

Brand creation and consultancy agency



Naming for companies, products, services,
websites, spaces and concepts
Logo creation
Tagline creation

* Brand strategy, consultancy and creation

Identity creation (companies, products, services, institutions, concepts...) Name, tagline Logo, visual identity, graphic guidelines Copywriting, graphic design	
Brand strategy and consultancy Name testing, brand monitoring, marketing strategy, communication plan	Legal validation National and international
Administrative procedures National and international filing	Validation Sociocultural / semiolinguistic

We have built our profession as brand creators on two principles. The first is that the name and identity are an important link in the chain of your success, alongside marketing thinking and commercial strategy.

When properly constructed on rational and marketing criteria, they act as a powerful business booster, conveying a dynamic, professional, creative and institutional image for your company or project.

The second principle is that identity relies heavily on creativity, meaning and evocation (name, tagline), as well as on forms and colours (logo); choices therefore involve a large measure of subjectivity (I like it / I don't like it).

For that subjectivity to be expressed fully and legitimately, the concepts we present are secured in advance on three levels:

- Marketing and semiotic validation against the brief
- Legal validation, with preliminary screening of our recommendations
- Linguistic validation in an international context

Founded in 1996 by Benoit SAINT-HILAIRE, LES ARCHITECTES DU NOM (ADN) provides services covering the entire identity creation and validation process.

In addition to its dedicated team, the agency draws on a network of specialist consultants (semioticians and international creatives, multilingual linguists, graphic designers, communication, marketing and strategy consultants), commissioned specifically for each project.

* Pack Start

Agile brand creation

* The name

- creation of 80 names, screened for identical marks in the International / EU / French registers
- presentation of 15 names, with rationale and identical-mark screening
- similarity legal screening for 1 shortlisted name in the French register
- domain-name screening in .fr, .eu, .com and .net for 3 shortlisted names
- in-depth legal validation, including prior-rights searches, for 1 shortlisted name in the French register
- administrative filing of one name with INPI in 3 classes

* The tagline

- creation of 30 taglines
- presentation of 10 taglines with rationale

* The logo

- creation of 6 logos incorporating the selected name and tagline

* Launch tools for your communications

- creation of your print and digital business card based on your identity
- 1,000 copies, 350 gsm, matt or gloss lamination, front side
- website
- print and digital brochure
- email signature

Leave your mark

From concept...

- Phase 1 • you take charge of your project
- Phase 2 • we create your turnkey identity (name + tagline + logo) and roll it out
- Phase 3 • your brand supports and represents you

...to reality!



They trust us



Brand consultancy
and identity creation

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