



CANNES

Côte d'Azur

A city where the opposites attract
 The city of Cannes' unique character is defined by its contrasts. A village as great as the biggest cities of the world, combining prestigious festivals and the authenticity of a traditional fishing town. Our proposal puts those attributes in perspective by linking both sides of the same coin. A city of innovation and history, of creativity and culture. A city where the opposites attract.

World famous for its film festival, the city of Cannes is best represented with a storytelling, narrative expression. A variety of contrasting elements illustrate the uniqueness of the city, letting us choose what attracts us in a playful way.

The wordmark follows the same concept of connectivity and contrast. A recognisable wordmark reinforced by a strong identity, foldable to the needs of a broad city.

Evolution
 The flexibility of the illustrations enables a wide range of applications and colour ways. It becomes an adjustable tool picturing the evolution and the expansion of the city with endless possibilities. Using different landmarks and characterising features of Cannes, countless combinations of stories can be told. With the city hosting thousands of tourists every year, the identity allows a great range of iconography possible to use on different platforms, making the user experience more human and universal. The visual idea of the identity allows the visitors to discover and explore the city in a way of their choice.

With that in mind, the new identity becomes a long-lasting solution for a forever evolving city.

