



Sylvain Roussange

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Graphic Designer

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Living in MERIGNAC (France)

# Education

## **M.A. Graphic Arts / Design**

**2008 > 2010**

**Strasbourg - France**

*Top of the class*

## **B.A. Applied arts / Design**

**2007 > 2008**

**Strasbourg - France**

## **BTEC HND (12th grade)**

**Broadcast & Films Production**

**2001 > 2003**

**Angoulême - France**

## **One year University Applied Foreign Languages**

**2000 > 2001**

**Poitiers - France**

## **High School Diploma (Baccalauréat)**

**in literature / languages**

**2000**

**Angoulême - France**

# Work experience

- **Founder - Partner - Art Director**

**Since January 2021**

**Atelier Gamut**

- **Freelance Graphic Designer**

**Since 2012**

**Big Dune**

- **Art Director**

**2010 > 2012**

**Press-Agrum Agency (Strasbourg)**

- **Intern Graphic Designer**

**Avril 2010 > Septembre 2010**

**Press-Agrum Agency (Strasbourg)**

- **Intern Graphic Designer**

**February 2010 > April 2010**

**Arthénon Agency (Strasbourg)**

- **Intern Graphic Designer**

**June 2008 > September 2008**

**Jazz club Duc des Lombards (Paris)**

- **Production Assistant**

**November 2002 > January 2003**

**Telema Production (Paris)**

- **Production Assistant**

**July 2002 > August 2002**

**Fit Production (Paris)**



# Skills

Art Direction

Print & web graphic design

Branding

Layout

Signage & retail corners

Traditional and digital  
Illustration art

Typography & lettering

Pictograms et Icons

UX - UI

Writing

Project management

Print management

Storyboards

Simple Motion Design

Video script writing

Sound design

Recruitment

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## APPS & SOFTS

Adobe Suite

Canva

Figma

Google Slides Sheets Docs

Microsoft Pack Office

Logic pro

Slack

Quickbooks

## LANGUAGES

English (pro)

Spanish (basic)

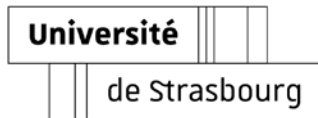
# Also...

I designed the branding and visual guidelines of the Startin'blox project with Happy Dev collective, a new open source web technology without data collection, made to design modular applications. ([startinblox.com](http://startinblox.com))

In the past, I founded an association dedicated to short films from 1995 to 2005, worked in audiovisual production (cinema, television), comics and animation, was part of La Maison des Illustrateurs (Paris), worked at Le Duc Des Lombards jazz club in Paris as a graphic designer for several months, redefined the identity of the art magazine «Agrippine doit mourir» in Strasbourg, took part in several projects of the Horizome association (Strasbourg HautePierre) which «daily cultivates an associative, social, artistic, cultural, environmental and committed project, carried out in co-construction with the inhabitants, the local associative actors and the public partners.»

In my spare time, I have a passion for cooking and I am a beatmaker (musical composition). I like Hayao Miyazaki, vinyls, books, Soul music, the ocean, Brittany, Guadeloupe and Japan.

Some clients I worked with:



## Industry

- Bureau Veritas
- Anadiag
- Medeuronet
- LM2S
- Supercomm
- ERDF
- Kneipp
- Steelcase
- Lilly
- Sony
- Samsung
- Microsoft

## Sport, Entertainment

- Ligue de Football Professionnel
- Ligue 1
- Ligue 2
- Trophée Des Champions
- EA Sports
- Kaisa Culture Sports & Technology
- Association Football Bassin d'Arcachon

## Public Institutions

- Ville et Eurométropole de Strasbourg
- Communauté d'Agglomération de Haguenau
- Chambre de commerce et d'industrie Suisse - Sao Tome et Principe
- Université de Reims Champagne-Ardenne
- Université de Strasbourg
- Ville d'Erstein
- Caisse d'Allocations Familiales du Bas-Rhin

## Associations

- Reporter Sans Frontières
- Comité National pour le Développement du Bois
- Sêchê Environnement
- Association Horizome
- BGE PaRIF
- Interval - Strasbourg Ouest
- Americans in Alsace
- Association des Amis de Suchard
- Fédération Nationale du Cheval
- Ecole ORT Strasbourg

## Tourism, Events

- Agence d'Attractivité de l'Alsace
- Office de Tourisme du Pays Rhénan
- Relais culturel Pierre Schiele de Thann
- Relais Culturel Espace Athic d'Obernai
- Festival Pisteurs d'Etoiles à Obernai
- Festival des Arts dans la Rue à Strasbourg
- Festival Ramdam à Wittenheim
- Les Journées de la Céramique Paris
- Office de Tourisme de Neuchâtel
- Destination Sarrebourg - Lunéville
- 2 Sarres Tourisme
- Alsace Chine Éducation

## Gastronomy, Food, Fashion

- Be Barbara
- By Maximilian
- La Manufacture 1905
- Choco emotionS
- Manine Design
- K Hotel
- Francesca
- Navitec

## Architecture

- Oslo Architectes
- Benoit Melchior, Architecte d'intérieur
- Architecture Olivier Chopin
- OEM Oktay Ingénierie Ankara
- Pauline Desgrandchamp, Scénographe Sonore
- Le S.P.H.E.R.E.
- Atelier Homérique
- Atelier des Curieux
- Alsason

## Finance, Health

- Crédit Municipal de Paris
- AF Patrimoine & Immobilier
- Plurifinances
- Groupe CAC
- ABC International
- Agile EMCM
- Révêl' Coaching
- Strasosteo
- Cabinet Médical des Vosges
- Atelier de l'Optique
- Optical Center

## Publishing, Broadcast, Digital

- Wordprest
- Cn7 coworking
- Happy Dev
- Startin' blox
- Covline
- Flexmind
- Editions Amaterra
- Editions de Mai
- ABC Melody
- The Black Victory
- Vallée Noire
- Klaus

# Bento & Miho

Art direction, branding  
guidelines, print & web  
communication, click&collect  
website for Bento & Miho,  
a japanese restaurant in  
Obernai (Alsace, France).



# BENTO & MIHO

CUISINE JAPONAISE AUTHENTIQUE



## Bento & Miho

I focused on translating the elegance of Miho and her dishes, through every element of the branding. Her recipes inspired graphic elements (illustrations, icons) that reinforce the identity of the project. Miho's Key dishes, the bird/flower logo, are contemporary visuals that complement some traditional elements of Japanese imagery: obana pattern, dot textures of the infinite wave, steam pattern.

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# MIHO ISHIKAWA

Miho a toujours été une artiste. Après des études de musique, cette joueuse de flûte traversière s'est passionnée très rapidement pour la cuisine. Depuis son arrivée en France en 2003, elle a travaillé dans des restaurants japonais, forgeant son savoir-faire et ses techniques culinaires.

Si elle a décidé de créer son propre restaurant, c'est pour proposer des plats peu connus en France. Une autre vision de la cuisine japonaise, originale et créative. Son amour de l'Art et des choses bien faites se retrouve dans ses plats, alliant toujours le goût au visuel.





# Bento & Miho

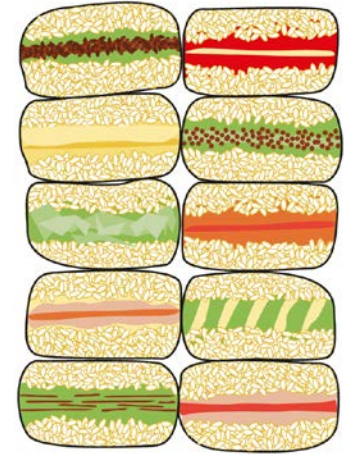
Miho's dishes are already graphic compositions. It's an explosion of colors, textures, contrasts and translucent elements. The posters created for the restaurant try to translate this freshness and this strong visual impact.



**LE BENTO,**  
UNE PALETTE DE SAVEURS  
À EMPORTER.



**LE CHIRASHI,**  
OU «SUSHI ÉPARpillÉ»,  
UN ÉCLAT DE FRAÎCHEUR.



**LES ONIGIRAZU,**  
UNE ALTERNATIVE SAINE  
À L'IMMUABLE SANDWICH.



# Bento & Miho

The design of the restaurant was lead in collaboration with an interior designer to embody the brand's spirit: simplicity, raw materials, light, wood, and minerals.

The brand identity guided the design, creating a space that is a reflection of Miho's cuisine. It was an hard exercise because the place was previously a kebab shop!

Interior Design : Benoît  
Melchior / architecte  
d'intérieur CFAI  
Photos : Adrien Berthet

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# Bento & Miho

The website is based on photos of Miho's dishes, which express the beauty of her creations, the freshness and... make us really hungry!

The website UX goes straight to the point, and try to make it as easy as possible for click and collect orders, on all screen sizes: the size of the elements, simplicity and logic behind choices, prices and essential information always on screen, simple ways to go back, change choices and confirm purchase.





# Ligue 1 Broadcaster Manual

Graphic design of the Ligue 1  
International Broadcaster  
Manual since 2013  
(80 pages book). Layout,  
composition, graphic elements,  
data design, print management.





# Ligue 1 Broadcaster Manual

The Broadcaster Manual is a user guide that sets the rules, organization and technical framework for broadcasting Ligue 1 matches, aimed at foreign broadcasters (TV /Web).

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# Ligue 1 Broadcaster Manual

The purpose is to deliver clear information, providing real graphic value, following the branding guidelines.



- 70 LIGUE 1 UBER EATS STATISTICS HANDBOOK - SEASON 2021/22
- 70 PRE-MATCH REPORT (FRENCH, ENGLISH & SPANISH)
- 70 LIGUE 1 UBER EATS MEDIA GUIDE
- 70 NEWSLETTER (FRENCH, ENGLISH & SPANISH)
- 70 LIVE DATA FEED



## HOST BROADCASTERS

Domestic Broadcasters will act as host broadcasters for their respective games.

Domestic Broadcasters are responsible for producing a World Feed on behalf of the LFP for ten (10) matches per matchday, generally as follows:

- 1 match on Friday at 21:00 CET
- 1 match on Saturday at 17:00 CET
- 1 match on Saturday at 21:00 CET
- 1 match on Sunday at 13:00 CET
- 4 matches on Sunday at 15:00 CET
- 1 match on Sunday at 17:05 CET
- 1 match on Sunday at 20:45 CET

8 Ligue 1 UBER EATS matches per matchday will be produced by HDI on behalf of Amazon and aired in France on Amazon Prime.

2 Ligue 1 UBER EATS matches per matchday will be produced by Canal+ and aired in France on Canal+ channels.

TO GUARANTEE PRODUCTION STANDARDS, THE LFP HAS ESTABLISHED, IN PARTNERSHIP WITH MOST BROADCAST SERVICES (HDI), A QUALITY CONTROL SYSTEM FOR ALL LIGUE 1 UBER EATS MATCHES.

The LFP will provide International Broadcasters with comprehensive support services and broadcast materials to enhance their Ligue 1 UBER EATS programming.

## SEASON CONTENT

### TALKING TALENT WITH...

Once per month, reporter Matthieu Spino creates one of the Ligue 1 UBER EATS features.

### Long format interview

Fully produced, premium content, this programme is delivered in HD in "ready-to-broadcast" form. The language depends on the player, and an English voiceover and script is provided.

### PROMOTIONAL TRAILERS

Three weekly promotional match trailers, instead of one last season, will be produced by the LFP and made available to all International Broadcasters in advance of the relevant match.

### CLUB FEATURES

Compelling story from the club's past, and includes interviews with legendary figures, highlighting the rich history and unique identity of the club in question.

### Duration: 10-13 minutes

Ready for broadcast format, available with English voice-over and script.

### STADIUMS AND CITY PROFILES

City views including famous monuments filmed by day and night. Views of stadium interiors and exteriors.

Duration for each club and city profile: 5-10 minutes  
HD Quality, the footage is rights-free.  
The profile package is a compilation of raw unedited material.

### HD SEASON AND SEASON REVIEWS

Ligue 1 Mid-Season Review

Fully produced show focusing on the major stories of the season so far, such as the best match, biggest revelation, best player, most surprising team. It also includes the latest statistics and news.

Delivered at the beginning of January

Duration: 20 minutes

HD Quality, available with English voiceover and script.

Ligue 1 Season Review

Fully produced show presenting the standout stories from the season, including a detailed look back at the title race, a feature on the best goal, best player and best young player. It also includes a 'team of the season', as selected by our experts, the best goal, game and key Ligue 1 UBER EATS statistics.

Delivered in May

Duration: 52 minutes

HD Quality, available with English voiceover and script.

### MULTIPLY

At the end of the 2021/22 season, the LFP will be one of the first football leagues to produce and distribute a feed including the 10 matches simultaneously, called the "Multiplex" feed. Matchdays 37 & 38 Multiplex signal was designed to allow all broadcasters to see every goal of every match in a single feed. Next season and depending on the sports relevance, another Multiplex feed may be distributed internationally for matchdays 37 & 38, and potentially for the 4 games aired at 20:45 on Sunday.

## LIVE GAMES

### Standard Matchday - Match Availability

| Standard Matchday<br>Time 18:00 CET | HOME<br>11 live matches | EE - HOME<br>6 live matches |
|-------------------------------------|-------------------------|-----------------------------|
| MONDAY 17:00                        | 1 match                 | 1 match                     |
| TUESDAY 17:00                       | 1 match                 | 1 match                     |
| WEDNESDAY 17:00                     | 1 match                 | 1 match                     |
| THURSDAY 17:00                      | 1 match                 | 1 match                     |
| FRIDAY 17:00                        | 1 match                 | 1 match                     |
| SATURDAY 17:00                      | 1 match                 | 1 match                     |
| SUNDAY 17:00                        | 1 match                 | 1 match                     |

### Matchdays 37, 38, 39 (individual matchdays)

| Matchday<br>Time 18:00 CET | HOME<br>11 live matches | EE - HOME<br>6 live matches |
|----------------------------|-------------------------|-----------------------------|
| MONDAY 17:00               | 1 match                 | 1 match (17:00)             |
| TUESDAY 17:00              | 1 match                 | 1 match (17:00)             |

### Matchdays 37, 38 - Match Availability

| Matchday<br>Time 18:00 CET | HOME<br>11 live matches | EE - HOME<br>6 live matches |
|----------------------------|-------------------------|-----------------------------|
| MONDAY 17:00               | 1 match                 | 1 match                     |

## LIVE MATCHES

All 200 matches of the season are produced in HD 16:9 with a minimum 10 camera coverage.

In Europe, 10 matches per matchday will be available to International Broadcasters on a multilateral basis. 6 matches will be provided with English commentary.

In Africa, the Americas, Asia and Oceania, 6 matches per matchday will be available to International Broadcasters on a multilateral basis, with English commentary. The other 4 matches will be available on a unilateral basis, without English commentary.

### COMMENTARY

The LFP and beIN Media Group will include English commentary complete with international sound on all the matches, available on a multilateral basis every round. The English commentary will be available at no extra cost.



## MEDIA DAYS

Ligue 1 UBER EATS will provide exclusive customized videos and photos of players to help International Broadcasters promote the league. Content can be used on air around a live game or on social channels for fan engagement.

Twice per season, the LFP will organize media days in every Ligue 1 UBER EATS club to report specific footage and pictures for domestic and international media. The content produced will include:

- Short standard introduction video of every player (ChampionScope) used in pre-match animated graphics.
- Pictures of every player.
- Personalized messages for international broadcasters.

MEDIA DAYS PICTURES AND VIDEOS WILL BE MADE AVAILABLE TO EVERY BROADCASTER ON THE FOLLOWING PLATFORM:  
<https://media.ubel.fr>





# Ligue 1 Broadcaster Manual



# Ligue 1 Connect

Creation of the Ligue 1 Connect logotype for the Ligue 1 SSU platform.

Based on a tailor made lettering, like a Poska tag, a signature on a wall. Ligature between C and T.



CONNECT  
CONNECT



# Trophée Des Champions

I have been working for the French Professional Football League since 2013. They ask me to design logos and graphic guidelines, tailor made B to B books, digital communication, posters, data design, event retail corners or pop up museums, signage in stadiums, in France and abroad. In particular, I have been in charge of the art direction, branding guidelines and communication of the Trophée Des Champions (French Supercup) since 2013, each year in a different country.

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# Trophée Des Champions

Each year, the branding must adapt to the visual codes and D.N.A. of the host country. A long research work with several proposals begins. The lettering of the city should also reflect the cultural identity of the country.

The difficulty is to find an immediate and authentic representation of the country, both for the general international public and for the inhabitants.





# Trophée Des Champions

I am in charge of the stadium dressing and signage, banners, stands and changing rooms of the teams, the sponsor panels for press conferences and additional elements such as pop up museums dedicated to the Ligue 1 legendary players.





# Trophée Des Champions

Tel Aviv 2021 and 2022 edition.  
Creation of the new logo and  
the new branding for the years  
to come, in accordance with  
the new Ligue 1 guidelines.

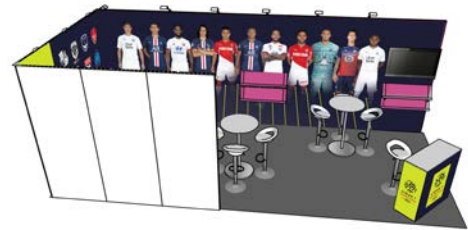
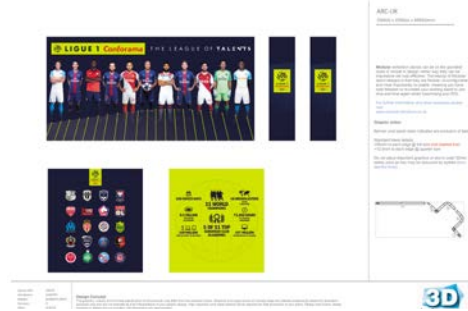




# Signage and backdrops



## Signage and backdrops

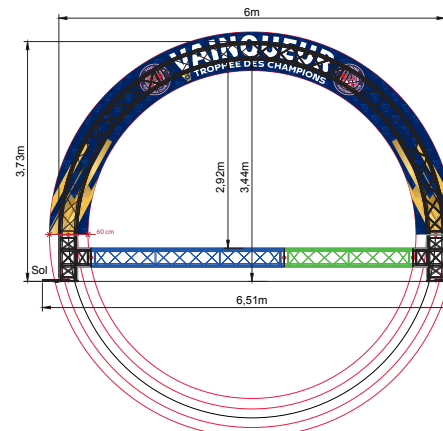




## Signage and backdrops

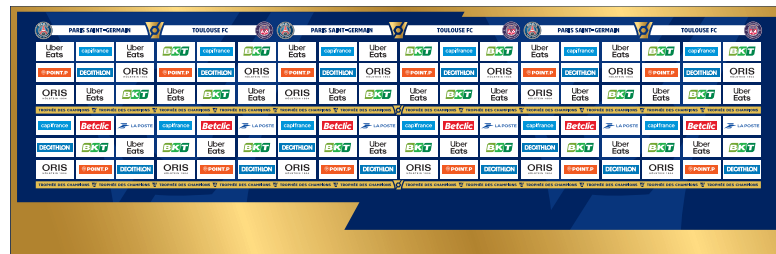
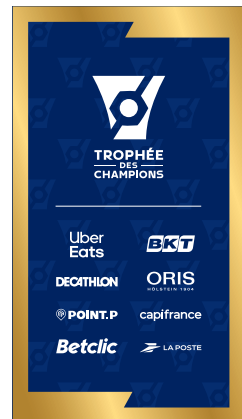


# Signage and backdrops





# Signage and backdrops





## Ligue 1 Touch Label

Creation of the Ligue 1 Touch  
logotype / branding, based  
on an original typographic  
lettering.

Design of the official poster,  
backdrops and signage for the  
first «Touch» labeled event in  
Shenzhen (China), including a  
30 x 2,40 m wall with focus on  
players and french towns / clubs.

(1 / 2)





# Ligue 1 Touch Label

On site communication at «Sea  
World» (Shenzhen, China).

Variations of the logo  
for 2 other labels:  
Legends & Talents





# Ligue 1 Media Guide

Ligue 1 Media Guide, from 2015 to 2021, (160 pages book about Ligue de Football Professionnel french soccer championship, for international journalists). Layout, graphic design, data design, print management. Season review, players & clubs profiles, stats, articles...

(1/2)





# Ligue 1 Media Guide

The design and reading experience is intended to be at the crossroads of the book and the magazine, with strong visual choices (filters, transparencies, space assigned to typography, compositions made from photos and graphic elements).

The goal is to give a unique style, singularity and a dynamic treatment to this informative support.

### Season 2020-21 review

#### Top assists



**Memphis Depay 12 ASSISTS**

|    |                   |                        |    |         |
|----|-------------------|------------------------|----|---------|
| 2  | Andy Delort       | Montpellier HSC        | 10 | ASSISTS |
| 3  | Zinedine Ferhat   | Nîmes Olympique        | 9  | ASSISTS |
| 4  | Angel Gó Méria    | Paris Saint-Germain    | 9  | ASSISTS |
| 5  | Jonathan Bamba    | LOSC                   | 9  | ASSISTS |
| 6  | Dimiteri Payet    | Olympique de Marseille | 9  | ASSISTS |
| 7  | Alexander Golovin | AS Monaco              | 9  | ASSISTS |
| 8  | Farid Boulaya     | FC Metz                | 8  | ASSISTS |
| 9  | Florian Thauvin   | Olympique de Marseille | 8  | ASSISTS |
| 10 | Martin Terrier    | Stade Rennais FC       | 7  | ASSISTS |

### Season 2020-21 review

#### Clean sheets



**Mike Maignan 21 CLEAN SHEETS**

|    |                  |                        |    |              |
|----|------------------|------------------------|----|--------------|
| 2  | Benoît Costil    | Grandios de Bordeaux   | 14 | CLEAN SHEETS |
| 3  | Kélor Navas      | Paris Saint-Germain    | 13 | CLEAN SHEETS |
| 4  | Benjamin Lecomte | AS Monaco              | 12 | CLEAN SHEETS |
| 5  | Anthony Lopes    | Olympique Lyonnais     | 11 | CLEAN SHEETS |
| 6  | Prédraj Rapić    | Stade de Reims         | 10 | CLEAN SHEETS |
| 7  | Jessy Moulin     | ASSE                   | 9  | CLEAN SHEETS |
| 8  | Walter Benítez   | OGC Nice               | 9  | CLEAN SHEETS |
| 9  | Faust Bernarconi | Angers SCO             | 9  | CLEAN SHEETS |
| 10 | Steve Mandanda   | Olympique de Marseille | 8  | CLEAN SHEETS |

### CLUB & PLAYER PROFILE

In season 2020-21, Reims had a big act - their own - to follow after finishing sixth and securing a Europa League qualifying berth the previous season, but that's nothing new for the club from Champagne country, whose glory days back in the mid-20th century saw them claim six Ligue 1 Uber Eats titles and two Coupes de France - as well as twice contesting the European Cup final against Real Madrid (1956, 1959).



**STADE REIMS**

Although they ended in 14th last season, they still managed a tidy defensive effort - thanks to no-match Serbian 'keeper Prédraj Rapić and stoppers Yunis Abdelhamid and Mouk Késs - and had sensational Senegal striker Boulaya Dia banging home no fewer than 14 goals.

Now with former Barcelona attacking midfielder and youth coach Oscar Garcia looking to bring an attacking mindset to the dugout as he replaces long-time boss David Guion, Reims will be hoping their Champagne football is on its way back to the Stade Auguste-Delaune.

### Ilan KEBBAL

SOME PLAYERS RISE QUICKLY THROUGH THE RANKS, THEN GET'S ARRESTED AND SOONER AFTER, WHILE OTHERS, LIKE REIMS' MIDFIELDER ILAN KEBBAL, TAKE THE ROAD LESS TRAVELLED ON THEIR WAY TO THE TOP - AND END UP WANT TO SHOW THEIR QUALITY WHEN THE OPPORTUNITY ARISES.

While Kébbal's talent has never been in doubt, the mutant baller star has left the France Algeria is not to shine on by the Bordeaux youth academy - not unlike a certain Antoine Valère. However, he worked his way into the reserve team at Reims, from where it took more for US Olympique saw him make his Ligue 2 BKT debut.

Three goals and five assists from the technically gifted left-footer in 35 appearances started being Reims Oscar Garcia, who recalled the 23-year-old to his parent club for the 2021-22 3-0 draw with Montpellier.



### STADE DE REIMS

**CLUB FOUNDATION**  
1931

**STADIUM**  
Stade Auguste Delaune

**ADDRESS**  
33 chaussée Bocquaine  
51 100 REIMS

**CAPACITY**  
20 546-seats

**INAUGURATED**  
2009

**PRESS/COMMUNICATION CONTACT**  
Jeremy PUISIS

**LOCAL PRESS UNION**  
Alexandre ALDABRAM

**PRESIDENT**  
Jean-Pierre CAILLOT

**FIRST TEAM COACH**  
Oscar Garcia



[www.stade-de-reims.com](http://www.stade-de-reims.com)  
@StadeReims

### HISTORY

**HONOURS**  
LIGUE 1: 1961, 1963, 1964, 1966, 1968, 1969, 1962

**LIGUE 2: 1964, 2018**

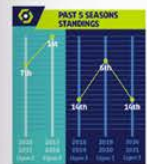
**COUPE DE FRANCE: 1960, 1968**

**TOP SCORER**  
Just FONTAINE (145 goals)  
Seasons 1956 - 62

**MOST USED PLAYER**  
René MASCLAUX (553 matches)  
Seasons 1964 - 79

**RECORD ATTENDANCE**  
75 225  
1978 - 77 (vs AS Saint - Etienne)

**PART 5 SEASONS STANDINGS**



**TOP ASSIST**  
Thomas FORKET  
Arbiter ZENELI  
Valon BERISHA  
3 assists

**MOST USED PLAYER**  
Thomas FORKET  
3 325'

**AVERAGE ATTENDANCE DURING 2019-20 SEASON**  
12 938

### SQUAD



**GOALKEEPERS**

1. ALI BAKIC  
16. SHARIF EL KADHI  
20. KENNETH KATTO

**DEFENDERS**

3. DIES BAKIC  
4. KENNETH KATTO  
5. ARBIL ZENELI  
6. GABRIEL BORDO  
13. DIMITRI PAYET  
29. KENNETH KATTO  
32. KENNETH KATTO

**MIDFIELDERS**

11. ARBIL ZENELI  
12. ARBIL ZENELI  
14. ARBIL ZENELI  
15. ARBIL ZENELI  
16. ARBIL ZENELI  
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31. ARBIL ZENELI  
32. ARBIL ZENELI

**FORWARDS**

7. ARBIL ZENELI  
17. ARBIL ZENELI  
18. ARBIL ZENELI  
27. ARBIL ZENELI

### FIXTURES 2022-22

**AUGUST**

GW 1: 06. OGC NICE  
GW 2: 13. MONTPELLIER  
GW 3: 22. FC METZ  
GW 4: 29. PARIS SG

**SEPTEMBER**

GW 5: 01. RC LENS  
GW 6: 08. STRASBOURG  
GW 7: 15. FC LORIENT  
GW 8: 22. LOSC  
GW 9: 29. FC NANTES

**OCTOBER**

GW 10: 01. FC LORIENT  
GW 11: 08. FC LORIENT  
GW 12: 15. LOSC  
GW 13: 22. FC NANTES

**NOVEMBER**

GW 14: 01. AS MONACO  
GW 15: 08. STRASBOURG  
GW 16: 15. CLERMONT

**DECEMBER**

GW 17: 01. OGC NICE  
GW 18: 08. FC LORIENT  
GW 19: 15. FC LORIENT  
GW 20: 22. OGC NICE

**JANUARY**

GW 21: 01. CLERMONT  
GW 22: 08. FC METZ  
GW 23: 15. PARIS SG

**FEBRUARY**

GW 24: 01. BORDEAUX  
GW 25: 08. FC NANTES  
GW 26: 15. FC LORIENT  
GW 27: 22. FC LORIENT  
GW 28: 29. FC LORIENT

**MARCH**

GW 29: 01. FC LORIENT  
GW 30: 08. FC LORIENT  
GW 31: 15. FC LORIENT  
GW 32: 22. FC LORIENT

**APRIL**

GW 33: 01. FC LORIENT  
GW 34: 08. FC LORIENT  
GW 35: 15. FC LORIENT  
GW 36: 22. FC LORIENT

**MAY**

GW 37: 01. FC LORIENT  
GW 38: 08. FC LORIENT  
GW 39: 15. FC LORIENT  
GW 40: 22. FC LORIENT

# Ligue 1 Cobranding logotypes & graphic design

On several occasions, I have  
designed logotypes, brand  
guidelines and communication  
media for events under Ligue 1  
+ other brands partnerships.





# Social Media

Communication on social networks, event emailings and web presentations or PPTs.





# AEG Global Partnerships

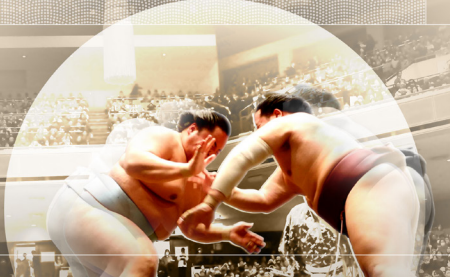
Creation of BtoB PPT presentations about international sport and cultural events for AEG. Here, 2026 Paris Sumo Tournament.

(1/3)



## LE SUMO – SES VALEURS

相撲



Le respect du **dohyo** (l'arène sacrée)  
et des traditions millénaires souligne l'importance  
de la **transmission** et du  
**lien avec le passé.**

## LE SUMO – SES VALEURS

相撲



**Le sumo,**  
au-delà d'un simple sport de combat,  
incarne des valeurs profondément  
ancrées dans la culture japonaise.  
Il repose sur des principes  
d'**honneur**, de **respect**  
et de **discipline**,  
essentiels tant dans l'arène que dans  
la vie quotidienne des lutteurs, appelés  
**rikishis.**



# AEG Global Partnerships

Design of the event pitch presentation, information about its cultural impact and the different partnerships levels available.

## PRESENTATION DU TOURNOI

相撲



**Soutenu par la Japan Sumo Association, le tournoi accueillera sur 2 jours plus de 60 compétiteurs professionnels en provenance du Japon !**

En complément d'expériences, mise en place de :

- **Démonstrations** culturelles et animations
- **Expériences immersives** pour le public

## PRESENTATION DU TOURNOI

相撲



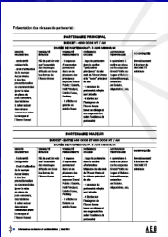
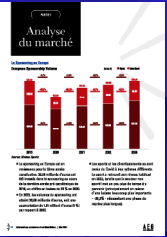
**Le tournoi vise plusieurs objectifs clés :**

- 1** Populariser le sumo en France et en Europe
- 2** Créer un événement emblématique et unique de la culture japonaise
- 3** Attirer un large public amateur de sports et de traditions japonaises



# AEG Global Partnerships

Graphic design, layout and data design of tender documents.





# Vallée Noire

Branding and logo design  
for rapper Vallée Noire.

His Senegalese origins, the  
cultural richness in France  
and his American influences  
tremendously shaped his  
writings:

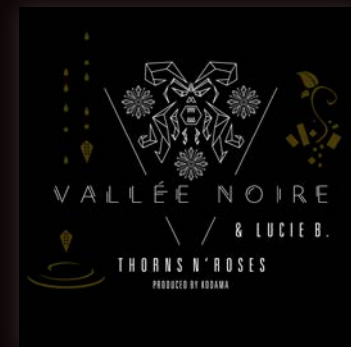
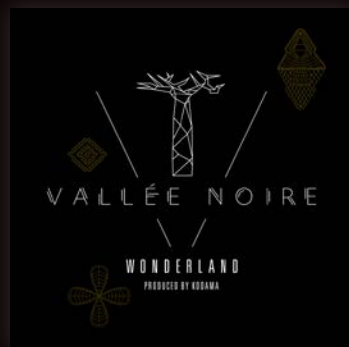
- Art direction
- Branding
- Logotype
- Illustrations
- Original Font
- Songs artworks



# Vallée Noire

Each song of the Legacy project has its own artwork which is a variation of the main logo.

Secondary Graphic elements are added to reinforce the visual consistency of the project.





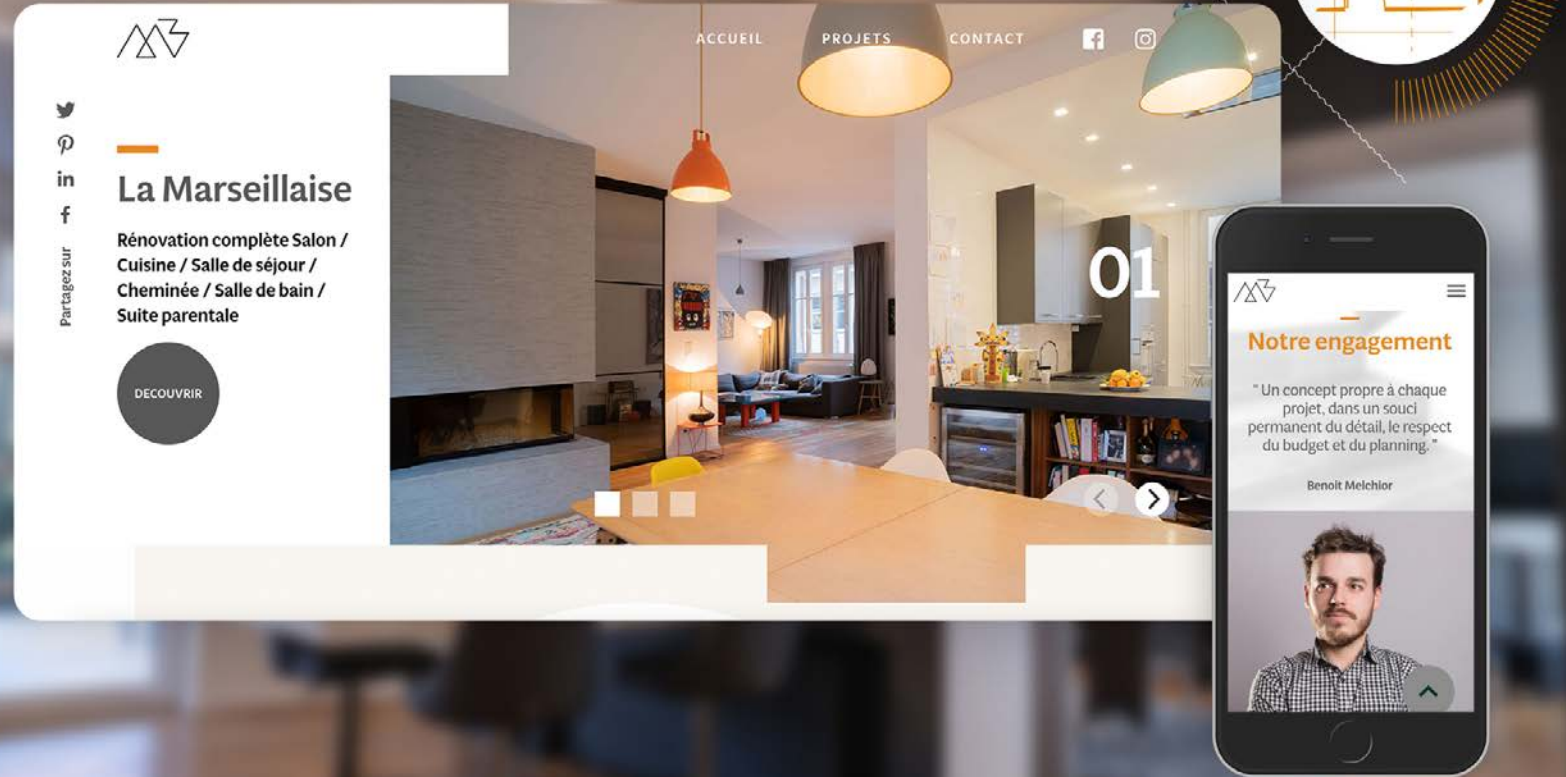
# Benoit Melchior Interior Architect

A reflection on spaces and how they interact.

The UX / design approach is influenced by sectional plans, technical drawings and lines. Also there's a parallel between the design effects and the sliding doors or windows from one space to another. It's a dialogue between Benoit's style and the website experience.

Dev: Studio Esilab

benoitmelchior.fr

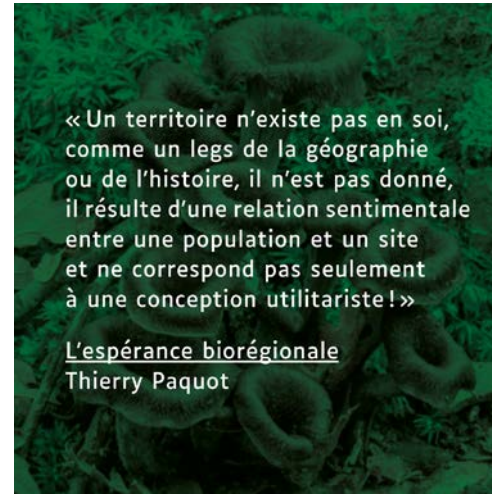




# La ferme d'en haut / Les bruits d'en bas

Identity and guidelines for La ferme d'en haut - Les bruits d'en bas, an association in Vosges Saônoises (Est of France).

A simple logotype in its formal aspect but telling a nuanced and detailed story. « Less is more » shouldn't be applied to express the D.N.A. of a land and its inhabitants. This is a tailor made translation of the spirit of this particular territory, depicting its identity deeply rooted in its country side and rivers, talking about the people who are writing their future, as a community, inventing their new reality through on site actions. And everything is done with good vibrations, flowing like sound waves.



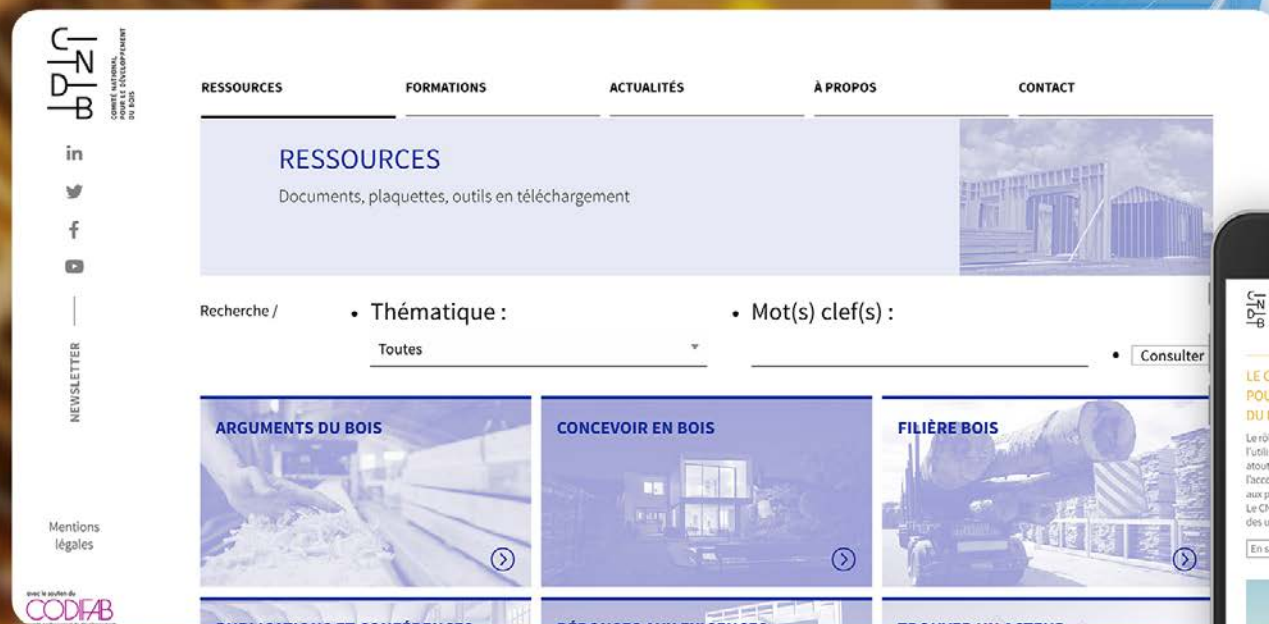


# Comité National pour le Développement du Bois

UX for this association whose  
purpose is to promote the use of  
wood as a construction material  
and support its development.  
Collaboration with Buro GDS (art  
direction).

Dev: Studio Esilab

cndb.org





# Architecture Olivier Chopin

Branding for an architect in Paris :

- Logotype
- Serif Font Design

◆  
A R C H I T E C T U R E  
O L I V I E R C H O P I N  
◆



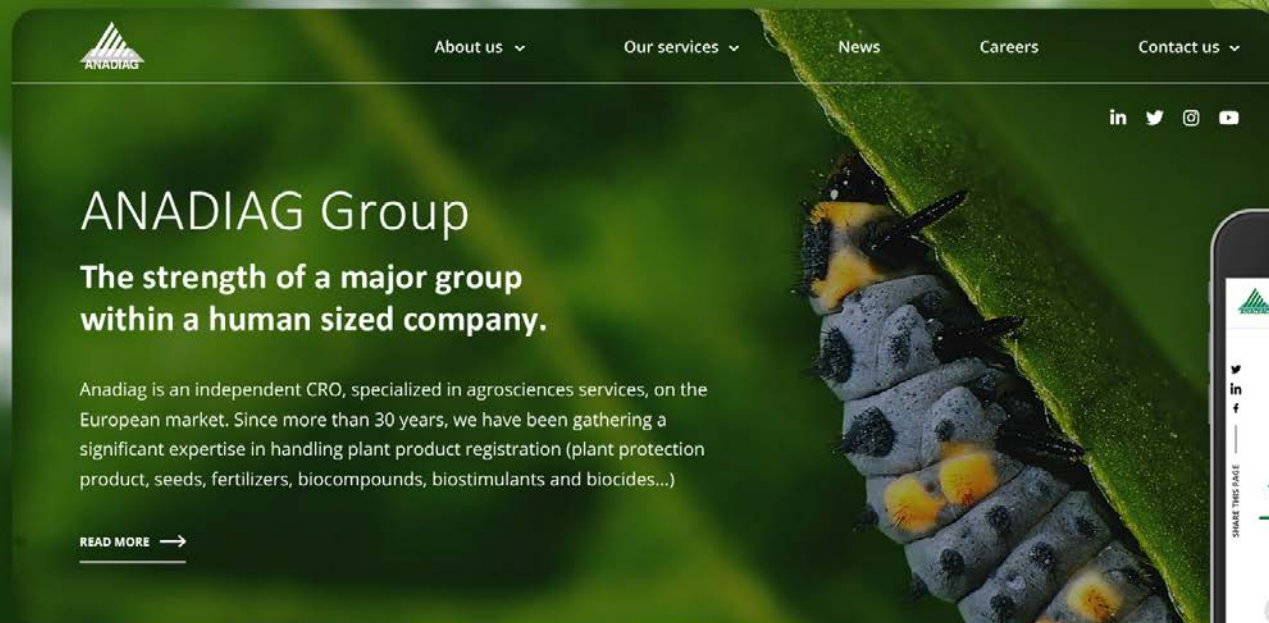
# Anadiag

An independent company, specialized in science applied to agriculture on European territory. For more than 30 years, they have been registering plant products (phytopharmaceuticals, seeds, fertilizers, biocompounds, biostimulants, etc.).

The website aims to be very clear with concise texts, numerous icons and the omnipresence of plants, in a style reflecting the company's technologies and laboratory work.

Dev: Studio Esilab

anadiag.fr





# Medeuronet

Medtech and medical  
innovations company. Graphic  
design, print, digital  
& event communication:

- Corporate website design
- Product website design
- Blog design
- Data design

...

Dev: Esilab Studio

Writing and strategy: Bluefeet  
[www.yourbluefeet.com](http://www.yourbluefeet.com)





# Medeuronet

- Product sheets
- Magazine ads
- Event retail boards
- Emailings
- Ecards
- PPT presentations

...

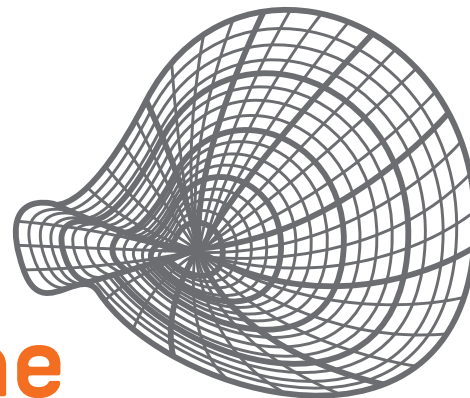


# Pauline Desgrandchamp

Scénographe Sonore

Graphic design, branding, print  
& digital communication for a  
Designer and Doctor working  
on urban soundscapes narration  
as a social approach:

- Logotype
- Font Design



Pauline  
Desgrandchamp

SCÉNOGRAPHE SONORE



# Pauline Desgrandchamp

Scénographe Sonore

Graphic representation of  
sounds, as a link between  
people, raw material to sculpt  
and space reappropriation.

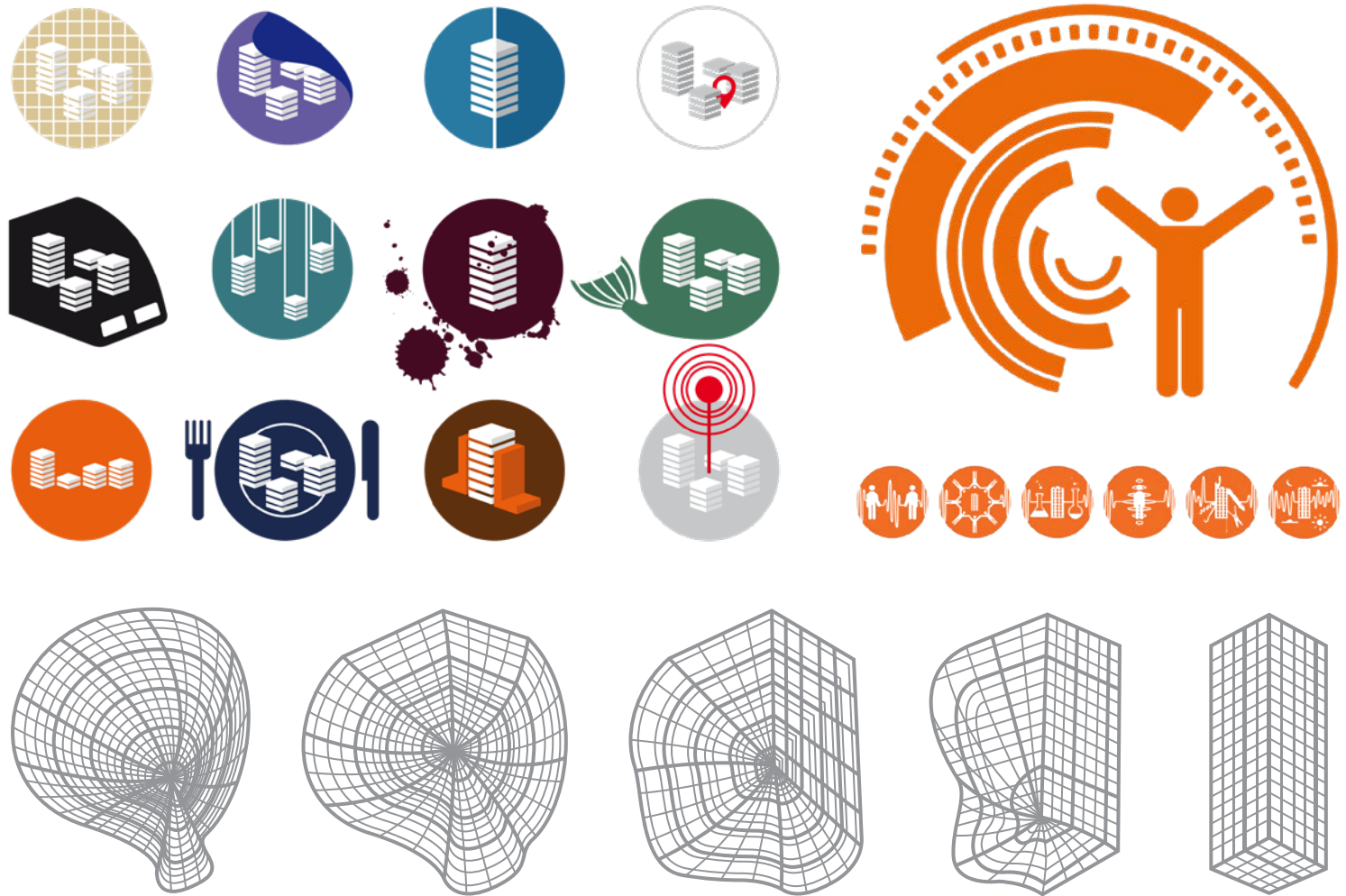
- UI - UX  
- Data design

Dev: Julien Beugnot



Pauline  
Desgrandchamp  
Scénographe Sonore

Icons and pictograms

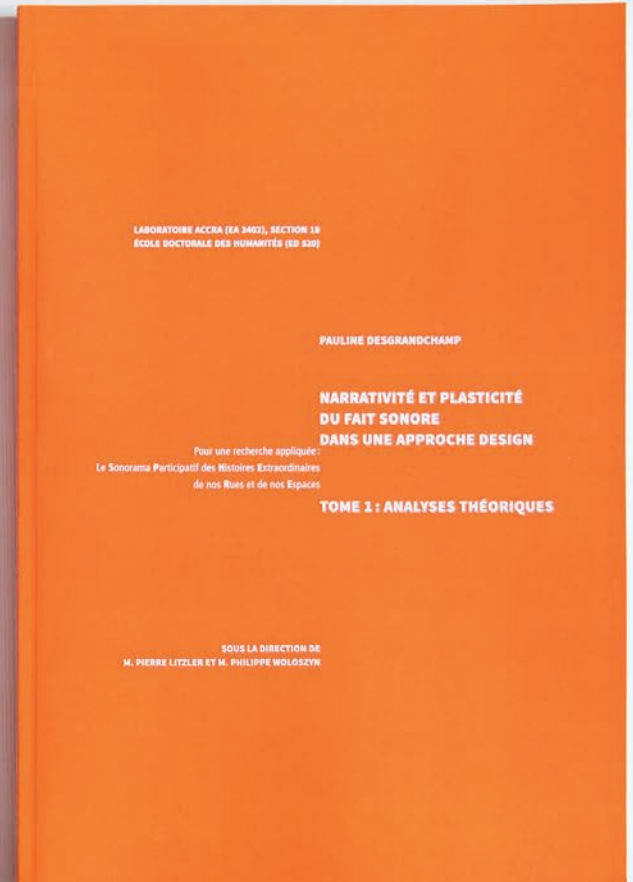
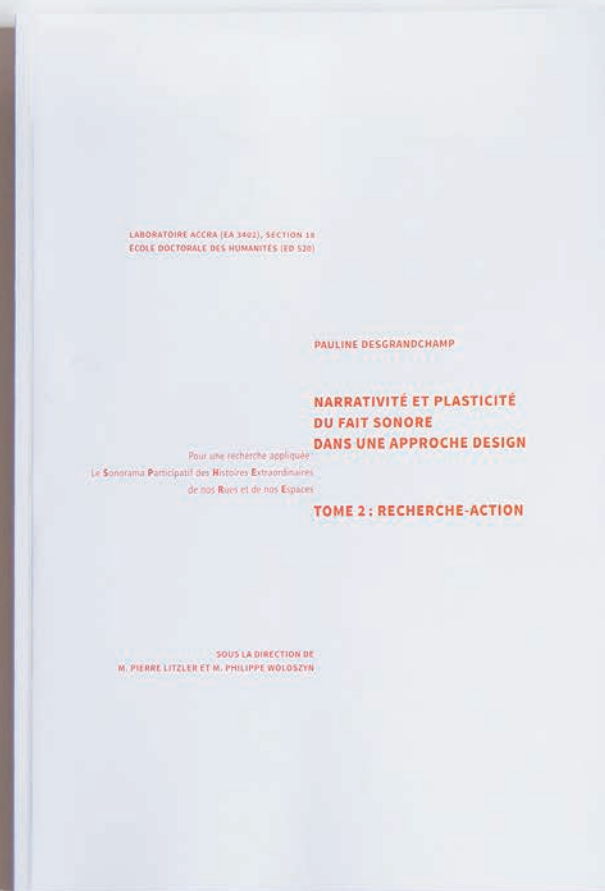




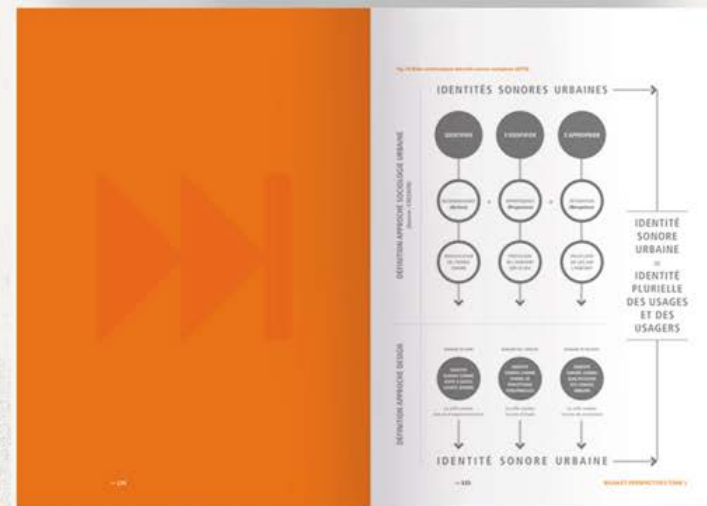
# Thesis Pauline Desgrandchamp

Pauline Desgrandchamp's  
Thesis (392 pages, 2 books,  
Volume 1, Volume 2)  
Strasbourg University. Layout,  
graphic design, data design,  
print management.

Photos: Isogram - iso-gram.com

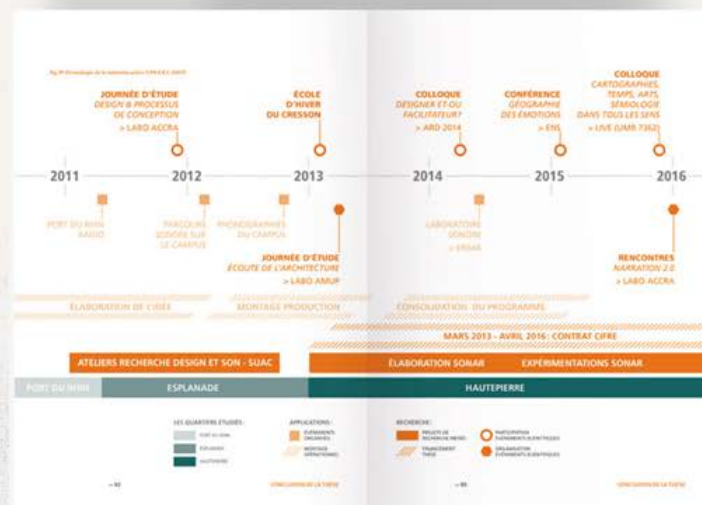
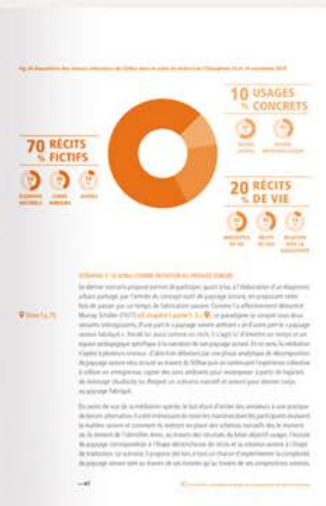


(5 / 6)





Thesis Pauline  
Desgrandchamp



# S.P.H.E.R.E.

SONORAMA PARTICIPATIF  
DES HISTOIRES EXTRAORDINAIRES  
DE NOS RUES ET DE NOS ESPACES

«S.P.H.E.R.E. is an urban  
sound observatory dedicated to  
interrogate life in Strasbourg,  
using soundscapes of popular  
neighborhoods as an entry.»

Pauline Desgrandchamp

Project lead by Pauline  
Desgrandchamp for Horizome  
association,  
in partnership with Université  
De Strasbourg, le Shadok  
(Fabrique du Numérique) and  
festival Ososphère.

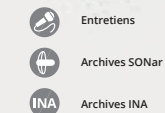
Logotype :  
Isogram - iso-gram.com

(1/2)

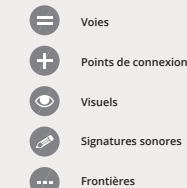


## ENREGISTREMENTS DE TERRAIN

### PAROLES RAPPORTÉES



### PAYSAGES SONORES AMBIANTS

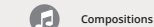


## CRÉATIONS SONORES DE TERRITOIRE

### PAYSAGES SONORES FABRIQUÉS



### MUSIQUES AMBIANTES



### POÉSIES SONORES URBAINES



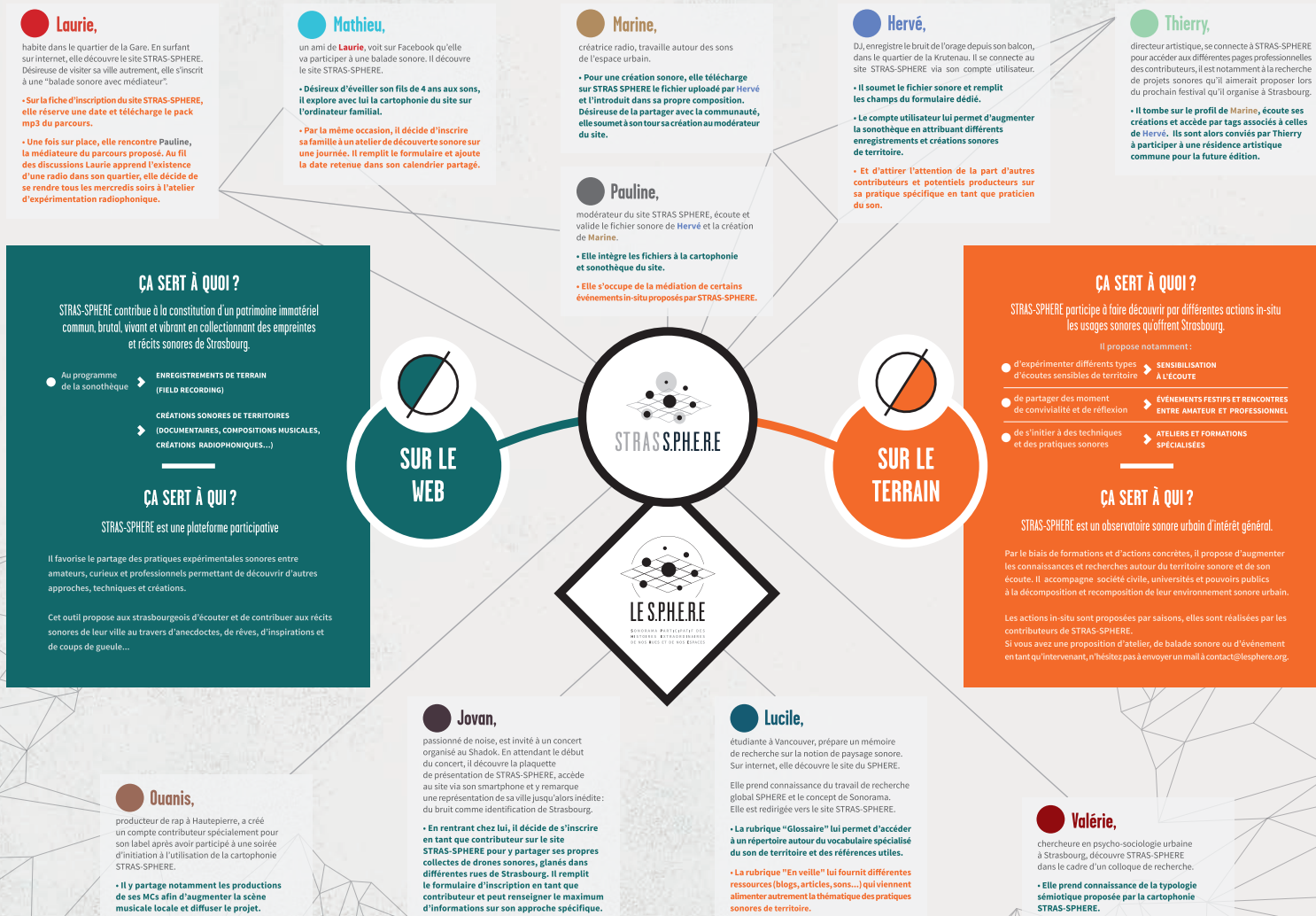


# S.P.H.E.R.E.

SONORAMA PARTICIPATIF  
DES HISTOIRES EXTRAORDINAIRES  
DE NOS RUES ET DE NOS ESPACES

- Graphic system (icons & pictograms)
- User Scripts
- Print leaflet design
- Social media communication
- Parts of beta website ux and design

## CARTOGRAPHIE DES IMPLICATIONS POSSIBLES À L'OBSERVATOIRE S.P.H.E.R.E.



# Startin'blox

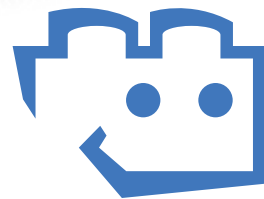
Art direction and branding.

Startin'blox develops a technology that aims to interconnect organizations via their web tools.

The project is aimed at independent workers and freelance communities, including coworking places and cooperatives. The purpose is to dev. linked web apps very easily, following SOLID principles.

Logotype design: designing a construction game brick and making it friendly, like an emoji, keeping in mind the purpose of the technology: making modular web apps as easily as a well known construction game.

(1/5)



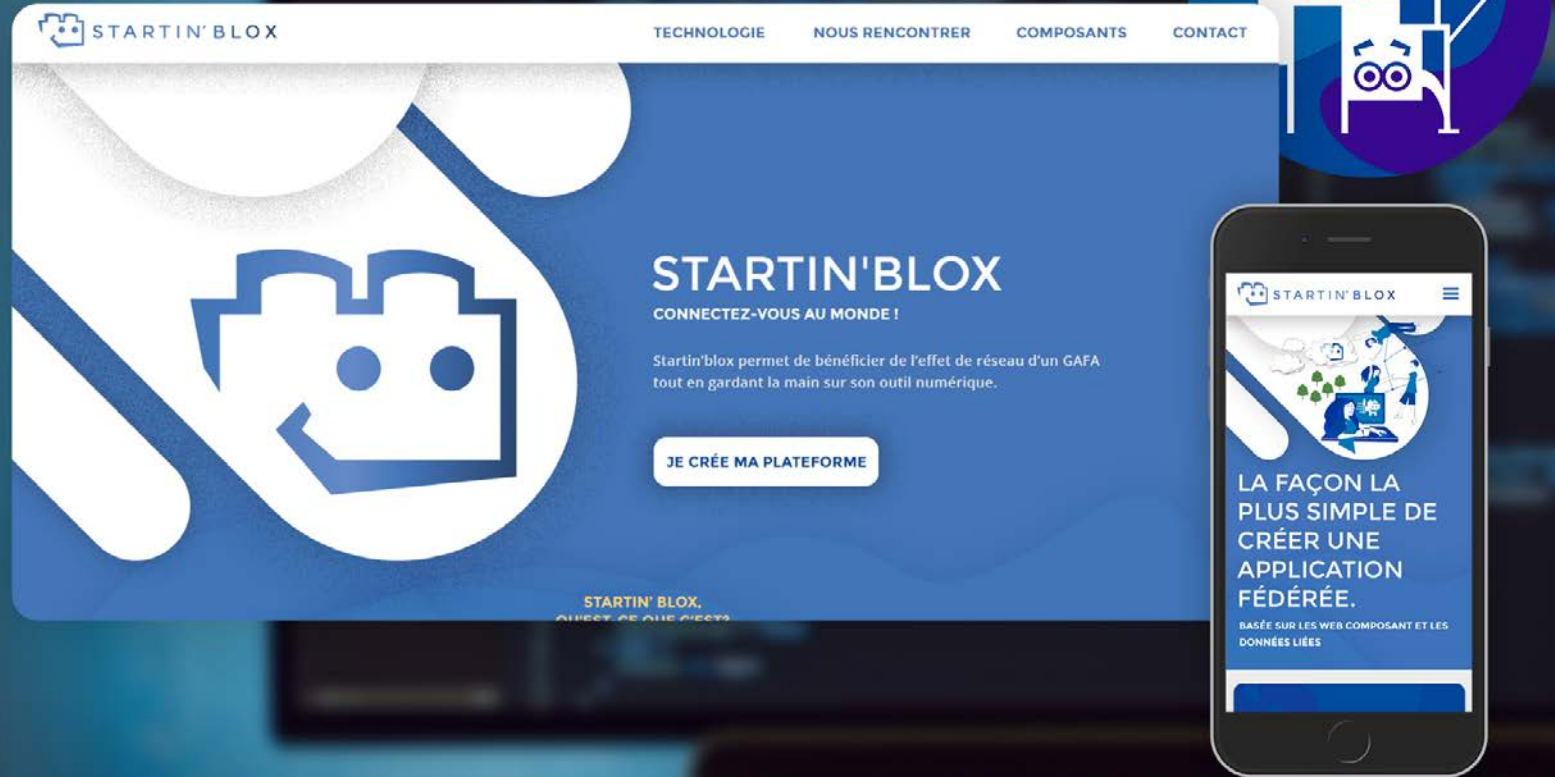
# STARTIN'BLOX

**Build apps faster,  
connect with the world.**



# Startin' blox

- UX / UI
- Design and illustrations



The website is an information resource as well as a user guide. A series of step-by-step illustrations guides users through the technology.

The website is an information resource as well as a user guide. A series of step-by-step illustrations guides users through the technology.





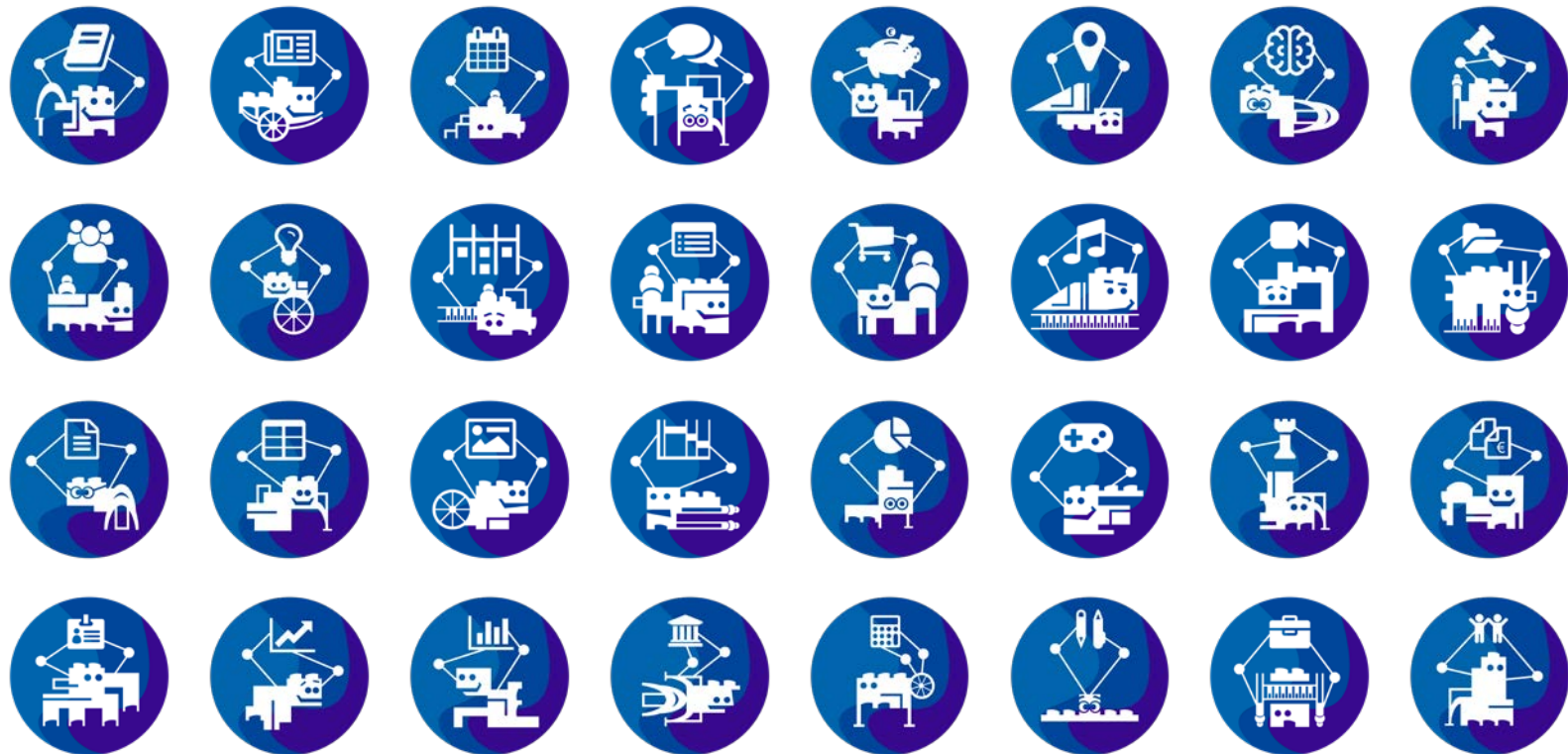
# Startin' blox

The Startin'Blox applications can be customized at will, using SOLID principles, through a list of features.

Therefore, users become a community, united by this open source approach, without data collecting.

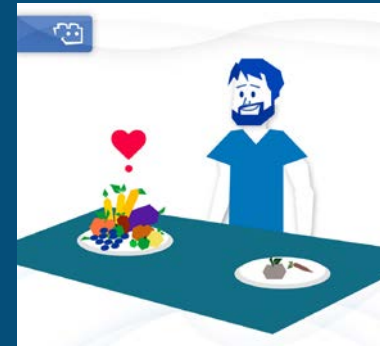
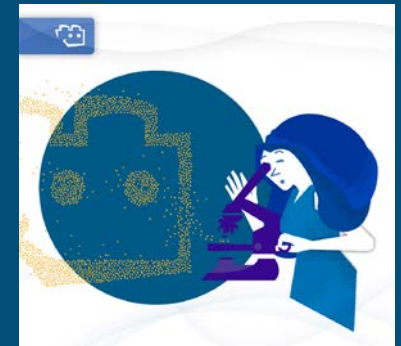
Here you can find some icons made for these components/features called the "blox".

|                        |                     |
|------------------------|---------------------|
| Skills Directory       | Task list           |
| Job board              | Cart                |
| Events calendar        | Collaborative music |
| Team Chat              | Videoconference     |
| Invoicing              | Graphs & statistics |
| & financial monitoring | Games               |
| Kanban                 | ...                 |



# Startin' blox

- Art Direction
- Branding
- Logotype
- Illustrations
- Icons
- UX UI
- PPTs
- Business Cards
- Text and letter layout





# Atelier Gamut

Art direction and Branding for this global design agency, with unbounded skills, savoir-faire and teammates.

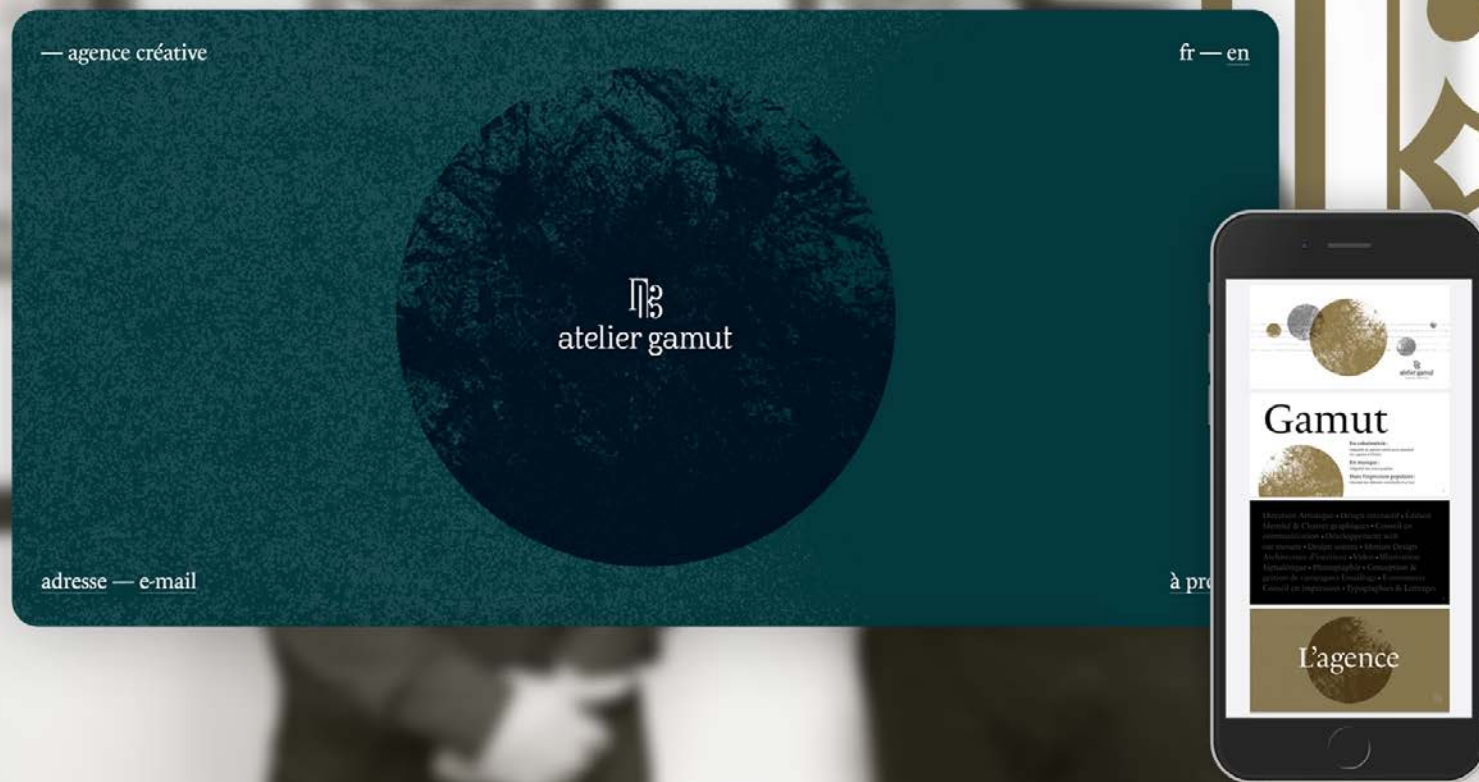
Fusion of the Gamma symbol and the C clef in music to illustrate the spirit of the agency:

Gamut:

In colorimetry:  
the entire color spectrum that  
a device can display

In music:  
all playable notes

In popular expression:  
the range of constituent  
elements of a Whole



theblackvictory.

An independent platform of film production and promotion, music and cultural content, 'The Black Victory' fights for inclusion and diversity, supports the work of artists from all over the world.

Graphic and dynamic design, and UX in accordance with the different facets of the project. The importance given to typography, images and black color, make it a cultural website with a very strong identity.

Dev: Studio Esilab

theblackvictory.com



tbv.



# Harmonie Les Chéqueillots

Orchestre musical

Logotype design and branding  
of Fougerolles orchestra, city of  
Haute-Saône (Franche Comté),  
Country of the cherry.

The «chequeillot» is a local  
slang word which designates the  
clusters of flowers and cherries  
on the branch of the tree.



# Harmonie Les Chéqueillots

Orchestre musical

The C from Chéqueillot is used as an emblem, a strong and very assertive graphic mark. In its center appears the cherry, which makes the logo vibrate. The pictograms at the bottom represent cherries, musical notes, rhythm, the drumsticks of the percussions and the keys of the wind instruments.

In addition to the logo, a graphic branding has been designed. The elements are always oriented towards the themes of harmony and composition, playing with the characteristic shapes of the Chequeillots. The Fougerolles land and its rural identity are translated by the fresh and natural colors.



# Les Chéqueillots





# Relais Culturel de Thann

Booklet for the 2017-18 season lineup of Thann city cultural auditorium, concert hall and theatre (Alsace, France).

Design with Esilab Studio



DU 7 NOVEMBRE AU 2 DÉCEMBRE 2017  
5 SCÈNES, 9 COMPAGNIES

## SCÈNES D'AUTOMNE EN ALSACE (5<sup>ème</sup> ÉDITION)

Soutenir la création dans notre région en accompagnant des compagnies indépendantes et en proposant au public de suivre un parcours pour s'en faire une vision d'ensemble : tel est le pari de ces scènes d'automne en Alsace ! Une initiative qui s'offre cette année encore, avec désormais cinq lieux institutionnels du Haut-Rhin : La Comédie De l'Est, Centre dramatique national d'Alsace à Colmar ; La Filature, Scène nationale à Mulhouse ; le Créa, Scène conventionnée jeune public à Kingersheim ; le Relais culturel Régional de Thann et l'Espace 110, Centre culturel d'Illzach.

### EL DOPADO TEREZIN

Texte et mise en scène Claire Audiffy  
Baudouin d'Amé

• Création :

À la Comédie de l'Est, Colmar :

• mardi 7 novembre à 19h

• mercredi 8 novembre à 20h30

• jeudi 9 novembre à 19h

• vendredi 10 novembre à 20h30

Représentation scolaire : 9 et 10 novembre

À l'Espace 110, Centre culturel d'Illzach :

samedi 2 décembre à 20h

Représentation scolaire :

vendredi 1er décembre à 15h

FRANZISCHS

musique de S. Krzyzanowski et Marc

Antony Matthou / mise en scène

Pauline Ringede

L'Orchestre Philharmonique

À la Comédie de l'Est, Colmar :

• mercredi 15 novembre à 20h30

• jeudi 16 novembre à 19h

• vendredi 17 novembre à 20h30

• samedi 18 novembre à 15h

Représentation scolaire :

17 novembre

L'ENFANT RITUEL

DE GONCE MAXIMILIAN

Texte de Goncé Maxime / mise en scène

Rita Delagüe

Compagnie Martin

À la Filature, Mulhouse :

• mercredi 15 novembre à 20h

• jeudi 16 novembre à 19h

• vendredi 17 novembre à 20h

### ANIMAUX DE BÉANCE

Chorégraphie Camille Muter  
Compagnie Lilius

• Création :

À la Filature, Mulhouse :

• mercredi 22 novembre à 20h

• jeudi 23 novembre à 19h

UNE MACHE POUR BRISER

LA MER CELES EN NOUS

D'après Georges Feydeau / mise

en scène Grégoire Strecker

Compagnie Champ 719

• Création :

À la Filature, Mulhouse :

• mercredi 22 novembre à 20h

• jeudi 23 novembre à 19h

• vendredi 24 novembre à 20h

JE VOUS AIME

QUE JE PEUX LE FAIRE

Texte de Jean-Louis Bory / conception et

mise en scène Alexandre Elieva

Compagnie Marmite Théâtre

Tout public dès 9 ans

• Création :

À l'Espace 110, Centre culturel

d'Illzach (ancien Bodegno) :

• samedi 18 novembre à 17h et 19h

• dimanche 19 novembre à 17h et 19h

DU SANG AINSI LEVÉES

Texte de Jean-Louis Bory / mise en scène

Matthieu Moutet

Compagnie Moutet

• Création :

À l'Espace 110, Centre culturel

d'Illzach :

• samedi 25 novembre à 20h

### TENTATIVE DE DISPARITION

Texte et mise en scène Charlotte

Laprange

Compagnie La Chair du monde

• Création :

Au Relais Culturel Régional de Thann :

• vendredi 24 novembre à 20h30

LA NUIT DORT AU FOND

DE HAÏKÛ

Conception Véronique Bory /

composition Jean Lucas /

création Marion Guet, Jean Lucas,

Véronique Bory

Compagnie La Grande Ours

Tout public dès 6 ans

À l'Espace 110, Kingersheim,

par le Créa, Scène conventionnée

Jeune public :

• mercredi 22 novembre à 19h30

et 15h

### TARIFS

Le premier spectacle à plein tarif donne accès aux autres spectacles à 12 euros dans toutes les structures sur présentation du premier billet.

VENDREDI 24 NOVEMBRE À 20H30  
ADOS ET ADULTES

## TENTATIVE DE DISPARITION

Compagnie La Chair du monde

### TEXTE ET MISE EN SCÈNE

Charlotte Laprange

### COLLABORATION À LA MISE EN SCÈNE

Charlotte Laprange

### AVEC

Maria Lemaire, A. L. Lemaire

### LUMIÈRE

C. Lemaire

### SON ET MUSIQUE

Matthieu Moutet

### SCÉNARIOGRAPHIE, COSTUMES

Charlotte Laprange

### COORDINATRICE DE LA COMPAGNIE

Charlotte Laprange

« La question de la disparition me semble cruciale au cours de l'adolescence et particulièrement lorsqu'il faut qu'il y ait la création de rôles identifiés par le spectateur et le contrôle du corps. C'est pourquoi j'aimais proposer ce spectacle à un public adolescent. J'aimais aussi travailler avec eux sur la gêne qu'ils peuvent ressentir quand on se met à parler »

« L'attente et d'apaiser. En jouant sur les pleurs et pleurs, je voudrais les amener à interroger le regard qu'ils portent sur eux-mêmes, sur leur corps en train de changer, sur l'envie de leurs sentiments, et sur la place qu'ils prennent peu à peu dans l'espace public. »

Une femme vous regarde, elle vous parle, vous la regardez. Elle n'est pas à côté, mais face à vous, et pourtant vous détournez le regard. Là, vous regardez, à côté, vous ne supportez plus de soutenir son regard provocant, insistant, en demande. Cette femme demande de l'amour, elle demande de l'attention, et cela c'est insupportable. Quelqu'un qui demande de l'amour, c'est un animal blessé. Un animal bien-portant ne va pas secourir

un animal malade, instinct de protection. Alors vous regardez à côté, vous le laissez sur le bas-côté. Mais il parle et il parle et il parle, cet animal. Il vous parle tellement que vous vous confondez en lui. Vous aussi vous voulez de l'amour, non ? Vous aussi vous avez envie d'être regardés, non ? Vous n'avez jamais eu envie de disparaître ? Jamais ?

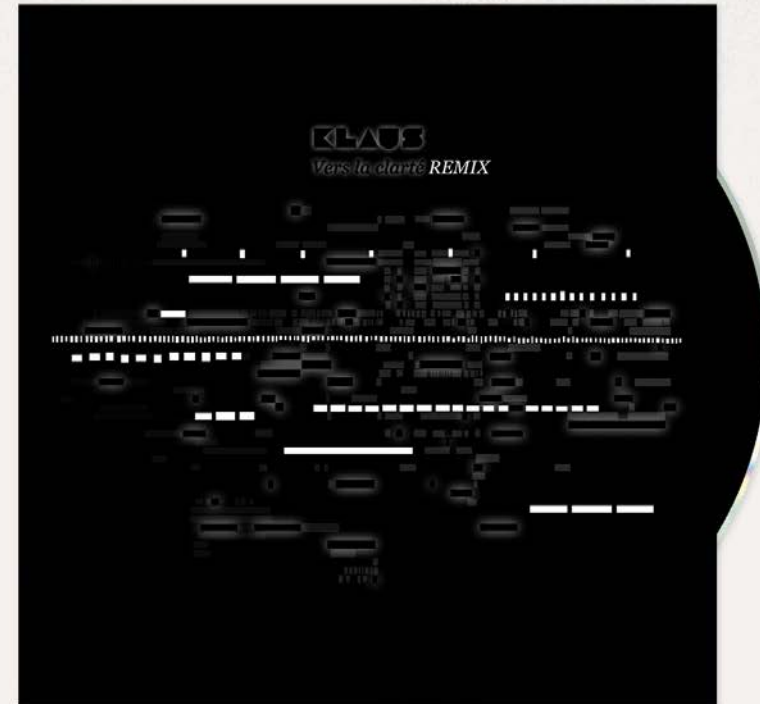




# KLAUS Project

Graphic design, print & digital communication for an electro french band with a heavy bauhaus inspiration:

- Album covers & artworks
- Digital communication
- Merchandising





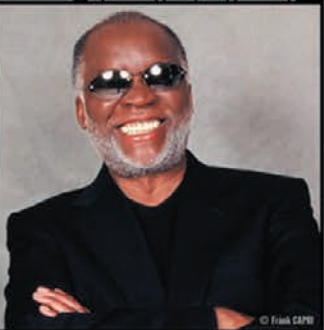
# KLAUS Project





# Duc des Lombards

Duc des Lombards is a jazz club in Paris. 2 daily concerts and famous events such as the Jazz Legend Festival make “the Duc” the jazz place to be in the French capital.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>DUC</b><br/>LOMBARDS</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                   |
| <p>du 07 au 10<br/><i>Jazz Legends Festival</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>JUILLET<br/>À 20H &amp; 22H</p> <p><b>AHMAD</b><br/>JAMAL</p>                                                                                                                  |
| <p><b>Jazz Giant</b></p> <p><b>Ahmad JAMAL (p)</b><br/>James CAMMACK (b)<br/>James TYLER JOHNSON III (drs)<br/>Monica BADRENA (perc)</p> <p>Pour la sortie de « It's Magic », pour la première fois en club et pour 8 concerts exceptionnels, Ahmad Jamal est au Duc des Lombards. Sa manière inimitable de diriger son orchestre, son sens de la dynamique, des contrastes, de l'espace en font aujourd'hui le dernier des grands historiens du jazz. C'est à son écoute que Miles Davis a trouvé sa voie. Il est sans conteste le grand inspirateur de tous les pianistes modernes.</p> <p>© FRANK CAPRI</p> |  <p>42 rue des Lombards<br/>75001 Paris<br/>tél : 01 42 33 22 88<br/>www.ducdeslombards.com</p> |

|                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>DUC</b><br/>LOMBARDS</p>                                                                                                                                                                                                                                                                                               | <p>Club de Jazz et restaurant</p>                                                                                                                                                  |
| <p>11 &amp; 12<br/>JUILLET<br/>À 20H &amp; 22H</p>                                                                                                                                                                                                                                                                                                                                                               | <p><b>NICOLE</b><br/>HENRY</p>                                                                                                                                                     |
| <p><b>Vocal Jazz</b></p> <p>Nicole HENRY (vcl)<br/>Michel PASTRE (ts)<br/>Pierre CHRISTOPHE (dr)<br/>Raphaël DEVERS (b)<br/>Mourad BÉNHAMMOU (pme)</p> <p>Cette formidable chanteuse débouche tous les enthousiastes. Elle est belle et chante un peu comme Whitney Houston. Le 12 juillet, elle sera accompagnée par 4 musiciens d'exception. C'est elle qui a gagné le concours jazz à Juno l'été dernier.</p> |  <p>42 rue des Lombards<br/>75001 Paris<br/>tél : 01 42 33 22 88<br/>www.ducdeslombards.com</p> |



# Duc des Lombards

- posters (daily, monthly and events)
- monthly programs
- press ads (Jazzmag, Vibrations, Jazzman)
- envelopes
- flyers
- invitation cards
- agenda Paris Jazz Club
- newsletters



## JUILLET 2008

# JAZZ LEGENDS FESTIVAL

Les musiciens qui ont écrit la légende du jazz dans le plus beau jazz club parisien

4 & 5 juillet à 20h et 22h

### RHODA SCOTT

« 70th BIRTHDAY »

Tout simplement la plus grande organiste de jazz, entourée d'amis surprise pour son 70<sup>ème</sup> anniversaire et ses 60 ans en France



7 ou 10 juillet à 20h et 22h

### AHMAD JAMAL

Le dernier des géants historiques du jazz pour la première fois en club et pour 5 concerts exceptionnels. Il interprétera en toute intimité les principaux thèmes de son dernier album « It's Magic »



15 & 16 juillet à 20h et 22h

### LOU DONALDSON

### Dr LONNIE SMITH 4TET

L'orchestre le plus samplé par les rappers et les DJ's. Lou Donaldson est le génial créateur du « Boogaloo »




22 & 23 juillet à 20h et 22h

### FREDDIE REDD 4TET

featuring Jessie Davis

Le culteur du célèbre « The Connection », héros trop rare de quelques uns des plus beaux albums du label Blue Note



24, 25 et 26 juillet à 20h et 22h

### PETE LA ROCA 4TET

featuring Lew Tackin

Le batteur de John Coltrane et de Sonny Rollins de retour en France après plus de 40 ans d'absence. Un événement !



LOCATIONS: Duc des Lombards - 01 42 33 22 88 - [www.ducdeslombards.com](http://www.ducdeslombards.com)  
 Fnac - Carrefour - Bon Marché - Magasins U - 0892 692 392 (0.34eur/min) - [www.fnac.com](http://www.fnac.com)  
 Ticketnet - Virgin - Auchan - Leclerc - Cultura - 0892 390 100 (0.34eur/min) - [www.ticketnet.fr](http://www.ticketnet.fr)  
      



## JUIN 2008

6ème édition du

Amos MONTER 2  
 10ème DUCARD 3 & 4  
 Embury ILL 214 5  
 Ricky FORD 4let 6 & 7

EXPERIENCE jazz festival 8  
 BLUES FESTIVAL du 9 au 12  
 -Sisters of the South-  
 Paul ET Patricia 13  
 L'Orchestre de la Nouvelle France 14  
 Jean-Michel PÉLÉ - Stéphane BELLARD 14  
 Richard MONTAGNE 15  
 Amos MONTER 16  
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## JUILLET 2008

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## SEPTEMBRE 2008

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## OCTOBRE 2008

9ème édition du

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 Amos MONTER 700



# Be Barbara

Graphic design, branding, print  
communication for a swiss  
luxury chocolate brand:

- Logotype
- Design guidelines

Art direction and design with  
Esilab Studio

The image features a repeating background pattern of the words "CHOCOLAT" and "SUISSE" in a light beige color, separated by small plus signs and dots. The pattern is oriented diagonally. In the center, the brand name "Be Barbara" is written in a large, white, elegant serif font. Below it, the words "CHOCOLAT SUISSE" are written in a smaller, white, all-caps sans-serif font.

Be Barbara®  
CHOCOLAT SUISSE



# Be Barbara

- Business cards
- Press booklet
- Leaflets
- Event invitations
- Packagings
- Stickers
- Bags
- ...

Art direction and design with  
Esilab Studio





# La Manufacture 1905

Swiss production and  
distribution company of  
handmade organic products.  
Graphic design, branding, print  
communication:

- Logotype
- Font design

Art direction and design with  
Esilab Studio

1905

**LA MANUFACTURE**  
— 1905 —

1905



# Végéthic

Branding for an organic label  
(almond butter used in muesli  
and chocolate recipes) owned by  
La Manufacture 1905:

- Logotype

Art direction and design with  
Esilab Studio



# Choco emotionS

Art direction, brochure, and illustrations on the bean-to-bar philosophy for a chocolate brand from Neuchâtel, Switzerland.

Creation of a series of graphite illustrations on key bean-to-bar themes. The creation of secondary graphic elements, layout, and typographic research then resulted in this small tasting guide, a sort of user guide to go with the brand's educational workshops.



## *Mais avant cela, un peu d'histoire*

2300 Av. JC, le cacao était cultivé en Équateur avant les Mayas au Mexique. Cela vient juste d'être découvert en 2018. Avant cela, il était régulièrement affirmé que les Mayas étaient les plus anciens cultivateurs de cacao et que les Espagnols l'avaient importé en Europe au cours du XVII<sup>e</sup> siècle.

Les Espagnols ont été les premiers à y ajouter du sucre. Ils ont conservé la consommation de cacao sous forme de boisson.

L'alcalinisation du cacao a commencé en 1828 à Amsterdam par Coenrad Van Houten.

La tablette de chocolat solide, elle, a été inventée en 1847 par le britannique Joseph Fry.

En 1884, l'entreprise chocolatière française Bonnat sera la première à fabriquer du chocolat bean-to-bar.

En 2002, le mouvement bean-to-bar naît dans la ville de San Francisco où quelques chocolatiers décident de se réapproprier le métier en prenant directement en charge la matière première pour la confection de leurs produits. C'est-à-dire, la fève de cacao et le sucre.

• 2300 Av.JC

• XVII<sup>e</sup> siècle

• 1828

• 1847

• 1884

• 2002

## *Qu'est-ce qu'un chocolat Bean-to-Bar ?*

**Au commencement  
est la fève de cacao.**

Contrairement à ce qu'on pourrait penser, les chocolatiers ne travaillent généralement pas directement la fève de cacao. C'est un métier à part-entière réalisé par le « couvreur » qui va, à l'aide de machines spécifiques, transformer les précieuses fèves en masse de cacao. C'est cette masse qui sera transformée, mélangée et agrémentée par le chocolatier pour ses délicieuses créations.

Un artisan bean-to-bar se doit de choisir la provenance de ses fèves, selon ses critères de qualité et de savoir-faire personnels, mais aussi ses principes éthiques – c'est-à-dire sociaux et environnementaux. On parle alors de cacao, et de chocolat vertueux.

Les artisans en question entretiennent souvent une relation proche avec les fournisseurs de fèves de cacao, l'idée étant aussi de pouvoir les mettre en valeur lors de la vente du produit fini. C'est une façon de rester moins impersonnel devant les acteurs liés à la fabrication de chocolat, et devant le processus lui-même, qui devient hautement personnalisé pour chaque chocolatier et même chaque produit.

Le bean-to-bar impose des contraintes puisque c'est bel et bien un seul artisan qui prend en charge toutes les étapes de fabrication d'une tablette de chocolat.





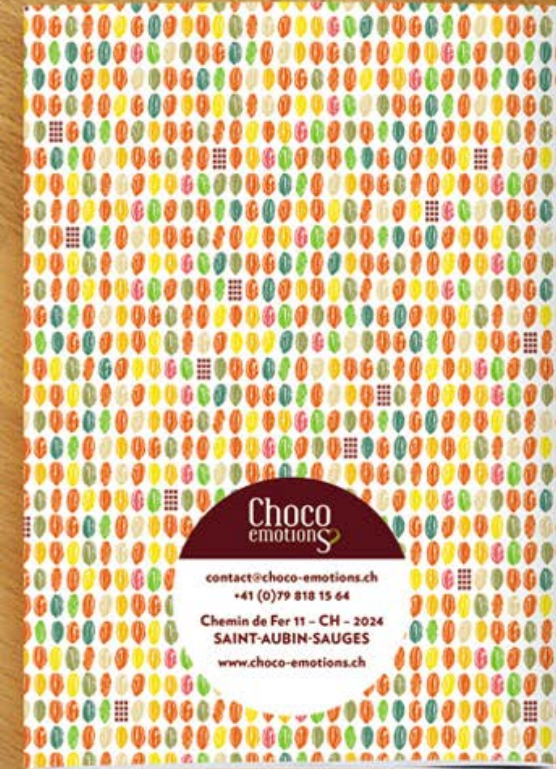
# Choco emotionS

Packagings & products  
communication for a swiss  
chocolate brand :

- Press booklet
- Leaflets

...

Art direction and design with  
Esilab Studio





# Choco emotionS

Packagings & products communication for a swiss chocolate brand :

- Packagings
- Stickers
- Cards
- Event invitations
- Print Chocolate

...

Art direction and design with  
Esilab Studio





# Fédération de Charité CARITAS Alsace

Brochures and print  
communication: Activity report,  
establishment project, Leaflets.  
These tools provide a statement  
of the federation past actions  
and future plans.





My approach consisted in finding clear and dynamic graphic representations of the different data delivered. Texts, figures and key information, diagrams, listings, tables and icons. The graphic design is based on an imperfect, manuscript style, drawn by hand (including diagrams and graphs) like a notebook or a logbook. This treatment is in line with the Federation purpose: on site work, support for people who need help, integration through economic activities and shelter/housing.



## CHAPITRE 03.

### L'accompagnement dans le secteur de l'hébergement et du logement

*Rappel: le gîte hébergement logement s'entend :*



**3-1 DES PRESTATIONS DE SERVICE COMMUNES AUX  
DIFFERENTS ETABLISSEMENTS**

*Les premières actions que le gîte communautaire d'accompagnement dans le domaine  
de l'accompagnement global qui vise l'inclusion sociale et les professionnels du  
soutien se basent sur les besoins des personnes.*

**UN ACCOMPAGNEMENT**



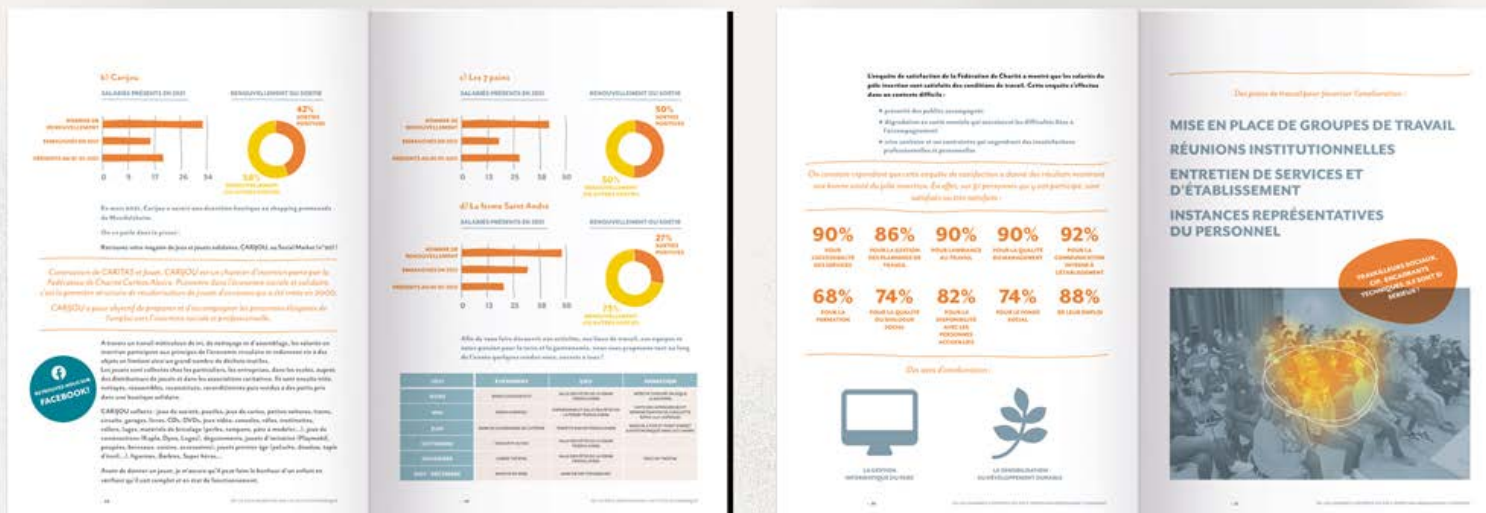
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# Fédération de Charité CARITAS Alsace

The affirmation of the color  
codes of the federation is  
underlined by the filtered photos.  
The themes of links between  
people, help and mutual aid are  
everywhere in the iconography  
and graphic elements.

(3/3)



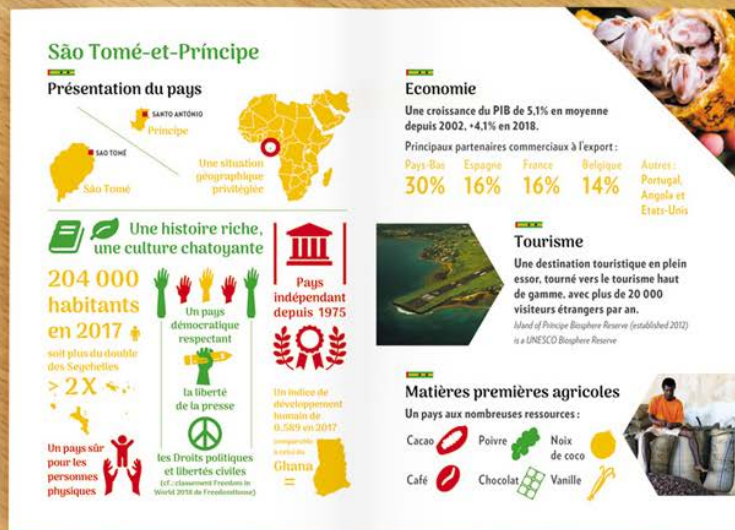


# CCI Suisse Sao Tomé -et-Principe

Booklet for the Swiss - Sao Tomé - É - Principe Chamber of Commerce and Industry.

Highlighting the heritage of the islands, the richness of the culture as well as the new perspectives drawn through the partnership with Switzerland are the subject of the brochure. A very graphic iconography complements the photos of lush Nature.

2 versions: fr / en

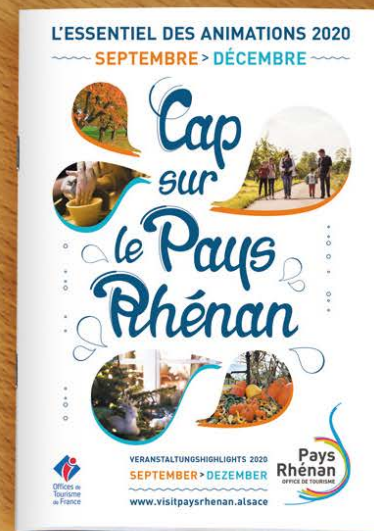
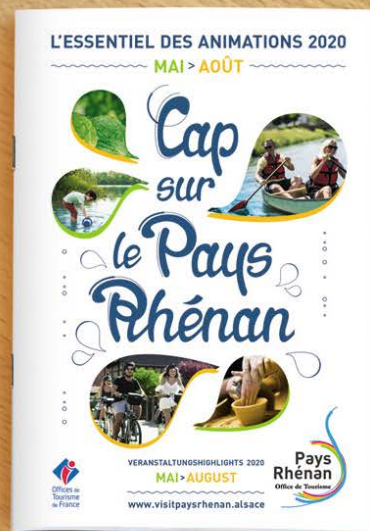




# Office de Tourisme du Pays Rhénan

Booklet for the Tourist office  
of Pays Rhénan - The Essentials  
Spring / Summer, and Fall /  
Winter.

- Design
- Layout
- Original lettering
- Project management





**Graphic design and print event communication for the oldest french pawnshop structure:**

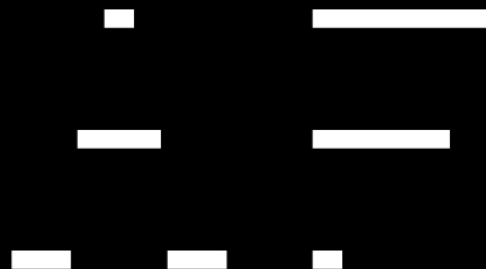
- # Graphic design with Florence Rouillet-Boyer





# AF Patrimoine & Immobilier

Logotype for a consulting firm  
in wealth management and  
real estate.



PATRIMOINE & IMMOBILIER

A

Typography



# Bootsy font

Creation of a title font, named after bassist Bootsy Collins. A very structured rhythmic, inherited from the Swiss sans serif style, but with fluid and swaying elements that energize the letters.

bootsy  
a

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

abcdefghijklmn  
opqrstuvwxyz

0123456789

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74

is a big  
number

It's important to  
write something,  
in order to see how  
a sentence look like.

There's a platypus wearing sunglasses in  
the closet. He's reading a book. I give him  
a drink. I really think that Victor Hugo was  
right when he said: "I'm hungry, so I'm  
gonna eat". That was a powerful statement  
The kind of sentence that could open  
our minds and make us think about love.

# Amon font

Creation of an original “Amon”  
titling typography, named after  
electronic music composer  
Amon Tobin.

A retro-futuristic aesthetic, in  
line with the  
personality of Pauline  
Desgrandchamp, Sound  
Designer, and the D.N.A. of her  
work: digital and analog.

amon

« Si un bruit vous dérange,  
écoutez-le ».

John Cage

49

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

a b c d e f g h i j k l m n  
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ESPACE

SYNTHÉPHONIE

CONSTRUCTION



# Chestrock font

A serif headline / title font.  
Elegant top-of-the-range style.  
The first use is the identity of  
the Bento & Miho project (see  
dedicated pages).

CHEST  
ROCK

A

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

0 1 2 3 4

5 6 7 8 9



A B C D E F G H

A B C D E F G H

A B C D E F G H

B B B B

Chestrock  
font



**GELATI**  
**PANETTONE**  
**DOLCE**  
**AFFOGATO**  
**SFOGLIATELLA**

**AMARETTO**  
**GRAPPA**  
**LIMONCELLO**





# Illustrations

# Jean-Michel!!!

The adventures of Jean-Michel  
le bulot (whelk).

Technique: vector drawings  
and photoshop stencils.

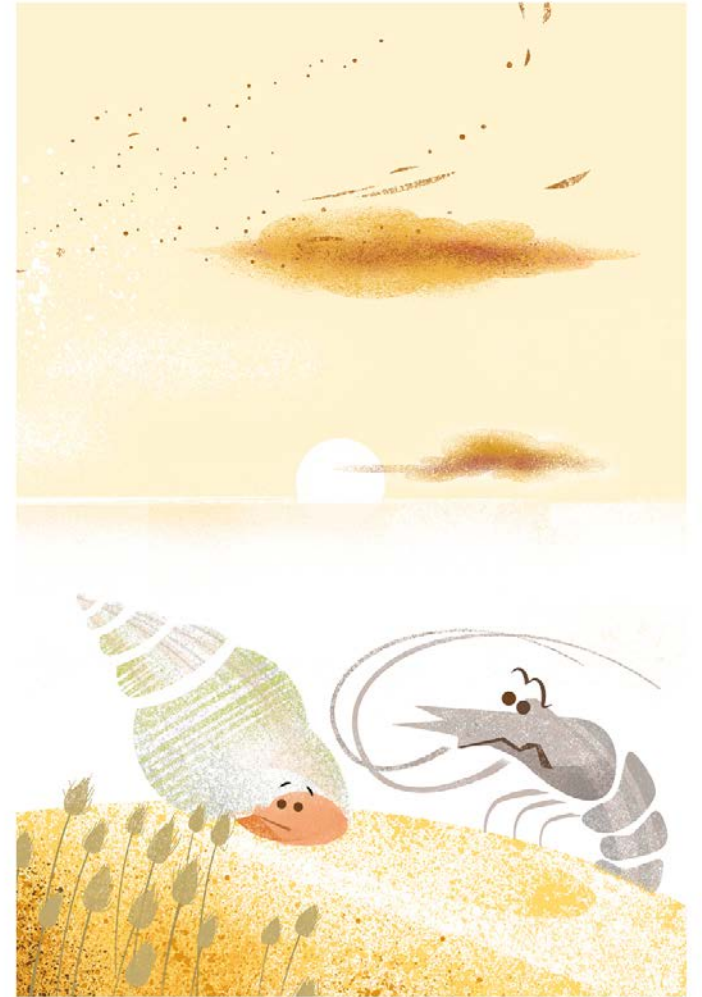




# Jean-Michel!!!

The adventures of Jean-Michel  
le bulot (whelk).

Technique: vector drawings  
and photoshop stencils.





# Tam Tam

I created the character of Tam Tam for a children book project. I am also the author of the text.

Here you can see him in illustrations out of context, made for custom orders for children (birthday gifts).

Technique: vector drawing (Illustrator) and digital painting (Photoshop).





# Tam Tam

Giving a strong personality to the characters, make them unique through their attitudes, looks, the way they stand and their props.





# Tam Tam

Creating an imaginary land,  
working on light, textures and  
transparencies, in vivid natural  
landscapes full of life and  
creatures.





# Character Design

Art for the video game world.

## Olamaké



Character  
Design

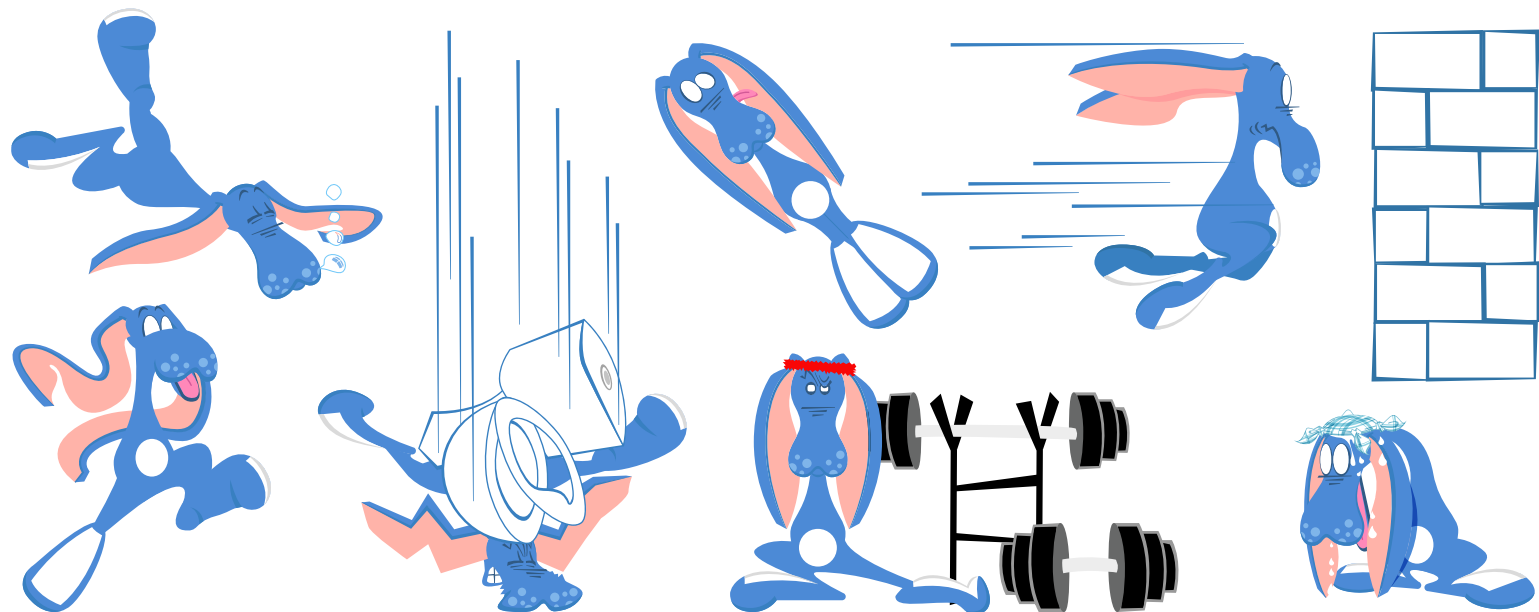
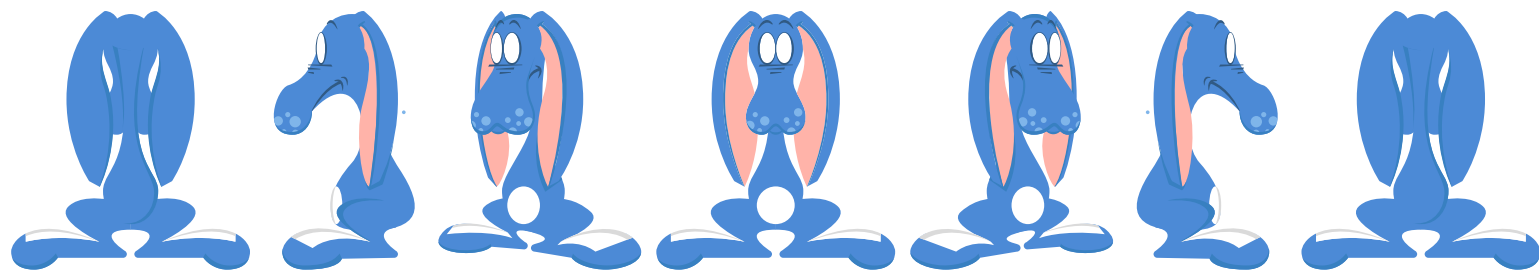
Olamaké



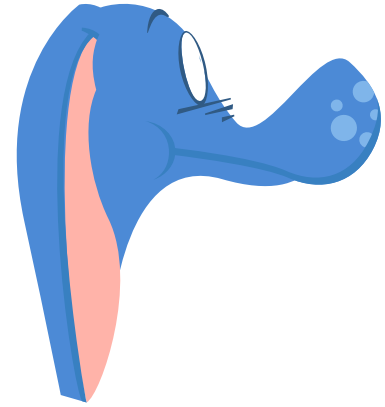
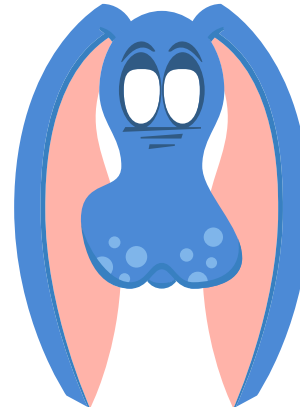
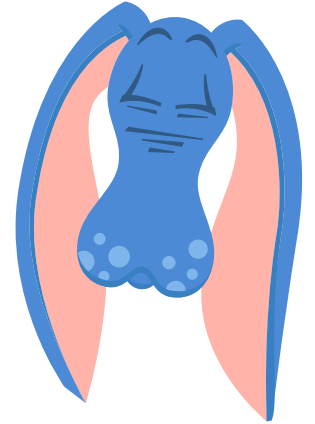
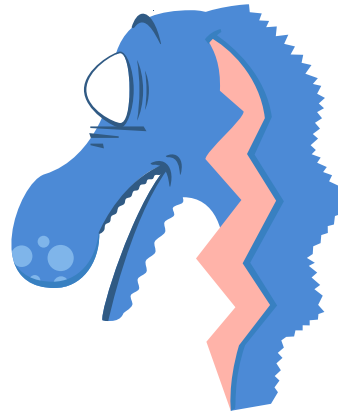
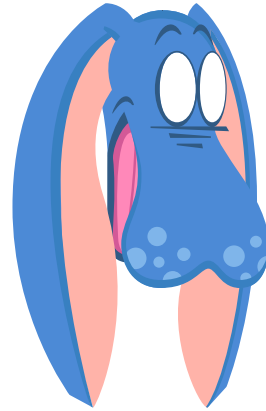
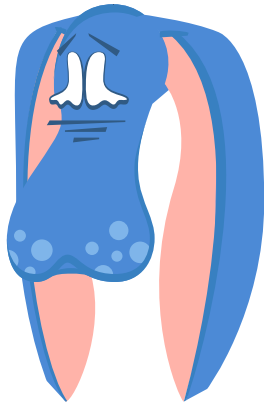


# Character Design

*Patrick*



# Patrick

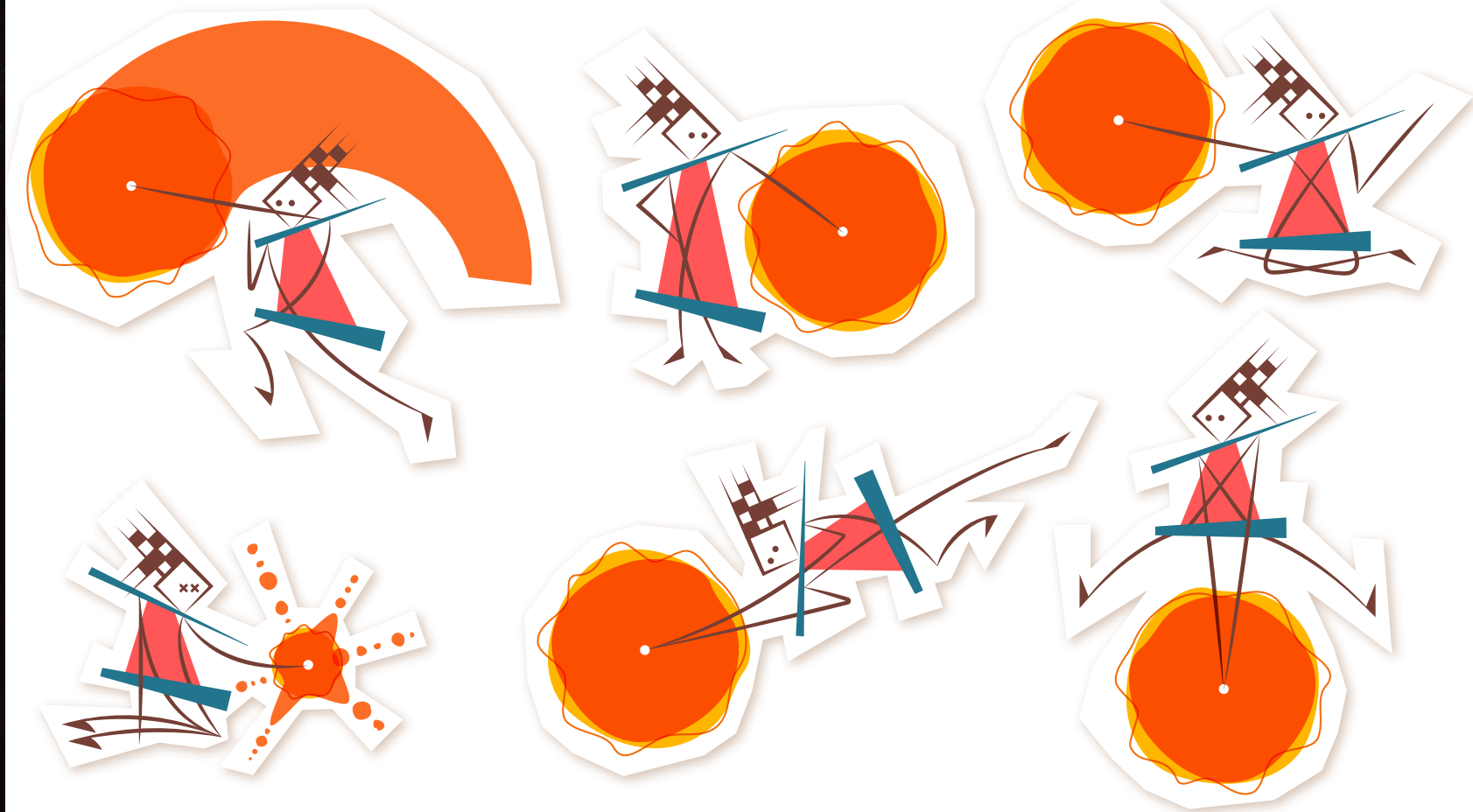


Character  
Design



# Character Design

## Lumignon



# Character Design





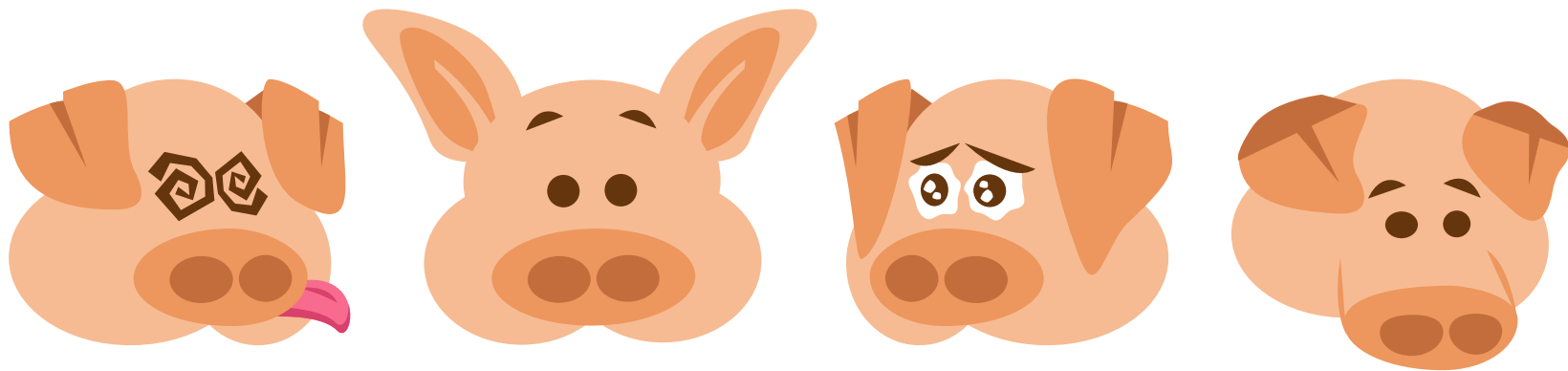
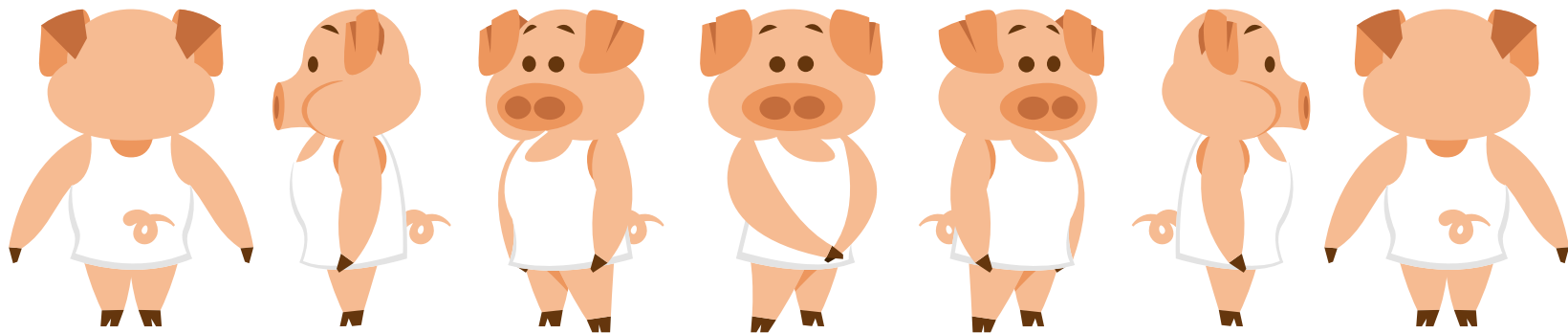
# Character Design

## Lardon



Character  
Design

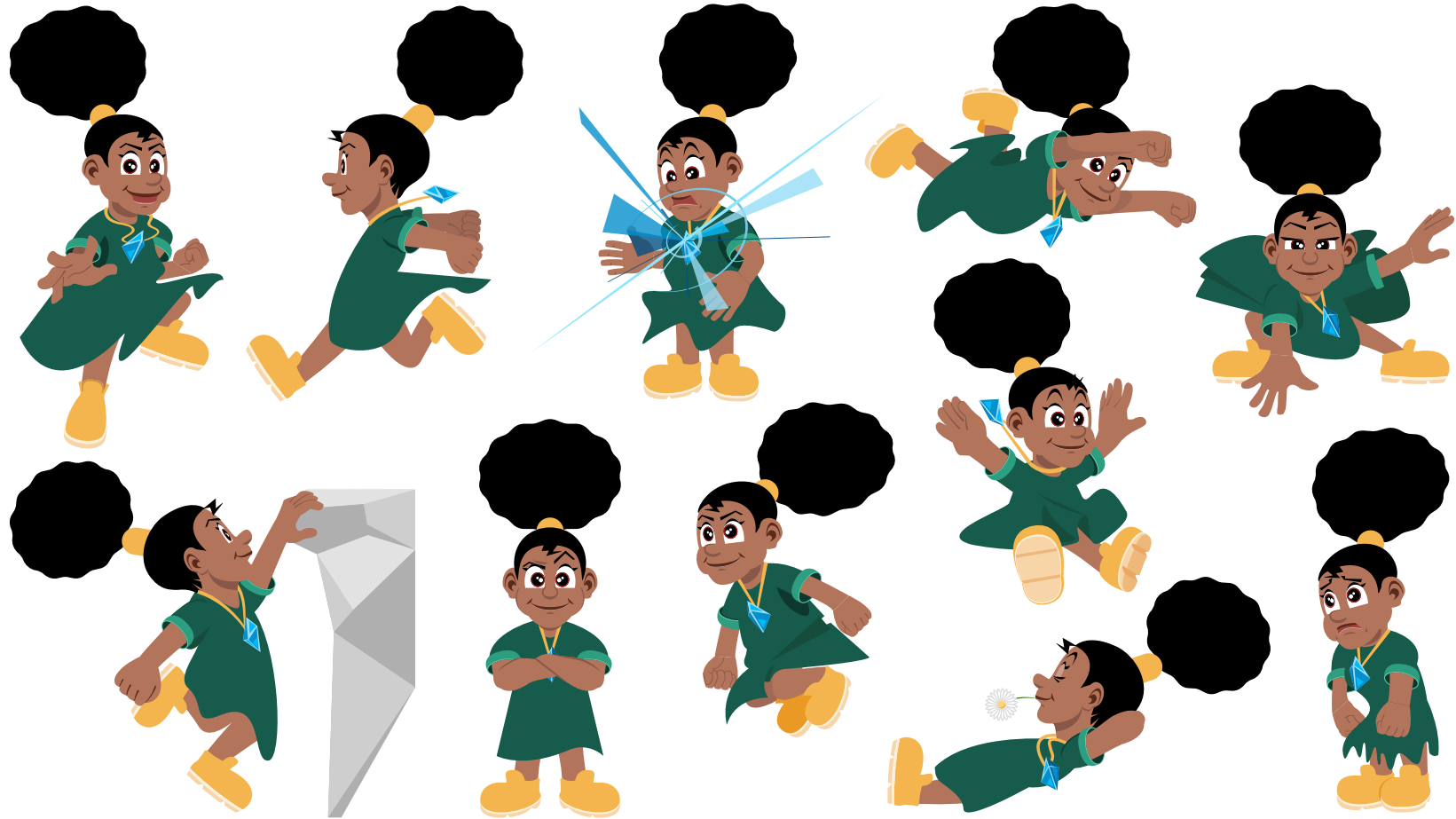
# Lardon





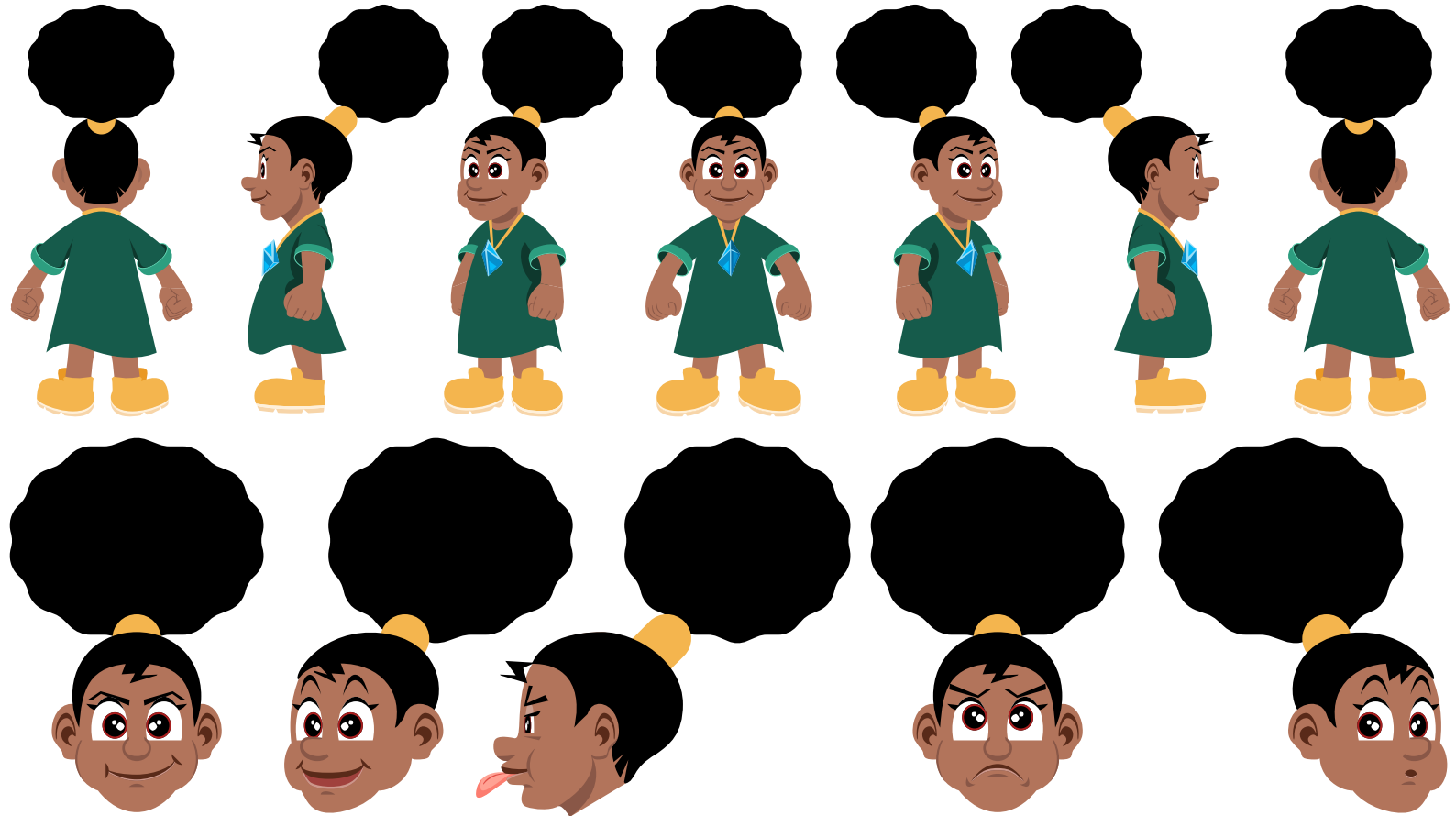
# Character Design

*Titi*



*Titi*

Character  
Design





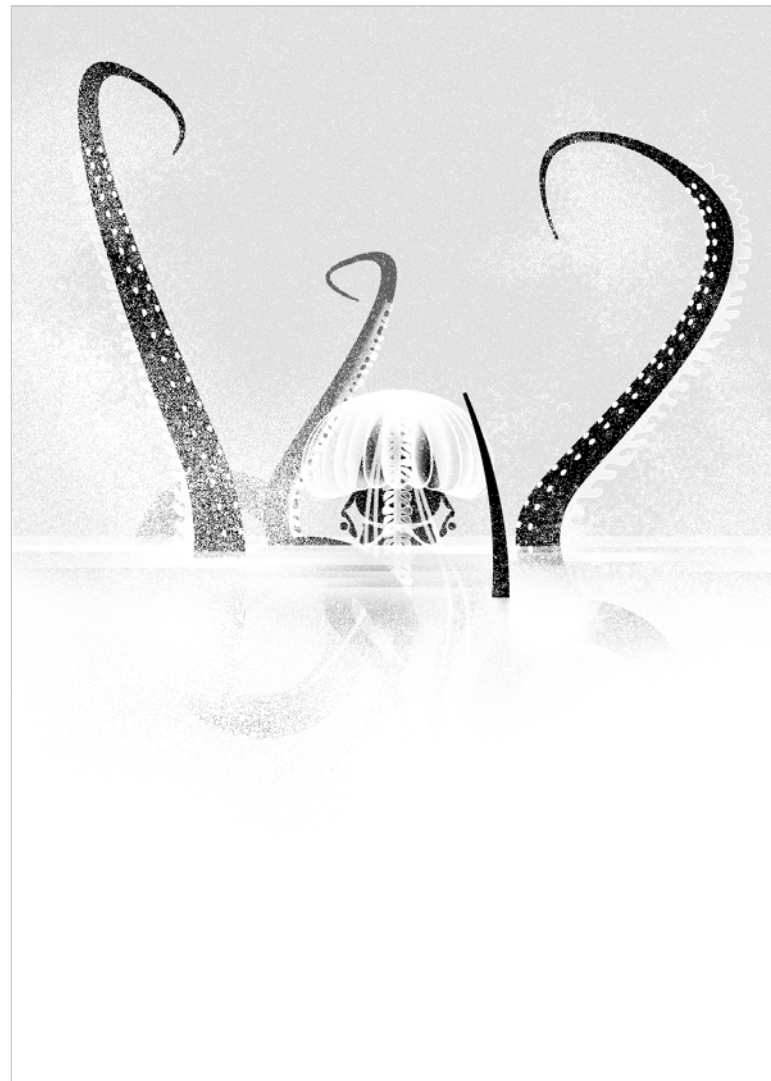
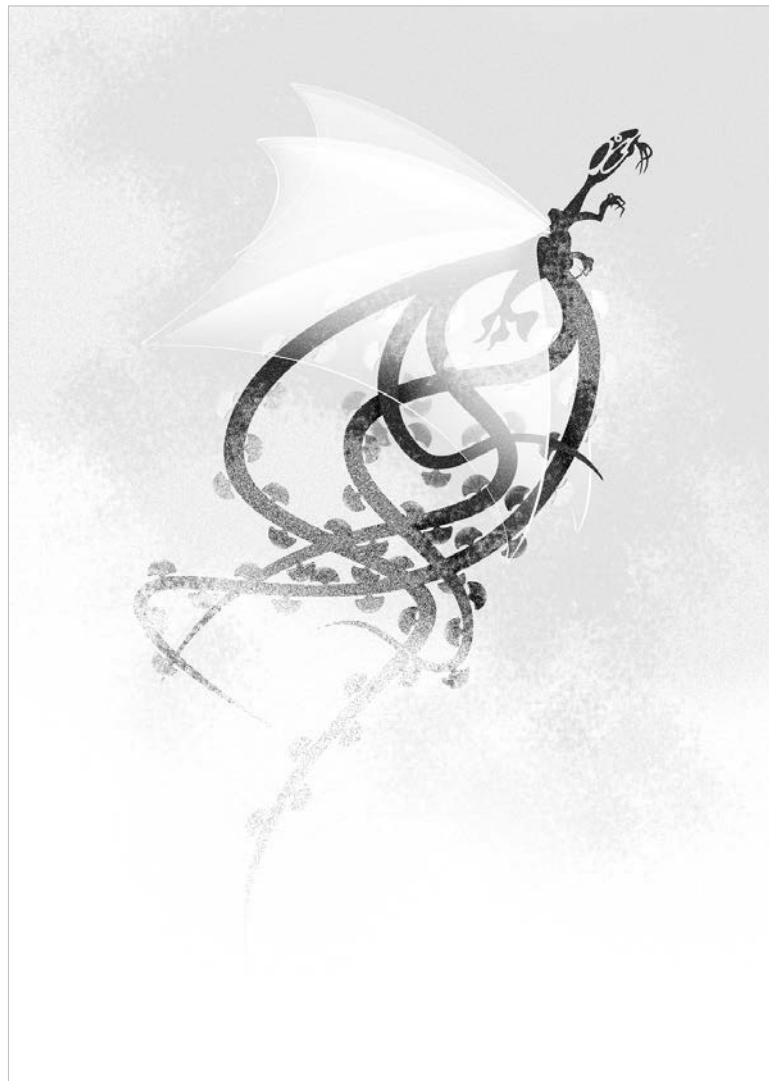
# Sea Monsters

Series of illustrations in black / gray / white.

Very graphic and stylized approach (almost tattooing), playing with the white of the page, questioning scales (are they tiny or gigantic?), working on movement.

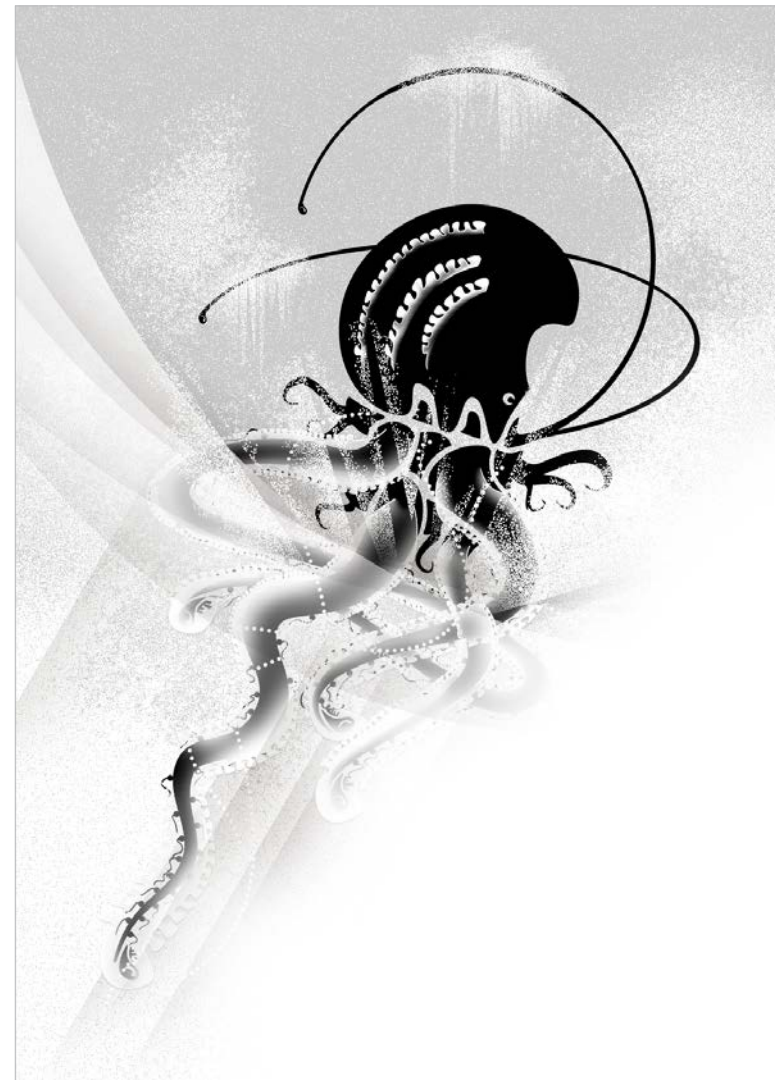
Technique: vector drawing (Illustrator) and digital painting (Photoshop).

(1 / 2)



# Sea Monsters

Technique: vector drawing  
(Illustrator) and digital  
painting (Photoshop).



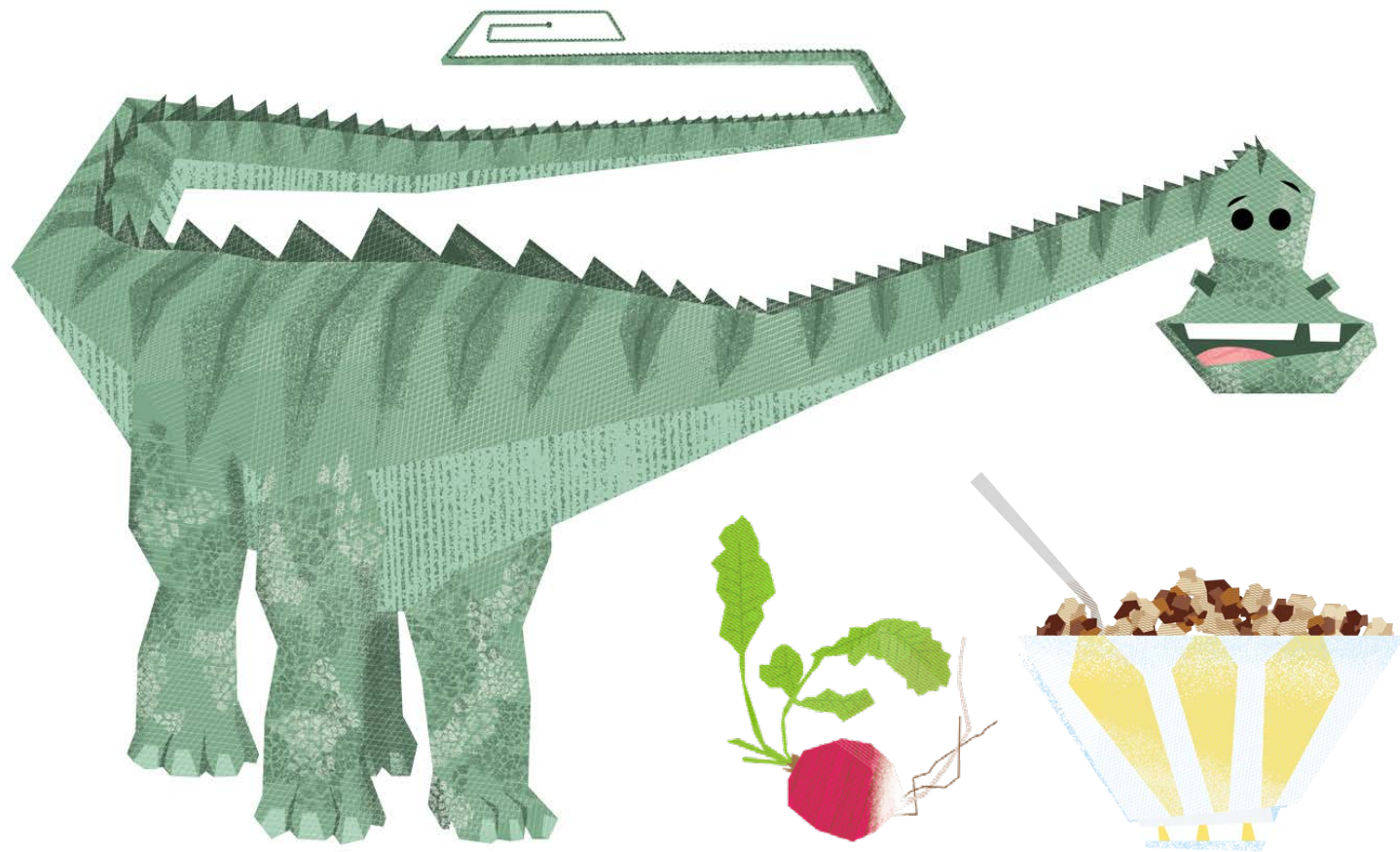


## Cut-Cut

These illustrations are shapes that are not really geometric, they are drawn by hand, looking more cut than traced.

A play on textures adds some lively feeling to each image.

Technique: vector drawing (Illustrator) and digital painting (Photoshop).



# Cut-Cut

Animals, plants and objects  
from the everyday life.





# Cut Shapes

These illustrations were made for a tailor made ABC for a little boy. The words are related to his life: he loves cereals, dinosaurs and his grandpa's tractor, there are also names of people that he loves, subjects he likes to talk about and each time a city + a country to search for with his parents.

This is a poster adapted in a card game where he must find each time which letter goes with the illustration and the list of words.

The letters are an original typographic creation.



**Céréales** / Corbenay / Céline / Chips  
Compote / Cuisine / Ciel / Crapane  
Calin pèpère / Cœur / Caillou / Crabes

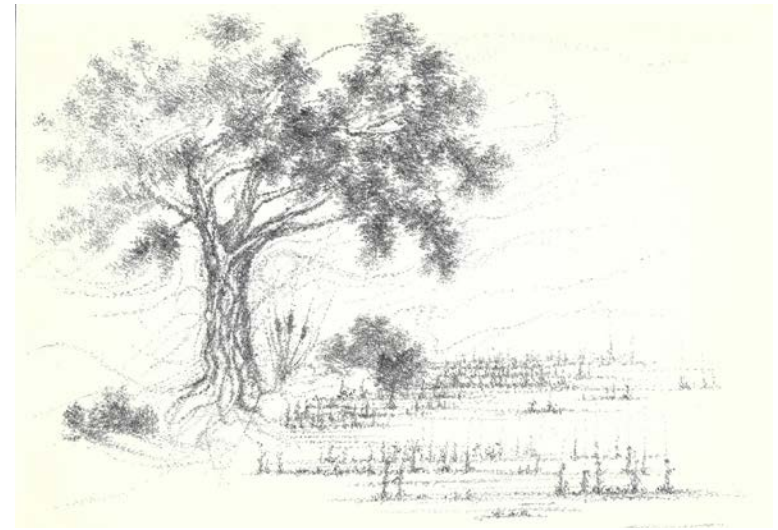


**Dinosaure** / Desgranchamp / Droop  
Dancer / Dublin / Dessiner / Dadaï  
Danemark / Donner / Disque / Doux



# Drawing with dots

Technique: Charcoal and  
graphite on paper.





# Drawing with dots

Technique: Charcoal and  
graphite on paper.

