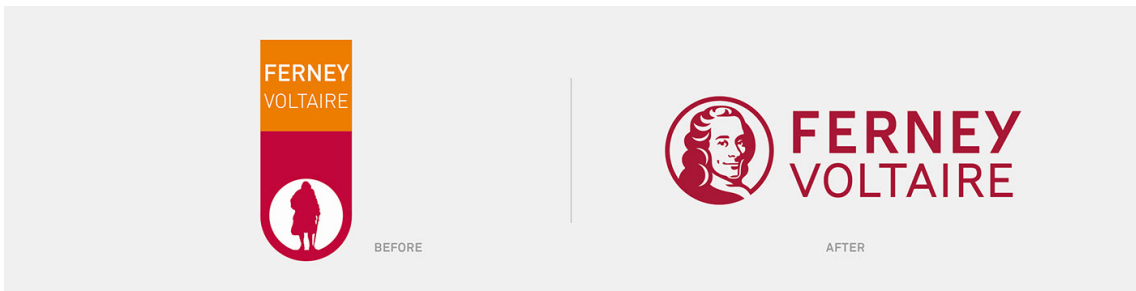




Ferney-Voltaire - Brand design  
Graphéine



# New visual identity for city of Ferney-Voltaire

The city of [Ferney Voltaire](#) approached Graphéine for the redesign of its visual identity. **The old graphic charter, had existed for 11 years and no longer reflected the**

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**and cultural growth.** The Ferneysians are very attached to the history of the city, which was already depicted in the previous logo. They wanted to redesign their logo while preserving its heritage value.

**In 1758, the renowned Enlightenment philosopher, Voltaire moved to Ferney where he spent his last few years.** During these years, the author contributed greatly to the improvement of the population's living conditions, transformed the city and developed its cultural dynamism. **As a tribute to Voltaire's commitment, the city of Ferney was renamed Ferney-Voltaire.**

**The old logo incorporated the benefactor's silhouette inspired by a statue of him located in the heart of the city.** However, the back posture, bent and resting on a cane, showed an aging Voltaire, far from the desired modern image. **Our redesign work was built around the idea of representing this emblematic figure in such a way that it would be easily recognizable, even by people not aware of the statue.** But also, to give a more dynamic image, in accordance with the major projects of the territory.

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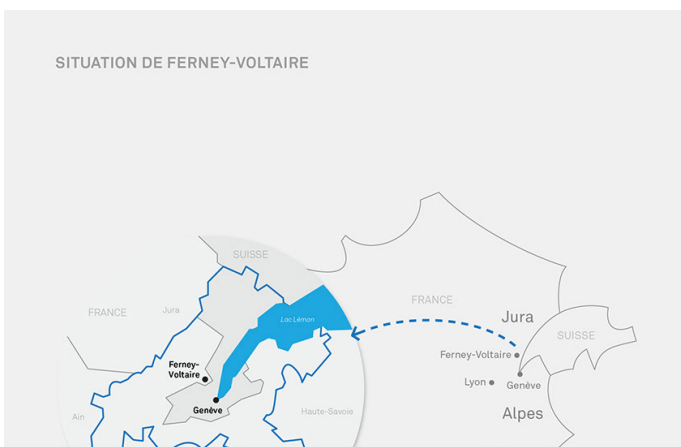
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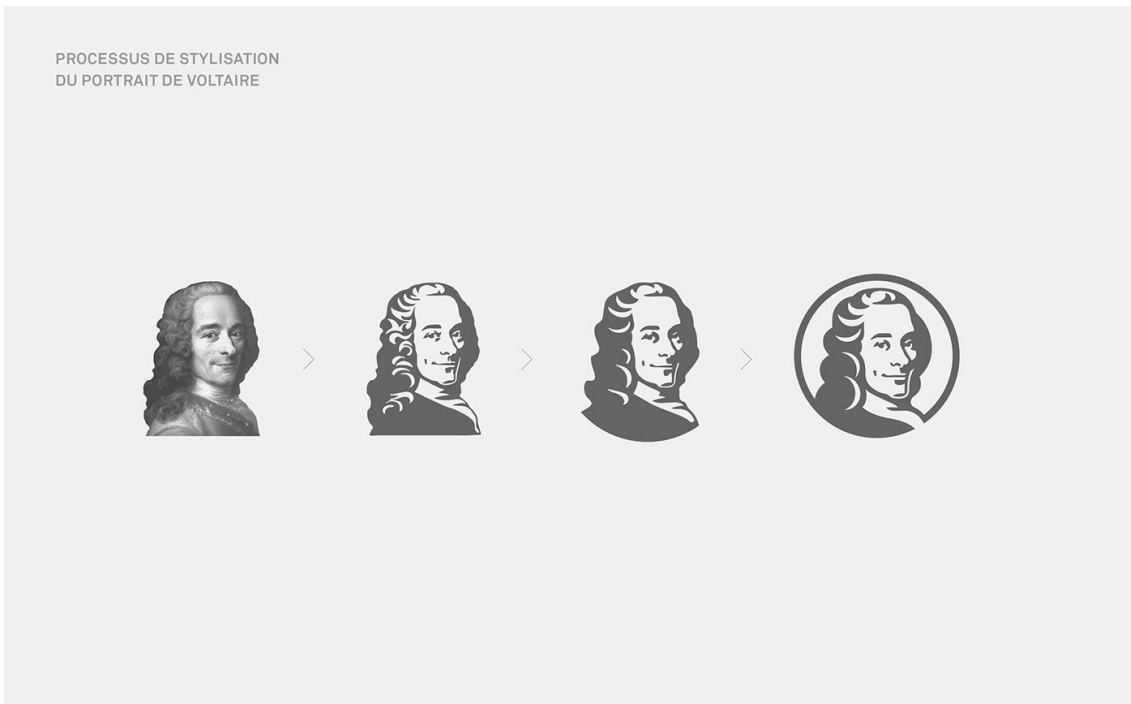
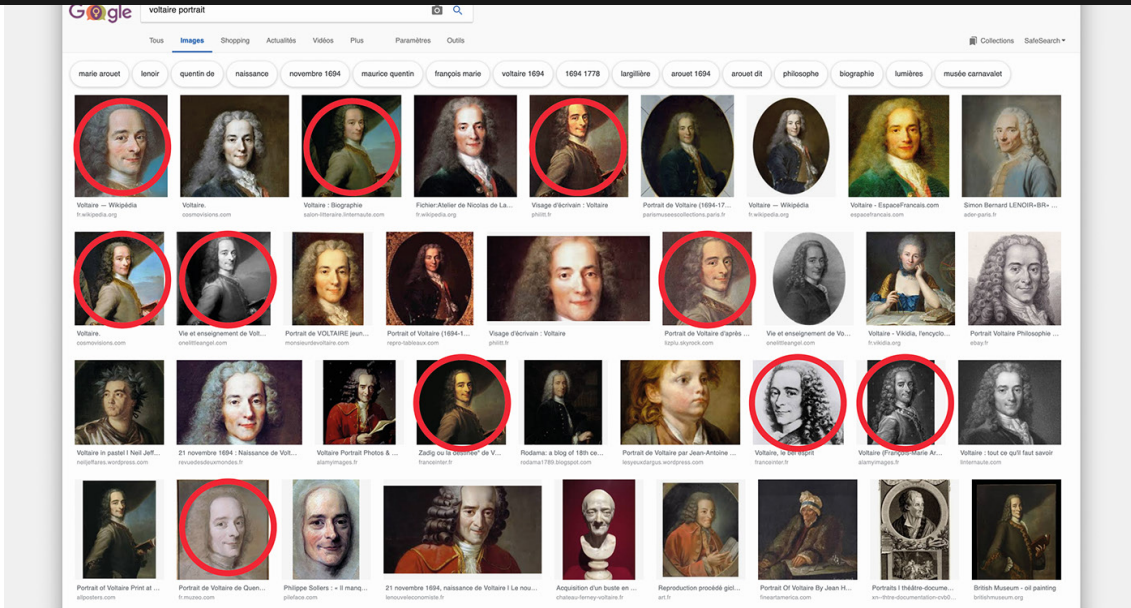
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# A logo that rejuvenates

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This emblem, inscribed in an open circle, gives the feeling of a seal marking the city. **The opening of the circle, deliberately placed to line up with Voltaire's clothing, draws a path, symbolizing access to the character, to the city.** A tribute reflecting the open-mindedness of the Age of Enlightenment.

**The logo keeps its red tint, a reminder of the natural colour of the clay extracted from the Ferneysian soil.** The whole graphic charter is intended to be cheerful and colourful. As a city bordering Switzerland, the image attributed to Ferney-Voltaire is sometimes that of a dormitory city far from the richness of its heritage, its culture and activity.

**This new visual identity also solves the problems of adapting to digital media.** The old version, placed in a rigid lockup, prevented a good readability across different communication channels. The creation of a horizontal version of the logo also makes it possible to extract the emblem and resolves the display challenges of all media.

The design of the FerneyMag, the city's magazine, was also entrusted to us. **This was the opportunity to propose a layout principle that plays on the reframing of the emblem and provides a rich and sparkling chromatic palette.** This flexible palette adapts to the chromatic ambience of the front page photographs.

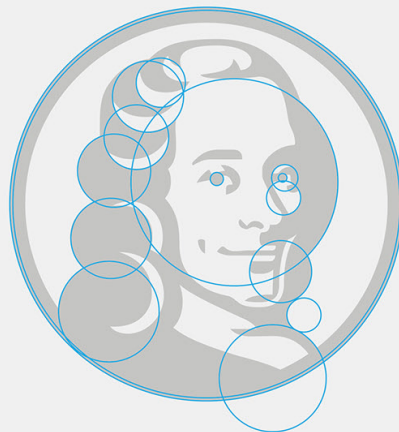
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UN PORTRAIT DE VOLTAIRE SIMPLIFIÉ  
ET STYLISÉ POUR CRÉER UN LOGOTYPE  
LISIBLE À TOUTES ÉCHELLES DE REPRODUCTION



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0123456789& ,:?!(@+ =/\*)**

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2016-2017, LUTE OMMOS ID QUI IUS, TO COINNEM. ARI REICI BLANDAEREIUS SIXTATEM RE, ET UNTOTAS ET UT PORITO UNTO MODIS PEDIAM ARESA.

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**FERNEY  
VOLTAIRE**

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C5 M100 J48 N22  
R165 V0 B25  
Hex #A50034

Warm Red C  
C0 M83 J80 N0  
R249 V66 B58  
Hex #F9423A

Warm Gray 1C  
C3 M3 J6 N7  
R215 V210 B203  
#D7D2CB



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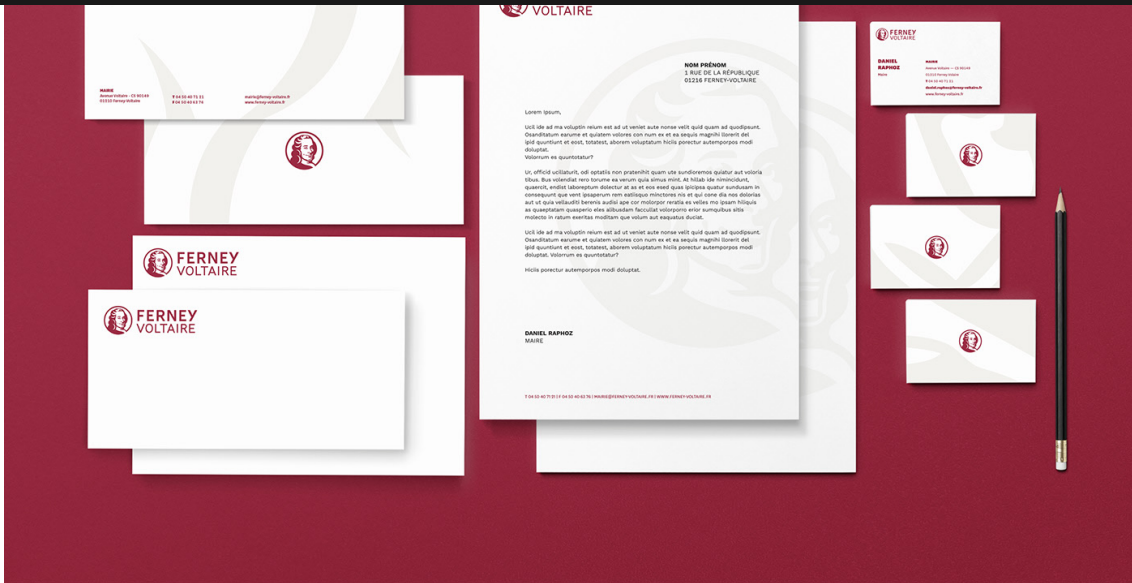
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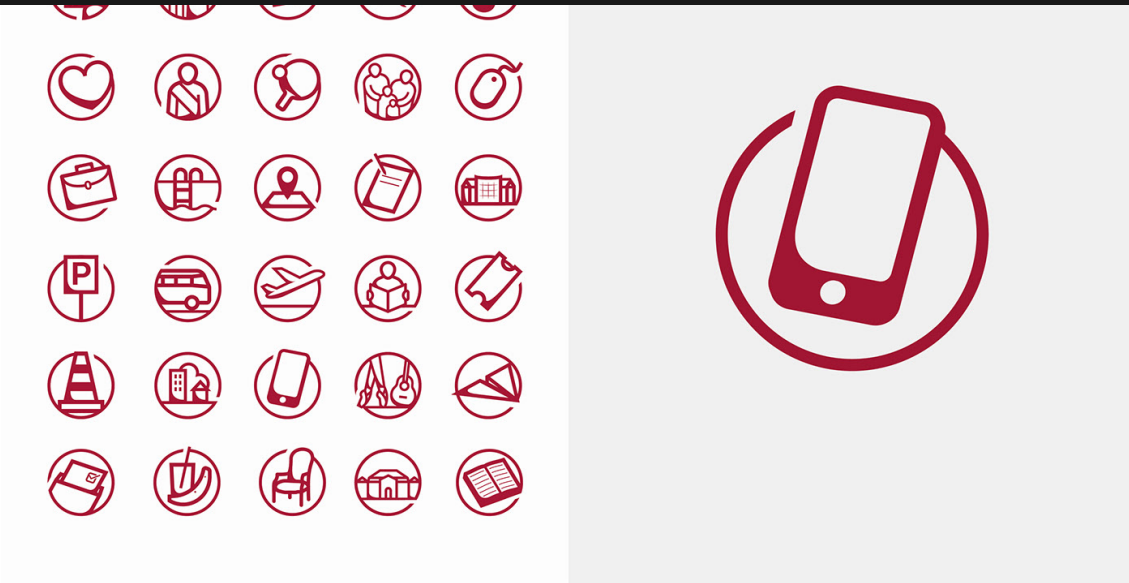


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So clear, as usual :)



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**NENEN Lin**

6 hours ago

Awesome



**Anas Belekbizi**

11 hours ago

amazing work



**Diogo de Castro**

13 hours ago

Fantastic, as always!



**Aliaksei Bohush**

14 hours ago

Nice project!



**Iolanda Scinti**

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Great job



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as always, just amazing!

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