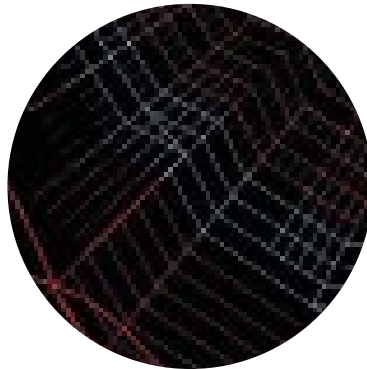




EXP201904P001

HABILE STUDIO

PORTFOLIO



HABILE STUDIO

BRUSSELS · PARIS

eu.projects@habilestudio.com

WHO WE ARE

HABILE STUDIO



habile

Habile is a research laboratory
experimenting on creation, graphic design
and new technologies.

It is based in Paris and Brussels.

**HENRI
LE FORESTIER**

PRESIDENT · DEVELOPER

henri@habilestudio.com

**HUGO
PEREZ-SAPPIA**

ART DIRECTOR · ILLUSTRATOR

hugo@habilestudio.com

MAIN CONTACT

HENRI LE FORESTIER

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EURACTIV

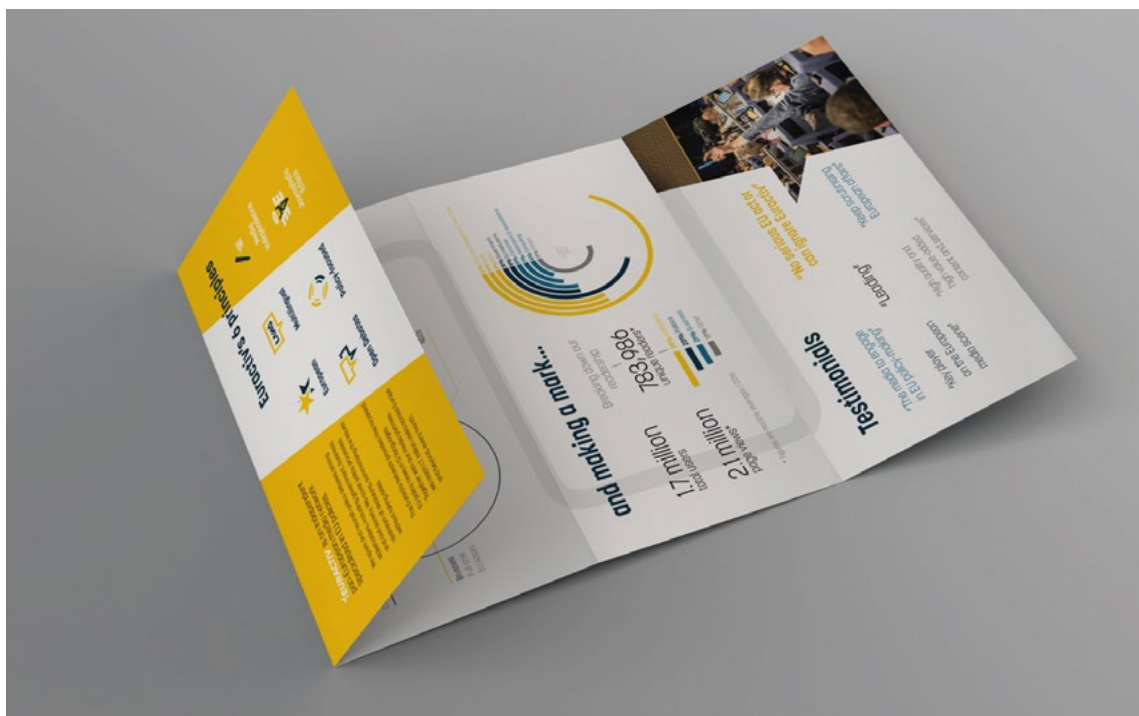
REBRANDING

2017. Euractiv is the reference media on EU policy, with a total of 2.4 million page views per month across Europe. This rebranding included the creation of the new logo, visual guidelines, main platform styling, newsletters design, as well as the complete revamping of the marketing material, and new offices signage.



EURACTIV

REBRANDING

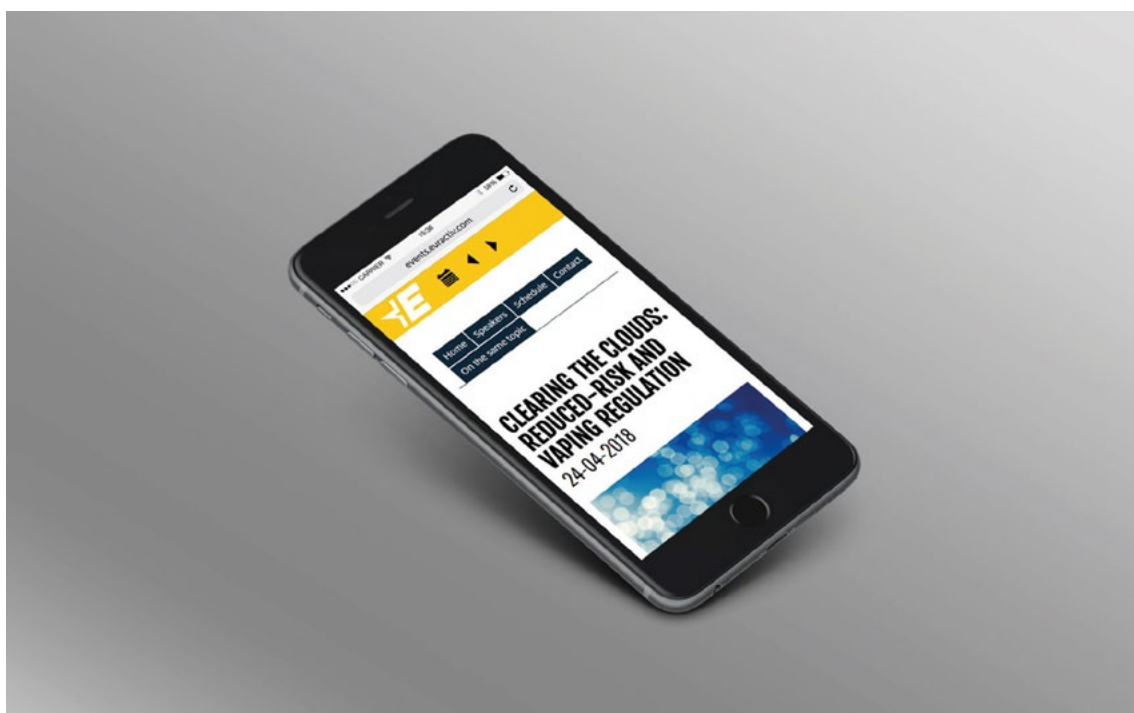
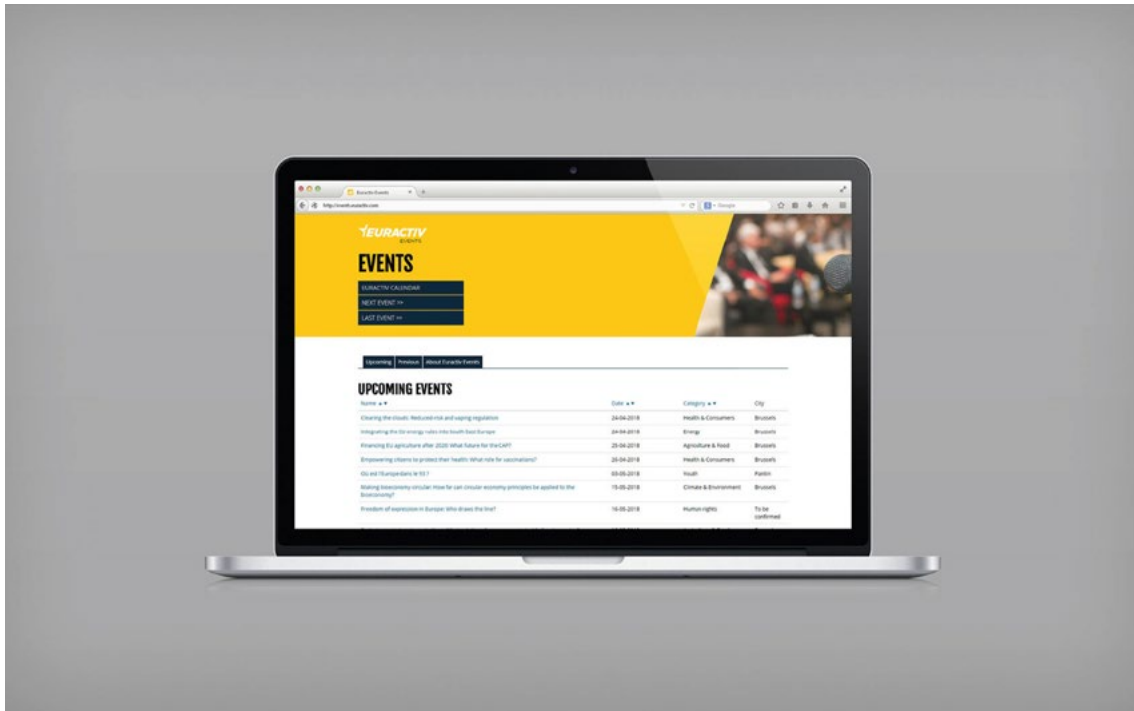


EURACTIV

EVENTS WEBSITE

2017. Creation of all marketing material and scenography of Euractiv's rebranding events. Creation from A to Z of the website dedicated to events and conferences around EU policies. Euractiv is a European reference media in terms of EU policy making.

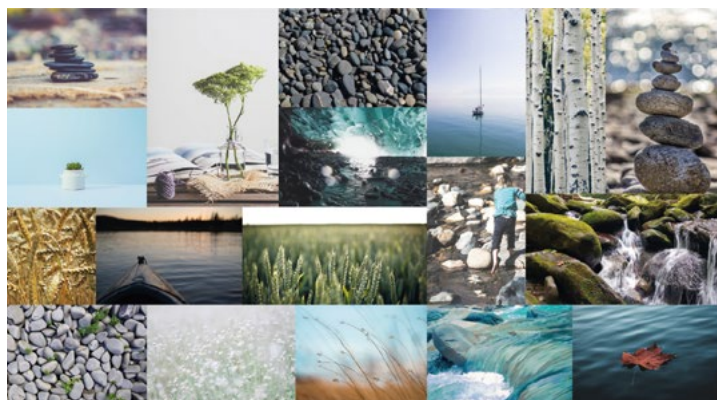
<https://events.euractiv.com/>



ASSEMBLY OF EUROPEAN REGIONS

ACTIVITY REPORT 2017-18

2018. More about the project:
<https://bit.ly/2t72GBd>



ASSEMBLY OF EUROPEAN REGIONS

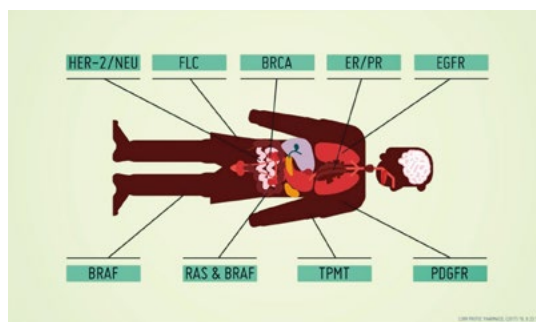
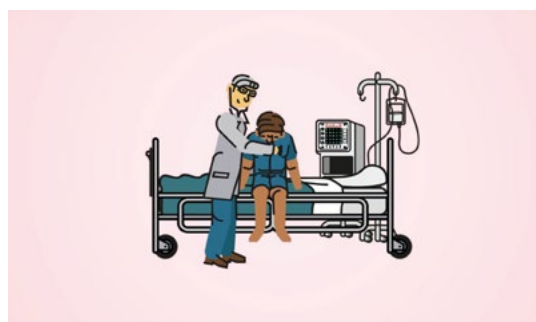
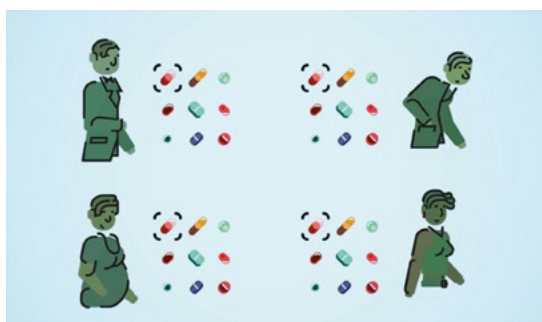
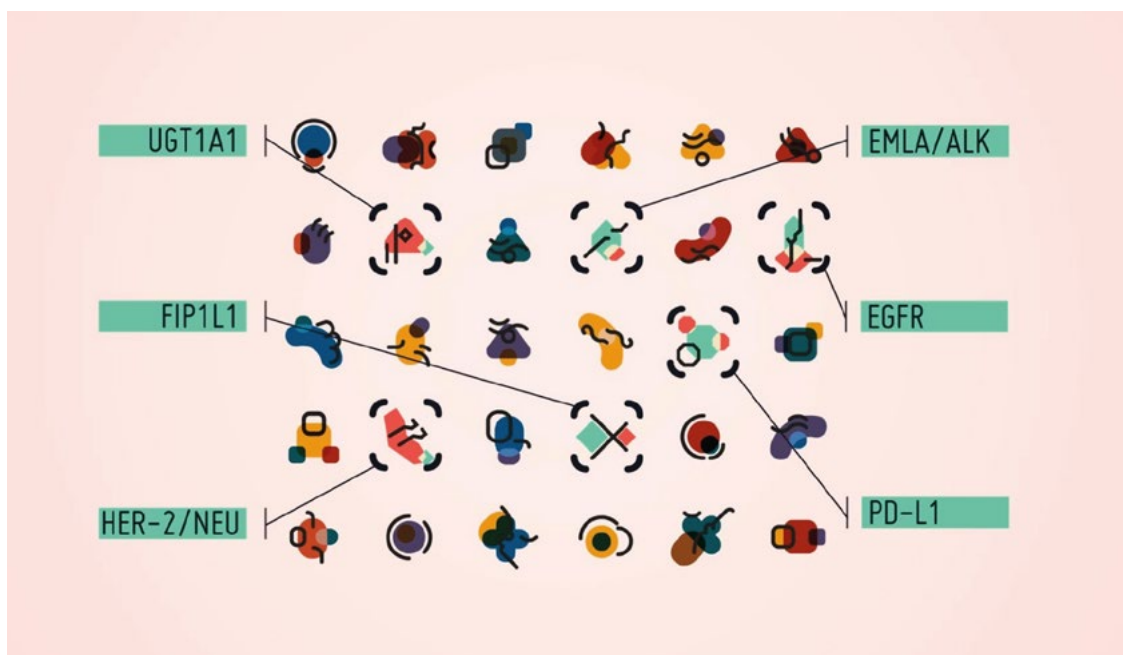
ACTIVITY REPORT 2017-18



EUROPEAN CANCER PATIENT COALITION

BIOMARKERS ANIMATED INFOGRAPHICS

2018. Watch the video:
<https://vimeo.com/254678230>



DHL

AUTOMOTIVE TREND PAPERS

2017. Art direction and layout of DHL's Trend Papers, which focuses on new technologies and their impact on logistics and the automotive sector. Based on DHL's strong colours and fonts, the design emphasises simple clear-cut geometric shapes that convey the idea of technicity with an avant-garde touch.



AVRIL

BROCHURE

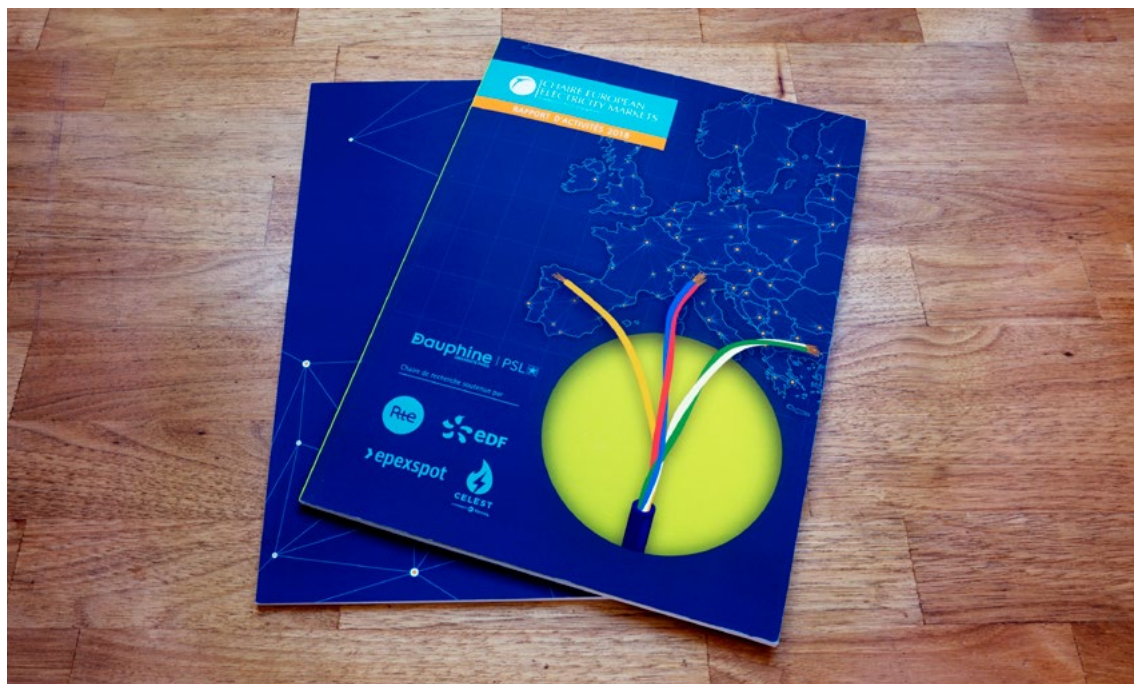
2018. Art direction and layout of the Code of Ethics and Good Practices of Avril Group. Following Avril's visual guidelines and their database of logotypes and pictures.



CEEM

ACTIVITY REPORT 2018-19

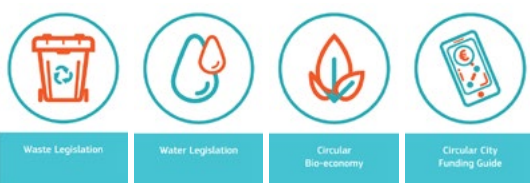
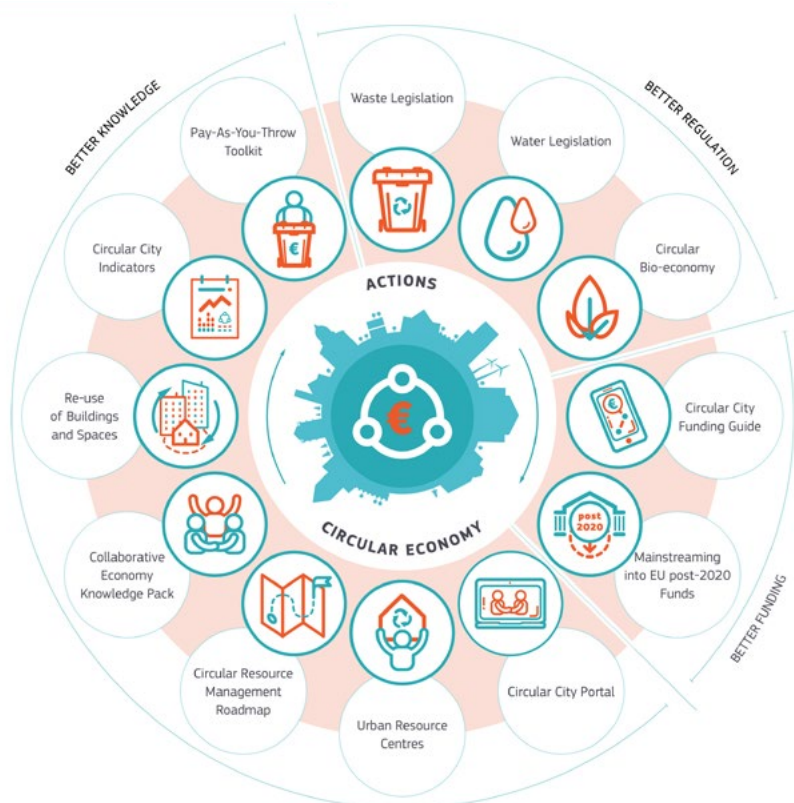
2019. More about the project:
<https://bit.ly/2JyeA16>



URBAN AGENDA EU

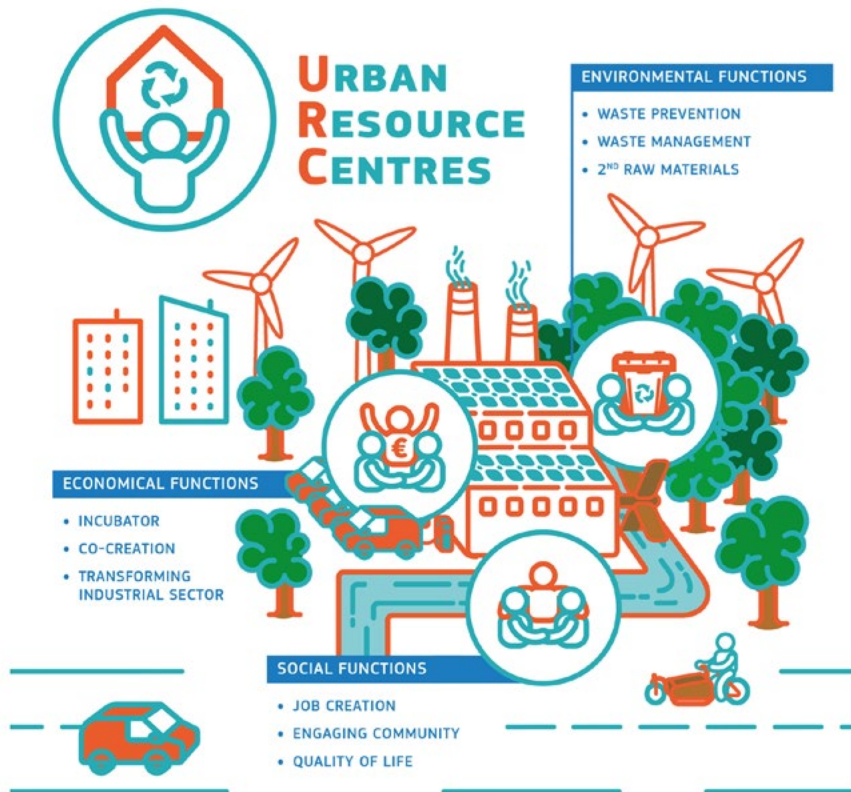
ICONS, ILLUSTRATION & INFOGRAPHIC

2019. Twelve icons for an infographic on Circular Bioeconomy: Regulatory Obstacles and Drivers for Urban Agenda Plan for the EU Action Plan



URBAN AGENDA EU

ICONS, ILLUSTRATION & INFOGRAPHIC



Tobacco Products Directive A Briefing

According to the European Commission, the Tobacco Products Directive (TPD2) aims to improve the functioning of the internal market for tobacco and related products, while ensuring a high level of

health protection for European citizens. The regulations are comprehensive and cover many aspects of the manufacture, marketing and distribution of our products.

TPD2 – What it is all about

What do the regulations cover?

Minimum pack sizes	20 cigarettes 10g of loose leaf	
Large health warnings	Health warnings to cover 65% of the front and back of packs, 50% of the sides	
Pack shape and design	Modifications on pack format, colour and visible elements including side and spine	
Ingredients	A ban on characterising flavours (including menthol) in 2020 for cigarettes and FTS, significantly increasing existing obligations on ingredients	
Taste and odour	Measures to track and trace products from manufacturer to retailer, aimed at controlling illegal sales (May 2016 for cigarettes and FTS, 2018 for other tobacco products)	
E-cigarettes	Regulations on product design and restrictions on advertising	

The Directive lays down rules governing most aspects in core tobacco products. There are include cigarettes, roll your own tobacco, smokeless tobacco, electronic cigarettes and heated

TPD2 Timeline

Timeline of TPD2 implementation:

- 14 March 2014: Directive adopted
- 19 May 2014: Commission proposal on Product of Tobacco
- 20 May 2014: European Parliament and Council agree on the Directive
- 20 May 2016: Directive enters into force
- 20 May 2018: The tobacco sector must comply with the Directive
- 20 May 2020: Full implementation

Who Raised Objections to TPD2

EU Member States

4 Member States
Bulgaria, Czech Republic, Denmark and Greece. Italy, Portugal, Romania (Croatia and Denmark raised objections based on the principle of the market)

Business, Retail and Anti-Counterfeiting Groups

UK Chamber of Commerce
Business Action for Fair Competition and Prices (BAFCP)
an initiative of the International Chamber of Commerce (ICC)
UK National Association of Retailers (NAR)
The Confederation Européenne des Distributeurs au Détail (CEDD)

Unions

Under the Union
European Federation of Food, Agriculture and Fisheries Trade Unions (EFFA)

The Commission proposal for this Directive was adopted following a public consultation, which generated 86,000 responses. The majority of respondents raised the key measures featured in the proposal. 214 also participated in the consultation. Our submission can be found on JTI website under the "Our Business in the Regulatory Submissions" menu.

For further information, please visit www.jti.com

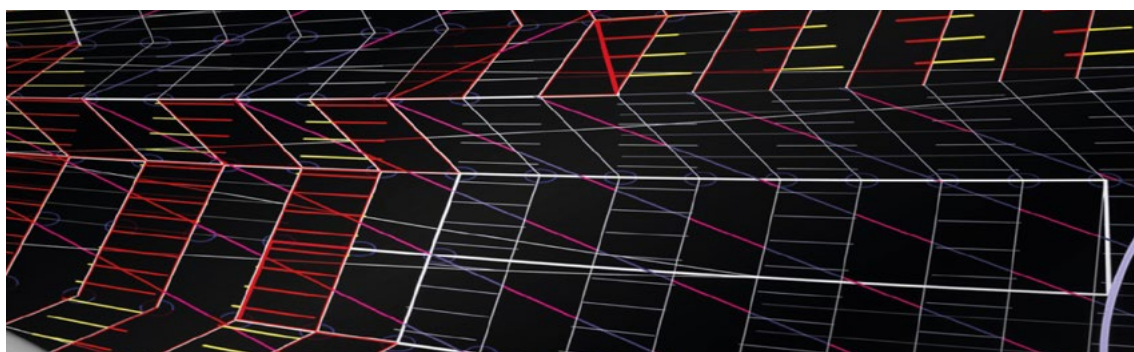
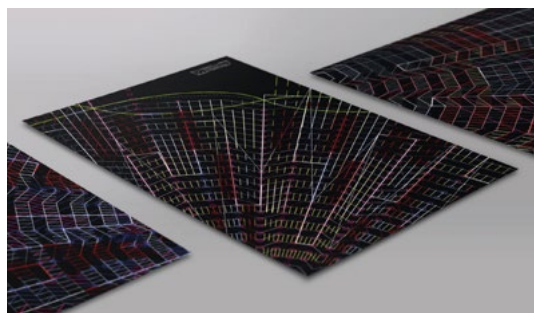
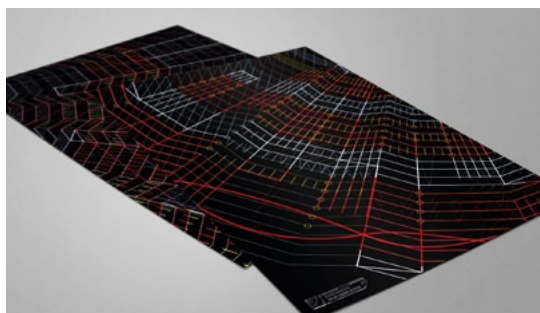
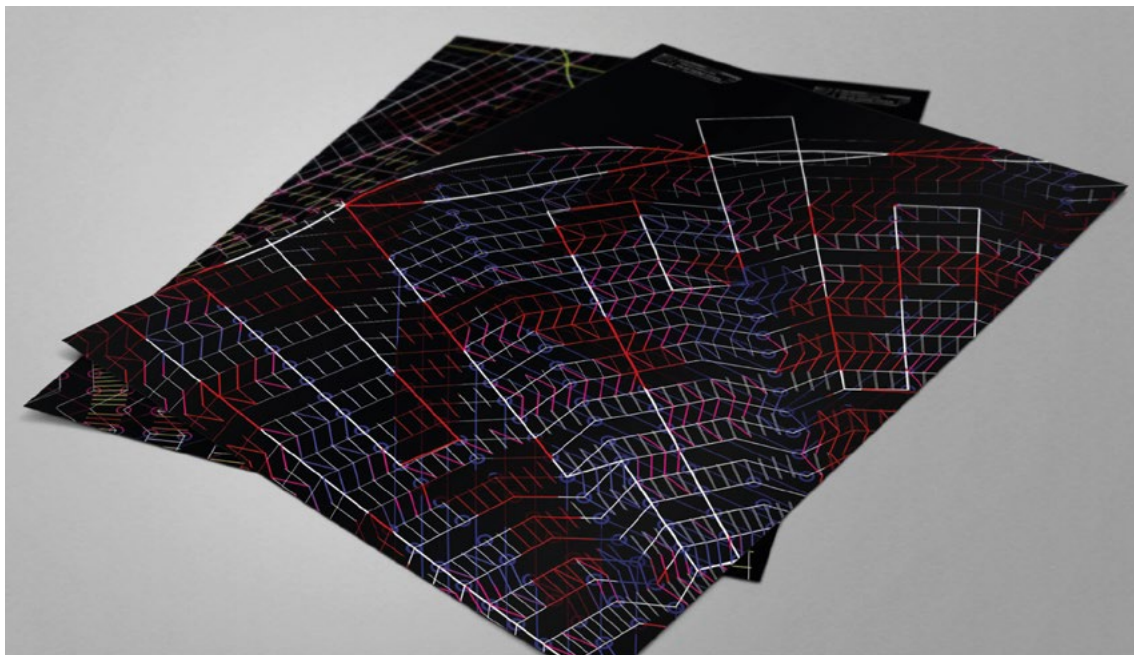
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SOLAR SOUND SYSTEM

POSTERS AND MUSIC VIDEO

2018. Watch the video:
<https://vimeo.com/255369122>



MJC JACQUES TATI

VISUAL IDENTITY

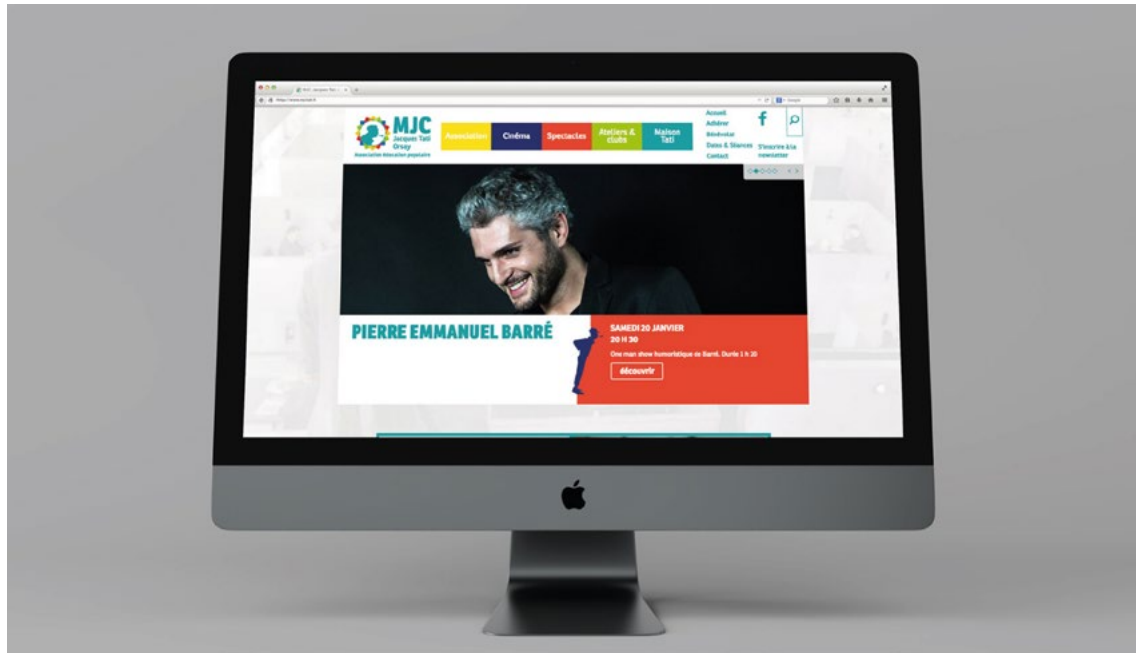
2011-2017. Visual identity of Orsay's cultural center.



MJC JACQUES TATI

VISUAL IDENTITY

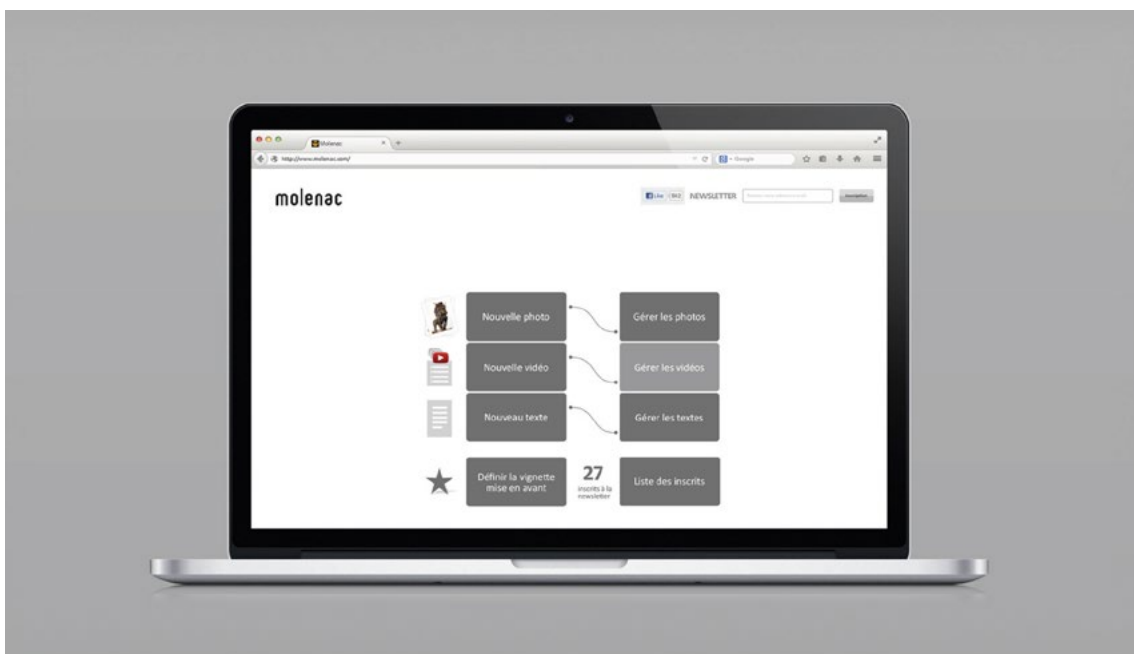
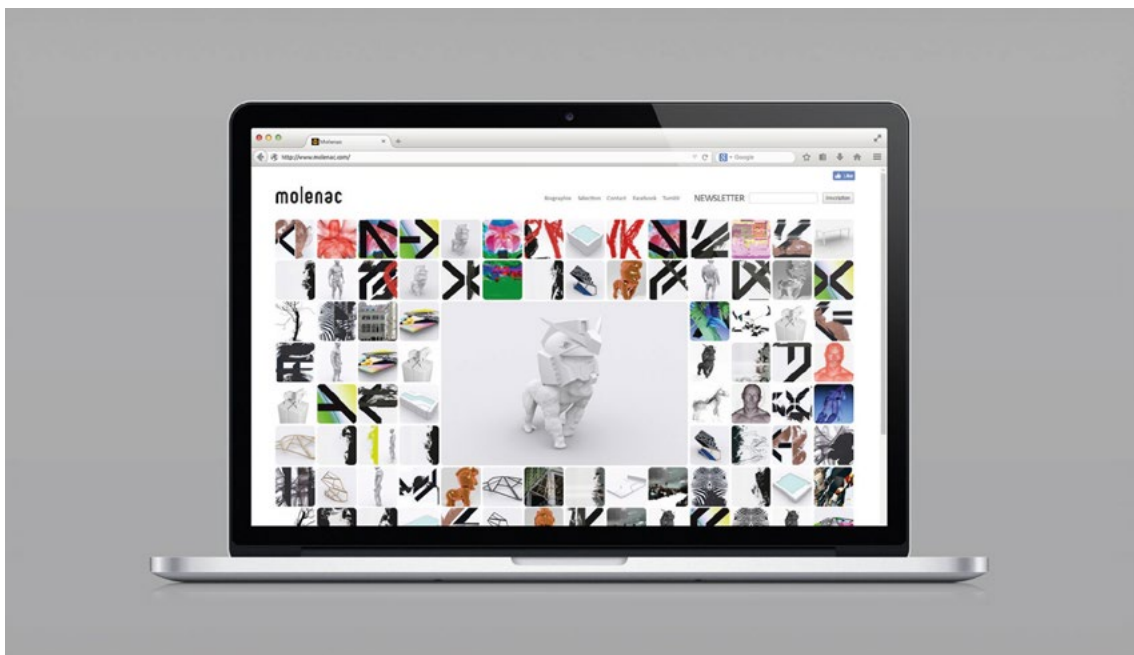
2017. Visit the website:
<https://www.mjctati.fr/>



MOLENAC

LIVING WEBSITE

2013. Visit the website:
<http://www.molenac.com/>



LES DIMANCHES DE L'ÎLE BARBE

POSTERS

2014. Poster for the world music festival «*Les Dimanches de l'Île Barbe*» (Sundays of the Beard Island), initiated by MJC Saint-Rambert, Lyons, France.





CONTACT US

THANK YOU

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