO Cease of Rights

Appendix 1

ASO Brand Introduction and Assets



1

BRAND INTRODUCTION



TOUR
de
France™

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 future 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 FARREACHING 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 limits further, 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.

LES COULEURS

COLOURS

- 1 La marque Tour de France™ affirme ses trois couleurs principales : le jaune, le blanc et le noir.
- 2 Pour compléter son univers deux gris ont été définis comme couleurs support. Le vert et le rouge en lien avec les maillots vert et à pois font également partie du territoire de marque.

- 1 The Tour de France™ brand uses three primary colours: yellow, white and black.
- 2 This colour palette is accompanied by two greys, which have been designed as support colours. Green and red, in association with the green and polka-dot jerseys, are also included within the brand colour identity.

1 COULEURS PRINCIPALES

Primary colours

JAUNE

Yellow

C-0 / M-0 / Y-100 / K-0

RAL 1026

PANTONE Yellow C

R-255 / G-255 / B-0

2 COULEURS SECONDAIRES

Secondary colours

GRIS FONCÉ

Dark grey

C-0 / M-0 / Y-0 / K-80

RAL 7043

PANTONE 179-12 C

R-86 / G-86 / B-86

3 AUTRES COULEURS

Other colours

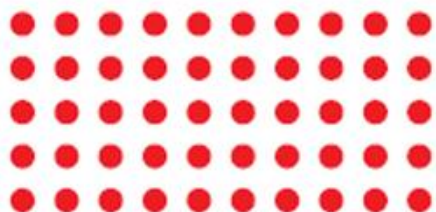
ROUGE

Red

C-0 / M-100 / Y-100 / K-0

PANTONE 485 C

R-195 / G-15 / B-25



Noir

Black

C-0 / M-0 / Y-0 / K-100

RAL 9005

PANTONE Black C

R-0 / G-0 / B-0

GRIS CLAIR

Soft grey

C-0 / M-0 / Y-0 / K-20

RAL 7040

PANTONE 179-4 C

R-217 / G-217 / B-217

VERT

Green

C-91 / M-21 / Y-75 / K-70

PANTONE 343 C

R-14 / G-58 / B-47

Vert Emerald green : 343 C
and electric green : 7478 SKODA

LA TYPOGRAPHIE PRINCIPALE

PRIMARY TYPOGRAPHY

GALIBIER

La famille de typographie Galibier a été spécialement dessinée et créée pour Tour de France™.

- 1 La typographie Galibier est à utiliser pour les textes courants.
- 2 La typographie Galibier Étroit est à utiliser en priorité pour les titres et les accroches (à plat). Elle peut aussi être utilisée pour gagner de l'espace si nécessaire.

The Galibier font family has been exclusively designed and developed for the Tour de France™.

- 1 Galibier is to be used for all main body text.
- 2 Galibier Narrow is to be used primarily for headers and flat tagline texts. It can also be used to save space if necessary.

Aa - GALIBIER

Galibier Light
Galibier Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Galibier Regular
Galibier Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Galibier Bold
Galibier Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

&É»'(§È!ÇÀ)-\$^Ù`=::,+ -/=*#@É»'

Aa - GALIBIER ÉTROIT

Galibier Etroit Light
Galibier Etroit Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Galibier Etroit Regular
Galibier Etroit Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Galibier Etroit Bold
Galibier Etroit Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

&É»'(§È!ÇÀ)-\$^Ù`=::,+ -/=*#@É»'

Appendix 2

ASO Guidelines for Creation

THE NEW VISUAL SHALL INCLUDE

- THE EVENT LOGO must be integrated in a visible and harmonious way (the 2027 edition logo has not yet been created but will be provided later, the design of the poster must be thought out with the integration of the logo in mind)

- THE DIGITAL ECOSYSTEM OF SOCIAL MEDIA IN TEMPLATES THAT RESPECT THE GRID (feel free to suggest a location for the poster)

letour.fr
@LeTour
#TDF2027



- A REFERENCE TO THE COUNTRY/REGION/CITY OF THE GRAND DÉPART, THE GRAND DÉPART CITY CAN BE REPRESENTED BY AN IDENTIFYING ELEMENT, SUCH AS THE DEPICTION OF AN ICONIC MONUMENT (THE BRETON LIGHTHOUSE IN 2021, THE DANISH FLAG IN 2022, FOR EXAMPLE).

POSSIBLES BRAND ASSETS

MAIN COLOR

JAUNE

Yellow

C-0 / M-0 / Y-100 / K-0

RAL 11-0760

PANTONE Yellow C

R-255 / G-255 / B-0

PALETTE OF BRIGHT AND
CONTRASTING COLORS

THE ROUTE

LEGENDARY PLACES AND STAGES
(MAINLY PASSES AND SUMMITS)
THE FINISH (CHAMPS-ÉLYSÉES /
ARC DE TRIOMPHE)
ROAD, MOUNTAINS

CELEBRATION

FANS, THE PUBLIC, FAMILIES
THE ADVERTISING CARAVAN

FRANCE

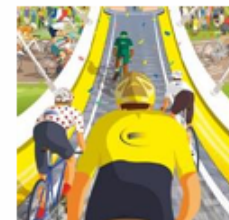
THE PATROUILLE DE FRANCE
CULTURAL RICHNESS
GEOGRAPHIC DIVERSITY OF
THE REGIONS TRAVERSED
ICONIC LANDSCAPES

SPORTING PRIZES

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

NOTE:

- EITHER INCLUDE
 - NO DISTINCTIVE JERSEY
 - ONLY THE YELLOW JERSEY
 - ALL 4 JERSEYS→ IT SHOULD NOT ONLY FEATURE THE GREEN AND WHITE JERSEYS FOR INSTANCE
- IF THEY ARE SHOWN FROM THE FRONT, WE WILL NEED TO ADD THE SPONSOR'S LOGO



THE NEW VISUAL MUST NOT BE

- ASSOCIATED WITH A SINGLE LOCATION (FOR EXAMPLE A CITY, A DEPARTMENT, A REGION)
- DARK AND DULL
- CREATED WITH PHOTOS (ONLY ILLUSTRATIONS)



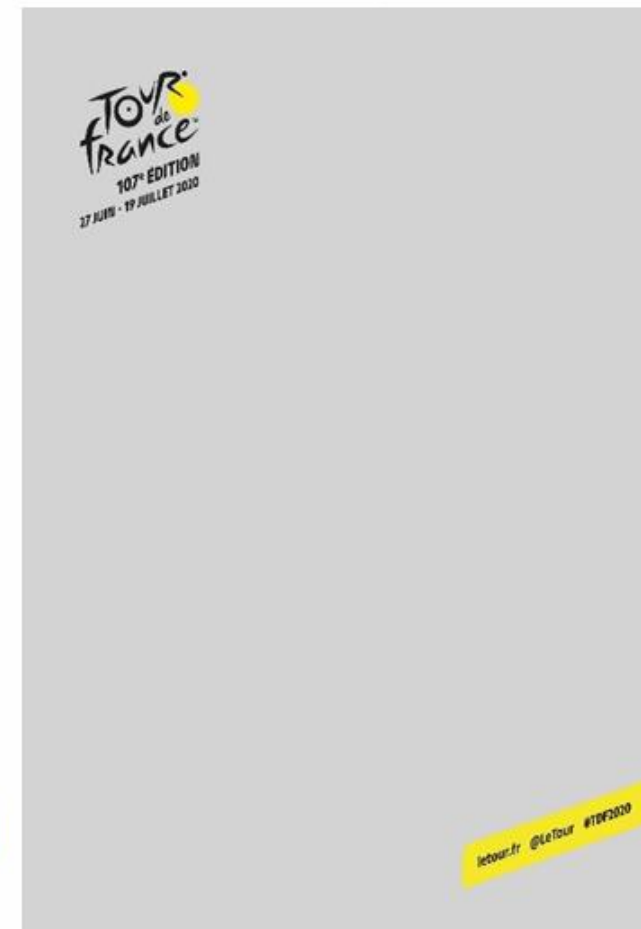
3

SPACE FOR EXPRESSION



GENERIC VERSIONS

PORTRAIT (40 X 60 CM),
LANDSCAPE (4 X 3 M)
ROLL UP (1 X 2 M)



Zone d'expression

Appendix 3

Host Local Authorities

Tour De France Hosts

Edinburgh City Council
Midlothian Council
Scottish Borders Council
Dumfries & Galloway Council
Cumberland Council
Westmorland & Furness Council
Lancashire County Council
St Helen's Council
Knowsley Council
Liverpool City Region Combined Authority
Powys Council
Merthyr Tydfil County Borough Council
Rhondda Cynon Taf County Borough Council
Caerphilly County Borough Council
Cardiff Council

Tour de France Femmes avec Zwift Hosts

Leeds City Council
Kirklees Council
Oldham Council
Rochdale Council
Manchester City Council
Stockport Council
Derbyshire County Council
East Midlands Combined Authority
Sheffield City Council
South Yorkshire Combined Authority
Greater London Authority (all boroughs)

****Applicants can only design the poster for the race their local authority is hosting****

Appendix 4

A.S.O Cease of Rights

CEASE OF RIGHTS

All rights shall be ceased to A.S.O. which will be entitled to represent, reproduce and commercialize the visual.

- The full A.S.O Cease of Rights terms are issued within the Terms & Conditions.
- By entering the competition all entrants, comply with these terms – the accompanying entry form will request entrants accept this at the point of submission.



TOUR[®]
de
france™
GRAND DÉPART
GRANDE-BRETAGNE
2027

JOY



TOUR[®]
de
france™
FEMMES
AVEC ZWIFT™
GRAND DÉPART
GRANDE-BRETAGNE
2027