



Cannes is probably the only place in the world that combines the homely feeling of a fishermen village with the exuberant glamour of a cosmopolitan capital. It gathers modest and yet charming cobbled streets with sumptuous luxury ports, where humble local folk live among entertainment stars in perfect harmony. An elegant and self-effacing place that adapts to every context to which is submitted, being it modest or glamorous. People from all over the world transform the city, as much as the city transforms them. Whichever perspective you look Cannes from, be sure it is plural.

A place so rich and dynamic should not have a static visual identity. It should represent plurality. The logo follows the same thought: a simple piece of typography, pure yet elegant and timeless, embracing everything of which the city is made. Each of the colors in the palette represent one of the city's core values and all graphic elements used in the variations resembles an iconic feature.



The visual identity is composed in a way that reflects upon Cannes multicultural spirit and it is meant to be constantly evolving, such as the city itself. Evolution is mutant, adaptive and inherent to the identity's behaviour.

