

re

d'Artagnan

It has been 7 years since  
we created d'Artagnan.

It has been 7 years since  
we share the same ambition:  
to enhance brand value  
through design.

Even if the adventure has only  
just begun, this anniversary  
is an opportunity to thank  
all those (employees, clients,  
partners) who took part in it.

**One for all, all for one.**

# Brands touch us when they wake up our taste for wonder.

And our tastes are truly eclectic.  
We practice all design disciplines  
(naming, packaging, visual  
identity, retail design...) on all  
markets, in France and abroad.

1

## **Consumer brands**

Tropicana  
Les Nouveaux Fermiers  
La Vache Qui Rit  
C'tout Simple  
Favrichon  
Rums Isautier  
La Collective du Houblon  
Lapsa  
Casino

2

## **Selective brands**

Rogé Cavaillès  
Thalgo  
The nice fleet  
L'Essentiel de Lavande  
Je suis bio  
Les Parfumeurs Créateurs  
Maison Manchès  
Michel Couvreur

3

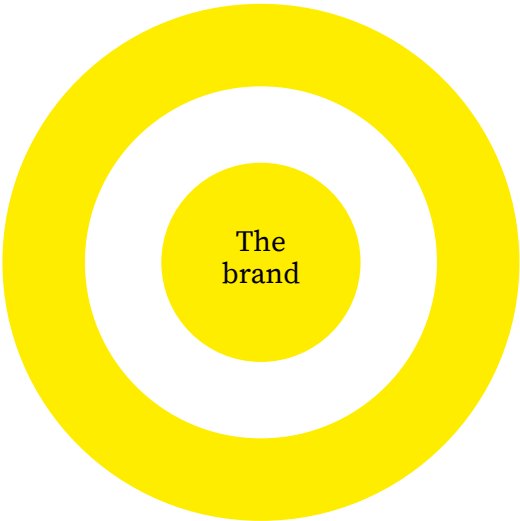
## **Corporate & retail**

Mobalpa  
Gifi  
LaFourchette  
Sincère  
Human & Tea  
Upper  
Papylee  
MFC Santé  
Lemens

1. Our response is based  
on your needs

Understand	Audit
Reveal	Platform
Express	Creation
Bring to life	Deployment

2. Brand is at the heart  
of our reflections



3. We have tools to sharpen  
its character



4. And to paint  
its portrait

car	character	object
color	material	place
animal	leisure	chair

At the heart of each brand there is a promise.

We help our clients reveal their brand's promise and express it in the most compelling, relevant and differentiating way.

Without following a pre-established process, but with the support of collaborative and inspiring tools.



# Consumer brands.

1  
Tropicana

2  
Les Nouveaux Fermiers

3  
La Vache Qui Rit

4  
C'tout Simple

5  
Favrichon

6  
Rums Isautier

7  
La Collective du Houblon

8  
Lapsa

9  
Casino



## Some brands owe a lot to their attributes.

Even if consumers change and new expectations emerge (the absence of artificial colours, preservatives and flavours), Tropicana had to evolve without denying what has made it successful: the origin of its products, the freshness and simplicity of their expression. This is why we gave them our full attention.

—  
Pepsico France. Packaging design.







# Welcome to a better world. The world of the New Farmers.

Passionate about good products (because they like to eat well) and concerned about the future of our planet, the New Farmers have created a 100% vegetable, healthy and gourmet meat. D'Artagnan defined its positioning, territory, visual identity and packaging design. To convince you that it is possible to eat better while preserving our environment. And because nature will give it back to you.

—  
**Les Nouveaux Fermiers.** Brand platform, brand architecture, visual identity and packaging design.





**Le steak végétal  
qui envoie du steak !**



**les ♥  
nouveaux  
fermiers**  
viande végétale  
& gourmande



**les ♥  
nouveaux  
fermiers**  
viande végétale  
& gourmande





## Even the icons have to feed their brand message.

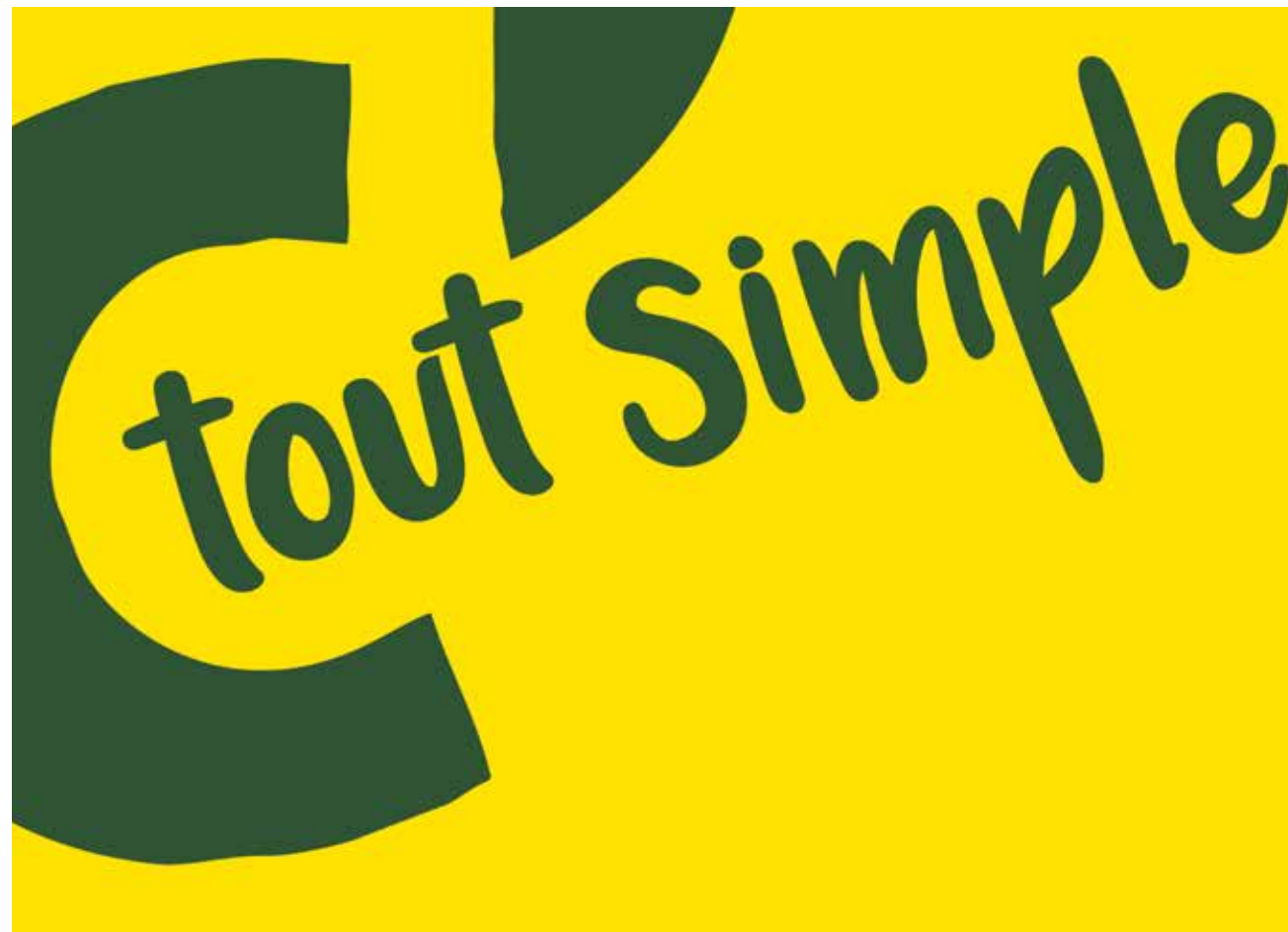
As a trans-generational iconic brand, The Laughing Cow lacked a culinary speech that renews its usages. To restore its desirability and anchor it in the daily lives of its customers, d'Artagnan proposed to make its packaging a tool to enhance its culinary qualities. To do this, the agency transformed the technical inserts already present in the mythical round box into fun and inspiring recipe cards...all of course respecting the fresh and spontaneous universe of the brand. Because even the icons have to feed their brand message.

—

Bel Group. Packaging design.







Not everyone  
can offer tasty,  
affordable,  
organic products.

This is the successful gamble from the new Bio c'Bon brand: C'tout Simple. D'Artagnan created a high-impact visual identity and an original packaging design for the entire range. Result: seductive and highly recognisable products in stores.

—

Bio c'Bon. Visual identity and packaging design.







## Because in the end all pleasure comes from nature.

Favrichon cultivates the pleasure of a healthy and balanced diet. Not to meet a standard, a score or a label, but because its founder understood in 1890 that food could be naturally greedy. After having validated its attractiveness to its customers, d'Artagnan redefined its platform, the architecture of its offer, its visual identity, its tone of voice and its packaging. This allows the brand to offer irresistibly tempting recipes and others that are wholly revitalising, simply nurturing or naturally balanced. Because in the end all pleasure comes from nature.

—  
**Organic Stories.** Brand platform, brand architecture, visual identity and packaging design.











## Isautier, fruit of the earth and the work of seven generations.

The history of Isautier merges with that of Reunion Island. Created in 1845 in Saint Pierre, the company produces its own sugar cane and distils its rums in its cellars to better control the ageing process. With a strong presence in supermarkets but wishing to establish itself in the catering trade and export its production beyond the borders, the brand entrusted d'Artagnan with the revitalisation of its identity, the reorganisation of its offer and the design of all its products. To assert its know-how and its roots in an exceptional terroir. And to promote the work of seven generations.

—  
**Rums Isautier.** Brand architecture, visual identity, volume and packaging design.







Craftsmanship has a virtue.  
Make us love products that  
we thought were stereotyped  
forever.

To make you love beer, d'Artagnan introduced and then associated a Master Brewer at Independent Breweries. And to facilitate their collaboration, the agency gave them a positioning, a name, a visual identity and packaging designs. Result: a craft beer that renews the genre, distributed exclusively at Casino.

—  
**Casino Group.** Brand platform, naming, visual identity and packaging design.



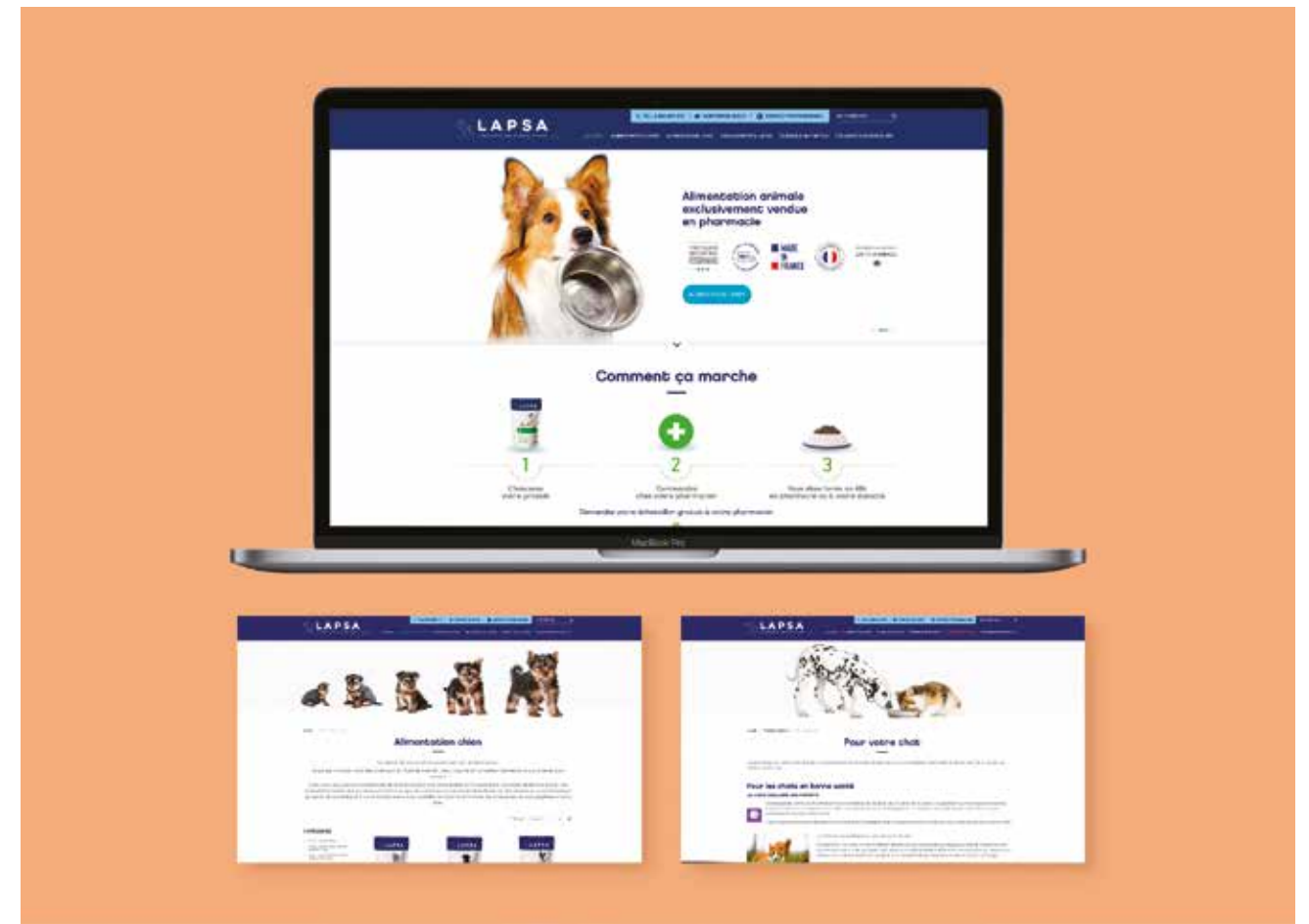




Because what is good  
for you is also good  
for your favorite animal.

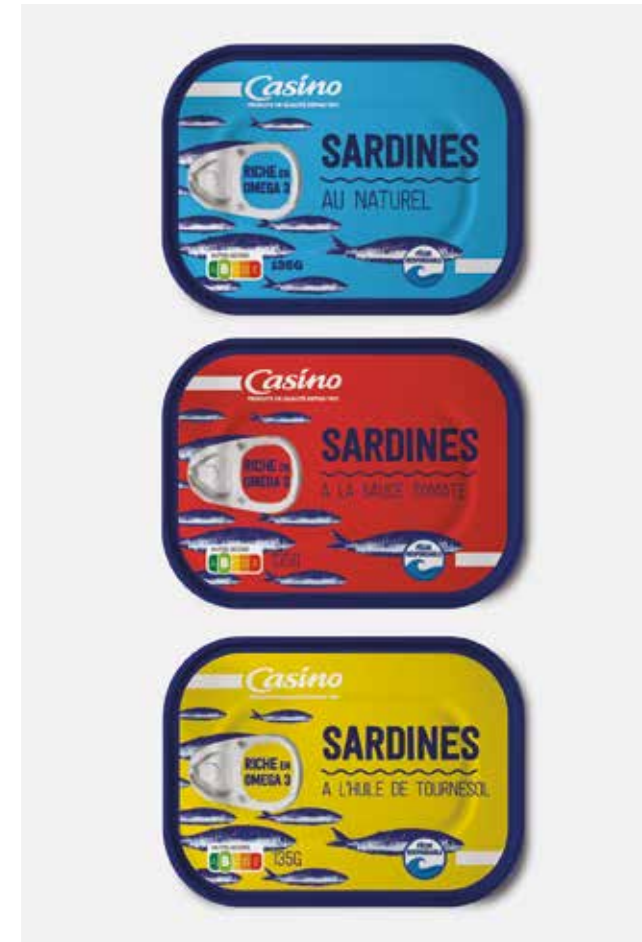
To embody the new Lapsa brand, d'Artagnan has preferred to the pet food colorful rhetoric precise, rigorous and rational attributes, expressing the requirement and the care with which the laboratory has developed, under the control of veterinarians, an offer exclusively distributed in pharmacy. Because what is good for you is also good for your favorite animal.

—  
**Phyto-Terra Laboratory.** Naming, visual identity, brand architecture, edition, communication, merchandising and packaging design.









Packaging is written like a good novel. With heart, daring and a touch of panache.

To reaffirm the quality of its products, Casino wanted to define differentiated packagings, both more aesthetic and more greedy (less in the affirmation of a benefit than in the expression of its creativity). For this reason, d'Artagnan has created original and specific designs for each range, that bring the brand closer to its customers.

—  
Casino group. Packaging design.







Casino  
PÂTES DE QUALITÉ SUPÉRIEURE  
**FARFALLES**  
FARFALLES  
FARFALLES  
8 MIN FERME | 9-10 MIN AL DENTE | 11 MIN FONDANT  
500G

Casino  
PÂTES DE QUALITÉ SUPÉRIEURE  
**SERPE  
NTINI**  
SERPE  
NTINI  
8 MIN FERME | 9-10 MIN AL DENTE | 11 MIN FONDANT  
500G

Casino  
PÂTES DE QUALITÉ SUPÉRIEURE  
**TORSADES**  
ÉPINARDS  
TOMATES  
TORSADES  
ÉPINARDS  
TOMATES  
6 MIN FERME | 7-8 MIN AL DENTE | 9 MIN FONDANT  
500G

Casino  
PÂTES DE QUALITÉ SUPÉRIEURE  
**PENNE  
RIGATE**  
PENNE  
RIGATE  
8 MIN FERME | 9-10 MIN AL DENTE | 11 MIN FONDANT  
500G



# Selective brands.

1  
Rogé Cavallès

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Je suis bio

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Les Parfumeurs Créateurs

7  
Maison Manchès

8  
Michel Couvreur



WHITE®

HEX : #FFFFFF  
CMJN: 0 / 0 / 0 / 0  
RVB: 255 / 255 / 255

PANTONE®  
116C

HEX : #FFD300  
CMJN: 0 / 16 / 100 / 0  
RVB: 255 / 211 / 0

PANTONE®  
7600C

HEX : #8E402B  
CMJN: 30 / 80 / 80 / 0  
RVB: 142 / 64 / 43

## For the love of sensitive skin.

It all began in Paris on Boulevard Haussmann, when Mr Cavaillès bought Mr Rogé's pharmacy and created the Rogé Cavaillès brand. Launched in 1924, its surgras soap is the first success of a long series as the brand gradually imposes its expertise in sensitive skin and the quality of its care. It will even become the world leader in personal hygiene in the 2000s. In 2020, the brand entrusted d'Artagnan with the revitalisation of its products. Result: a refreshed identity, a clearer offer and refined packaging. For the love of sensitive skin.

—  
**Bolton Group.** Visual identity, brand architecture, edition and packaging design.









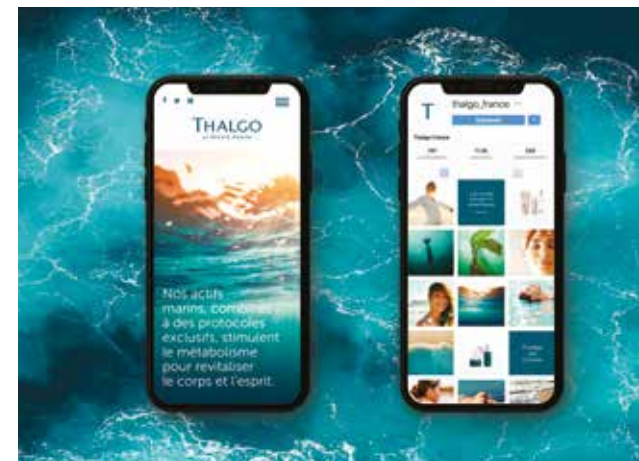
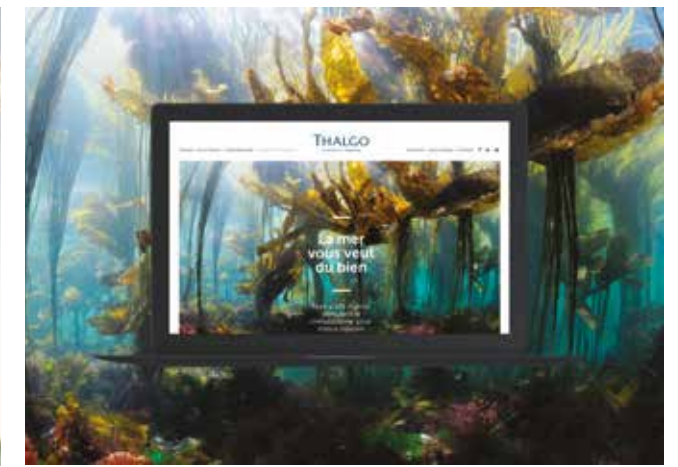


## All the sea's goodness, just for you.

To define and then embody a new marine beauty, d'Artagnan piloted the customer studies, defined the platform, the signature, the editorial charter and the new visual territory of Thalgo. By reconciling the effectiveness of formulas and exclusive protocols with the lights, the colors and the sun of the mediterranean. For a radiant, luminous and solar beauty. To enjoy all the sea's goodness.

—

**Thalgo Laboratory.** Brand platform, brand book, tone of voice, signature and visual identity.







## A good brand is a simple solution to a requirement no one knew they had.

We like pretty things when we're in the pool or on the beach. So The nice fleet created a range of trendy designer rubber rings, lilos, armbands and pool accessories. D'Artagnan created the name, visual identity and packaging design, using inspired patterns. Because the beach is even lovelier on a pretty air mattress. In 2018, The nice fleet won a Grand Prix Stratégies du Design.

—  
**The nice fleet.** Brand platform, naming, visual identity and packaging design.







## Luxury is defined by artisan brands. Because craftsmanship is our most precious asset.

In Provence, on a plateau edged with rocks, L'Essentiel de Lavande tends its lavender fields and produces a completely natural essential oil available as products for the face and body, the bath, the home and as perfumes and infusions. The company entrusted d'Artagnan with the task of creating its visual identity and designing all its packagings.

—

**L'Essentiel de Lavande.** Brand platform, visual identity and packaging design.





# JE SUIS BIO

To make you love  
organic products,  
quite simply.

Specialist in natural and organic cosmetics, the Bleu Vert Laboratory develops unique formulas, combining durability, traceability, transparency and sensoriality. And it is with the ambition to cover the most thriving markets in the field of hygiene and beauty that it has entrusted d'Artagnan with the creation of its own brands. Result: visual identities, accessible and natural communication and packaging. To make you love organic products, quite simply.

—  
**Bleu Vert Laboratory.** Naming, visual identity, communication and packaging design.







A brand is not just a logo.  
But it can be the perfect  
expression of its personality.

Le Cercle des Parfumeurs Créateurs work directly with perfumers, giving them total freedom to create genuinely pure scents using natural and original ingredients. D'Artagnan defined a visual identity capitalising on the idea of the circle, injecting a dose of mystery and the divine, then exploring a visual landscape that evokes fabric, fragrance, the trail of a perfume...in packaging that is a signature for each of the range's 7 fragrances. Result: a very exclusive and original offer that is both suggestive and mysterious. Le Cercle des Parfumeurs Créateurs won a Pentaward in 2017.

—

**Beauty Enterprise.** Brand platform, tone of voice, visual identity and packaging design.











## As long as there is pleasure cultivating the land.

Jean-Philippe Manchès entrusted d'Artagnan with the creation of his brand, visual identity, communication and wine labels. His objective was to produce full-bodied wines with a fruity note that would balance flavours. Because he values finer things and the love of land. From the legendary Côte Rôtie, on the Pimotin slopes, to Condrieu, Saint-Joseph and Crozes-Hermitage. As long as he has pleasure cultivating the land.

—  
**Maison Manchès.** Naming, visual identity and packaging design.







## Real chic is about breaking free from convention.

It is even at this price that we win our letters of nobility. Michel Couvreur is a unique brand. Ranked among the best spirits in the world, its whiskies, aged in sherry barrels in galleries dug in the heart of the Burgundy rock, are revealed after several years of maturation. Result: a highly recognizable aromatic identity, which d'Artagnan embodied in a noble setting, reinterpreting and enhancing its graphic attributes.

—  
Michel Couvreur. Packaging design.







Corporate  
& retail.

1  
Mobalpa

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Gifi

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LaFourchette

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Sincère

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Human & Tea

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Upper

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Papylee

8  
MFC Santé

9  
Lemens





A brand must have unique attributes. Especially when it promises tailor-made creations.

Since 1907, Mobalpa has created spaces tailored to our needs. First in the kitchen, then in the bathroom, the dressing room and more recently throughout the house. Beyond this new business scope, the brand wished to reaffirm the unique character of its creations. And asked d'Artagnan to embody it in a new visual identity. The agency opted for a more statutory typography, associated with a symbol that is to Mobalpa what the brand is to our home. A «tailor-made» creation.

—  
**Fournier Group.** Visual identity, retail design and graphic guidelines.



Premiers principes  
Premières applications  
—  
Octobre 2019

**MOBALPA**

Ce symbole pouvant dans certains cas être détaché de l'enseigne, en enseigne drapeau par exemple.

Nouvelles façades Mobalpa 02



**MOBALPA**

Aménagements à votre mesure


Bandage

Bandeau

Huissieries

Nouvelles façades Mobalpa 04

Nouvelles façades Mobalpa 07



Nouvelles façades Mobalpa 10

Nouvelles façades Mobalpa 15

Chambéry | Santander | Portet-sur-Garonne  
Clayes-Souilly | Agen | La teste | Orvault | Warrington  
Bilbao | Boulogne-Billancourt | Dunkerque | Paris 14

The image shows the MOBALPA logo, which consists of a stylized 'M' and 'P' forming a square, followed by the word 'MOBALPA' in a bold, sans-serif font. Below the logo is a row of seven vertical rectangular modules, each representing a measurement unit. The modules are arranged in a row, with the first module being the tallest and the others decreasing in height from left to right.

Nouvelles façades Mobaipa 18



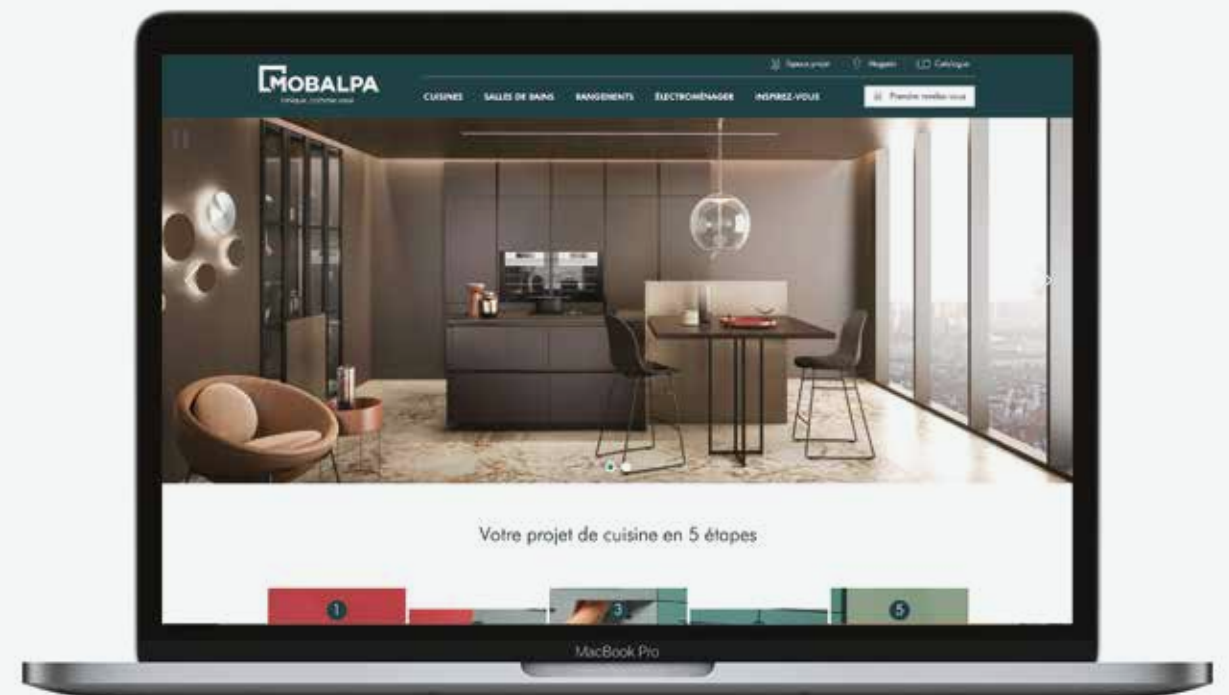
MOBALPA

Aménagements à votre mesure

Nouvelles façades Mobaipa 20



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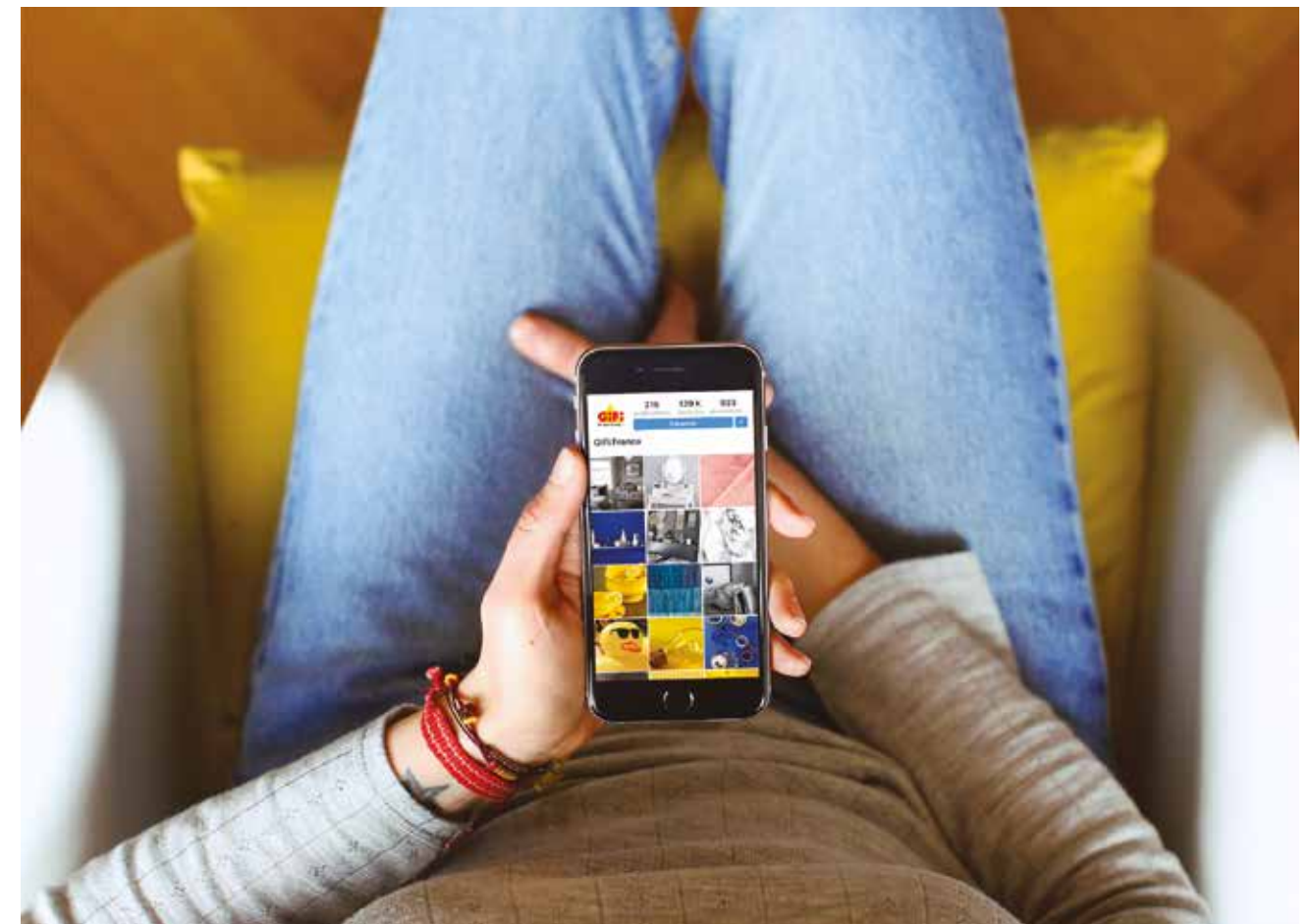




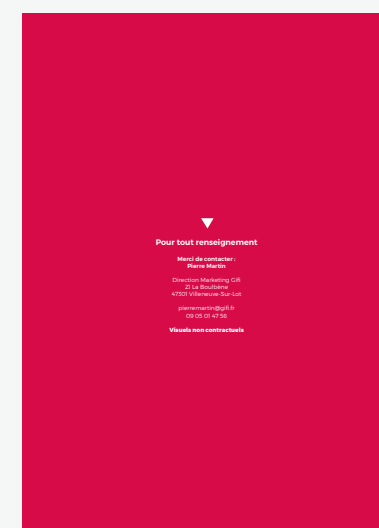
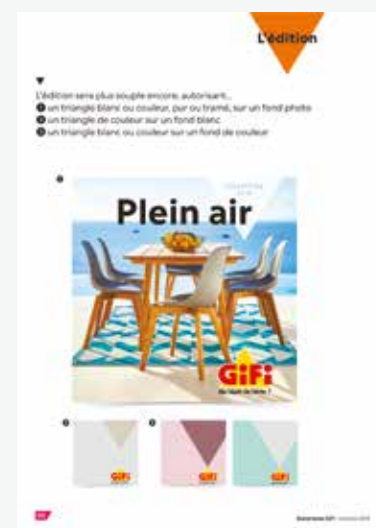
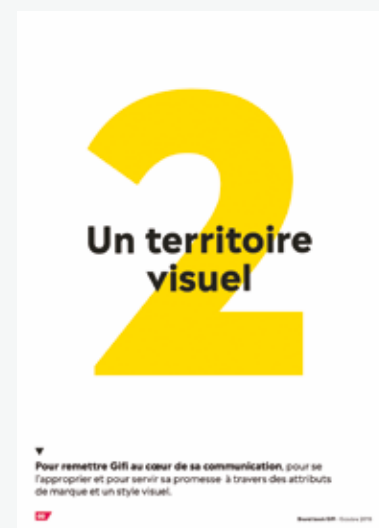
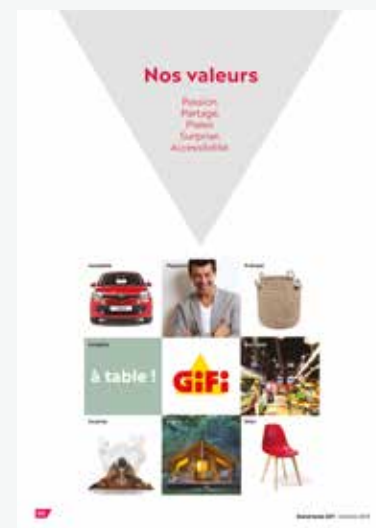
## All brands have ideas. Fewer are those with genius.

To support the upgrade of its offer, Gifi wanted to redefine its positioning and all its expressions. D'Artagnan led the reflection, drafted a new brand platform and defined the company's editorial charter, own brands, visual territory, packaging, merchandising and communication. To inspire more attractive, coherent and impactful expressions.

—  
**Gifi.** Brand platform, brand book, visual identity, communication and packaging design.









The best way to be different is to be better. And to make sure everyone knows it.

To reaffirm its leadership in a drastically changing market, LaFourchette wanted to measure its brand perception and assess the relationship that links it to its customers with a view to testing new proposals, new functionalities and defining new advertising objectives. Result: customer studies, a strategic platform and 4x3 poster campaigns in Paris and Greater Paris.

—  
**LaFourchette.** Customer studies, strategic platform and communication.







## Because it is high time to reduce our carbon footprint.

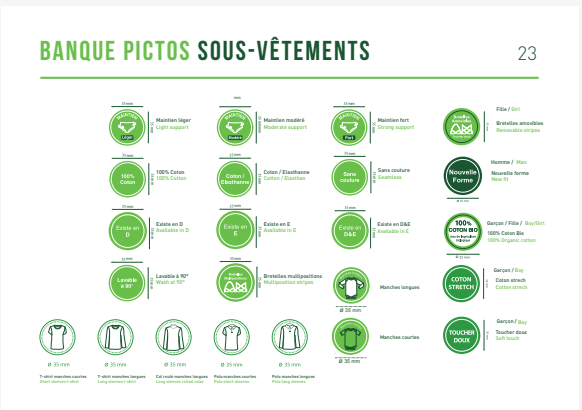
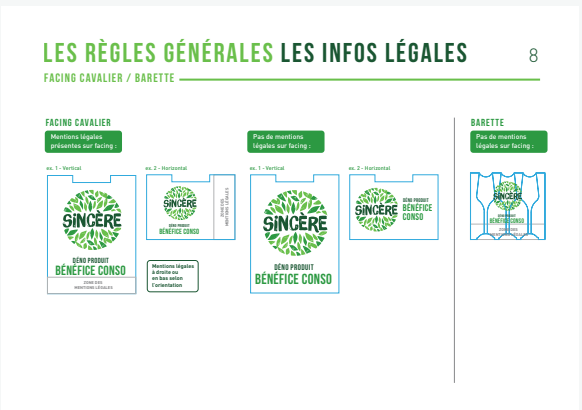
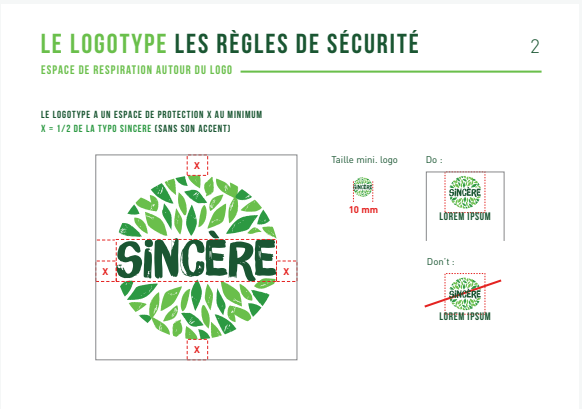
The first distributor to create a 100% natural and ecoresponsible offer, Casino has entrusted d'Artagnan with the task of embodying it, animating it and then imagining its various expressions. So was born Sincère, a new brand dedicated to the worlds of home and textile, which rings the knell of PVC packagings and other plastics. Because it is high time to reduce our carbon footprint.

—

**Casino Group.** Visual identity, tone of voice and graphic guidelines.











## A major brand is like a great classic. Timeless.

Human & Tea is a new brand created by two tea fans with food industry experience. D'Artagnan defined the positioning (less focused on claiming expertise and knowhow, more a statement about great flavour) then created the name, visual identity, packaging and concept store. Because life is better with tea ! In 2017, Human & Tea won a Grand Prix Stratégies du Design and a Pentaward.

—  
**Scott & Lyon.** Naming, visual identity, retail design, packaging design and edition.











## Upper. You create, we burger.

At Upper's, we make real burgers. Not French burgers, not healthy burgers, not hipster burgers. No, real burgers, super generous, ultra greedy, tasty, juicy. It is to express this difference that the brand chose d'Artagnan. The agency has redefined its platform, created its identity and all its speeches, from its points of sale to its communication. Upper. You create, we burger.

—  
Upper. Brand platform, visual identity, communication and retail design.











## All tastes are in Asia.

Because Asian cities are reinventing cooking, because they make it more spontaneous, without sacrificing anything to its flavors and fragrances, Papylee has taken a crazy bet to prepare it in the middle of your supermarket. By teaming up with real chefs (Chinese, Korean, Cambodian, Thai...), carefully selecting its ingredients...and trusting d'Artagnan to create its identity, its territory, its communication and its points of sale. To offer you the best of Asia, at the best price. Because all tastes are in Asia.

—  
**FeelnFood.** Brand platform, visual identity, communication, retail design and packaging design.







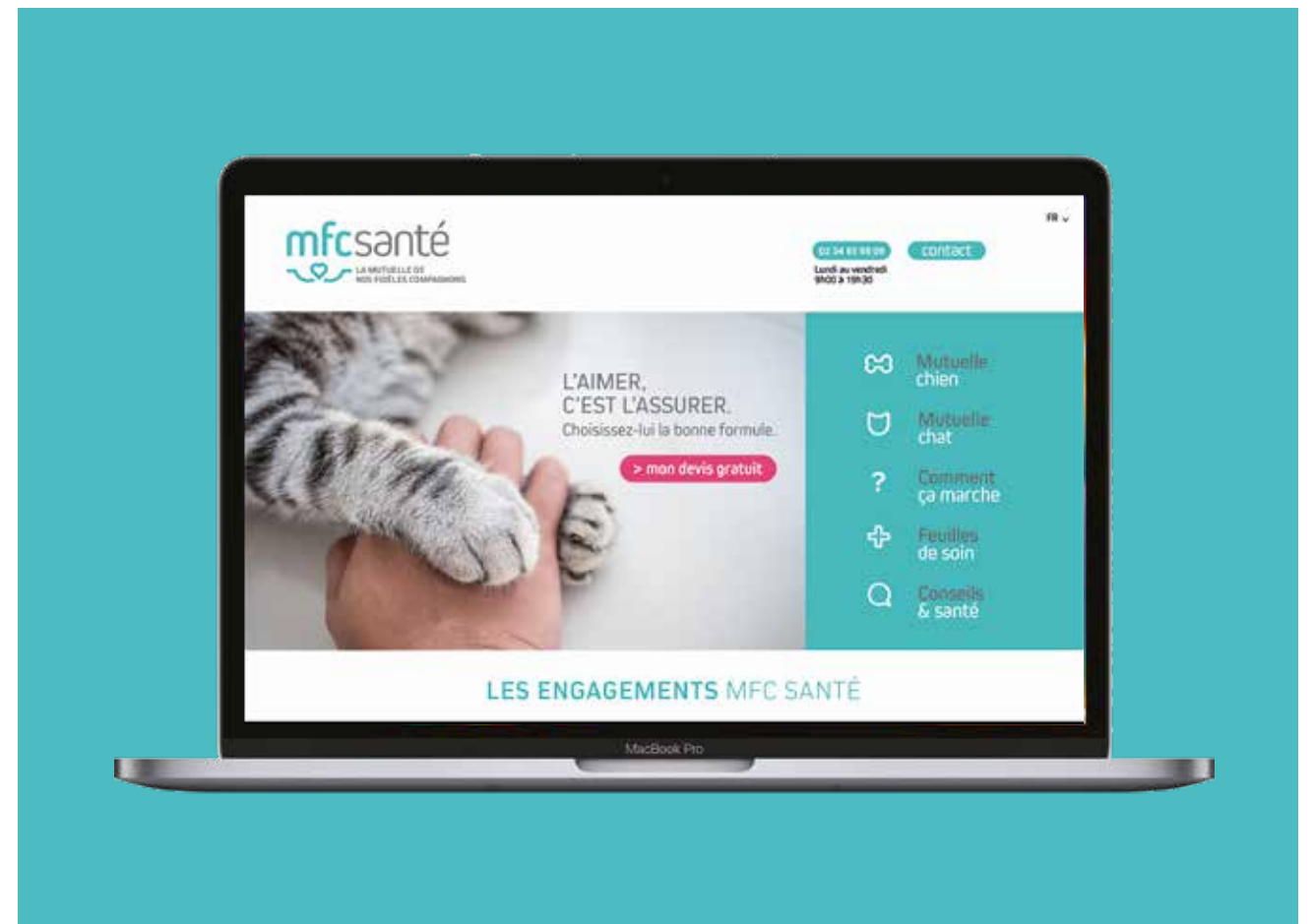




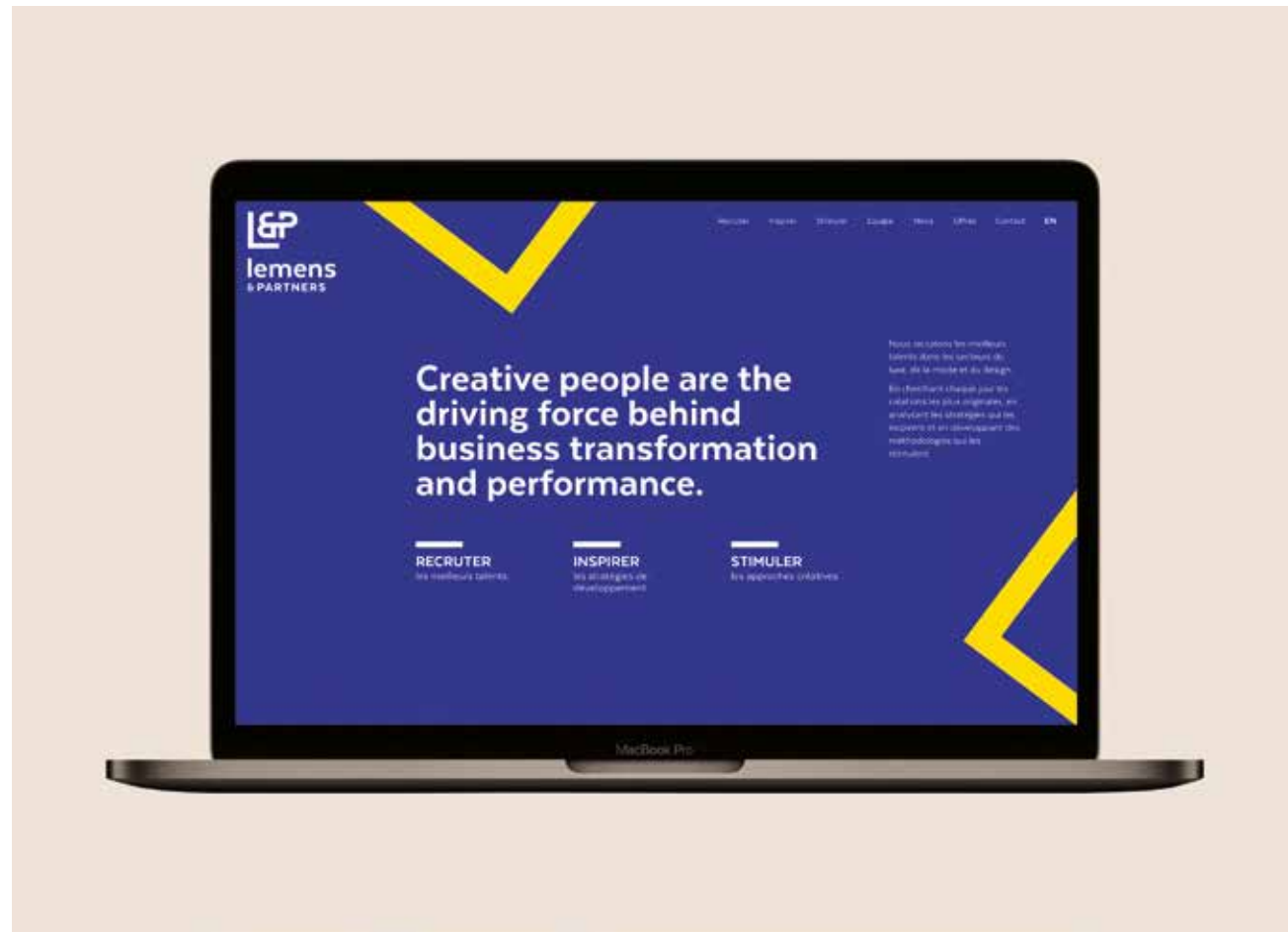
## Only an expert can insure what is dearest to you.

While half of the French say they own a pet, only 7% of dogs and 3% of cats are insured in France, compared to (on average) 30% in the UK and 80% in Sweden. The market is therefore promising and many insurers are interested in it. It is in this context that MFC Santé entrusted d'Artagnan with the creation of its brand, its territory and its applications. To express its health expertise, its love of animals and the simplicity of its insurance solutions. And to establish itself as the leading pet insurance company in France. Because only an expert can insure what is dearest to you.

—  
**MFC Santé.** Visual identity, visual guidelines, edition and web design.



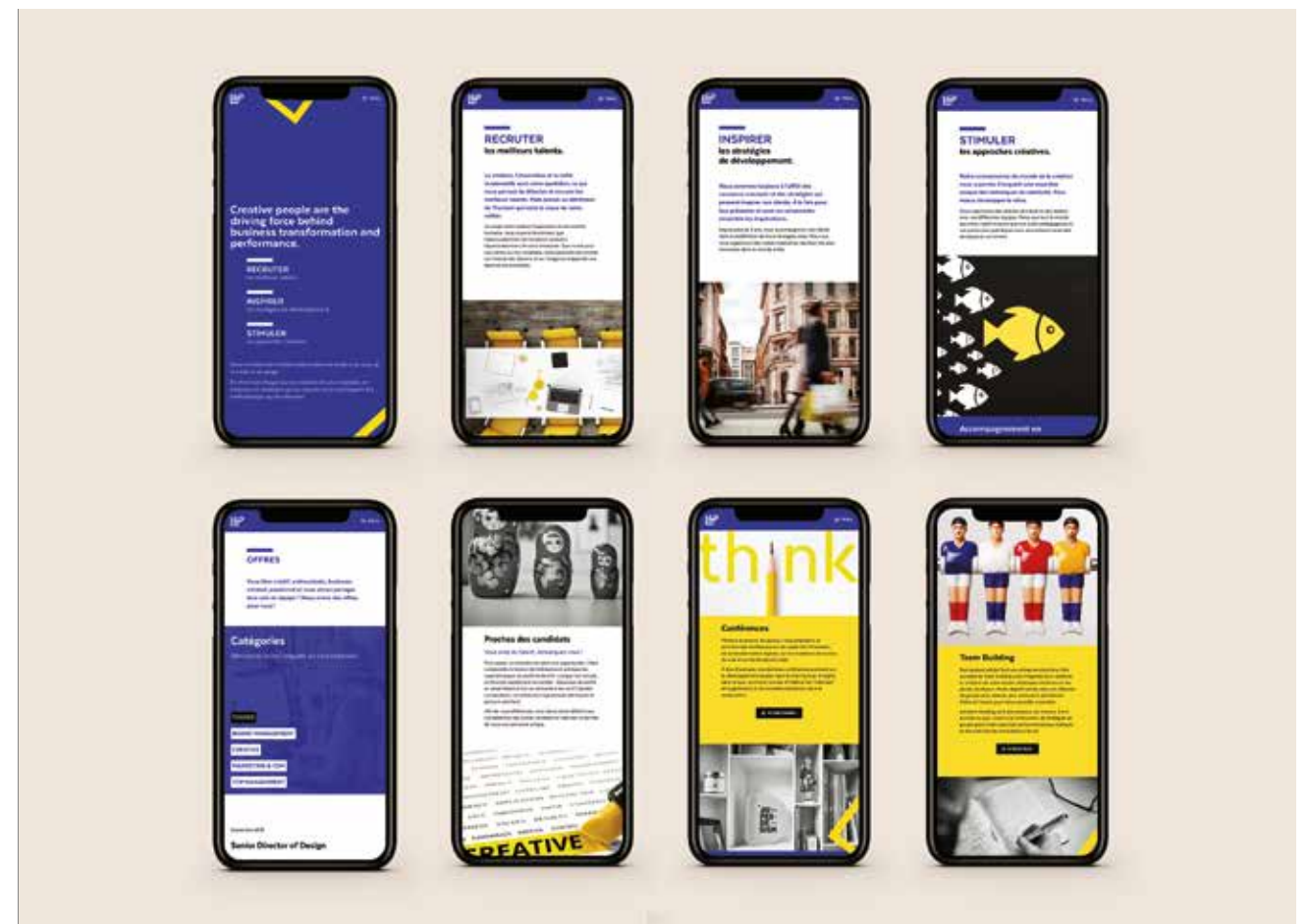
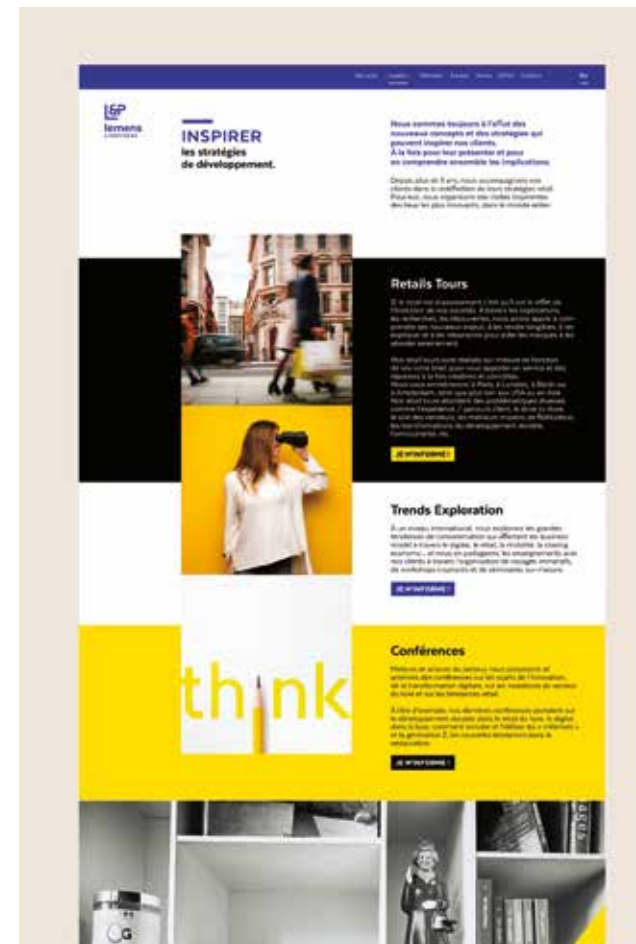




To all those who dream,  
who create, who innovate.  
And to those who  
recruit them.

At Lemens & Partners, we believe in the power of creation, in ideas that touch, that make the heart beat. And to those who inspire them. That's why they recruit the best talents every day...and why they have entrusted d'Artagnan with their identity, their visual territory and their website.

—  
**Lemens & Partners.** Naming, brand architecture, visual identity and web design.







Being independant means  
we can give you all the attention  
you deserve.

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The only important thing about design  
is how it relates to people.