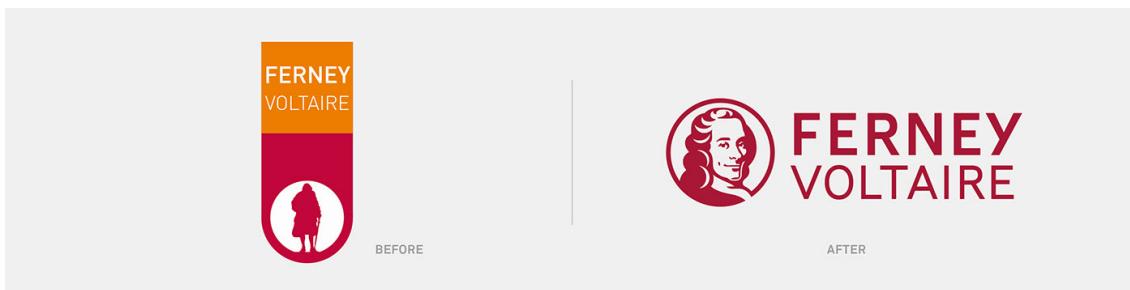




Ferney-Voltaire - Brand design

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

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



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.

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

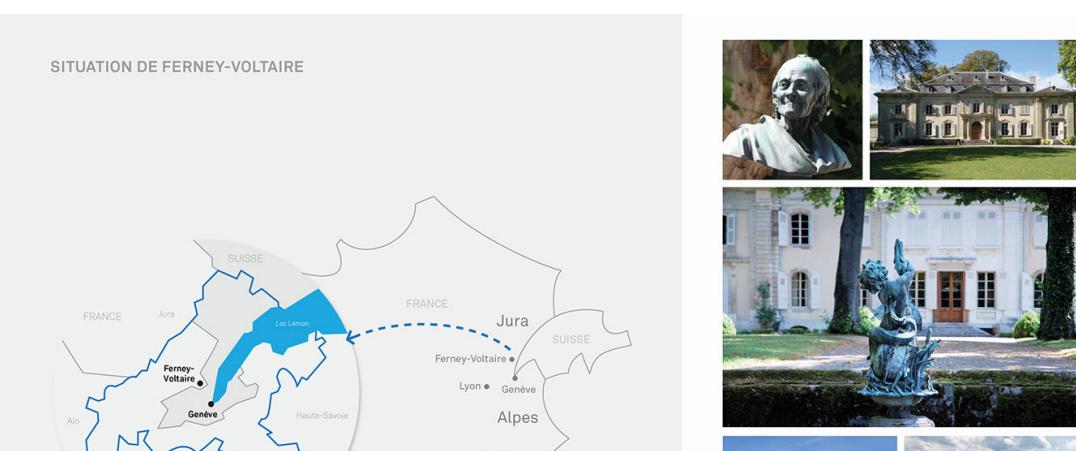
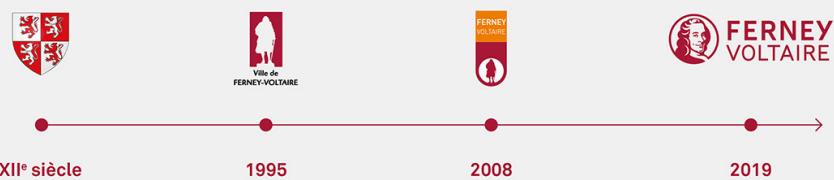
Accept



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

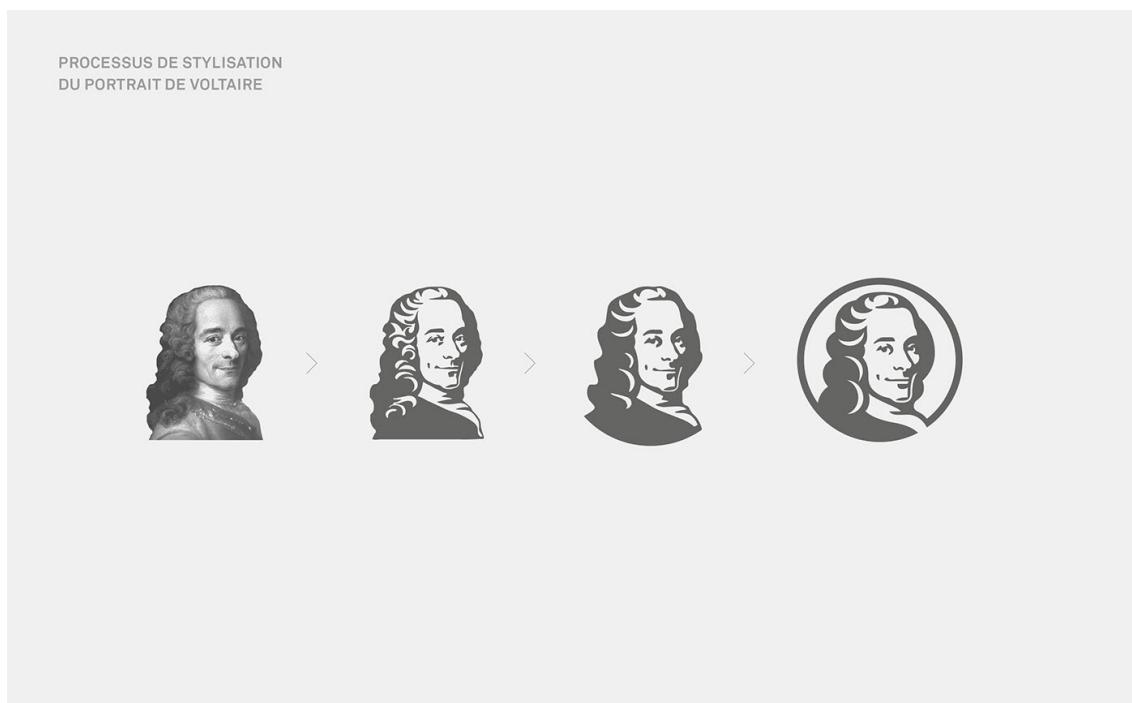
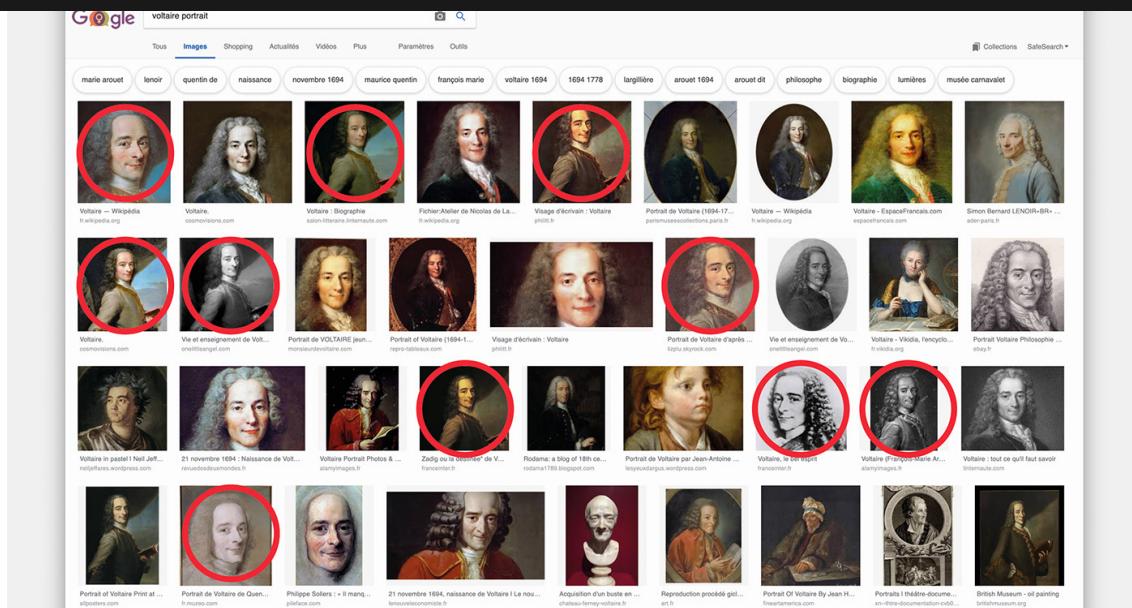
Accept



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept



A logo that rejuvenates

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept

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.

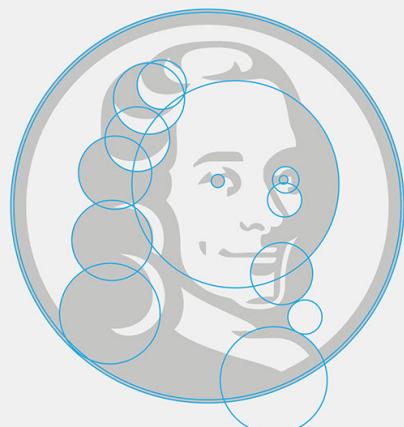
Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept



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



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept



FERNEY
VOLTAIRE



FERNEY
VOLTAIRE



FERNEY
VOLTAIRE



FERNEY
VOLTAIRE



FERNEY
VOLTAIRE | CITOYENNETÉ



FERNEY
VOLTAIRE | ÉCOLOGIE



FERNEY
VOLTAIRE | CULTURE



FERNEY
VOLTAIRE | JEUNESSE



FERNEY
VOLTAIRE | SPORT



FERNEY
VOLTAIRE | PATRIMOINE



FerneyMag

TOUTE L'ACTU DE FERNEY-VOLTAIRE

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept

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

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

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

2016-2017, Lute ommos id
qui ius, to coinnem. Ari reici
blandaerei us sixtatem re, et
untotas et ut pore lita porit unto
modis dolor aut novares.

2016-2017, LUTE OMMOS ID QUI IUS,
TO COINNEM. ARI REICI BLANDAE-
REIUS SIXTATEM RE, ET UNTOTAS ET
UT PORE LITA PORIT UNTO MODIS
DOLOR AUT NOVARES.

2016-2017, Lute ommos id qui ius,
to coinnem. Ari reici blandaerei us
sixtatem re, et untotas et ut pore
lita porit unto modis dolor aut
novares.



Pantone 207C
C5 M100 J48 N22
R165 V0 B25
Hex #A50034

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

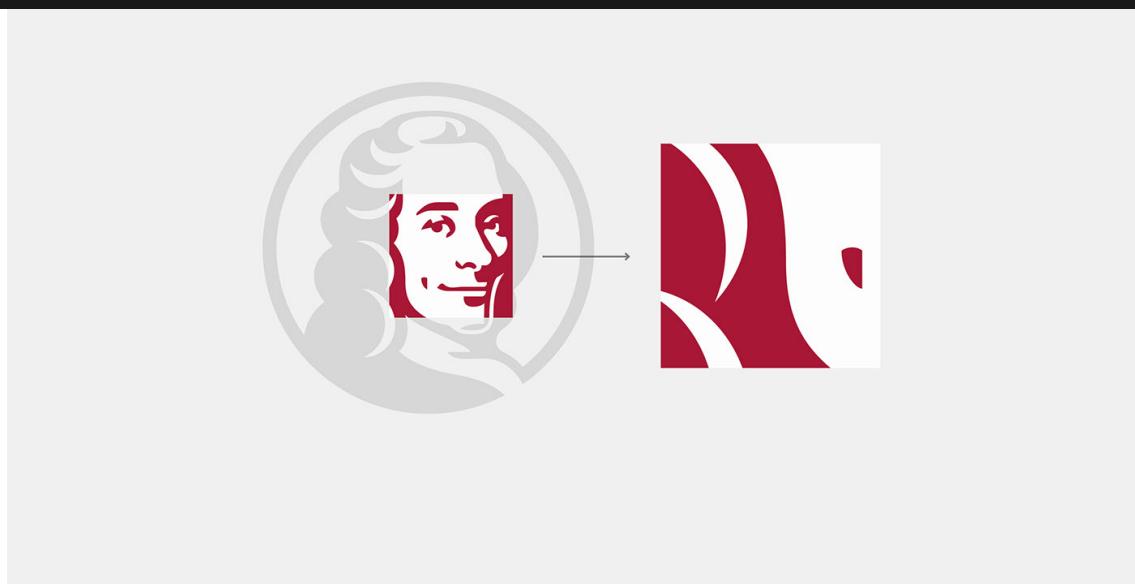
Warm Gray 1C
C3 M3 J6 N7
R215 V210 B203
#D7D2CB



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

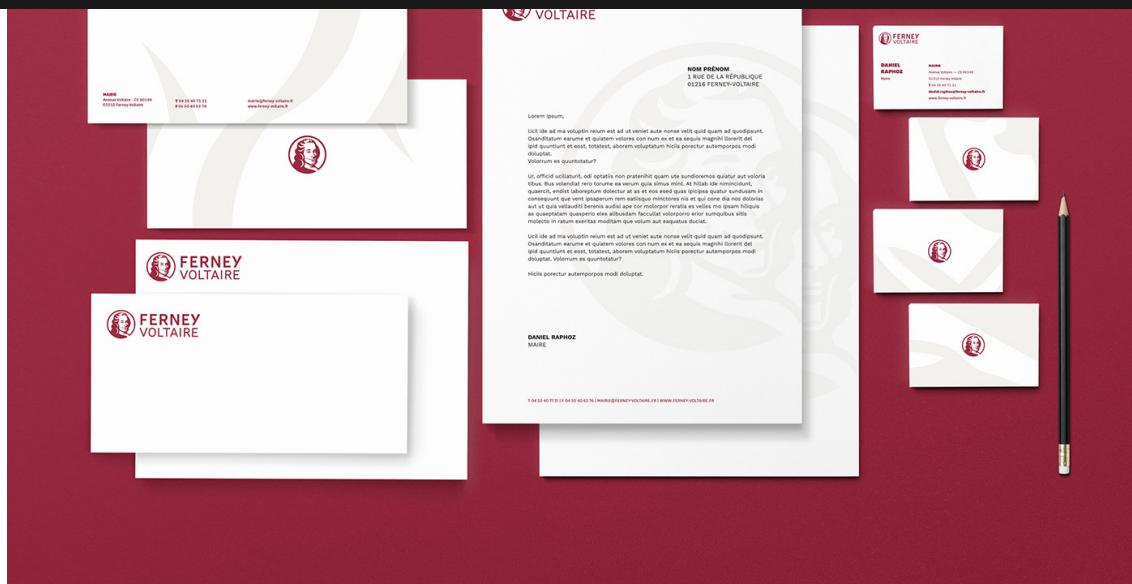
Accept



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Urbanisme: changer la ville

Préinscription
scolaires et
périscolaire

du **02.05**
au **31.05**

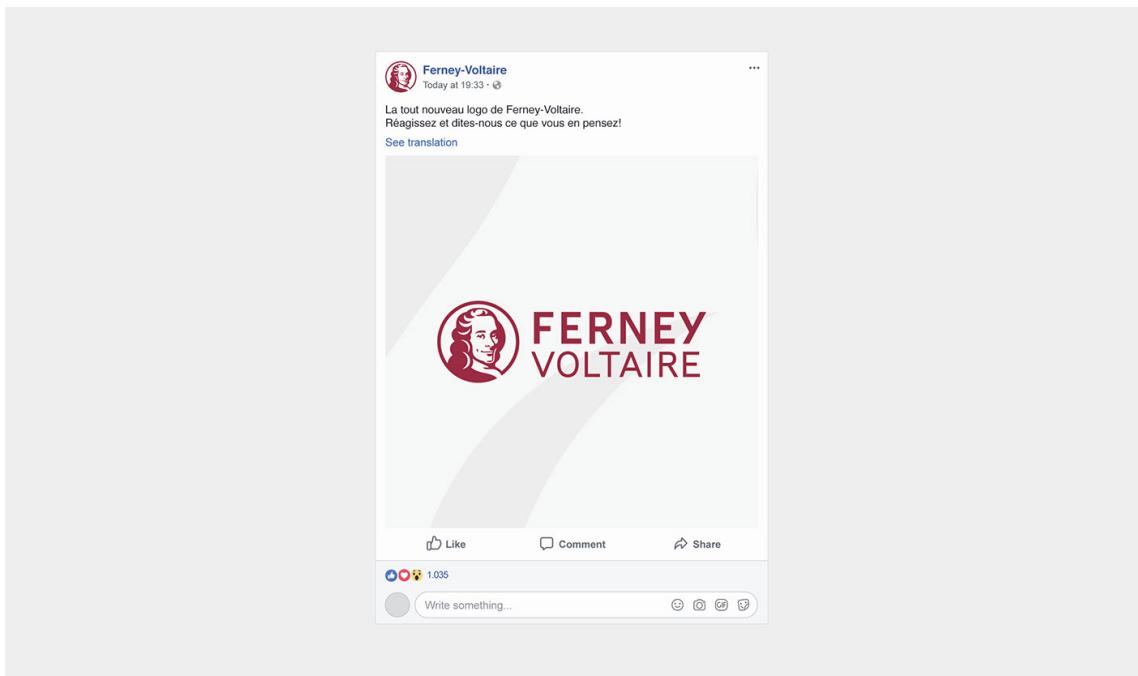
Mairie
service scolaire
entresol

Informations : 04 50 40 66 16
www.ferney-voltaire.fr

1^{er} scolarisation & passage en CP:
sur rendez-vous de 8h à 12h.
Renouvellement des services

périscolaires:
permanence libre de 14h à 18h.

Renseignements: 04 50 40 18 44 ou 04 50 40 18 61
service.scolaire@ferney-voltaire.fr



Ferney-Voltaire
Today at 19:33 · [View on Facebook](#)

La tout nouveau logo de Ferney-Voltaire.
Réagissez et dites-nous ce que vous en pensez!

See translation

FERNEY VOLTAIRE

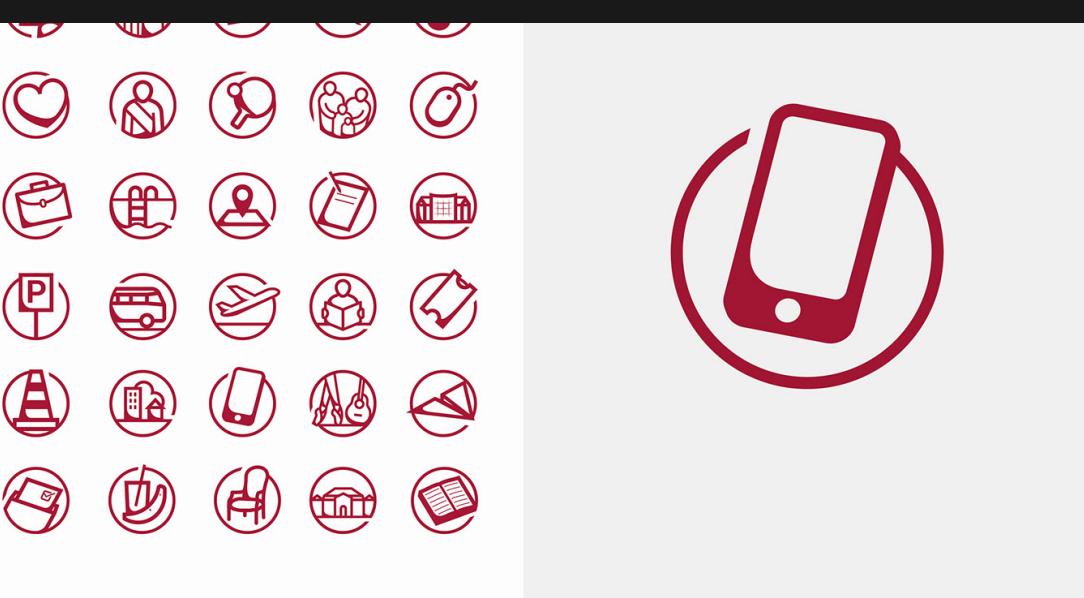
Like Comment Share

1.035 Write something...

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

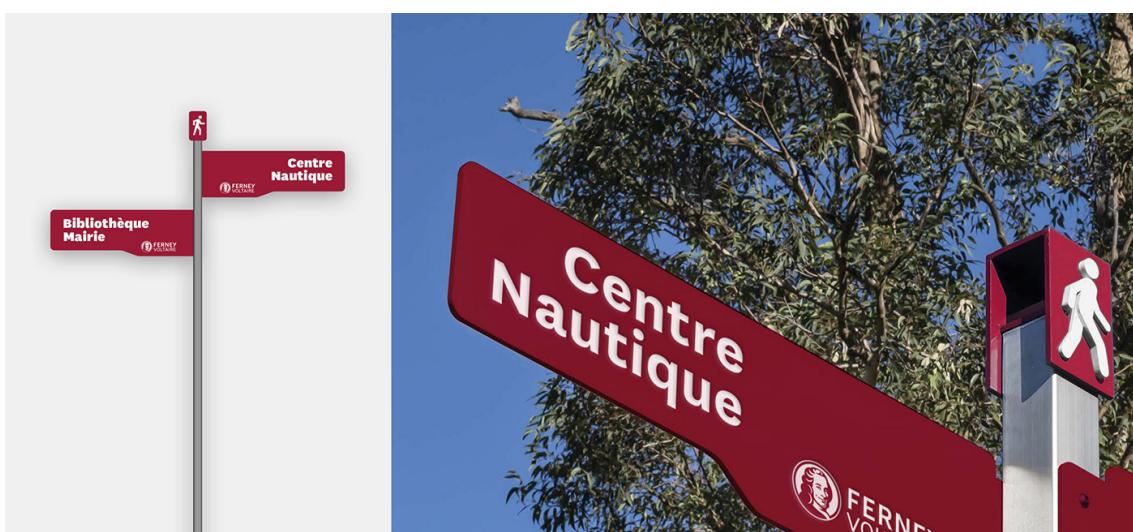
Accept



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)



FERNEY
VOLTAIRE



Learn more about this project:

[EN] <https://www.grapheine.com/en/portfolio/visual-identity-city-of-ferney-voltaire>

[FR] <https://www.grapheine.com/portfolio/ville-de-ferney-voltaire>

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept

Graphéine

Follow



Sign up to join the conversation

Add your feedback for Graphéine's project by signing in or signing up.

 Sign Up



Adele Pasquet

3 hours ago

So clear, as usual :)



Designer_NK_

3 hours ago

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

Accept

**NENEN Lin**

6 hours ago

Awesome

**Anas Belekhbizi**

11 hours ago

amazing work

**Diogo de Castro**

13 hours ago

Fantastic, as always!

**Aliaksei Bohush**

14 hours ago

Nice project!

**Iolanda Scionti**

14 hours ago

Great job

**Alexey Ganson-Sergeevsky**

14 hours ago

as always, just amazing!

[See More Comments ↓](#)**OWNERS****Graphéine**

📍 Paris, France

[Follow](#)**Cookies and other technologies**

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)

CREATIVE FIELDS

Branding, Graphic Design, Typography

BRANDING

CIRCLE

CITY

FRANCE

ICON

LOGO

TERRITORY

VOLTAIRE

PORTRAIT

SWISS

© All Rights Reserved

 Report**Behance** [Careers at Behance](#) [Adobe Portfolio](#) [Blog](#) [Powered By Behance](#) [Creative Career Tips](#)
[iOS Apps](#) [Android Apps](#)[English](#) [TOU](#) [Privacy](#) [Community](#) [Help](#) AdChoices

Made in NYC. All member work copyright of respective owner, otherwise © 2006-2020 Adobe Systems Incorporated.

Cookies and other technologies

By clicking "Accept," you agree to the use of Adobe and third-party cookies and other similar technologies to enhance your browsing experience, analyze and measure your engagement with our content, and provide more relevant ads on Adobe websites and others. Learn more about your [choices](#) and [cookies](#). You can withdraw your consent at any time.

[Accept](#)

