

Award:
ADC Switzerland

Client:
ACG (Association des
Communes Genevoises)

Catégorie:
Design
Corporate design

Entry Description

In 2022, the acg (Association des Communes Genevoises) and its three affiliated entities - giap (Groupement Intercommunal pour l'Animation Parascolaire), siacg (Service Intercommunal d'Informatique), and cidec (Centre Intercommunal des Déchets Carnés) - were in need of a fresh, modern look for their logos and visual identities.

To create a bold new visual identity, our agency took a disruptive approach to the heraldic references of the 45 communes in the canton of Geneva. Drawing inspiration from the pioneering work of abstract artist Piet Mondrian, we crafted a unique and contemporary interpretation of the canton and its communes' coat of arms.

The acg logo was crafted using the shapes and colors of each municipality's coat of arms, resulting in a unifying umbrella brand that equally represents all parties. We also simplified and modernized the coat of arms designs, giving them a 45-degree angle to pay homage to the 45 communes.

Overall, our branding work for acg and its affiliated entities has resulted in a cohesive and visually striking identity that embodies the progressive and forward-thinking spirit of the region.

