

eMa - Ecole des Musiques Actuelles

ADC Switzerland 2024

Category 11: Design | Corporate Design

ADC 

Parenti & Co.
THE BRANDING STUDIO

context.

Founded in 1983, the first school of music in French-speaking Switzerland that was neither classical nor jazz was **initially dedicated to the study of rock music**. Over the decades, its teaching expanded to all so-called "contemporary" music.

Today, eMa has nearly 500 students and is preparing to move into an iconic genevan building which is being entirely renovated to become a center fully dedicated to music, thus moving the eMa into **a new dimension & chapter of its history**.

The challenge for rebranding the eMa was to **capture the essence of contemporary music**, which emerged from marginalized backgrounds.



creative concept.

The concept revolves around expressing the essence of eMa through an identity based on a multitude of typographies, reflecting the diversity of music.

And, just like music, the uniqueness of this identity lies in its ability to appear different every time, while remaining distinctly recognizable across its various iterations, be they static or animated.



logo variations.

The visual identity centers around a logo featuring the letter M of eMa, presented in over 100 typographies. This diverse range of typographies **reflects the wide variety of music genres** taught at the school.

Like music, the particularity of this "multilogo" is that it appears in a different way each time, while still being clearly recognizable through its different variations, whether fixed or animated.

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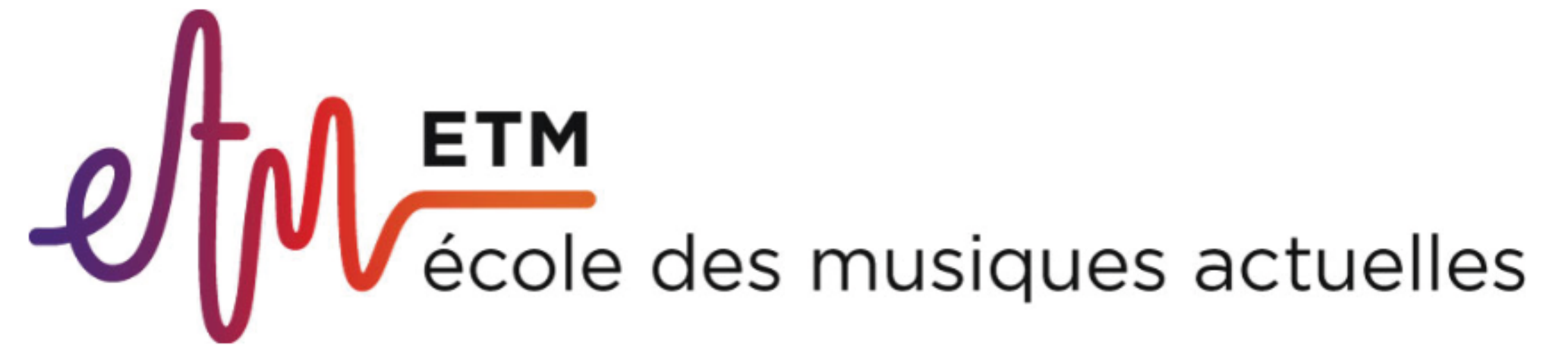
eMa | ÉCOLE DES MUSIQUES ACTUELLES

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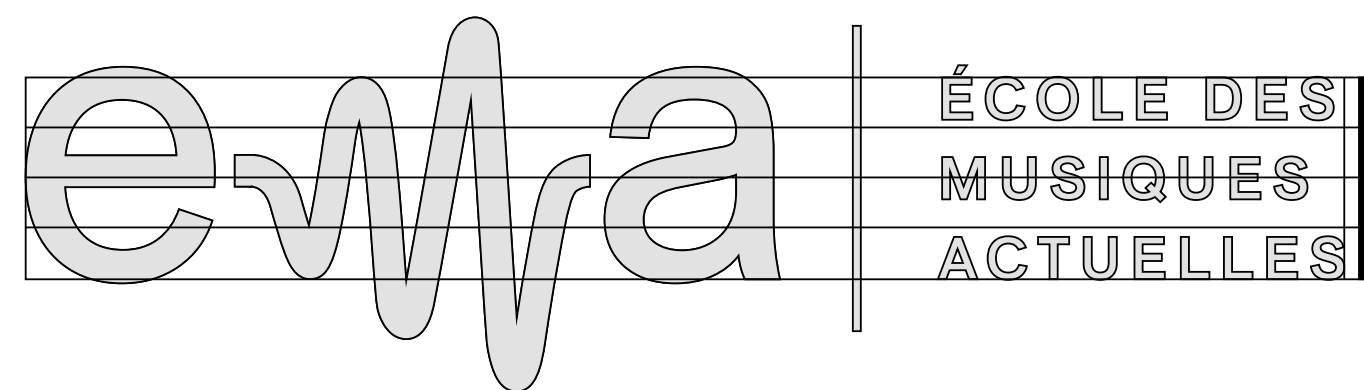
transition.

Among all the letter M's that make up the central part of the logo, there is one that **symbolizes the transition between the old and the new identity** of eMa (ex « ETM »: école des technologies musicales).



construction.

The logos of eMa are all built on a musical staff of 5 lines.



brand colors.

The brand colors draw inspiration from the new building's concrete, the timeless black of music notes, and the rich tones of brass and string instruments.

BLACK NOTES

HEX
#000000

RGB
0 | 0 | 0

EMA BUILDING CONCRETE

HEX
#DEDFDF

RGB
222 | 222 | 222

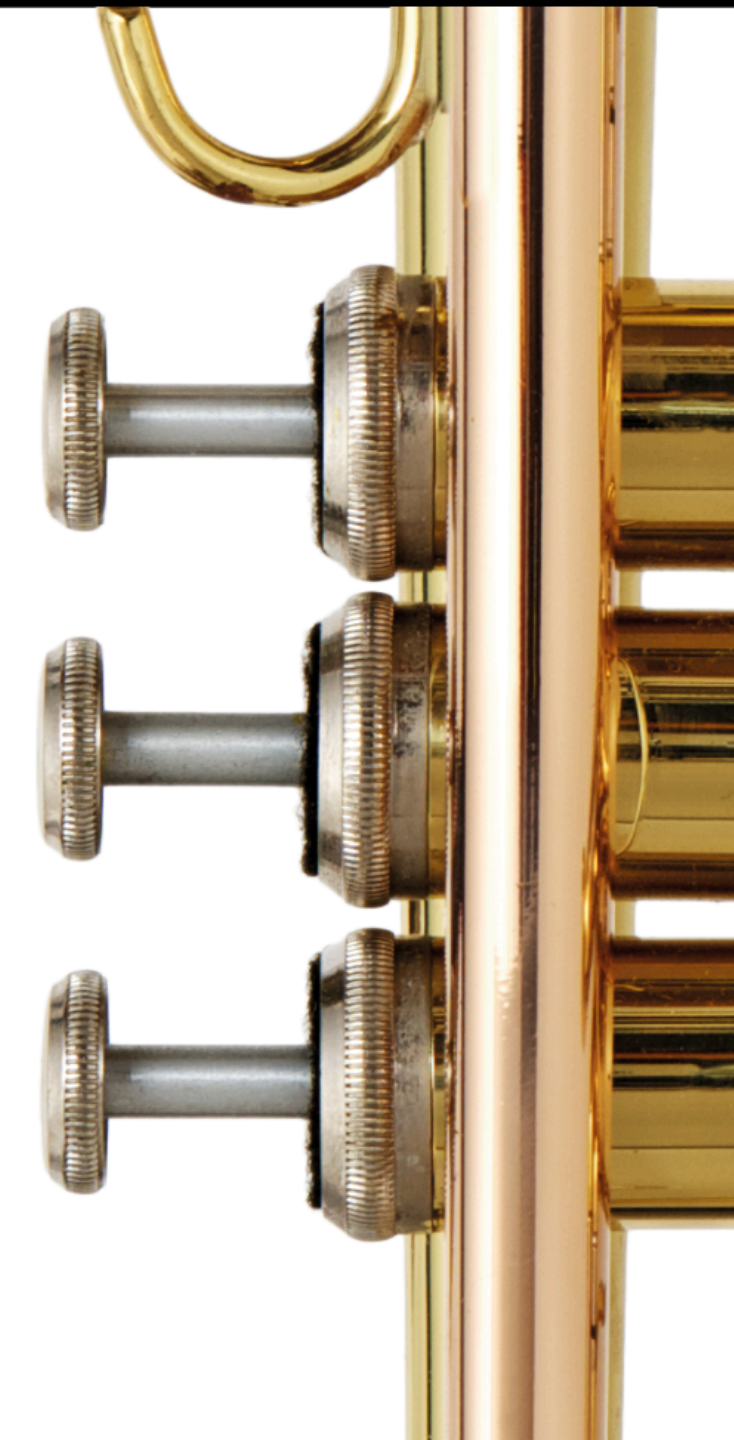
typeface.

ES Allianz « from A to Z » is also a nod to the musical alliances of eMa. The design of the letter is contemporary and neutral, allowing the different M's to stand out.

It was created by Extraset, a local foundry based in Geneva.

CUIVRES

HEX
#TROMPET



BOIS

HEX
#VIOLIN



iconography.

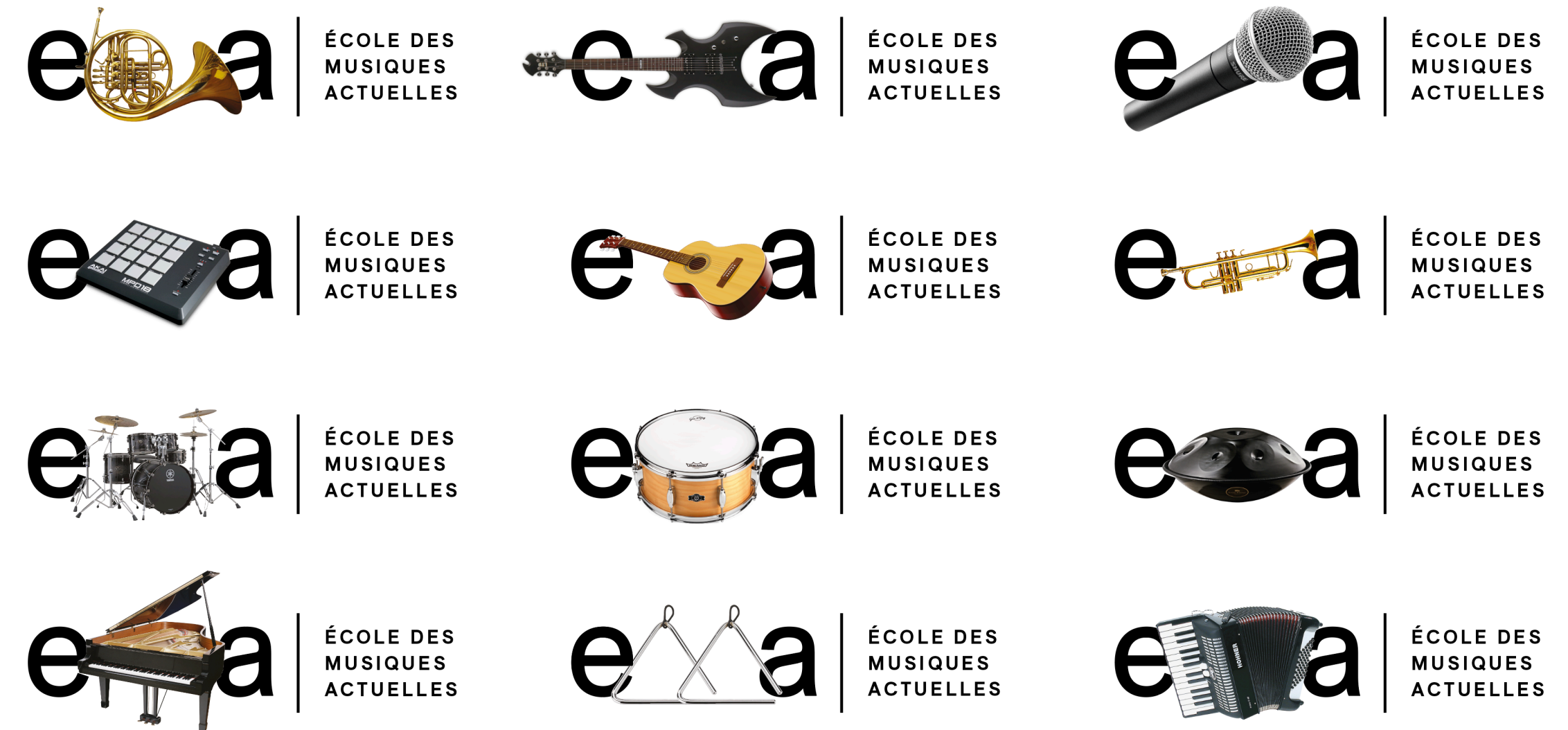
Custom made outline pictograms with solid dot elements (resembling music notes) constructed upon the musical staff of sheet music.

They will be employed for signage within their new building and communication purposes.



instruments.

For communication purposes, the M's have the flexibility to be substituted with actual instruments taught at the school.



brand signature.

The tagline "la·do·ré" cleverly combines the note names "A," "C," and "D" while phonetically resembling the phrase "l'adorer," meaning "to love it."

This creative play on words transforms the tagline into a catchy expression that reads as "you'll love it" with the significant words replaced by musical note names.



theme M's.

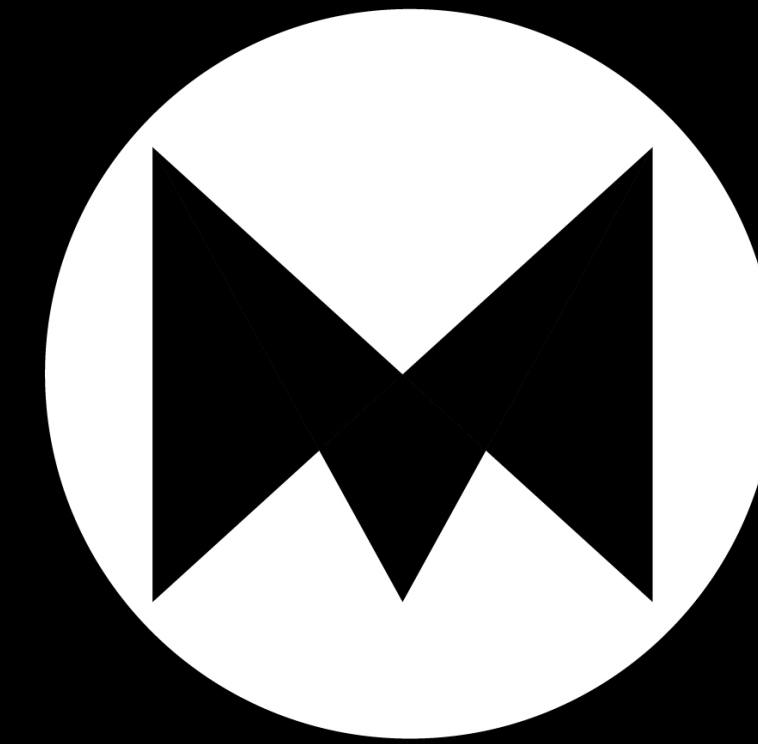
Certain M's were meticulously crafted with the aim of visually representing the distinct genres of contemporary music, thus serving as visual identities for these musical themes.



Blues

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Electro

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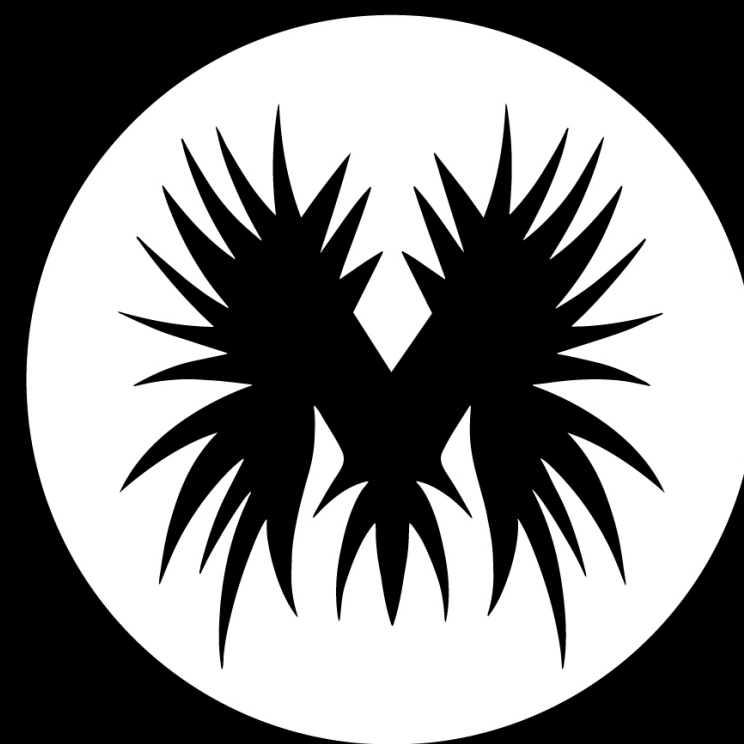
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Jazz

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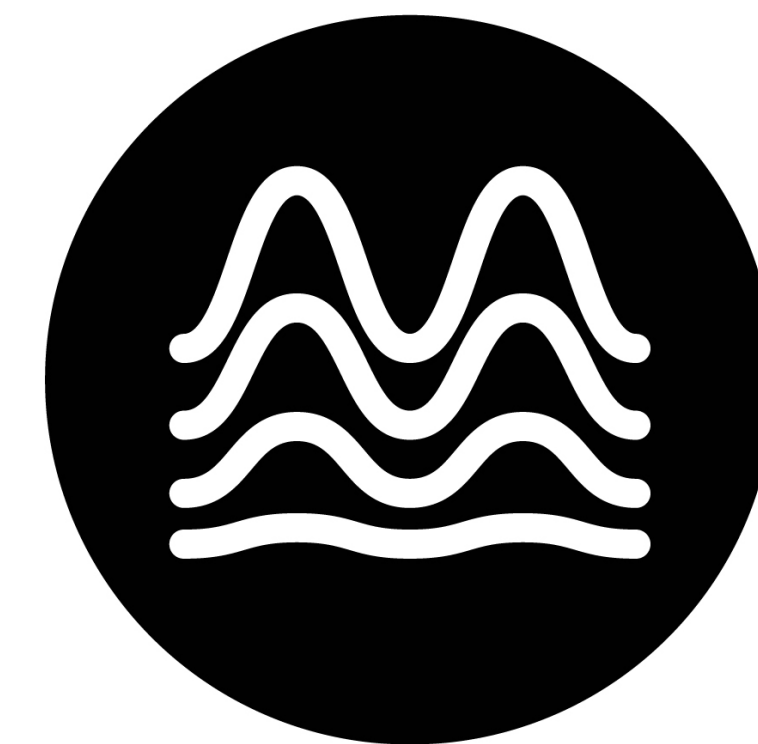
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World

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Voice

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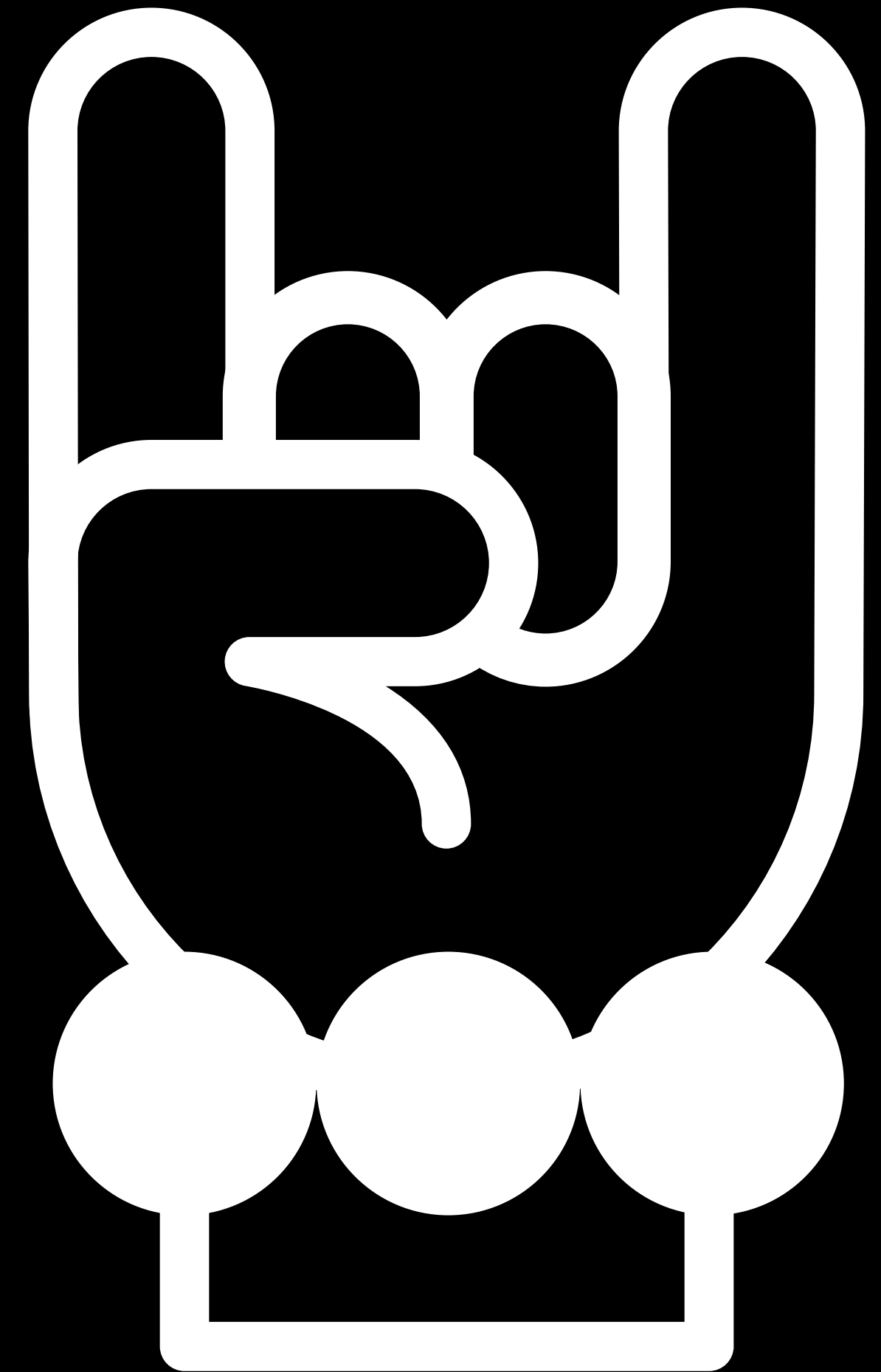
Metal

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Thank you for
taking the time
to read through.
Happy judging.



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SGD⁺

SWISS GRAPHIC DESIGNERS



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