



Signage at Cité des métiers.brussels

Solution

Helping people to understand the services provided at Cité des métiers and to project themselves into their professional future in a public space.

Objectives

- **Creating a signage symbolising a place that welcomes the diversity of career paths and desires of job seekers and that explains the identity of the concept of Cité des métiers.**

Impact

- **Provides information on the organization and network**
- **Communicates on the five topics in a clear and logical way, user friendly**
- **Guiding the visitors in a flexible visual language**
- **Explain site and services through visual communication**

Key figures

- **Poster, Graphic charter, Flyer, Visual identity, Logotype, Motion design, Stationery**
- **Eco-sustainable and user-friendly**
- **Made by Studio Alvin, a creative studio specialising in the design of visual identities, low carbon websites and customised signage. Please check the website : <https://studio-alvin.com/la-cite-des-metiers-bruxelles-signaletique/>**