

LAVAJ



Laval the refreshed city

The context

Laval, a city of 50,000 is known for its medieval castle and cultured lifestyle. Situated between the vibrant cities of Rennes and Le Mans, the aim is to make Laval into a destination point rather than a through town by refreshing its identity and connecting the city to its surrounding areas with TUL.

Our take on it

Support the city with a collective transport system and a coherent visible identity that attracts everyone, inhabitants, business and public services. Establish a singular and recognisable tone of voice.

The difference we made

Laval's logo is designed as a palindrome, a word that can be read from left to right or right to left, this symbolises a perfect balance. Constructed using a bright pink, Laval's visual identity contrasts sharply with the sober colours normally employed by public institutions. This historic city should show its heritage, which is why we included the leopard from the coat of arms in the institutional version of the logo.

With TUL we succeeded in engaging the audience with real and imaginary journeys through media that adorned the city - from the design of tickets and the appearance of buses, to advertising on street furniture, we placed the TUL identity at the heart of everyday life in Laval.



ROYALTIES