

Forum de Marseille

Corporate Identity for the Forum de Marseille, a yearly economic forum in the city of Marseille (France) focusing on the relations between Europe, North Africa and the Middle East (MENA). The Forum took place for the first time in October 2011, in the magnificent former stock exchange building that today houses Marseille's Chamber of Commerce, the oldest in France.

The identity system works as an articulated visual language using the logo — an Octagon representing France, commonly called “Hexagon” due to its shape, hosting country and representative for Europe, to which 2 more sides have been added representing North Africa and the Middle East — as the main element of its implementation.

The logo becomes the basic module of a whole series of patterns deriving from the Islamic artistic heritage that represents the nature of the event both in terms of the topic (Islamic finance and relationships between Islamic and non-Islamic economies) as well as the nature and purpose of the event: a place for analysis, encounters and connections (visually stressed by the common base of all the patterns that makes them perfectly super imposable).

A very minimal yet conceptual approach (the simple shape of the logo, also representative of the idea of a round table) permits the identity to grow and bloom into a very articulated visual language capable of transmitting the drivers behind the creation of this event.