

**CONTRAH
DESIGN
GROUP**

Conran Design Group

Objective

To shift the Conran Design Group's positioning from a design offering within HAVAS to to HAVAS' flagship brand and design network.

Insight

CDG introduces an exciting purpose: *design to inspire progress*. With this new window to the world, we place design within the center.

Solution

The rebranding effort extends beyond aesthetics, reflecting an evolved proposition that integrates sustainability across its offerings. With a renewed focus on brand strategy, design, experience design, and communications, CDG aims to deliver meaningful progress for businesses, individuals, and society. While the identity playfully demonstrates (and within the typography, quite literally) placing the "D" design at the center of how we see the world, we've built an expressive identity that can house anything within the container of our mark that we can envision.

