

Context

Until the summer of 2010, the umbrella brand of the Lausanne Conservatory covered two schools with different objectives and organisations.

On the one hand, there was a music school (MS), under municipal authority, intended for the musical training of children and young adults.

On the other, an Institute of Advanced Musical Studies (Lausanne IAMS) dependent on the Canton and the Confederation, with premises in Lausanne, Sion and Fribourg, that offered a higher education for the professional practice of music.

On noting the image confusions caused by this brand architecture among various sectors of the public, we decided to create two independent brands, with distinct brand identities and communications.

The School of Music became the Lausanne Conservatory and the Lausanne Institute of Advanced Musical Studies adopted the acronym HEMU.

A graphic bond has, however, been maintained between the two brands by including sound waves on the institutional media of the two schools.

HEMU
VAUD VALAIS FRIBOURG

C:
conservatoire
de lausanne



What we were asked to do

Evolve a brand platform and strategy, define a visual and verbal identity.

How we did it

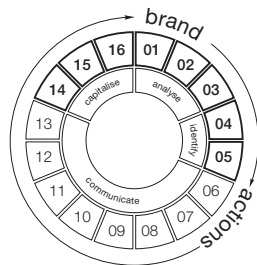
To be able to define the brand fundamentals, we started by analysing the institute, its environment and the expectations of the public. The second stage led us to create a brand name easily pronounceable by foreigners and logically related to the original name.

The logo implies the need for top-quality teaching, and the strong strokes convey the rigour of the institution, while particularly stressing the last two letters «MU» to express the full importance of the musical domain. From the same point of view, we chose an extreme representation of sound waves, which we have straightened out to represent the top-rank training offered by the HEMU.

The moser brand method®

The brand takes the form of a group of actions. The actions always serve the brand.

- analyse 01 brand platform
- 02 brand architecture
- identify 03 brand strategy
- 04 verbal identity
- 05 visual identity
- communicate 06 communication platform
- 07 communication strategy
- 08 communication concept
- 09 publication
- 10 environment and signs
- 11 packaging
- 12 multi-media
- 13 events and PR
- capitalise 14 development
- 15 assistance
- 16 counselling



What we were asked to do

To develop a global communication strategy and concept, produce and publish the printed media and digital platforms, and design a graphic charter.

How we did it

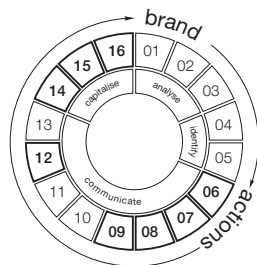
By associating in the HEMU communication, musical instruments with elements derived from apparently discordant sources and, in so doing, we wished to cause the public to reflect on the role of music in society.

Is music natural and cultural or is it a consumer good? Does it convey a sense, is it mystical or simply a passing pleasure? Or is it all those together? It is up to each person to form his or her own opinion, but one thing is sure: by diversifying the communication media and technologies, the HEMU confirms its status as an institute of higher education with great art.

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lausanne conservatory
brand

What we were asked to do

To evolve a brand platform and strategy and define a visual and verbal identity.

How we did it

We started by establishing the basic characteristics of the brand after analysing the institution, its environment and the expectations of the public.

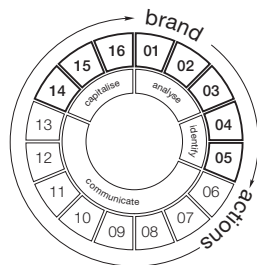
Then we translated the brand personality visually by designing a logo in which the symbol playfully combines the attributes of the bass clef and those of the initial letter «C» of the brand name.

With the same intention of hinting at the sphere of activity of the Lausanne Conservatory, we have on the institutional brand media represented sound vibrations reminiscent of a musical score.

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What we were asked to do

To develop a global communication strategy and design, produce and publish the printed media and digital platforms and design a graphic charter.

How we did it

The Lausanne Conservatory aims to initiate children and young adults in the pleasure of music. While being demanding, the school nevertheless remains attentive to the artistic sensitivities of each of its pupils. Likewise, by its many musical events, the establishment contributes to promoting local talent

It is this local approach and desire to make the most of the artistic skills of each of its pupils that induced us to represent them devoting themselves to the practice of their musical instruments in their everyday private settings. The photographs express the values of sincerity, naturalness and pleasure.



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