



# PORTFOLIO

EDITORIAL

LOGOS

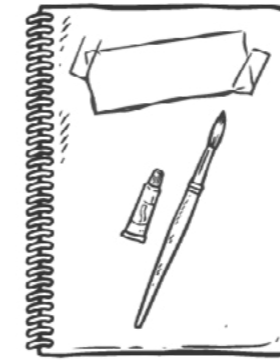
BRANDING

EVENT DESIGN

SOCIAL MEDIA

PROJECT MANAGEMENT



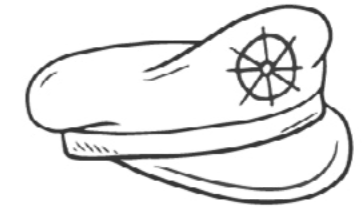


## Graphic design

Leitmotif contributes to corporate and event communication strategies. We conceptualise and produce all kinds of publications, logos, visual identities and event visuals. Our digital capabilities include visuals for social media as well as newsletters. For our clients who delve into History, we restore and colorise photo archives.

Media and types of projects

Brand guidelines; brochures; flyers; pull-up banners; annual reports; long-form documents such as directories; infographics; ads; menus; and packaging.



## Project management

To help you achieve your goals, we offer to manage your communication projects in a proactive way so as to be a reliable business partner that always delivers high-quality work on time and extends a helping hand when you need it.

Workscope

Setting up timelines/deadlines; managing dependencies; coordinating client teams, partners and suppliers; exploring contingency plans; budgeting; and handling post-project follow-ups.

*Jonathan Meur*

Founder / Consultant

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Graphic design · Project management · Editorial content · Audio design



Practical guide created for Le Bottin Singapour and aimed at French-speaking newcomers in Singapore.

# editorial



# KEEPING THE MEMORY ALIVE

Client **The Shoah Memorial**

Deliverables **Publications, key visuals, posters, pull-up banners**

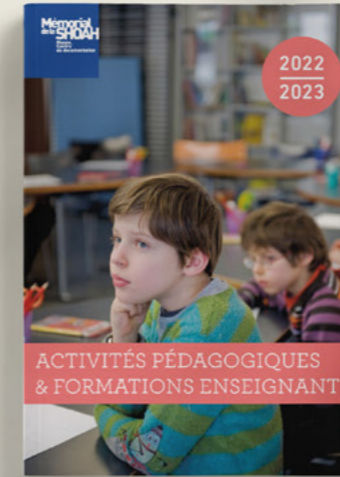
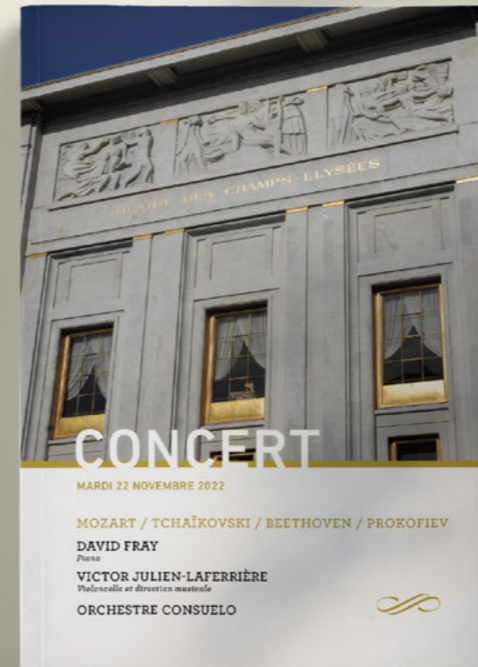
Worksopce **Graphic design, layout, digital archive restoration, project management**

Time frame **Since 2019**

The Shoah Memorial is active in the fields of research and documentation, publishing, teaching, adult training and cultural mediation through the museum and cultural activities. Its mission is to help the public at large understand the history of the Holocaust, share it with younger generations and fight against the spread of all forms of intolerance.



Leitmotif has been a partner of the Shoah Memorial since 2019 through projects for social media, on-site and event posters, and most notably, through numerous publications: quarterly event programmes, annual reports, the brochure of its annual gala concert, pedagogical brochures, off-site activities brochures and other one-off documents, including for the Generations of the Shoah Forum and the Memorial's Book Fair.





# BUSINESS FOCUS

Through *Focus*, its official magazine, the French Chamber of Commerce in Singapore keeps its members informed of the latest innovations, product and service launches, partnership opportunities, and newcomers within the French-Singaporean business community. Additionally, a main feature looks at a specific theme with various viewpoints from experts in the chosen field.

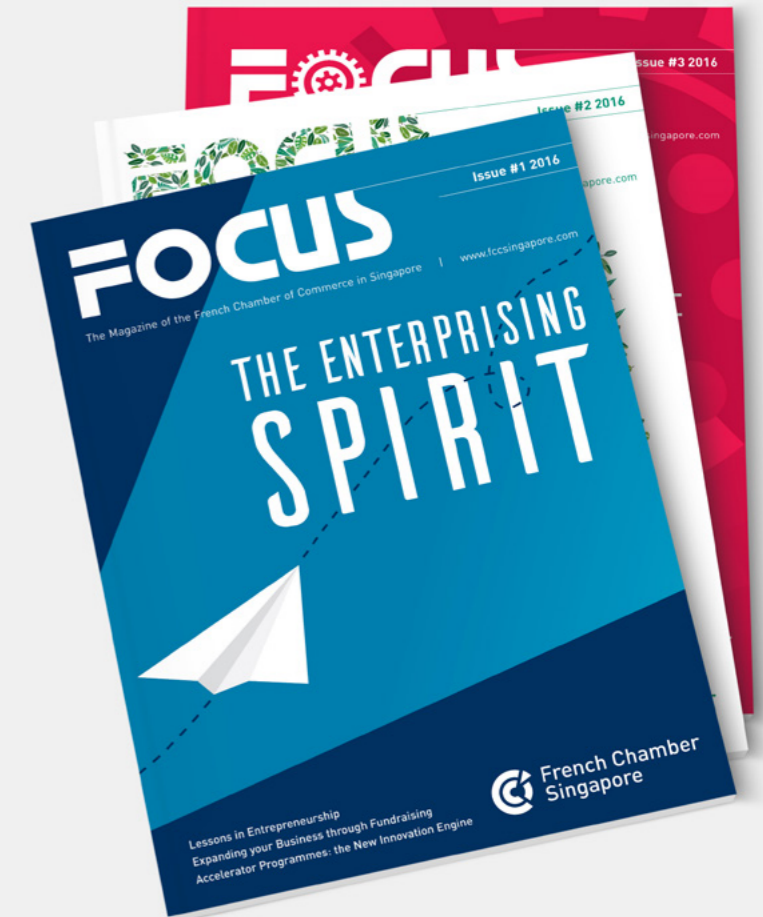
Client **The French Chamber of Commerce in Singapore**

Deliverable **Quarterly magazine**

Workscape **Graphic design, layout, editorial illustrations**

Time frame **2013-2018**

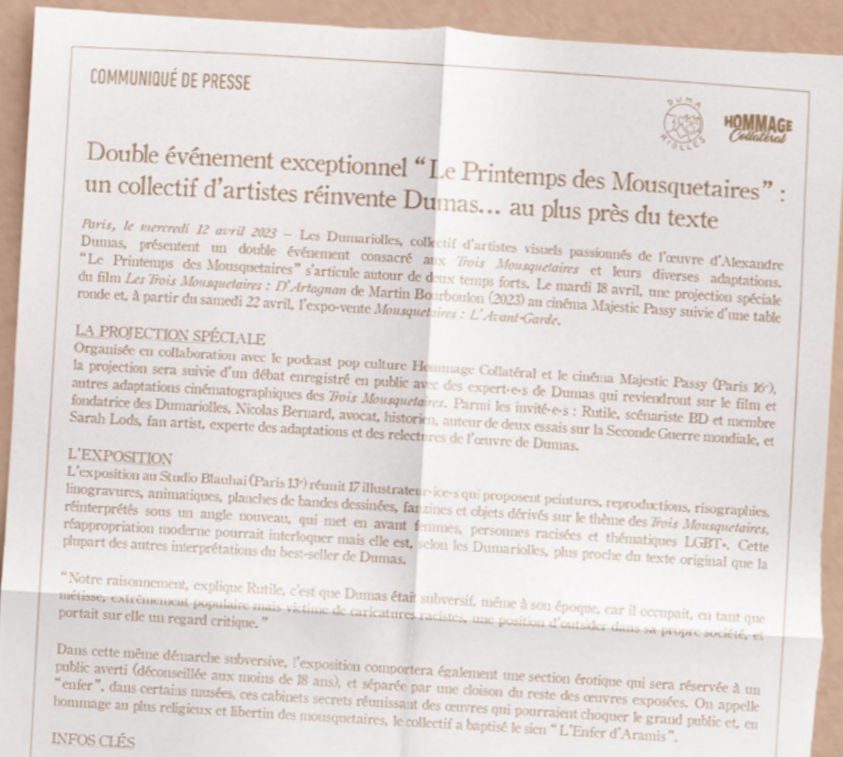
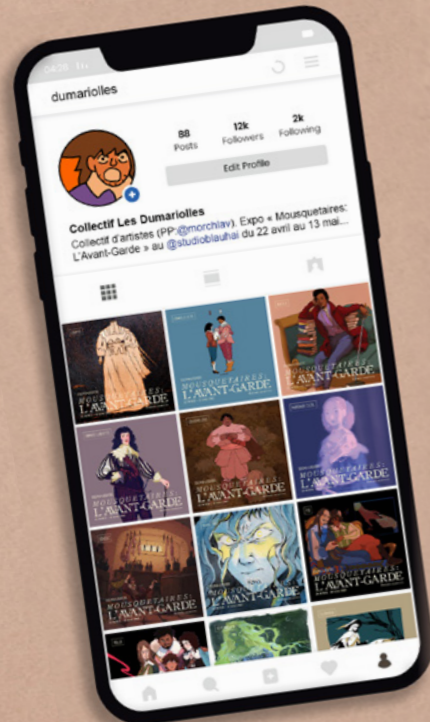
Leitmotif designed 14 issues of *Focus* for the French Chamber.

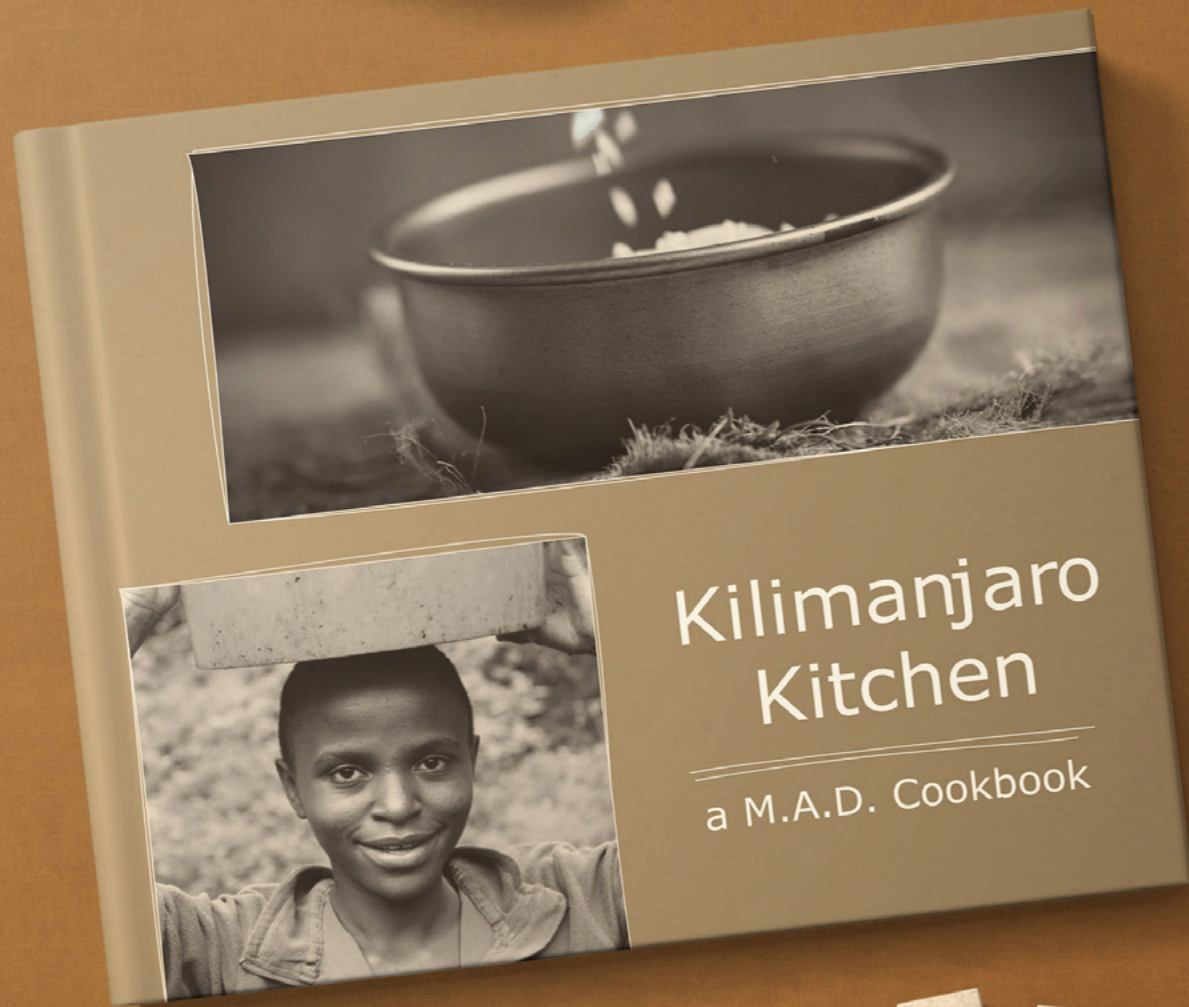


# MUSKETEERS: THE AVANT-GARDE

With this exhibition dedicated to Alexandre Dumas' *The Three Musketeers*, the artist collective the Dumariolles invited visitors to rediscover the French writer's bestselling novel. The colourful audiovisual and fine art pieces on display aimed to stay faithful to the original story while offering fresh perspectives with a spotlight on women, POCs and LGBT+ themes. The exhibition ran from April 22<sup>nd</sup> to May 13<sup>th</sup> 2023 at Studio Blauhai in Paris.

Client **The Dumariolles** Deliverables **Exhibition and sales catalogues, social media visuals, press release** Workscope **Graphic design, layout** Year **2023**





For MAD, Leitmotif designed a colourful cookbook of Tanzanian recipes (part of MAD's initiatives benefit youths from Tanzania), which included sourcing most of the carefully curated photos used to illustrate the various dishes. The last pages present some of the youths that MAD has helped pursue secondary or even university studies!

# RECIPES FOR SUCCESS

A non-profit organisation, Making A Difference (MAD) provides access to education and job skills to disadvantaged youth and women around the world.

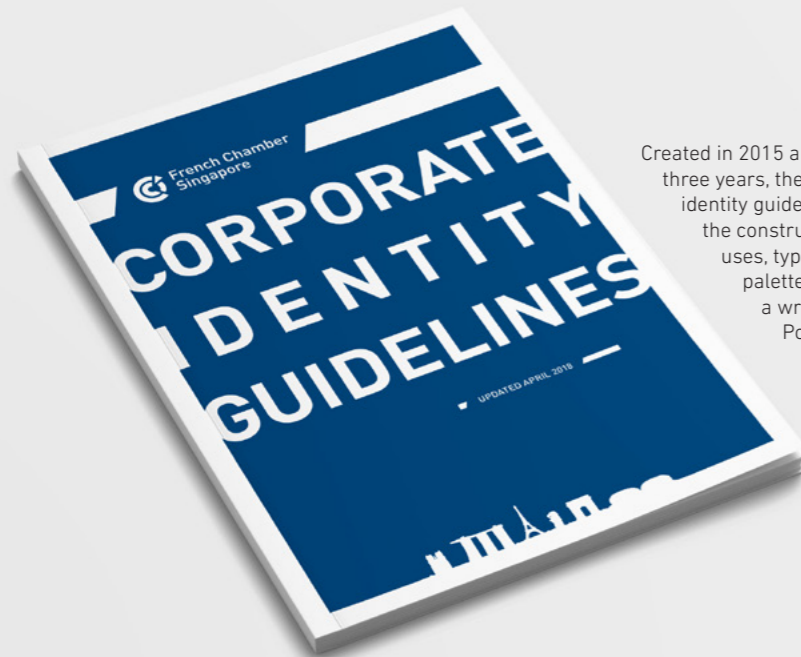
Client **Making A Difference (MAD)** Deliverable **Recipe book** Workscope **Research, graphic design, layout** Year **2016**



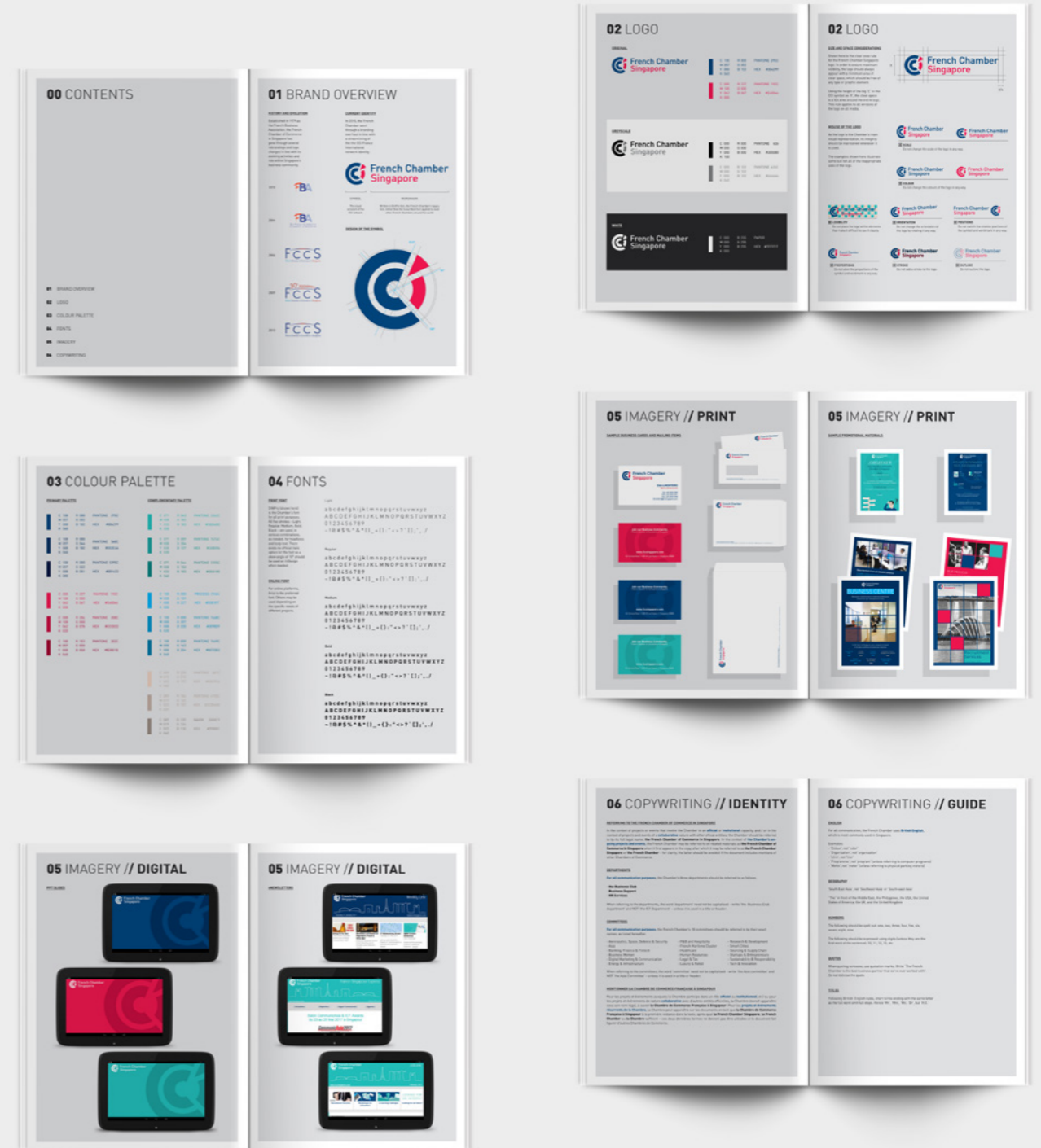
# BRANDED WITH FRENCH FLAIR

In 2015, the French Chamber of Commerce in Singapore received a note from CCI France International announcing an initiative to unify and modernise visual communication for French chambers around the world. To that end, Leitmotif updated the Singapore chamber's logo and created its very first corporate identity guidelines.

Client **The French Chamber of Commerce in Singapore** Deliverable **Corporate identity guidelines** Workscope **Visual identity, layout** Time frame **2015-2018**



Created in 2015 and regularly updated for three years, the French Chamber's corporate identity guidelines includes essential elements – the construction of the logo, allowed and forbidden uses, typography, primary and secondary colour palettes – as well as the logo's historical evolution, a writing guide and many application samples: PowerPoint backgrounds, business cards, stationery, flyers, brochures, directories, magazine, newsletters, pull-up banners, eDMs and web icons.







Poster for a concert organised by Sofar Sounds Paris.

# posters

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# A TASTE OF EUROPE

At Ambush and Brio, diners embark on gastronomic adventures through authentic regional European dishes.

Client **Nova Gourmet** Deliverables **Food menus, menu posters** Workscope **Graphic design, layout** Time frame **Since 2018**

Leitmotif has partnered Nova Gourmet since 2018, helping keep their menus fresh and enticing, and producing new formats through the years to highlight new offerings.



# SECRET GIGS

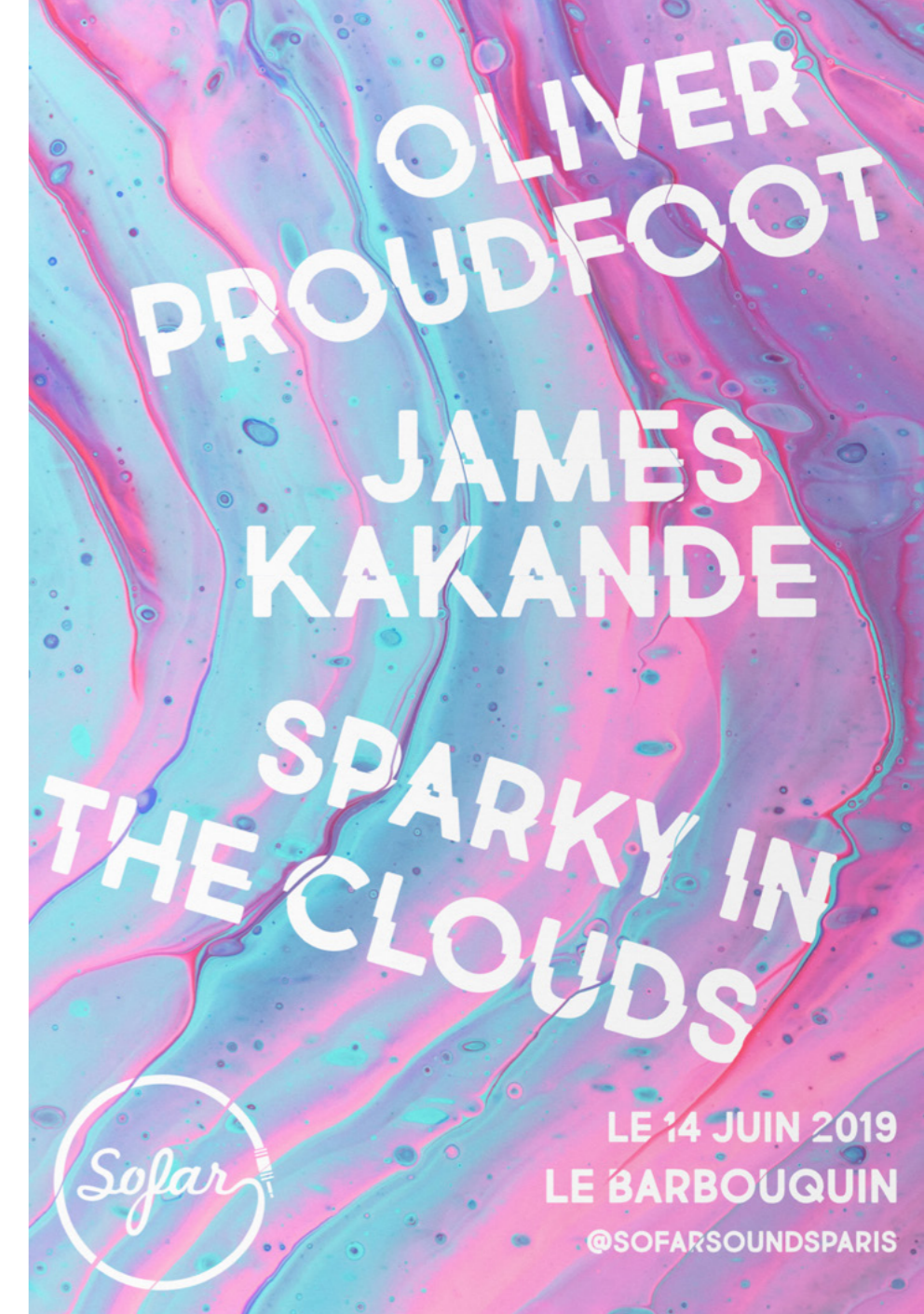
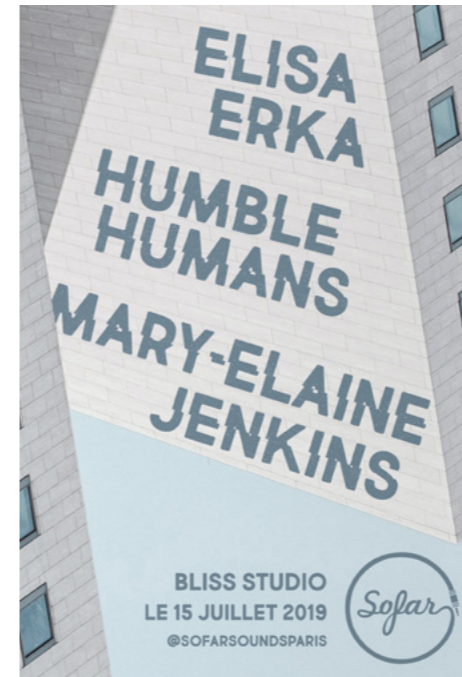
A music events startup company, Sofar Sounds organises various small performances in more than 400 cities. They are best known for their secret, intimate gigs hosted in unusual settings (private apartments, art galleries, company offices, museums...) with three acts from different musical genres.

Client **Sofar Sounds Paris**

Deliverables **Concert posters**

Worksopce **Research, graphic design, typography**

Time frame **2019-2020**




**ANAHIDE**  
**MATT STORM**  
**KIM DEE**



**BAPBAP**  
BIÈRE ARTISANALE  
PARIS XI\*

**LE 27 JANVIER 2020**  
**@SOFARSOUNDSPARIS**

N° de licence d'entrepreneur du spectacle  
Catégorie 3 : 3-1124358, Catégorie 2 : 2-1124357

**TOAN'CO**  
**ANISSA ALTMAYER**  
**MALIKAL**

**Sofar** 

EXTERMITENT PRODUCTION  
LE 21 MAI 2019   @SOFARSOUNDSPARIS

**TOM WAYY**  
**TAMARA SILVA**  
**ROM TOM**

**Sofar** 

PLATEAU URBAIN  
LE 16 OCTOBRE 2019  
@SOFARSOUNDSPARIS





# AROUND ITALY IN 100 WINES

Bacco organises quarterly tastings of award-winning, small-production, organic wines from Italy, with experts on hand to share their expertise and behind-the-scenes stories.

Client **Bacco Wines** Deliverables **Event posters, order forms** Workscope **Research, infographics, graphic design, layout** Time frame **2016-2018**

← For its first-ever wine tasting, Bacco offered an overview of wine produced in three broad geographical regions with distinct climates and growing conditions.

**THE ITALIAN JOB**  
... Italy's local and endemic grapes

<b>#1</b> CANTINALE Spartaco 2014 IGT	<b>#3</b> SANGUINETTE 2012 IGT	<b>#5</b> PINOT GRIGIO 2013 IGT	<b>#10</b> FRANCONI 2012 IGT	<b>#26</b> SANGIOVE DI SICILIA 2013 IGT
<b>#5</b> GIUNCO 2012 DOC	<b>#2</b> ETNA BIANCO ARCHIMEDE 2012 DOC	<b>#6</b> EPUS 2011 DOCG		
<b>#12</b> DEBIO DEDDI 2013 DOC	<b>#20</b> MONTAGNOLA RUFFIN 2008 IGT	<b>#10</b> BAROLO BARONCO 2008 DOCG	<b>#14</b> FARO 2008 DOC	

**THE MAGNIFICENT SEVEN**  
... Unknown grapes and unusual wines of Italy

<b>#3</b> Bianca 2013 IGT	<b>#8</b> Pinot Grigio 2013 DOC	<b>#9</b> Dava 2013 IGT		
<b>#17</b> Salice Salentino Riserva 2013 DOC	<b>#15</b> Rue dell'Inchiesta 2013 IGT	<b>#19</b> Dattilo 2009 IGT	<b>#11</b> Coppa Prima 2010 DOCG	

A movie-themed tasting put forward the distinctive characters of the selected wines. →

**Mistletoe & Vino**

<b>#14</b> PINOT NERO Mantovano 2013 IGT	<b>#16</b> MAYLET 2012 DOC	<b>#18</b> MONTICELLA Superiore 2013 DOC	<b>#21</b> MARBOLDI D'ALBA L'Arca Rossa 2013 DOC	<b>#23</b> MASCIO 2013 IGT
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**All I want for Christmas (is wine)**

<b>#2</b> MARE ROSSO 2012 DOCG	<b>#4</b> FRILANO 2012 DOC	<b>#6</b> GAY BI GAY 2011 DOCG	<b>#8</b> PINOT BIANCO BISSARA Pellegrini 2011 DOC	<b>#11</b> MOSCATO DI ATRI 2012 DOCG
<b>#15</b> ETNA BIANCO ARCHIMEDE 2012 DOC	<b>#17</b> DEL MARTELL 2012 DOC	<b>#20</b> PER PAPA 2012 IGT	<b>#24</b> QUAILO DEL GEMOLI 2009 DOC	<b>#27</b> MARCALA SUPERIORE RISERVA SPECIALE 1988 DOC

← To mark the end-of-year festivities, Bacco put together a Christmas-themed event with a wide selection of wines from all over the country.



Signage for a gala dinner organised by the French Chamber of Commerce in Singapore.

# events



# DIVERS ON A MISSION

Planet Deep is a NGO recognised by the UN Ocean Conference. Its mission is to explore, understand and help protect the oceanic wilderness in the Coral Triangle.

Client Planet Deep Deliverables Banner, pull-up banner, flyer, T-shirt design Workscope Research, graphic design, layout Year 2019



The organisation combines conservation science and tourism programmes (marine expeditions including citizen-science whale surveys) to better understand fascinating and often poorly understood “deep divers”, the great blue whale and the sperm whale, as well as other deep-sea life.

In collaboration with government agencies and local stakeholders, the Planet Deep team helps protect critical ocean habitats such as calving and mating grounds for whales, migratory corridors and seamounts. Additional projects focus on local training and capacity building, and marine debris (reducing plastic trash in our oceans).

Planet Deep took part in the 2019 edition of Asia Dive Expo, Asia's foremost scuba diving trade show, to share about their leisure-meets-science trips and their conservation work. Leitmotif Creative Studio created the marketing collaterals and T-shirt designs for this occasion. ↴ ↵



# PAYMENT MADE SEAMLESS

Part of the Groupe BPCE, Xpollens is a Banking-as-a-Service platform that makes it possible to add digital financial products to companies' processes and offers. Combining banking know-how and native digital technology, Xpollens offers a suite of financial and payment solutions for a personalised customer experience.

Client **Xpollens (Groupe BPCE)**

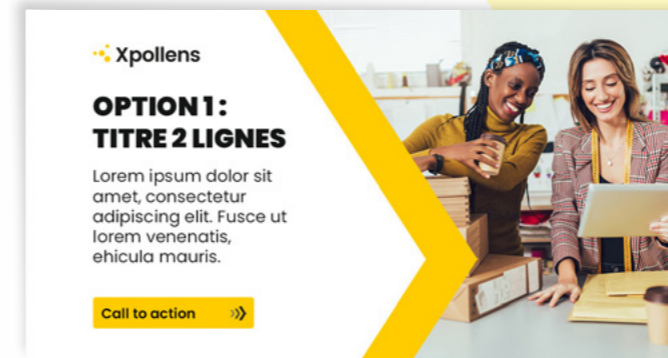
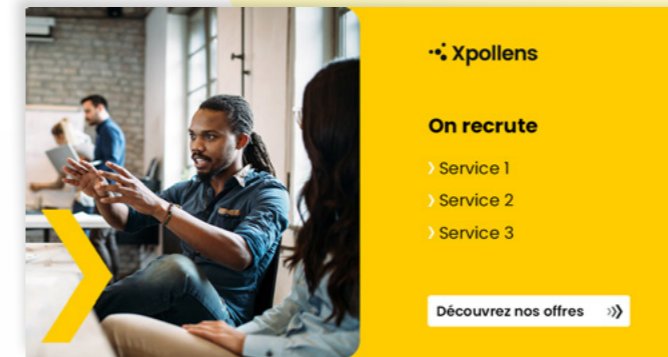
Deliverables **New colour palette, social media visuals, trade show stand designs**

Workscope **Colour palette update, graphic design, layout**

Year **2022**

→ For Xpollens, Leitmotif created visuals for two trade shows, the Journées de l'AFTE and InsurDay.

→ → Leitmotif also provided Xpollens with a pack of updated samples/templates for use on LinkedIn.







Logo designed for CITY65 Music, an organiser of musical events that shine a light on talented musicians based in Singapore.

loggos

# MUSIC MADE IN SINGAPORE



The team at CITY65 Music does amazing work with a series of small and large events to showcase incredible original music made by independent musicians.

Client CITY65 Music

Deliverables Logos, merch, stage dressing, advertisements, event collaterals, social media assets

Workslope Logo design, graphic design, layout

Time frame 2017-2018



For the CITY65 Music logo, Leitmotif chose two bright colours – a red from the Singapore flag and a complementary orange – that set it apart from other music festivals with mostly straightforward black logos.

After several concepts, we landed on a sturdy floating design (one-line and two-line iterations) that makes it instantly identifiable and easy to adapt to CITY65 Music's various event formats.



# CITY65MUSIC Festival

SINGAPORE 2018

Powered by Dimension Data



## SATURDAY 31 MARCH

FORT CANNING GATE, 11AM-10:30PM

### IT'S ALL ABOUT THE MUSIC.

Party all day in the park & revel in the alt-sounds of Singapore's trailblazing artists!

### TICKETS AT TICKETBOX.SG

### www.city65music.com

- SPONSORS
- FOOD52.COM
  - STROYKOP
  - MUSIC
  - Tiger
  - OFFICIAL CAMEUS RADIO PARTNER
  - KARAOKE



# FIRST-HAND EXPERIENCE

Through Mains Tenant, one man made the switch from a demanding engineering career to a more fulfilling venture into massage therapy.

Client **Mains Tenant** Deliverable **Logo, social media assets** Workscope **Logo design, graphic design** Year **2020**

Leitmotif's design is a harmonious logotype-mark, with moving hands suggesting notions of benevolence and protection as well as the delicate wrapping motion of the treatments on offer.



# URBAN INNOVATIONS

Client **The French Chamber of Commerce in Singapore** Deliverables **Key visual, publication, merch** Workscope **Research, key visual design, layout** Year **2015**

**A project of the French Chamber of Commerce in Singapore, Urban Innovations showcases French know-how in terms of smart-city solutions. This relatively new concept adds the notion of digital transition to that of sustainability in the way we think and design cities today.**

The project's key visual represents the cooperation taking place between France and Singapore in this particular field. It connects the Eiffel Tower to one of Gardens by the Bay's "super trees", both innovative architectural projects from two different eras!



# ON THE PULSE!

**Artists collective**  
**La Pulse brings together Paris-based singers and musicians that offer cover gig services on the one hand and original music projects on the other.**

Client **Collectif La Pulse**

Deliverables **Logos, merch, presentation, social media assets**

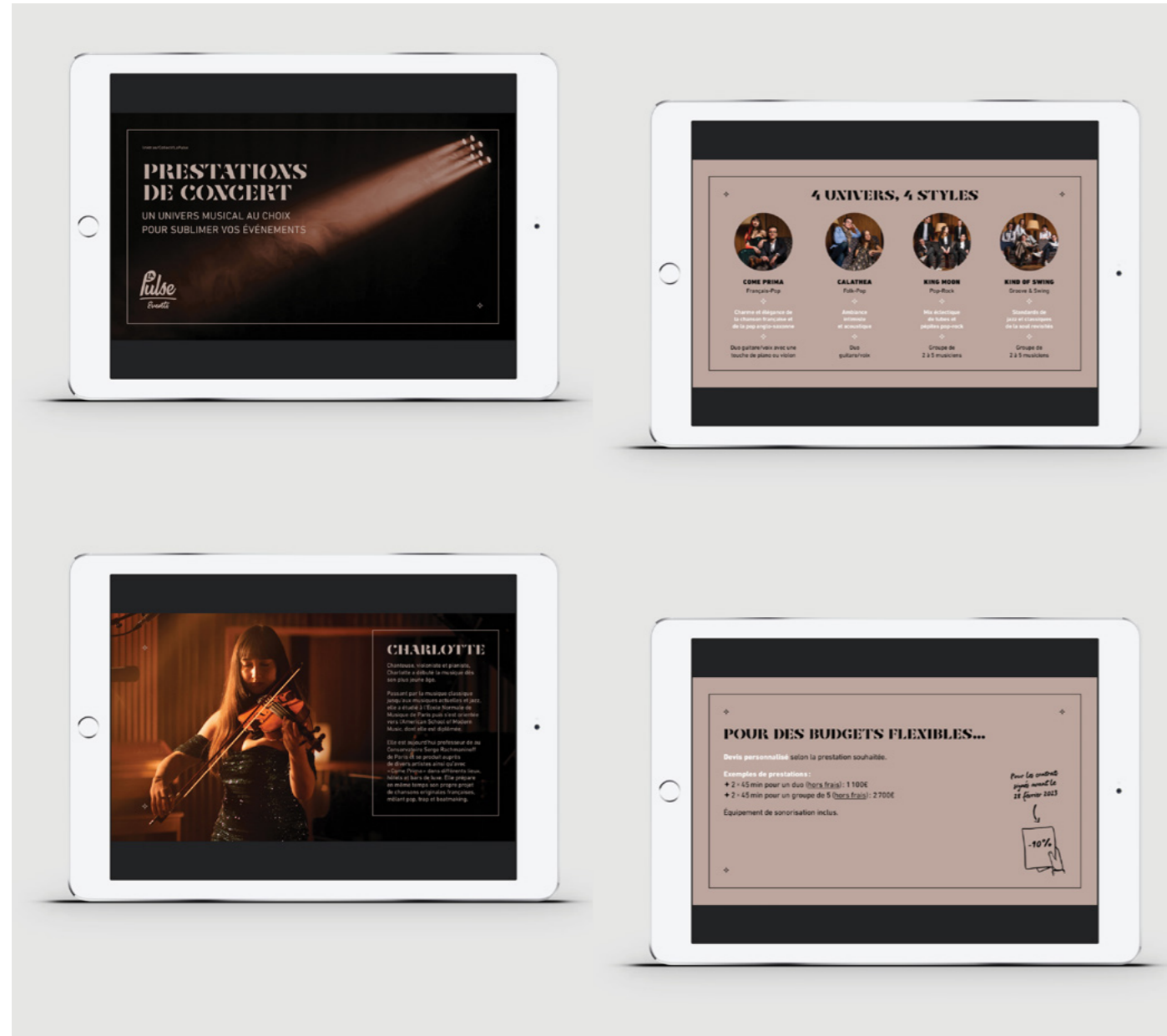
Worksopce **Logo design, graphic design, layout**

Time frame **Since 2022**

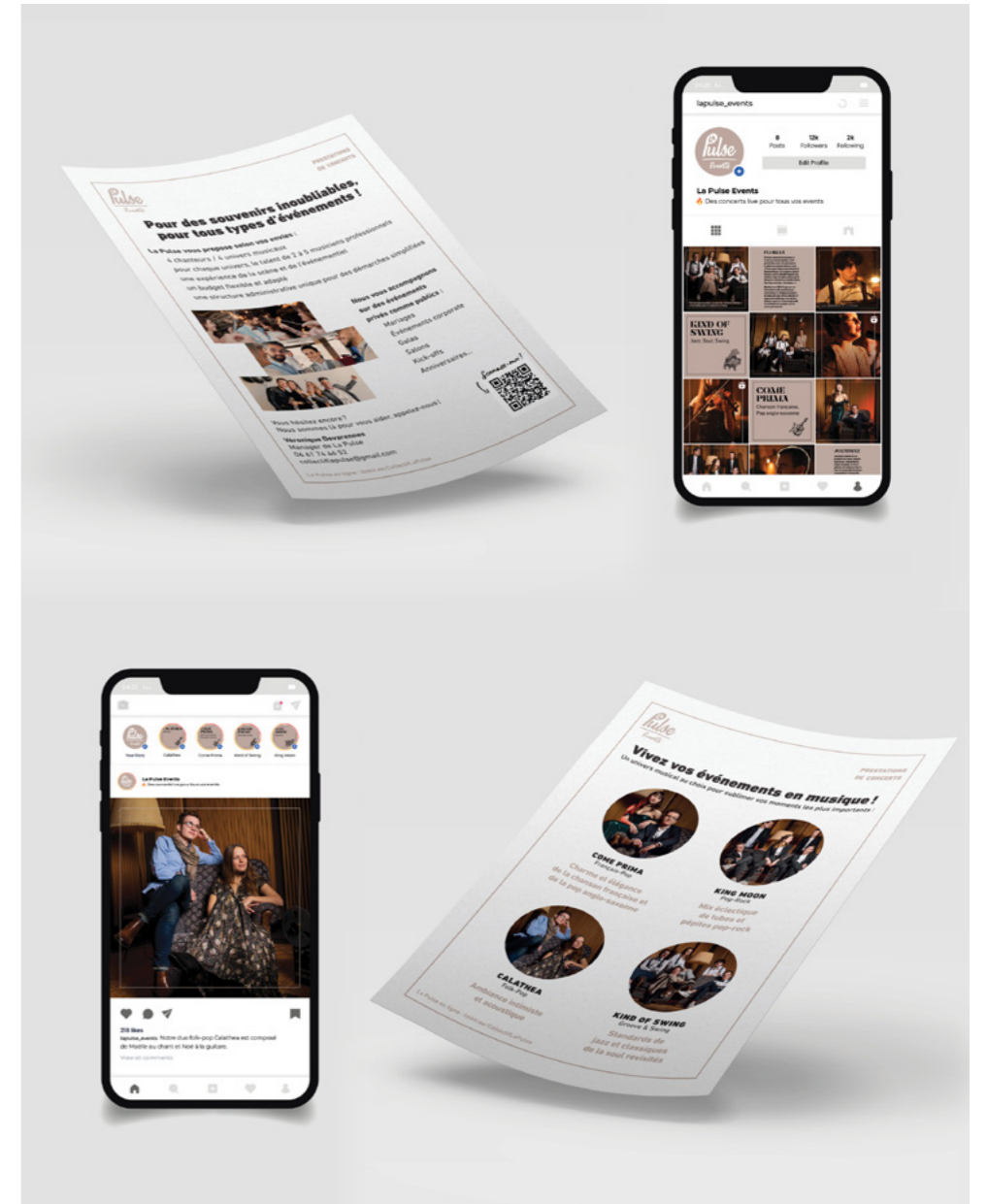


For La Pulse, Leitmotif created two distinct logos that represent the collective's two missions: La Pulse Prod. promotes the original projects of bands and singer-songwriters while La Pulse Events offers cover gig services in various musical styles.





←  
The promotional assets created for La Pulse Events include this clean presentation of the bands split in four different genres: French and English-language classics, folk, pop-rock, and jazz and swing. These bands perform as duos, trios, quartets or quintets, at weddings, corporate events and other important occasions.



→  
The collective communicates in person, with a handy flyer, and via social media, Instagram in particular, with a cohesive feed that conveys La Pulse's high-end services.

# CREATIVE CHATS

Client **Association des Administrateurs Territoriaux de France**

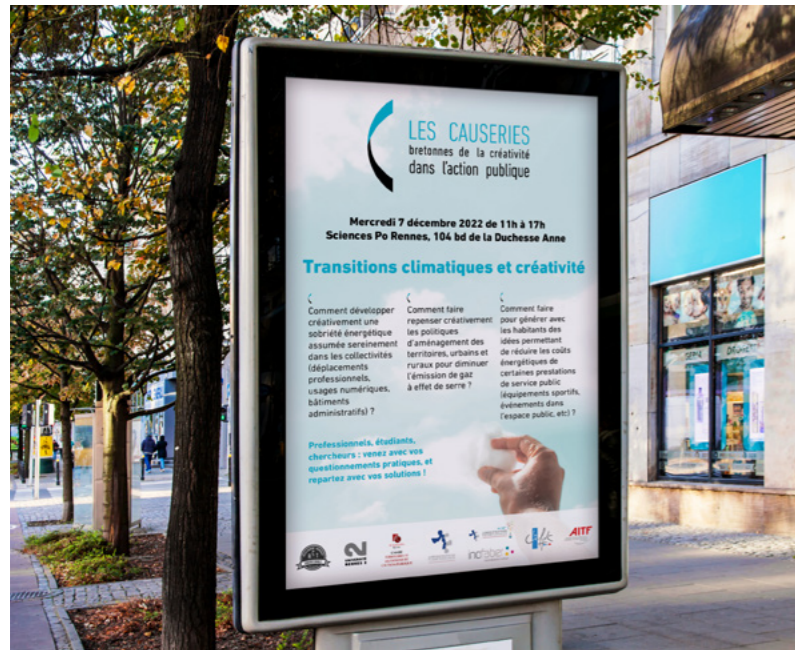
Deliverables **Logo, poster, social media visuals**

Worksopce **Logo design, graphic design, layout**

Time frame **Since 2022**

Now an annual event, “Les Causeries” were first organised in the context of the Rennes University master’s programme dedicated to “Planning and Territorial Collectivities”. These meetings allow for creative discussions between students, public policy professionals, local collectivity partners and academics.

For the ATF association, Leitmotif created a brand new logo for “Les Causeries” with simple typography and a simple mark to accommodate the long title and make for a flexible logo. For the 2022 and 2023 editions, Leitmotif designed the event’s official poster and social media visuals.





Artwork created for the album 7 by  
French guitarist/composer Noé Miralski.

music



# LIFE IN MUSIC

Client **Noé Miralski** | Deliverables **Cover artwork, CD packaging, press release, social media banners** | Workscope **Graphic design, layout** | Year **2023**

In 2023, French multi-instrumentalist and composer Noé Miralski released his ambitious debut album “7”, an autobiographical record dedicated to an unusual rhythm.



Portrait photography: Vincent Hary.

COMMUNIQUE DE PRESSE / 7 SEPTEMBRE 2023

SORTIE D'ALBUM / ARTISTE : NOÉ MIRALSKI / ALBUM : 7

## SORTIE DE « 7 » LE 7 SEPT. 2023

Paris, le 7 septembre 2023 — Le guitariste compositeur-interprète **NOÉ MIRALSKI** sort aujourd'hui son premier album, **7**. Il est disponible sur toutes les plateformes de streaming.

### 7 TITRES

01. L'Age d'Horizon (6:48)
02. Romance (5:13)
03. 15 Ans (6:36)
04. Circus (6:45)
05. Night Walking (6:51)
06. Orbital Drum (3:44)
07. Seven (5:00)

### À PROPOS DE L'ALBUM

**7**, un chiffre sacré, porte bonheur, le chiffre symbole de l'accomplissement, du cycle parfait.

**7**, c'est aussi une mesure asymétrique, une instabilité, **une apnée musicale** à laquelle Noé est particulièrement sensible et qui lui permet de retranscrire des émotions particulières.

« **7** » c'est aussi un challenge pour Noé de composer **un album entièrement consacré à cette rythmique inhabituelle** qui oscille entre confort et inconfort tout en gardant des mélodies simples pour plaire au plus grand nombre.

« **7** » est un bel espace de jeu créé par Noé avec ces merveilleux et talentueux musiciens : Florian Berret au piano, Mélanie Centenero à la batterie, Victor de Badts à la basse et Louise Debaecker à la voix.

Noé nous offre avec « **7** » **un album aussi simple que complexe, fusion de ses différentes influences et dépositaire des moments importants de sa vie.**

CONTACT PRESSE : NOEMIRALSKI@GMAIL.COM

LINKTR.EE/NOEMIRALSKI

COMMUNIQUE DE PRESSE / 7 SEPTEMBRE 2023

SORTIE D'ALBUM / ARTISTE : NOÉ MIRALSKI / ALBUM : 7

## À PROPOS DE NOÉ MIRALSKI

La bonne nouvelle quand on a une vue de 2/10<sup>e</sup>, c'est que l'on développe ses autres sens. Noé Miralski aurait pu devenir parfumeur mais il est devenu musicien.

Bercé par la batterie de son père, la musique pour Noé est d'abord une question de rythmes. Mais à 7 ans, il assiste à un duo guitare-batterie, et c'est le début de son amour pour la guitare et pour les lignes mélodiques. La musique se révèle alors être son meilleur vecteur de communication et son ambition de devenir musicien s'impose rapidement comme une évidence.

C'est entre la Loire et la Seine que Noé développe ses connaissances et compétences musicales. Il est aujourd'hui diplômé de Tous en scène (Tours) et de l'American School of Modern Music (ASMM, Paris). Il doit à l'ASMM sa

rencontre avec le jazz, le courage de composer et le plaisir d'enseigner.

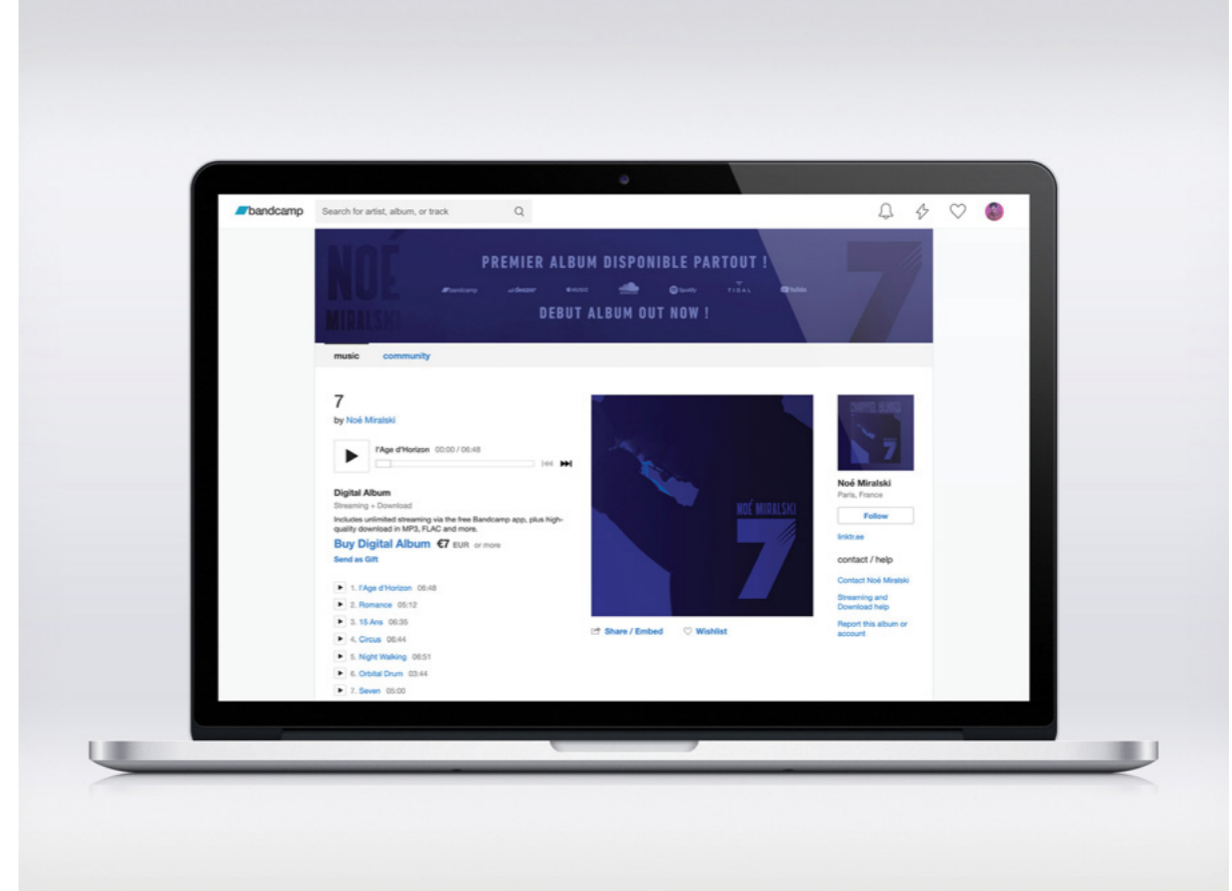
Biberonné aux rythmes ternaires, ses influences trouvent d'abord leurs racines avec des artistes tels que Tom Misch, Jordan Rakei, Antony Hamilton, puis vient avec la guitare son admiration pour John Mayer. Aujourd'hui, son écoute attentive et inspirante se porte vers des jazzmen tels que Tigran Hamasyan, Tom Ollendorf et Shai Maestro.

La diversité de ses influences et de son jeu rythmique et mélodique en fait aujourd'hui un accompagnateur de différentes formations/artistes de tous styles allant du jazz au funk en passant par le folk ou la pop.

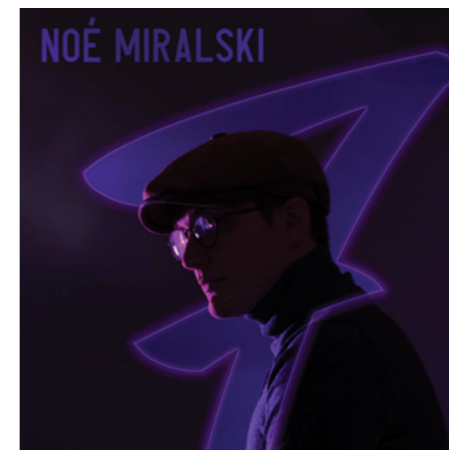
Mais c'est au jazz et au chiffre 7 qu'il consacre son 1<sup>er</sup> album (en autoproduction).

CONTACT PRESSE : NOEMIRALSKI@GMAIL.COM

LINKTR.EE/NOEMIRALSKI



Before the final design was approved by Miralski, Leitmotif worked on two other proposals with very different styles and with emphasis on different elements: the album title on the left and the artist's name on the right. →



# INDIE RELEASES FROM

↓ United States of America



Client **Frederick Johnson**

Deliverables **Cover artwork, CD packaging**

Workscope **Graphic design, layout**

Year **2012**

↓ Germany/Brazil



Client **Juliana Da Silva & Giovany Da Silveira**

Deliverables **Cover artwork, CD packaging**

Workscope **Graphic design, layout**

Year **2015**

# AROUND THE WORLD...

↓ Singapore



Client **Clouds & Shadows**

Deliverables **Cover artwork, CD packaging**

Workscope **Graphic design, layout, typography**

Year **2016**

↓ France/Mauritius

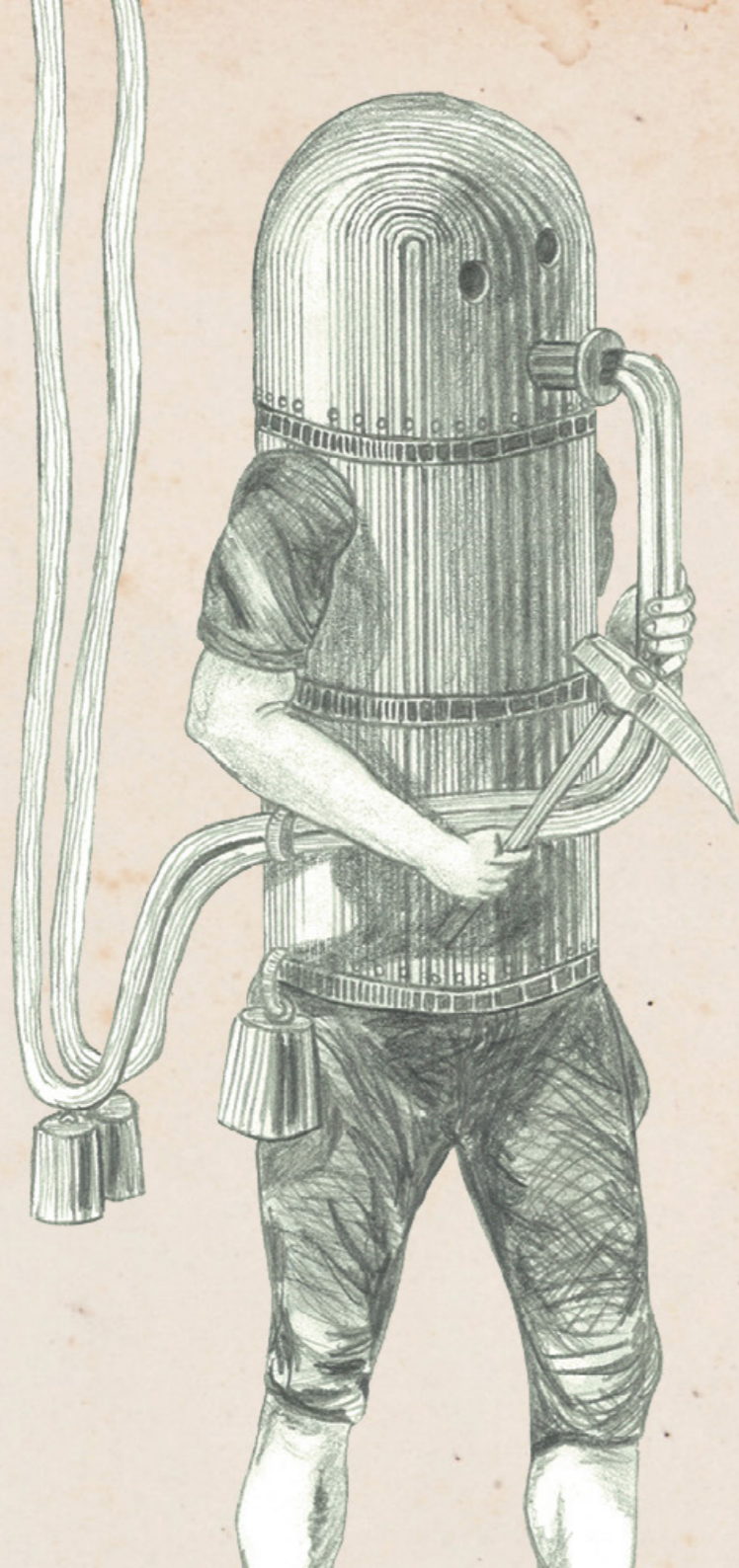


Client **Humble Humans**

Deliverables **Cover artwork, CD packaging, social media banners**

Workscope **Graphic design, layout**

Year **2022**



In 1797, German mechanic Karl Heinrich Klingert created the first device to be called a "diving suit", consisting of a jacket and trousers made of waterproof leather, a helmet with a porthole, and a metal front. It was linked to a turret with a reservoir that could not replenish itself, so dive time was limited.

Illustration created for issue 104 of *Asian Diver* magazine in March 2009.

# imagery

# HISTORY RESTORED

Depending on where they come from and the care taken (or not) to preserve them, photo archives require more or less restoration work to enhance the beholder's ability to appreciate, understand and use them. Work is most definitely needed when the object has lost part of its meaning and function due to deterioration or previous handling. Digital restoration allows to safeguard a version of that object brought back to its original state.

Client **The Shoah Memorial** Deliverables **Restored photo archives** Workscope **Image treatment** Time frame **Since 2019**

Crowd in front of a panel of the antisemitic exhibition *Le Juif et la France* (The Jew and France), Palais Berlitz, Paris 2<sup>nd</sup> arr., September 1941.

The original scan of this archive photo was not optimal and several scratch marks made the document unusable. Leitmotif processed it so as to obtain a digital version as close as possible to the original photo.



© Shoah Memorial.



AFTER



# GAINING SOME COLOUR BACK

BEFORE



Despite being a controversial venture, colorising makes it possible to lessen the distance that black and white can create between a subject and its beholder. At the very least, this process seems legitimate when the photo was taken in black and white not by choice but when colour didn't exist yet.

Client **The Union of Auschwitz Deportees**

Deliverables **Colorised photo archives**

Workscope **Image colorising**

Time frame **Since 2023**

French Holocaust survivor and chess champion Isabelle Choko.

# THOSE LEADING THE WAY

Meet individuals who have helped shape the social and environmental landscapes of Asia and discover the positive impact their work has on nature and people around them.

Client **Asian Geographic Magazines** Deliverables/workscope **Editorial illustrations** Year **2009**

**Product Designer**  
**SINGGIH SUSILO KARTONO** →

After observing the deterioration of the social structure and environment in his village in Central Java, Kartono decided to bring his craft back home after studying in the city. Using sustainable methods, the designer specialises in functional wooden products, focussing on his highly sought-after wooden radios – the Magno series. Kartono’s venture has allowed youths in the village to learn about eco-friendly manufacturing and sustainability in design work.



**Activist**

↓ **NADINE CHANDRAWINATA**

The winner of 2006 Miss Indonesia is more than a pretty face. An avid diver, Chandrawinata dedicates her time to conservation and protection efforts with several organisations.

A WWF Marine Conservation Ambassador, she hopes that her efforts will help locals realise the importance of safeguarding their own homeland. This beauty queen believes that humans are nature’s biggest destroyer and can change to become its biggest saviour.

**Conservationist**

**ZHAO ZHONG** ↘

North-western China may be rich in natural resources but its water supplies are in a fragile state. Using his expertise, Zhao, together with his team set up Green Camel Bell, the region’s first environmental NGO, to raise awareness of environmental issues, advocate new policies and monitor polluters in the area. This action has forced companies to take immediate action or, at least, open up to solutions to the problems they are causing.

**Environmental Engineer**

**YUYUN ISMAWATI** ↘

In 2000, Ismawati set up an NGO, BaliFokus, which acts to promote community-based waste management on the Indonesian island. Hotels now pay to have their trash taken away for sorting. The programmes are also replicated across Indonesia and include teaching locals to make crafts out of recycled materials.



**Product Designer**

← **DR SINGH INTRACHOOTO**

Considered a pioneer of ecological design in Thailand, Intrachooto creates innovative furniture designs from unconventional materials reclaimed from construction sites. As a teacher, the founder and design principal of Osisu advocates environmental mindfulness as an integral part of design. He also trains other architects in order to build up a strong group of environmentally-friendly design firms.

**Environmentalist**

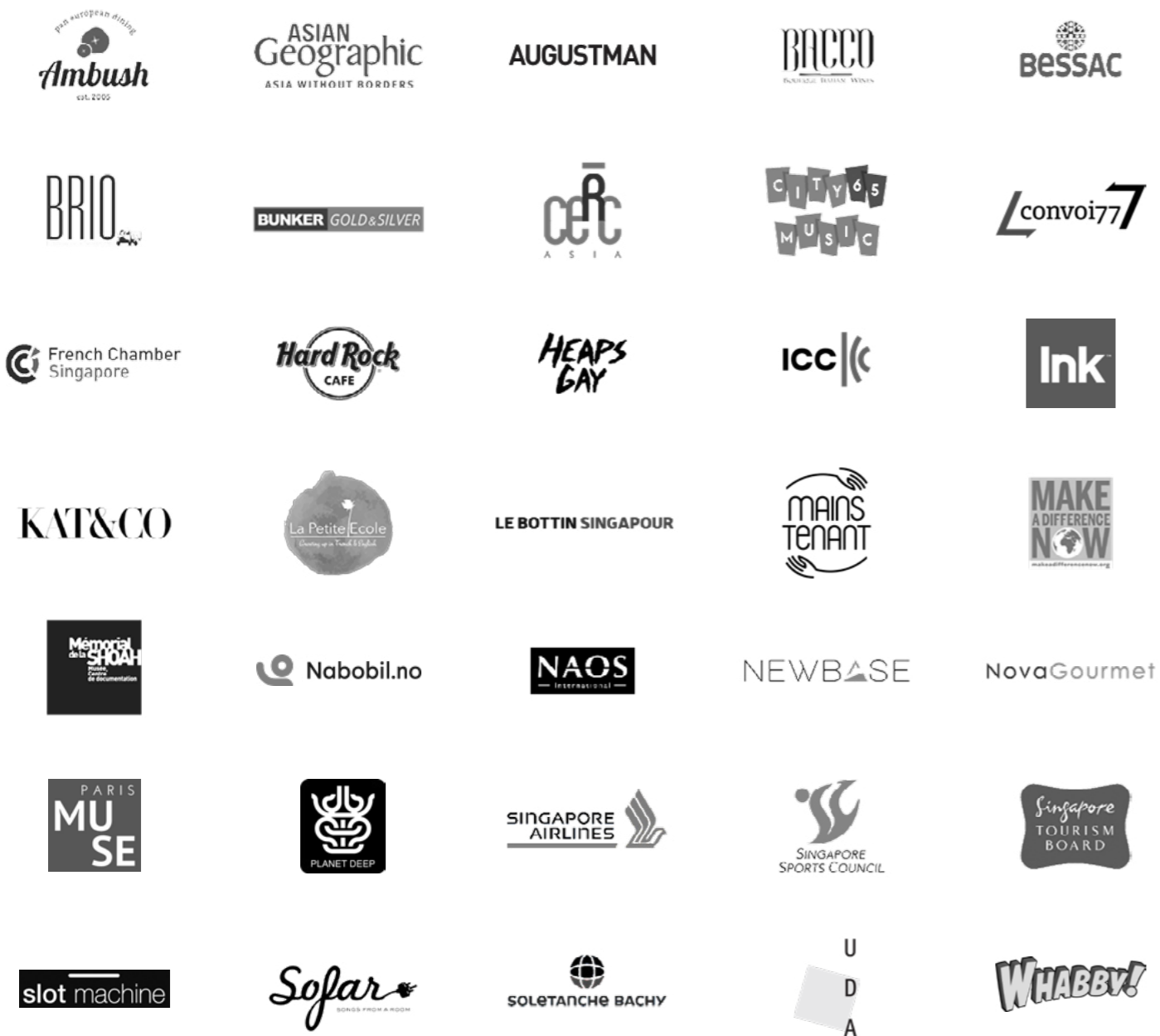
← **VO QUY**

A protector of Vietnam’s flora and fauna during and after the war, Vo spent decades in Vietnam’s reforestation and conservation projects. The zoologist initiated community-based agro-forestry programmes and established reserves to protect birds in Vietnam.

Texts adapted from the article *Those Leading the Way* published in ASIAN Geographic magazine, Issue 69, 08-2009.



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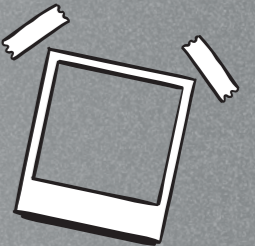
A year in review... **2023** at Leitmotif Creative Studio

**26**

projects for clients in

- corporate communication
- the performing arts
- culture and the arts
- F&B
- events
- the non-profit sector

**15**  
posters



**546**  
visuals processed

