

# COURCHEVEL

THE ART OF SPORT, THE SPIRIT OF LIFE



GRAPHIC CHARTER

# ANNIVERSARY

COURCHEVEL 80

## THE CONTEXT

Since its creation in 1946, Courchevel has become one of the world's leading winter sports resorts, embodying the French **art de vivre** that blends elegance, conviviality and sporting performance. At the crossroads of Alpine heritage, tourism innovation and international renown, Courchevel has succeeded in combining sport and hospitality.

These 80 years of sport and lifestyle will be commemorated throughout the year, culminating in a major celebration in December 2026.

The anniversary will be the occasion for all mountain lovers to come together around a single dynamic: shared pleasure, respect for nature and a taste for beauty. Here, each season begins anew like a promise.

*The art of sport, the spirit of life.*

# ANNIVERSARY

COURCHEVEL 80

## HIGHLIGHTS OF THE 2026 CALENDAR

The anniversary of an area is a fundamental event in its construction. It is a chance to highlight its history, recognise the men and women who have shaped it, underline its heritage and build on it for the future. Over the course of a whole year, this anniversary seeks to highlight the resort's unique profile, a new landmark in the history of the commune.

Courchevel 80 will add to the richness and diversity of the existing calendar of events, with a major highlight each month.

As well as these key moments, there will be a host of other activities to enrich the agenda, supported by the Town Hall, Courchevel Tourisme and all the key players in Courchevel who contribute to the programme of events every season.

# ANNIVERSARY

COURCHEVEL 80

## HIGHLIGHTS OF THE 2026 CALENDAR

### JANUARY

Official launch of the celebrations.

### FEBRUARY

Inauguration of the Chenus gondola lift, a major milestone in the development of the ski area's facilities.

### MARCH

The Men's Alpine Ski World Cup returns to Courchevel on 14 and 15 March, where the best skiers on the circuit will compete in downhill and super-G races on the Eclipse piste.

### APRIL

*Live on the Slopes*, a day of music on the pistes of Courchevel 1850.

### MAY

3 May 1946. The Municipal Council decided to create a new ski resort. This is where it all began. The commune is proposing the creation of a municipal youth council, to give young people a say in the resort's future.

### JUNE

Up to the Mountain Pastures. A festival to celebrate nature and Savoyard traditions.

### JULY

Symphony of Lights in the colours of Courchevel 80.

### AUGUST

Ski Jumping World Cup.

### SEPTEMBER

*Courchevel 80* evening event with Courchevel Tourisme's partner: Racing Lagardère.

### OCTOBER

Celebrating *Courchevel 80* in the UK with Courchevel Tourisme.

### NOVEMBER

*Courchevel 80* on social media. Not to be missed.

### DECEMBER

The big closing party of the anniversary year.

# ANNIVERSARY

## COURCHEVEL 80

## THE VISUAL IDENTITY

has been created to allow everyone to get involved with the anniversary and bring it to life.

The signature, "THE ART OF SPORT, THE SPIRIT OF LIFE", embodies the balance between the dimension of sport, competition and energy, and the dimension of the art of living, hospitality and landscapes, the mountains as a living space. The overall aim is to reaffirm Courchevel's DNA and project it into the future with modernity and ambition.

With this in mind, this digital communication kit is available to help you make your own visuals to reflect these 80 years.

The aim is to create a common visual and editorial thread that will unite all audiences.



# ANNIVERSARY

COURCHEVEL 80



## THE VISUAL & GRAPHIC UNIVERSE

Photographs symbolising the resort's "sport and lifestyle" heritage are featured on a series of posters. The commune of Courchevel and Courchevel Tourisme have enlisted the help of Jérémy Charlot's graphic design studio to create and roll out the Courchevel 80 identity.

Each month and for each highlight, you'll discover a new poster with a different photograph to celebrate one of the facets of Courchevel. These images will be accentuated by a set of rings, a subtle nod to the Olympic rings, which reference the 80 years of the resort and highlight a movement, an emotion or an action linked to the resort and the anniversary theme.



# ANNIVERSARY

## COURCHEVEL 80

### THE FIRST COURCHEVEL 80 VISUAL

For our first poster, we selected an archive photo of actress Mylène Demongeot, immortalised in Courchevel. This photo appeared on the cover of Life Magazine in the 1960s.

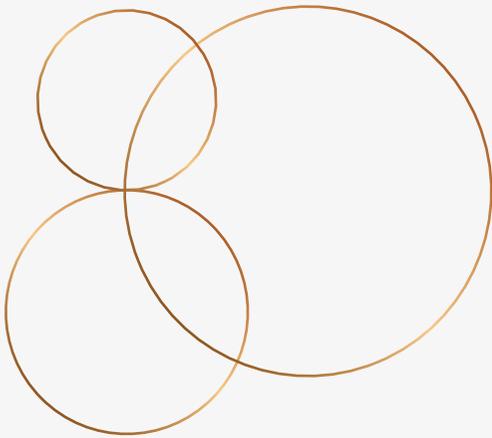
The image builds a bridge between past and present: with a radiant smile, the actress jumps into the snow, through the rings celebrating the 80 years of the resort. It's a timeless, universal act that evokes joy and the unique art of living at Courchevel.



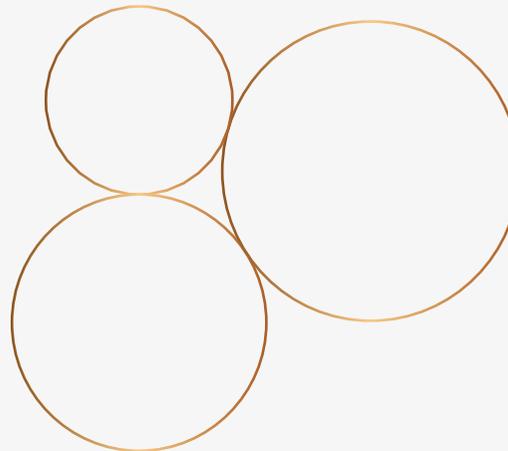
# THE 80 LOGO

The visual identity for Courchevel 80 includes three logo shapes with different compositions. The 80 logo must be used on a photograph or image (see examples on the following pages). There is one exception (see application of the 80 logo as a colour watermark to a page layout).

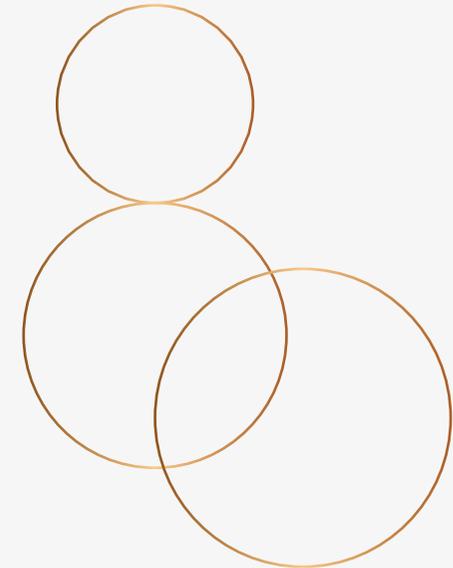
COMPOSITION 1



COMPOSITION 2



COMPOSITION 3

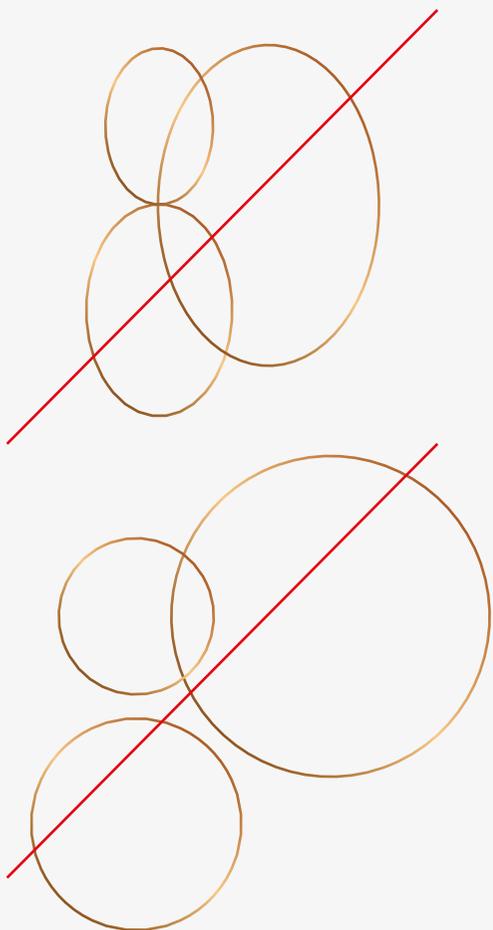


Use the composition best suited to the image so that the 80 is legible and positioned harmoniously.

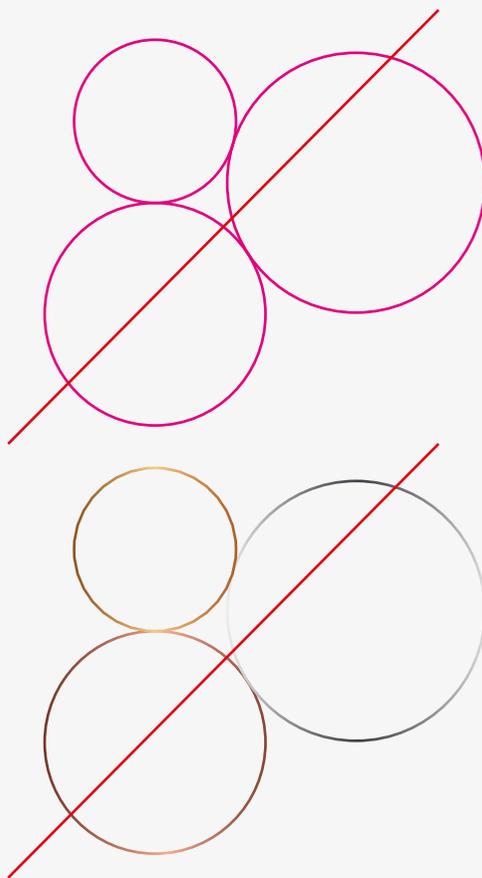
# THE 80 LOGO

## WHAT NOT TO DO

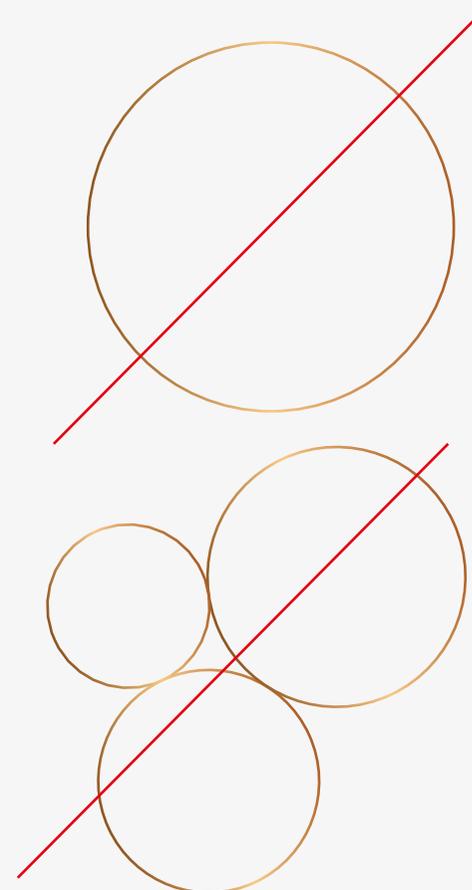
NEVER CHANGE THE SHAPE  
OR COMPOSITION OF THE LOGO



DO NOT CHANGE THE COLOUR  
OF THE LOGO, APPLY A COLOUR  
NOT SPECIFIED IN THIS CHARTER,  
OR APPLY MULTIPLE COLOURS



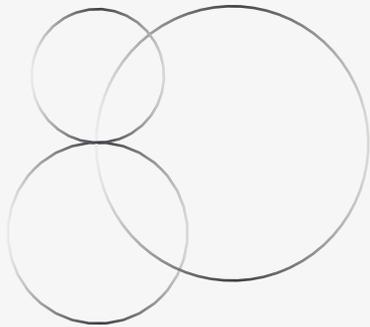
DO NOT USE ONE RING BY ITSELF  
NEVER CHANGE THE ANGLE  
OF THE LOGOO



# COLOUR GRADIENTS

Four colour gradients: Silver, Gold, Copper, Antic Bronze.  
A nod to the station's medallists, the 1992 Olympics and the forthcoming Olympics in 2030.

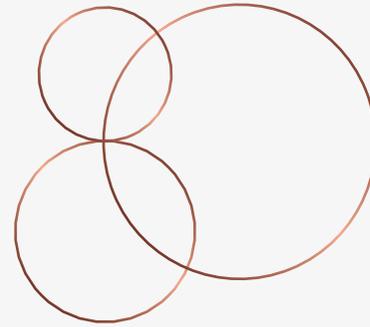
SILVER



C60,M50,Y40,K65  
R61,G62,B67

C9,M6,Y6,K0  
R236,G237,B238

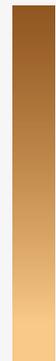
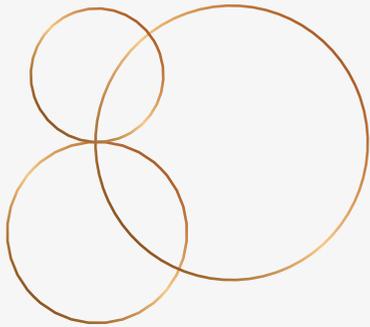
COPPER



C34,M76,Y76,K47  
R115,G56,B41

C2,M42,Y41,K0  
R242,G170,B145

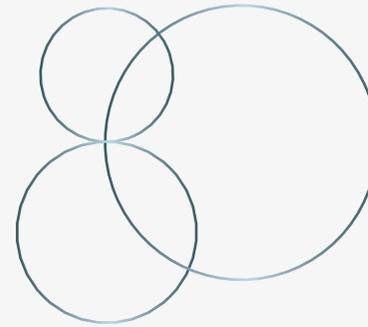
GOLD



C30,M63,Y91,K32  
R144,G86,B34

C2,M25,Y53,K0  
R248,G201,B135

ANTIC BRONZE



C74,M41,Y43,K39  
R658,G93,B99

C31,M6,Y8,K0  
R187,G217,B231

# TYPOGRAPHY

TITLE - Cadet light - alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

S I G N A T U R E - Cadet light- alt Letter-spacing 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

# THE COURCHEVEL 80 SIGNATURE

Always in capital letters  
Body: 55 pts  
Letter-spacing: 0

COURCHEVEL

THE ART OF SPORT, THE SPIRIT OF LIFE

Enlarge or reduce while  
maintaining this scale ratio

Always in capital letters  
Always on a line  
Body: 16 pts  
Letter-spacing: 300

The signature must be used with one of the 80 logo compositions.  
Under no circumstances should it be used on its own.

# THE COURCHEVEL 80 SIGNATURE

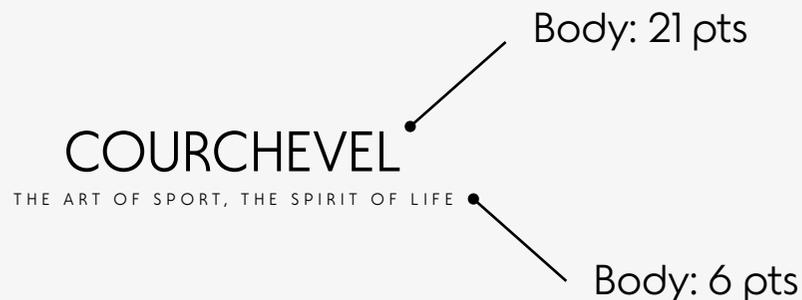


The signature consists of the name COURCHEVEL + THE ART OF SPORT, THE SPIRIT OF LIFE (tagline).

The NAME and TAGLINE must always be centred and cannot be separated.

The TAGLINE must always be written in this way and on a single line.

## MINIMUM SIZE:



You will find the black and white signature files in Appendix 2 > isignatureî > iblancheî or înoireî.

# THE COURCHEVEL 80 SIGNATURE

## WHAT NOT TO DO

NEVER USE THE COURCHEVEL 80 SIGNATURE WITHOUT THE 80 LOGO



NEVER PLACE THE SIGNATURE IN THE MIDDLE OF AN IMAGE/PHOTO



DO NOT PLACE THE COURCHEVEL 80 SIGNATURE IN A PART OF THE IMAGE/PHOTO THAT IS DIFFICULT OR IMPOSSIBLE TO READ



# APPLICATION

## ON A PHOTO (THE COURCHEVEL 80 LOGO)

The 80 logo MUST be placed on an image, ONLY in white.  
The visual principle: the 80 logo must cover at least 70% of the image and fit in harmoniously.



50% opacity



70% opacity



100% opacity

On photos, you can use one of the three compositions of the 80 logo ONLY in white.

The opacity of the 80 logo can be adjusted from 50% to 100%, to make it blend in with the visual to a greater or lesser extent.



Use the composition best suited to the image so that the 80 is legible and positioned harmoniously.



You will find the white 80 logo files in Appendix 2 > ilogo 80 blancî > composition 1, 2 or 3.

# APPLICATION

## ON A PHOTO (THE COURCHEVEL 80 SIGNATURE)

The signature must be centred  
on the most legible part of the image.  
At the top or bottom of the image.



Where this is not possible, the signature must  
be positioned in the most legible corner of the image.

Pay attention to the minimum authorised size  
of the signature and its buffer zone, particularly  
when positioned in a corner.

You will find the black and white signature files in Appendix 2 > *signature* > *blanche* or *noire*.

# APPLICATION

## ON A POSTER (THE COURCHEVEL 80 LOGO AND SIGNATURE)

The 80 logo MUST be placed on an image, ONLY in white.  
The visual principle: the 80 logo must cover at least 70% of the image and fit in harmoniously.



On posters, you can use one of the three compositions of the 80 logo ONLY in white.

Use the composition best suited to the image so that the 80 is legible and positioned harmoniously.



The opacity of the 80 logo can be adjusted from 50% to 100%, to make it blend in with the visual to a greater or lesser extent.



It is preferable not to use the Courchevel 80 signature on posters so as not to interfere with legibility of the 80 logo is sufficient by itself.

You will find the white 80 logo files in Appendix 2 > ilogo 80 blancî > composition 1, 2 or 3.  
You will find the black and white signature files in Appendix 2 > isignatureî > iblancheî or înoireî.

# APPLICATION

## ON A PAGE LAYOUT (THE COURCHEVEL 80 LOGO)

The 80 logo as a colour watermark on a white background (specific case)

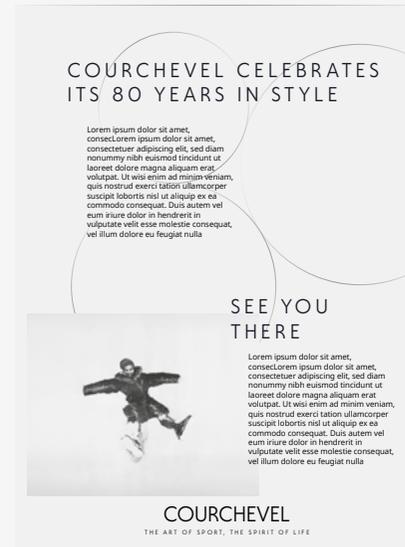
For page layouts with a white background, the 80 logo can be used as a colour watermark with opacity of 10% to 50%.  
The visual principle: the 80 logo must cover at least 70% of the page and fit in harmoniously with the layout elements (photographs, text, etc.).



10% opacity



30% opacity



50% opacity

On page layouts, you can use one of the three compositions of the 80 logo AS A COLOUR WATERMARK.

Insert the 80 logo in the page background as a colour watermark  
OPACITY: from 10% to 50%.

Images and text are layered over the top.

Use the composition best suited to the page so that the 80 is visible, legible and positioned harmoniously.

The 80 logo may extend beyond the page or be partially covered by one or more images, as long as it remains legible.

You will find the 80 logo as a colour watermark in Appendix 2 > ilogo 80 filigrane couleurî > composition 1, 2 or 3  
> copper, silver, gold, antic bronze

# APPLICATION

## ON A PHOTO (THE COURCHEVEL 80 LOGO)

The 80 logo MUST be placed on an image, ONLY in white.  
The visual principle: the 80 logo must cover at least 70% of the image and fit in harmoniously.



50% opacity



70% opacity



100% opacity

On photos, you can use one of the three compositions of the 80 logo ONLY in white.

The opacity of the 80 logo can be adjusted from 50% to 100%, to make it blend in with the visual to a greater or lesser extent.



Use the composition best suited to the image so that the 80 is legible and positioned harmoniously.



You will find the white 80 logo files in Appendix 2 > ilogo 80 blancî > composition 1, 2 or 3.

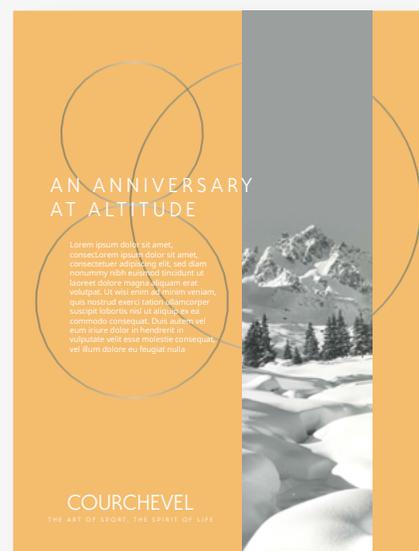
# APPLICATION

## ON A PAGE LAYOUT (THE COURCHEVEL 80 LOGO)

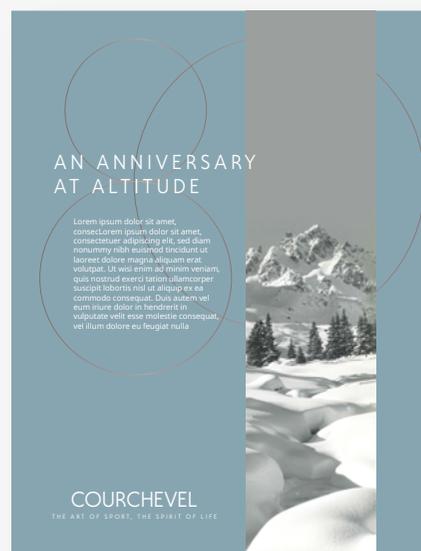
### The 80 logo as a colour watermark on a colour background (specific case)

For page layouts with a colour background, the 80 logo can be used as a colour watermark with opacity of 10% to 50%.

The visual principle: the 80 logo must cover at least 70% of the page and fit in harmoniously with the layout elements (photographs, text, etc.).



50% opacity



50% opacity

Choose the colour from the four available that best pairs with the background.

The 80 logo must remain legible against the colour of the background.

Insert the 80 logo in the page background as a colour watermark against the colour background.  
OPACITY: from 10% to 50%.

Images and text are layered over the top.

On a black background



50% opacity



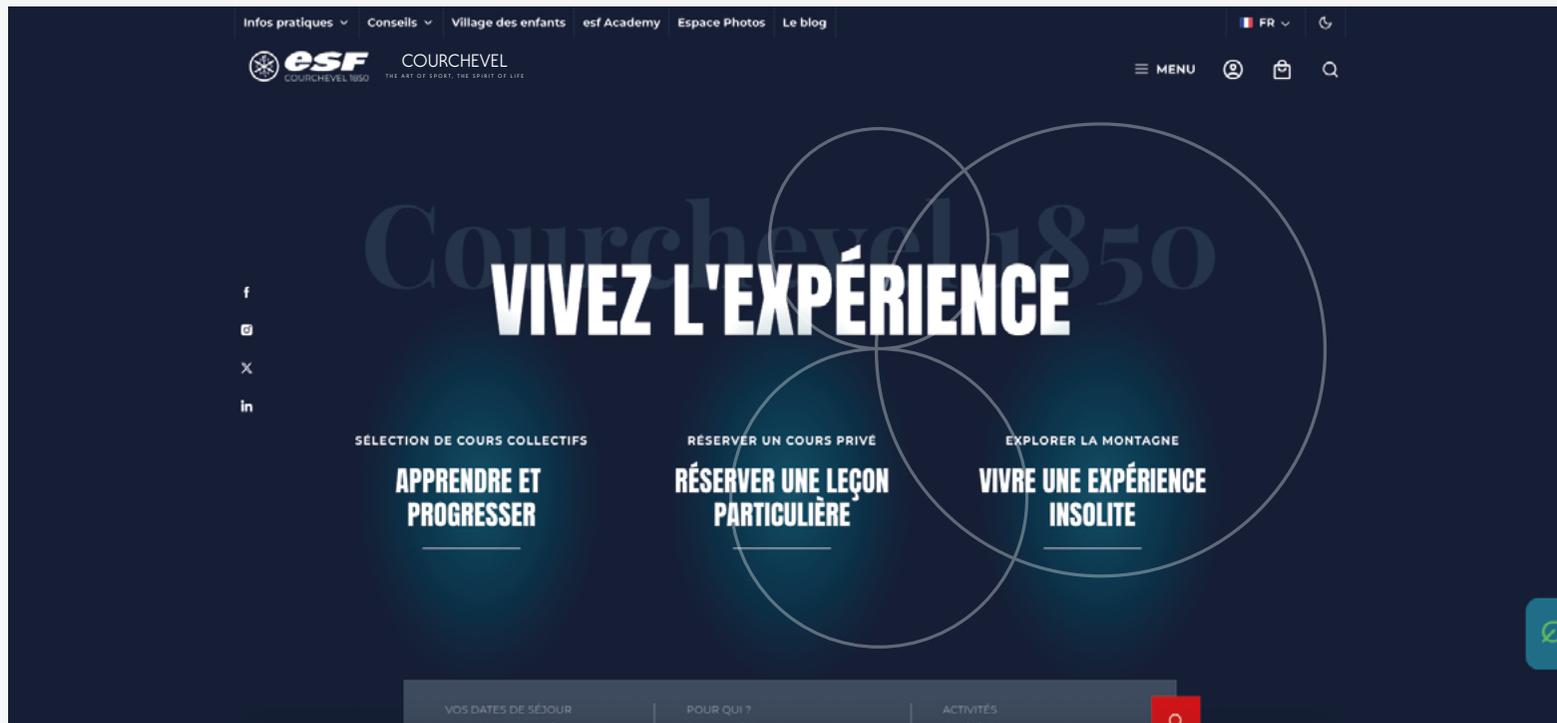
Use the composition best suited to the page so that the 80 is visible, legible and positioned harmoniously.

# APPLICATION

## ON A WEBSITE (THE 80 LOGO)

For websites, you can use the PNG and SVG files provided in Appendix 2 to insert the 80 logo on your web pages. If you wish to insert it on an image, photo or colour background, please refer strictly to the "APPLICATION ON A PHOTO" page of the charter. Colour watermarks may not be used in this case.

SPECIFIC CASE: if you wish to insert the 80 logo on a WHITE BACKGROUND, and ONLY in this case, please refer to the "APPLICATION ON A PAGE LAYOUT (The 80 logo as a colour watermark)" page of the charter.

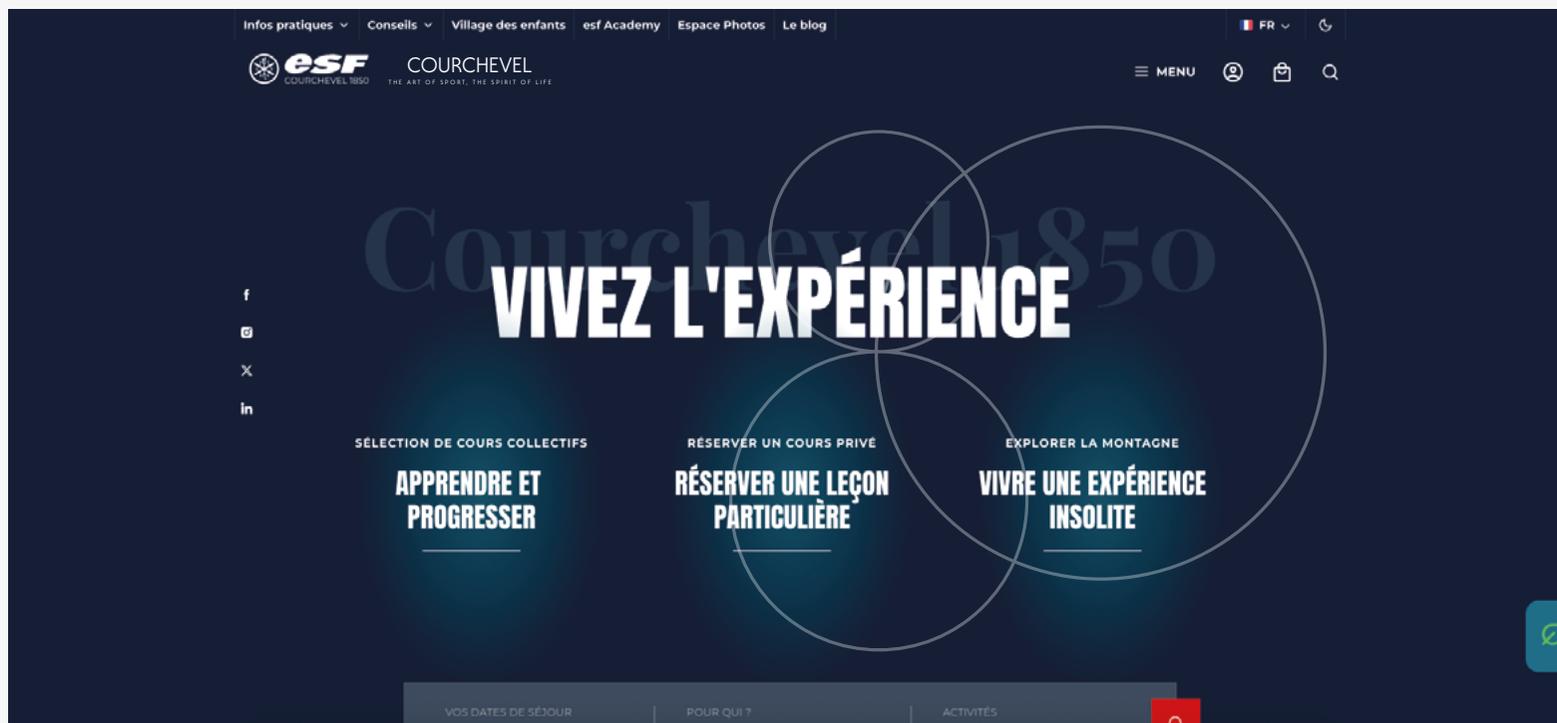


You will find the white 80 logo files in Appendix 2 > ilogo 80 blanc > composition 1, 2 or 3.

# APPLICATION

## ON A WEBSITE (THE COURCHEVEL 80 SIGNATURE)

On websites, the Courchevel 80 signature should be inserted in the header as a co-logo alongside the partner's logo. It must be used in white when the background is dark and in black when the background is white or light.

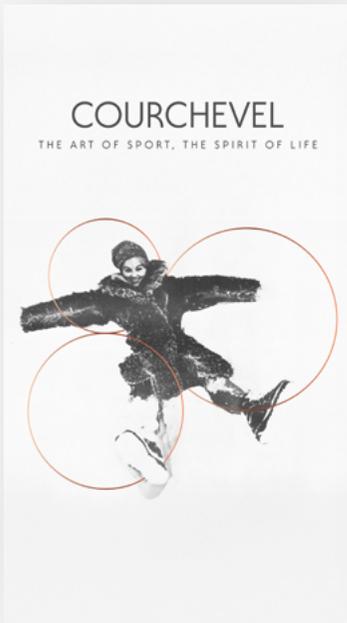


You will find the black and white signature files in Appendix 2 > isignatureî > îblancheî or înoireî.

# DIGITAL PACK

## COURCHEVEL 80 VISUALS

A digital pack with the Courchevel 80 visuals is available, to decorate your social media and digital communications in the colours of the anniversary.



### FACEBOOK

- ◇ COVER photo
- ◇ SQUARE POST (1800x1800 px)
- ◇ PORTRAIT POST (1080x1350 px)
- ◇ STORY (1080x1920 px)



### INSTAGRAM

- ◇ PORTRAIT POST (1080x1350 px)
- ◇ STORY (1080x1920 px)



### BANNERS

- ◇ BANNER (1500X500 px - 3/1)
- ◇ SQUARE BANNER (1800X1800 px)
- ◇ A4 WEB BANNER
- ◇ BANNER (2560X1440 px - 16/9)

You will find the digital visuals in Appendix 3 > Facebook, Instagram, etc.

# 80 YEARS OF HISTORY

## 1946

**13 April:** The General Council voted to develop tourism in Saint-Bon valley. The departmental council entrusted architect and urban planner Laurent Chappis with presenting a project for 6,000 beds at the previously untouched site of Les Tovets plateau. This project also included two ski tows, a ski lift to La Saulire, a golf course and three ski jumps.

**3 May:** Led by Mayor Francis-Eugène Mugnier, the Saint-Bon town council unanimously accepted the project put forward by the 'department' and sold them the plots of land at Les Tovets plateau so that the new resort could be created.

**5 June:** Construction work for the road to the resort began, as well as work to build electrical, telephone lines and a water distribution network.

**30 November:** The General Council of Savoie named the resort Courchevel. It was built from the ground up, driven by visionaries such as architects Laurent Chappis, Denys Pradelle and engineer Maurice Michaud.

## THE 1950S

Since then, Courchevel has combined high-level sport with an elegant art of living. In 1954, skier **Émile Allais** was named the resort's Technical and Sporting Director. He perfected the practice of modern skiing in the 1950s, redesigning the pistes and inventing the profession of ski patroller. He also had the department purchase a tracked vehicle called the Snow-Cat, straight from the United States, to carry out the first trials of mechanical grooming on the slopes. Émile Allais helped to professionalise an entire sector and make Courchevel a pioneering winter sports resort, attracting more and more skiers.

## THE 1960S AND ONWARDS

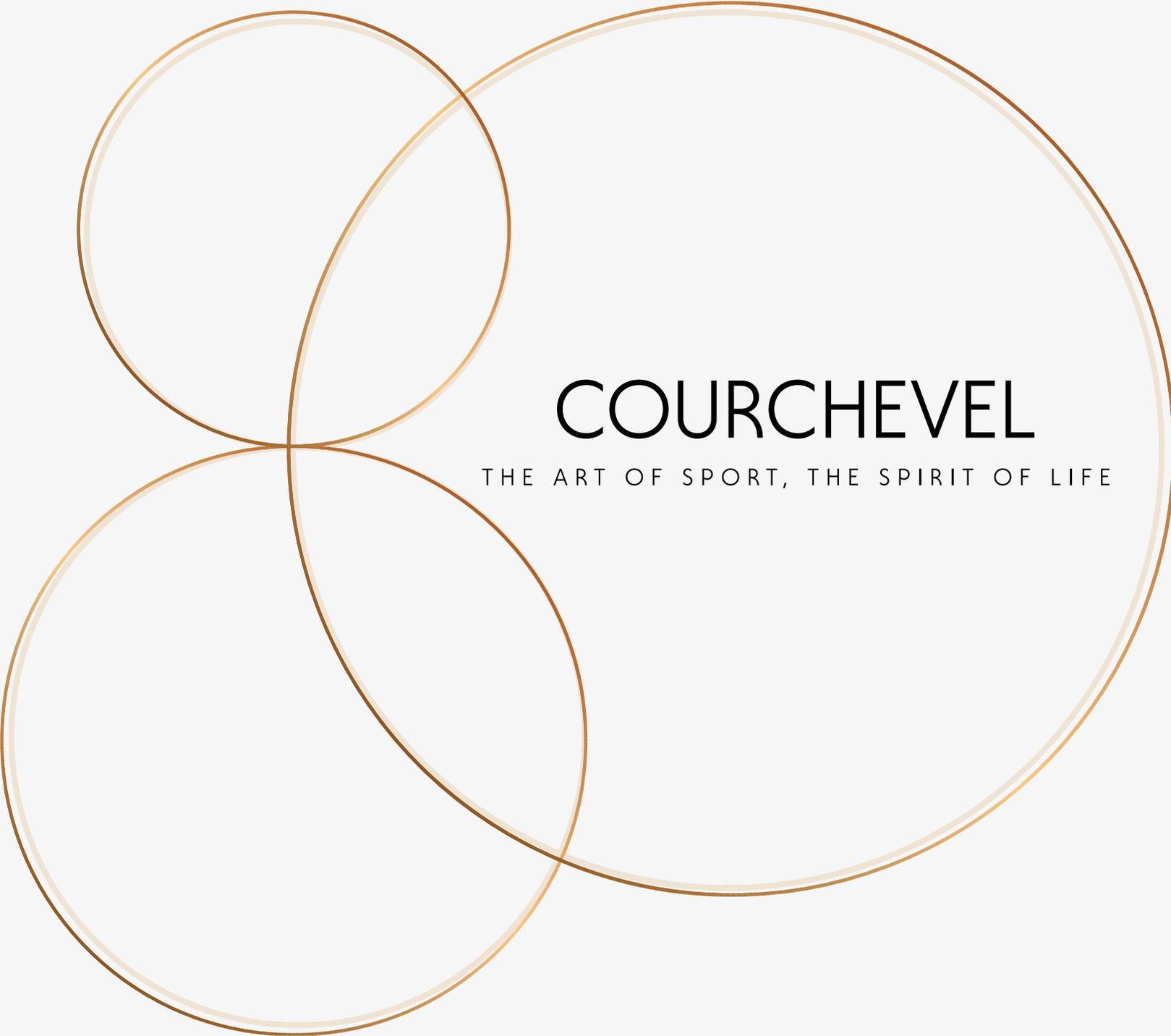
The following decades continued this momentum. Courchevel became one of the **world's leading sports destinations**. Its facilities were modernised, its ski area expanded and the resort hosted major competitions. The high point was the **1992 Winter Olympics**, which reinforced its international status. More recently, the **Courchevel-Méribel 2023 Alpine World Ski Championships** put Courchevel in the spotlight once again, demonstrating the area's ability to host major events while retaining its identity. The next chapter in this sporting epic will be written in 2030, at the Olympic and Paralympic Winter Games in the French Alps, for which the commune will host certain events.

Courchevel is also a place where the **French art of living** has developed in parallel, shaping its identity. Its exceptional restaurants, seven of which boast a total of 13 Michelin stars, its iconic hotels and its sense of hospitality make it a destination where sport meets culture, well-being and gastronomy. From the 1960s onwards, the resort attracted French and international celebrities. **Valéry Giscard d'Estaing**, then Minister and later President of France, spent his holidays here, helping to make Courchevel one of the most famous ski resorts.

Courchevel is also the story of the men and women who have shaped the area, such as Raymonde Fenestraz and Michel Ziegler. **Raymonde Fenestraz** was a visionary and pioneering figure in the Courchevel hotel industry. Her purchase and renovation of Les Airelles laid the foundations for the expertise that would become one of Courchevel's hallmarks. The development of warm and welcoming luxury rooted in Alpine authenticity

accompanied the resort's move upmarket, helped create the Courchevel identity and paved the way for the exceptional establishments that would follow. **Michel Ziegler**, for his part, contributed to the creation of the Méribel and Courchevel altiports. He then became Mayor of Saint-Bon Courchevel from 1983 to 1997, launching a number of projects, including the Courchevel Le Praz ski jumps and the Forum. Officer, then Knight of the Legion of Honour, mountain guide and Honorary President of the Courchevel Guides, Michel Ziegler was rooted in his home town yet open to the world.

Over the decades, Courchevel has built its reputation on a twofold culture: rigorous, demanding, performance-oriented **mountain sports**, and **art of living** based on elegance, conviviality and a privileged relationship with the natural environment. Each feeds into the other: the iconic pistes extend the experience of the chalets, while the living spaces extend the excitement of mountain sports. Even today, this identity remains the heart of Courchevel. On the eve of its 80<sup>th</sup> anniversary, and with the hosting of events for the 2030 Olympic and Paralympic Games in sight, it is looking to the future with the same energy and continues to write its story: that of a vibrant, proud, creative area open to the world, where each season builds on a shared adventure dating back to 1946.



# COURCHEVEL

THE ART OF SPORT, THE SPIRIT OF LIFE