

**DESIGNERS DE COMMUNICATION** 



#### What is [CONTRASTE]?

CONTRASTE n.m. (ital. contrasto, lutte) opposition between two things that are emphasized by their juxtaposition. (). In contrast, by contrast with: versus

#### IMAG. MED:

Contrast medium: injected substance to render opaque bodies to Xray

CONTRASTE, E adj. of which contrasts are very pronounced.

A contrasting picture.

CONTRASTER v.i. ou v.t. ind. ( avec ). Opposing strikingly, be in contrast. This architectural concept contrast to these old houses.

♦ v.t. Contrast, in an artistic or literary work.

In his painting, she has contrasting figures.  $\Diamond$  Contrast a photograph, an image: accentuate the contrasts between the light areas and dark areas ...

# «BEYOURSELF! EVERYONE ELSE IS ALREADY TAKEN»

**OSCAR WILDE** 

# Visual Indentity, Branding:

All graphics that allow your business to physically exist and to be recognized in the crowd of competitors.

The Visual Identity includes the logo and graphic environment, signage ...

It is the incarnation of your business.

#### Product Identity:

All communication media, graphics and text elements that allows your product to exist physically to be recognized and purchased.

Identity Product includes the name, logo, packaging (packaging), the PLV ...

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# The Creative Strategy:

Art of stimulating and coordinate all identity, communication, marketing and production to reach-or even exceed - your profit targets and / or reputation.

## Support for Brands:

All means of protection, development and management of your brand, your identity ... in order to guard of some inconvenience, but especially to free you from the complexity of its daily management.

You will never be in a hurry because we plan with you your communication deadlines.

This will save you money

#### Design Thinking:

An analysis of areas of the business to find the optimizable points in order to make it more visible and more competitive with its rivals.

This homogenization approach energizes and increases the efficiency of its forces.

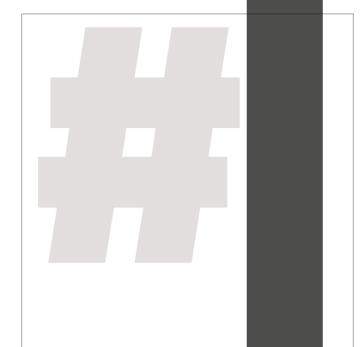
This contributes to the pleasant ambience

5

#### Experience:

The CONTRASTE experience has been forged over 30 vears in areas as diverse as European Programmes for the development of commercial and technological relations between Europe and Asia. the ACP (Africa, Caribbean and Pacific), biotechnology, the banking world. food, drinks, computer expertise, the art, the world of photography. sportswear, institutional and political communication, associations, real estate. development cooperation. pharmaceutical, the press. information technology. aviation, cosmetics ...





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YOUR
COMPANY
SHOULD BE
NOTICED ...

BY ACTING ON THE CONSISTENCY OF YOUR SPEECH, YOUR IMAGE AND UNIQUENESS, IN SHORT, WHAT MAKES YOU WHO YOU ARE ... CONTRAST [IDENTITY STIMULATOR] DEVELOPS SUSTAINABLE IDENTITY OF YOUR BUSINESS.

CONTRASTE
STIMULATES YOUR
IDENTITY!

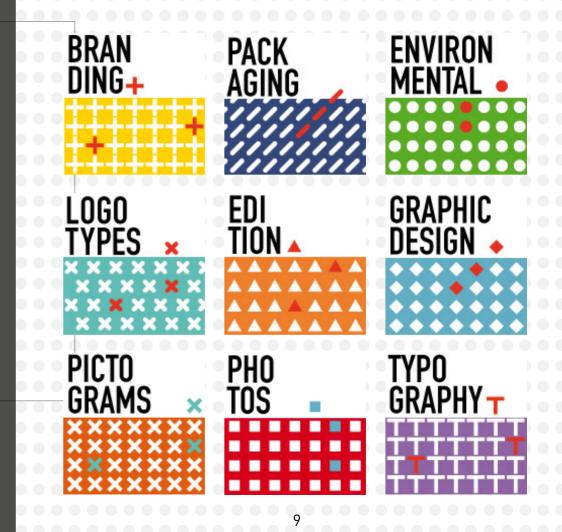
YOUR
COMMUNICATION
MUST BE
REMARKABLE ...

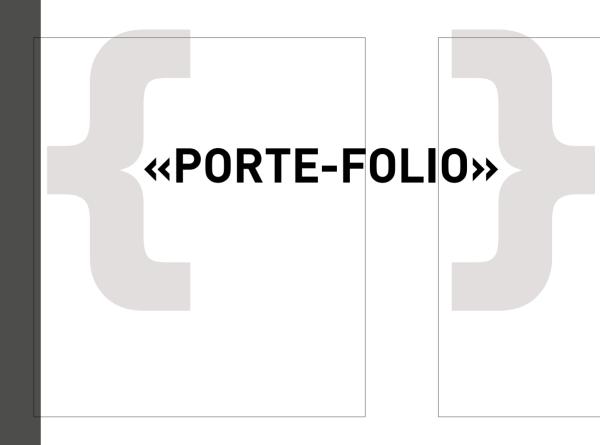
BY ANALYZING WELL YOUR COMPANY'S STRENGTHS AND YOUR COMPETITION, DIRECT OR INDIRECT, CONTRAST ... [IDENTITY STIMULATOR] MAKES YOUR REMARKABLE COMMUNICATION.

CONTRASTE STIMULATES YOUR ENTREPRISE! YOUR
PRODUCTS GAIN
FROM BEING
OUTSTANDING ...

BY BUILDING THE R HISTORY
... CONTRASTE [IDENTITY
STIMULATOR] GIVES A
TRUE IDENTITY TO YOUR
PRODUCTS. MOST POPULAR,
BEST SELLING, THEY WILL
GROW FOR THE GOOD OF
ALL OF YOUR BUSINESS.

CONTRASTE STIMULATES YOUR SALES «NEVER ASK **A DESIGNER** TO DESIGN A BRIDGE, **ASK A DESIGNER** TO DESIGN A WAY TO CROSS THE WATER!>> Zelda Harrison





#### Asia Invest

Global Communications of the European program.

I was given the visual communication of the European Asia Invest program.

The subject was at first, not very exciting.

We had to make it attractive by images, illustrations, graphics evocative.

Brochures, bimonthly news. the stand are all media that have contributed to the awareness of the program.







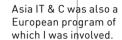


society

#### Asia IT&C



Global Communications of the European program

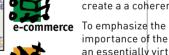


If the base «Asi @ IT & C» existed, the notion of «Mutual Benefits» had to be added.

I created a threedimensional object, symbolic of unity and prosperity, I caught 5 views like the praxinoscopes and have integrated visually in the two major elements of the visual identity to create a a coherent set.

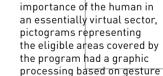


health









in the spirit of Asian.

















Agence européenne de contrôle aérien

There would be many things to tell about Eurocontrol.

The fact is that the development of the visual identity began with the lineguide that I created following the decision to choose what is the current logo, there is of it for many years. (1993)

Regularly, I continue to develop brochures and illustrations.







Money Laundering

National Measures



PENEWS











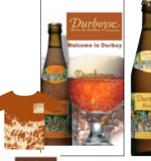
#### Durboyse

Identity of the Durboyse, Durbuy beer.

The Durboyse is a brand of beer distributed only in the region of Durbuy.

The work was therefore the development of the label, to create a world «Durboyse» where all graphic elements are built to give the impression that this is the «big» brand of «smallest city the world with its three flavors.











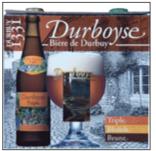


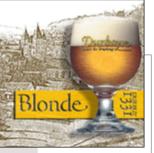






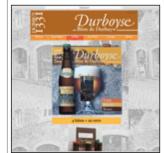












### BrasserieLefebvre

Identities of beers produced by the brewery and branding of the latter.

Here's an example where I slightly modified the logo in the redrawing completely in order to restore its lost consistency over the years.

Both logos have cohabited: the former found on media such as business cards stands bins etc.

The new simply -more which is taken on mechanical plugs, vehicles and website.

The products developed by the brewery are many stories that deserve whole chapters. But that's not the point here.

It only emphasize here the importance of brand consistency with their environment.



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#### Hopus

When the desire to develop a new beer came to the new generation. It took work with the brewmaster to get to create a strong identity that sticks to the taste of the product.

Which is always very stimulating for creative is to develop all the elements to have a consistent image.

The Hopus exists since November 2008 and has won medals in its class to The European Beer Star Award













The brewery had developed a product that lacked a name, an image, an identity.

Result: The first thing we did was to find roots to the product, creating it a true story. Then we found a name and visual identity. Finally, we declined this identity on multiple media that make up the communication of a new beer.

In 15 years, the Barbar has become a flagship product of the brewery.

She won the gold medal at the European Beer Star Awards







#### Saison 1900

Season 1900 has evolved in recent years to get to this identity almost exclusively oriented towards the US market.

#### CoffeeBeer

The recipe for CoffeeBeer existed, it lacked a name and graphic identity. I had developed a series of graphic identities for imaginary Products: KfeBeer, TeBeer and KKoBeer

Sometimes things start well:

The CoffeeBeer is very popular in Russia.

#### Newton

White beer at the apple.

When apple producers wanted to create a beer with apple to compete with English ciders, they never imagined that eventually this would be a success in Japan.

It is true that when I created the concept Newton, I surprised and seduced Brewery ...





#### Manneken Pils

Initially, I admit that I had trouble with the name that I found to be a pretty bad pun on Manneken Pis. It took some time before finding the creative leap that allowed me to create this brand, very graphic and very «swanzeuse».

Finally this young brand was very good and very strong contrast with the original product was a banality.

Again, the contribution of the designer in the industrial process is essential ...



#### A.I.D.E.

Branding of the company:

brochures, website, information signs

I was consulted by A.I.D.E. because they conveyed a very typical old image «70», the new managers did not recognize themselves in that identity.

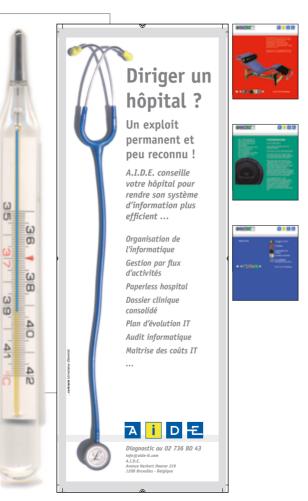
The hardest part was to convince the founding partners of the need for a rejuvenation of the image.

Theories that we do not change a logo were still deeply rooted in the mind.

In this case, the change was total and applied immediately to all media for strongly mark the turn taken.

The picture was not the only factor taken into account. the tone of the texts was also working to achieve the goal.

For others, a simple facelift may be sufficient to mark the evolution of the company with the times.















8 1 8 2





#### W:Halll

The municipality of Woluwe Saint Pierre had a cultural center; the commune of Woluwe Saint Lambert had his: Wolubilis.

We can not say that they were at war but there were often people, thinking to go to one, went to another.

Moreover, there was in Woluwe Saint Pierre a branch of the «French Community Media» and of course a library system.

Create a common identity could be win.

It was hard work because the most difficult thing is not to create but to develop something just that is acceptable to all stakeholders. It is not obvious. This is why there also had to develop what is called a «non-standard» identity.

In fact, it is not to develop something incoherent but to develop a closer identity of an incarnation with which stakeholders can live and evolve, essential thing in such sensitive areas as «CULTURE»...

# WEDIA HOW











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#### March 30/10/2012 DESCRIPTION OF THE PERSON

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#### Married 65 to 982

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#### Rema-Gravure

The visual identity of an engraving business on all types of hard materials.

The idea was to return to the tradition of engraving and especially not communicate as competitors. The world of engraving is usually little innovative enough.













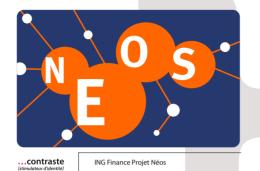


#### Neos

(New Expenses Operating System)

ING has developed a system to help manage expenses.

They needed for this system a logo button available in the intranet and a variation on the envelopes used to collate supporting ...

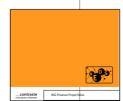














# Nekto Nekto

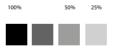


(Formerly workshops Reine Fabiola)

The image of the workshops had greatly tarnished with the case of the Village No. 1; Contrast was consulted to develop a new identity: a name, a picture and its variations.

Again, the work has been more focused on the acceptance of a new identity by the entire staff. It took a lot of listening, of incentives and brainstorming sessions with all managers to get there.

That's also the profession

























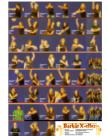








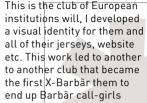


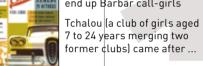


































#### Envisager

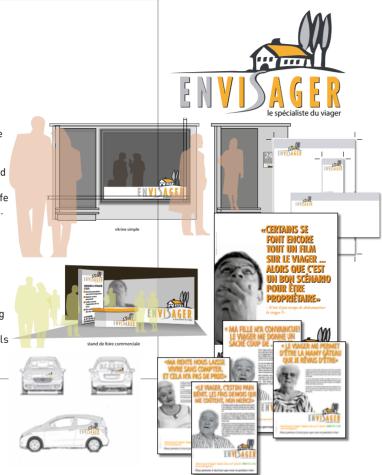
Global communication of a real estate agency specializing in life.

What can we say about 'ENVISAGER'?

When the owners of the name asked me to create the full identity of 'ENVI-SAGER' it started from nothing, if not a name and a goal of becoming the must challenger of the life annuity sales in Belgium.

To make the brand sympathetic, I chose to focus the identity of the company on the picture that a child would dream of a house.

The success was growing up. Within months, we went from zero to 15 mails with peaks of 20 per day. Which was totally unexpected for such sales.

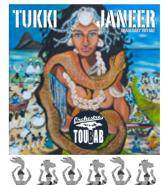














Music production company.

Development of the logo, creating promotional materials covers and music CD booklet

A long time ago, I developed the visual identity of A3 distribution. Since then I have developed for them the identity of CD's and promotions items ...













BECI. Chamber of Commerce and Industry Brussels

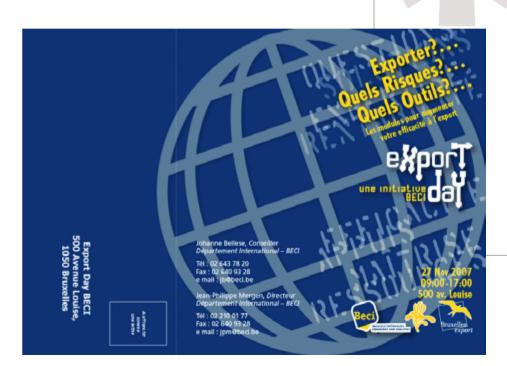
Some examples of elements developed recently for export days.











# EUROPE... ACP...

Some work developed recently for various European agencies and programs.

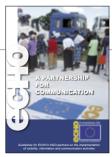
Brochures, corporate identities, websites, Annual reports ....







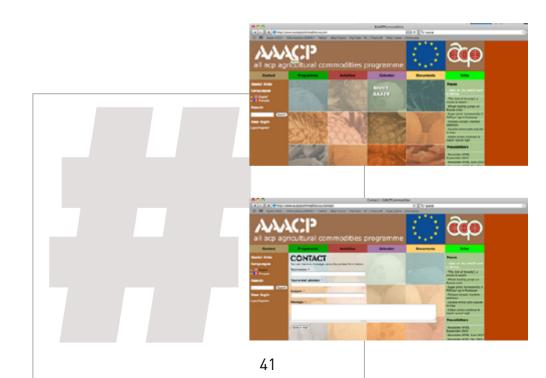






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Transport and Section Co.	
And all the second of the Seco	













murmure cafe - exposition interaction and co...

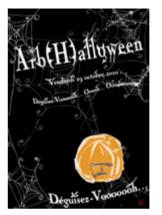
#### Culturel

Some theater posters for the Company of «Little Baladins» of the Athenaeum Crommelynck.

Photo exhibitions of posters

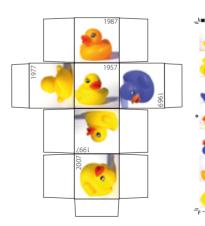
A website project for a string quartet, posters for open days of the school Malou Park.

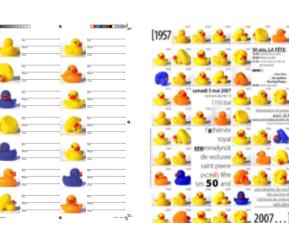












#### Domo ligna

A project of wood construction company needed a name and identity to attract investors and buyers.

All the work of the studio was to find a name that sounds good «wood and house». Then the iconographic choice is turned to parasol pine tree because it is shaped like a «roof» that protects ...









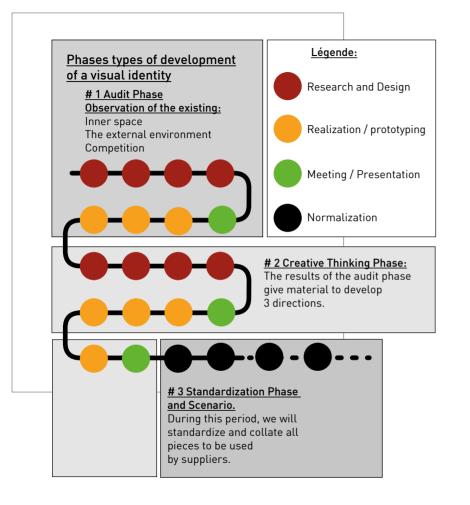












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#### The team :

André-Yves Coenderaet

Gauthier Burny

Julie Lay

Fabien Huleux

#### The Network :

Beijing

Helsinki

Istanbul

Johannesburg

Habana

London

Montreal

New-York

Roma

Saint Malo

Sao Paulo

Seoul

Shanghai

Taïwan

Zagreb

#### Remunerations

Estimate.

By subscription.

A half-day (hourly rate 80 €)

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