



**ART GRAPHIQUE • ELSA LALLEMAND**

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**PORTFOLIO** | [ELSALALLEMAND.EU](http://ELSALALLEMAND.EU) • [T-REXCONSULT.COM](http://T-REXCONSULT.COM)

# Websites

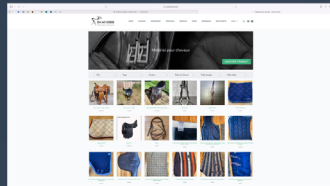
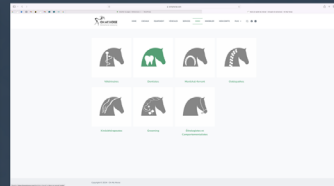
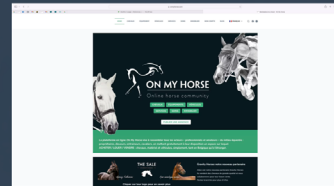


## On My Horse

BRANDING, LOGO, WEBSITE, ILLUSTRATIONS, CONTENT CREATION AND PLATFORM DEVELOPMENT.  
DIGITAL MARKETING, COPYWRITING, SOCIAL NETWORK MANAGEMENT.  
LAUNCHING, BUSINESS DEVELOPMENT, STRATEGY, PARTNERSHIP MANAGEMENT.

OnMyHorse is a marketplace designed to bring together all the players in the equestrian world, enabling them to sell or buy equipment, horses and services, and to be listed internationally in the industry.

<https://onmyhorse.com>  
[instagram](#)



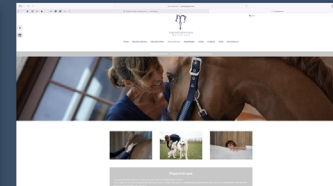
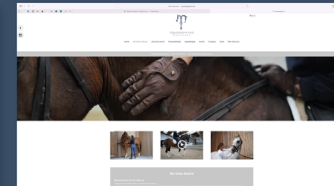
## Equidogphysio

LOGO, WEBSITE AND MEDIA CREATION (VIDEO EDITING).

Website presenting the services of a physiotherapist for dogs and horses.  
The client's request was to present the dog-horse duality while reflecting the medical world.

<https://equidogphysio.be>

EQUIDOGPHYSIO  
M E R C E D E S





## PLPA

BRANDING, LOGO, VISUAL IDENTITY, CONTENT, CREATION OF THE WEBSITE AND PRODUCTION OF THE SITE'S VISUALS AND MEDIA. SOCIAL NETWORKS MANAGEMENT.

Pierre Lallemand and Partners is a multidisciplinary architecture, design and art studio.

Our aim was to create a common yet differentiated identity for the firm's various disciplines.

[www.pierrelallemand.eu](http://www.pierrelallemand.eu)

<https://pierrelallemand.eu>

[instagram](#)



## Pierre Lallemand Design

BRANDING, LOGO, VISUAL IDENTITY, CONTENT, CREATION OF THE WEBSITE AND PRODUCTION OF THE SITE'S VISUALS AND MEDIA. MANAGEMENT OF SOCIAL NETWORKS. LAUNCHING, SUPPLYCHAIN, BUSINESS DEVELOPMENT, STRATEGY, PARTNERSHIP MANAGEMENT.

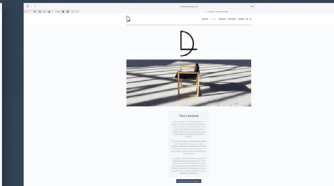
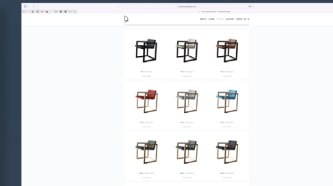
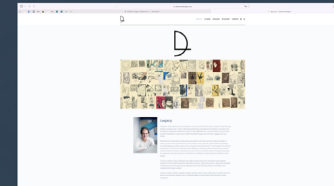
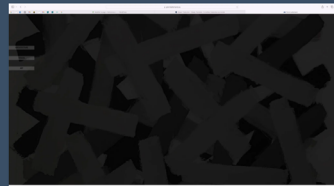
Lallemand Design approaches and resolves the technical, economic and ecological complexities inherent to design in many different area, such as furniture, bicycles (Ecce Cycles), exoskeletons, boats (Ionic), lights (Moonlight Design and Schreder), luggage and cars (ICare).

We had to create the brand, its identity and its high-end positioning, while offering an intuitive, functional and uncluttered e-commerce interface within a very limited budget.

It had to be scalable to accommodate the development and marketing of other designs over time. Deployment was interrupted by the customer.

<https://lallemanddesign.com>

[instaaram](#)





## WORDS

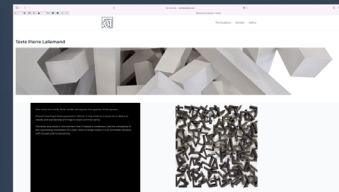
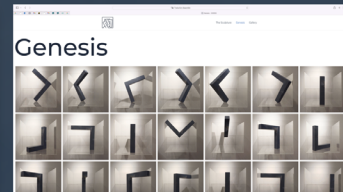
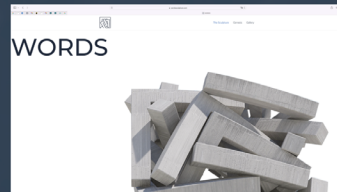
BRANDING, LOGO, VISUAL IDENTITY, WEBSITE CREATION, PRODUCTION OF TEXT CONTENT, VISUALS AND MEDIA FOR THE PROJECT (PHOTOGRAPHY AND PRODUCTION OF A SHORT DOCUMENTARY). PROJECT MANAGEMENT AND ARTISTIC COMMITTEE.

Words is an artistic project to erect a monumental sculpture reflecting the problem of the loss of common sense.

No instructions were given, our aim was to create a minimalist and singular logo reflecting the artistic dimension of the project. We deconstructed the sculpture to extract the simple element repeated in the work, in order to create a clean and eloquent visual.

We wanted the site to reflect the highly artistic dimension of the project, while at the same time presenting the philosophical question behind the sculpture. The visuals had to be representative of the singularity of the work and the documentary concise enough to capture the essence of the project in a few minutes.

<https://wordssculpture.com>



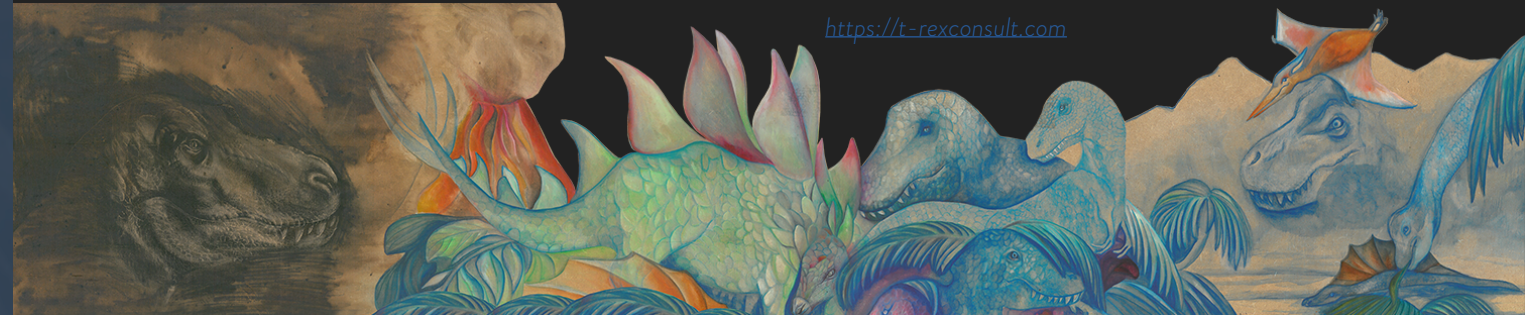
## T-Rex Consult

BRANDING, LOGO, SITE WEB, ILLUSTRATIONS, CONTENU ET MÉDIA.

Il s'agit d'une société en cours de développement visant à proposer des services de consulting en web design, branding, digital marketing, graphisme et stratégie de référencement, positionnée sur l'univers du jurassique.

Notre volonté était de se démarquer des brandings de la concurrence en proposant une image à la fois puissante, dominante, mémorable et ludique. Les illustrations ont pour ambition de plonger le visiteur dans un univers mêlant jurassique et IT.

<https://t-rexconsult.com>



# Graphic Design

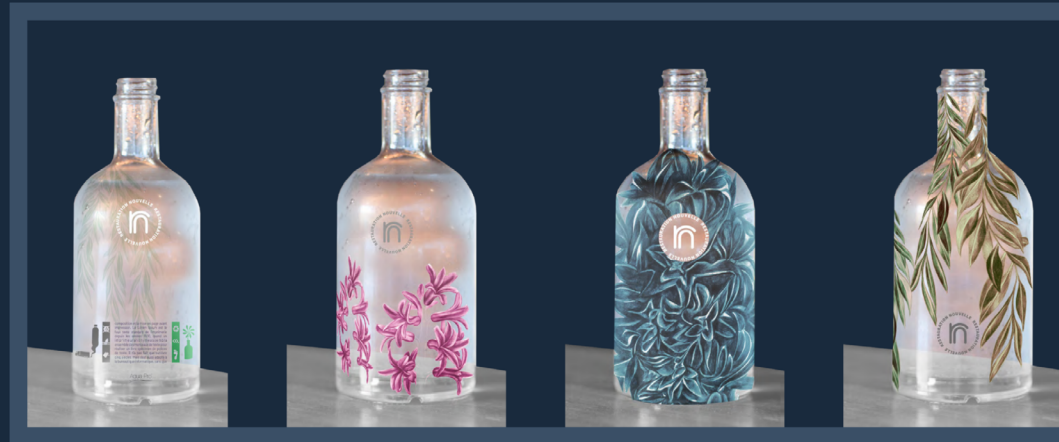


## Brasseries Restauration Nouvelle

DECORATION OF BOTTLES FOR RESTAURANT SERVICE.

Brasseries Restauration Nouvelle is an upscale Belgian brasserie and event catering group.

The brief was to create elegant bottles and showcase the ecological approach of using reusable glass bottles, while maintaining the brand's prestige.





## La ferme de mon père

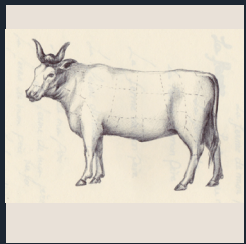
LOGO AND ILLUSTRATIONS FOR THE MENU.

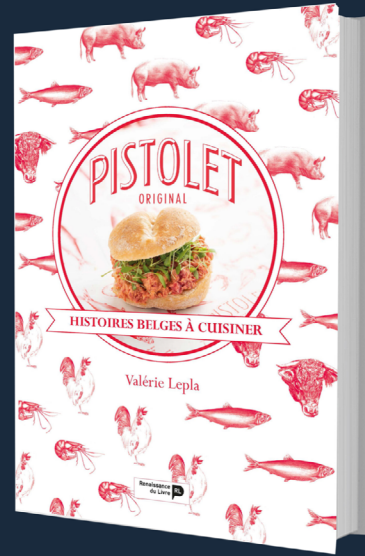
Michelin-starred restaurant in Megève.

The request was to draw inspiration from old permaculture posters to illustrate the different ingredients in the dishes and create a logo.







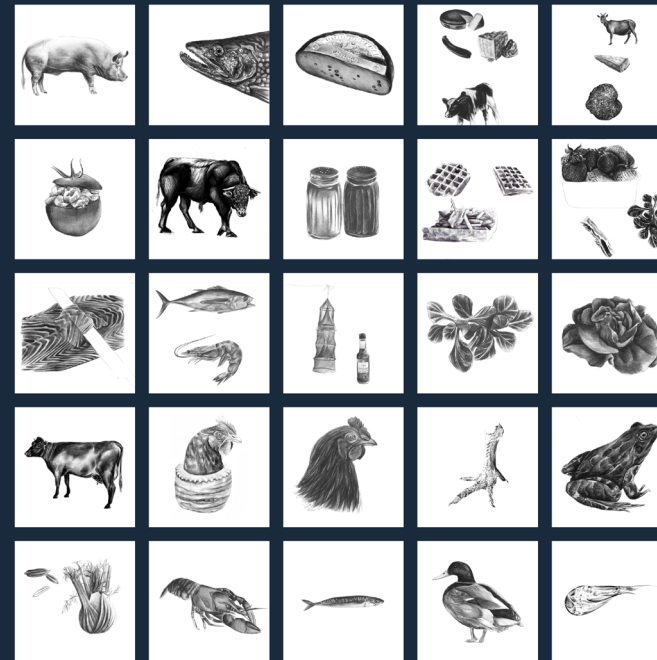


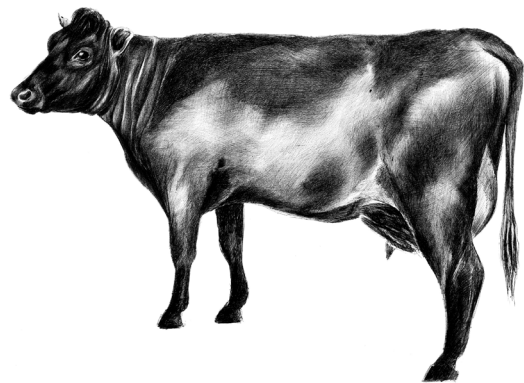
## Pistolet

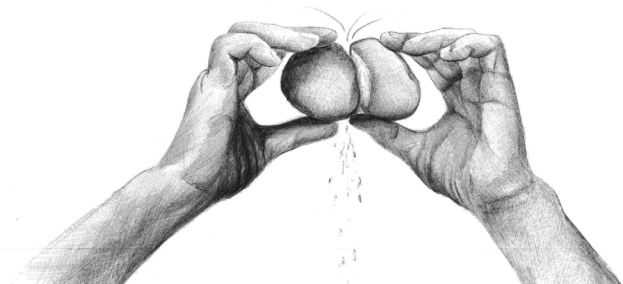
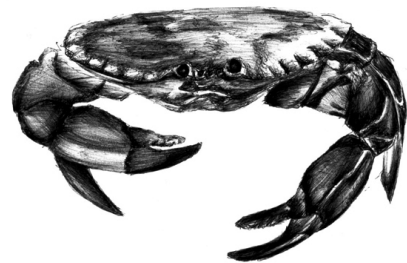
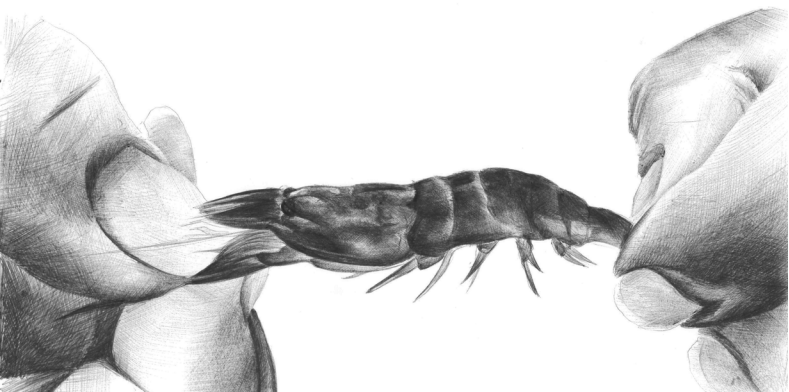
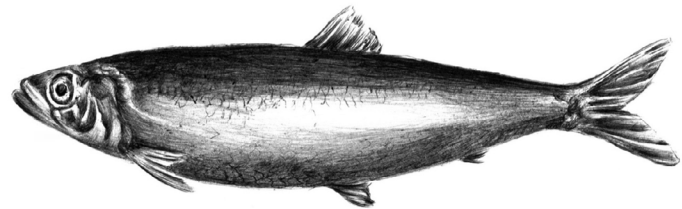
VISUAL IDENTITY FOR THE "PISTOLET ORIGINAL" BRAND, ILLUSTRATIONS AND GRAPHICS FOR THEIR BOOK « HISTOIRES BELGES À CUISINER ».

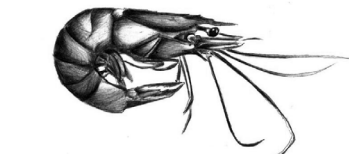
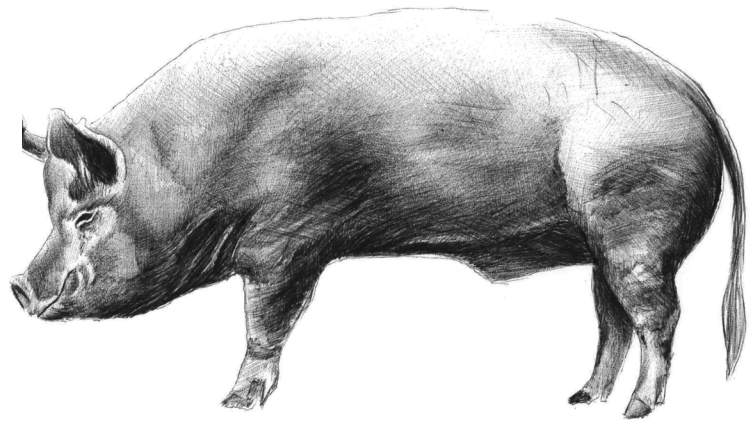
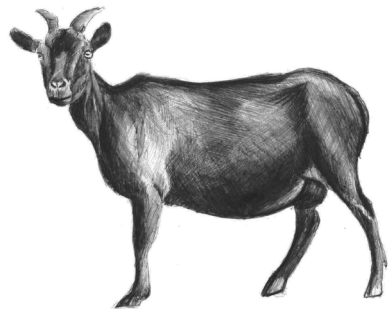
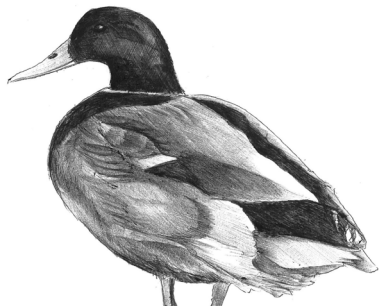
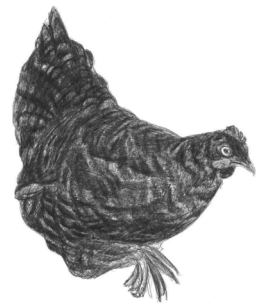
Restaurant offering variations on pistols and Belgian specialties. The brief was to create a strong visual identity reflecting the restaurant's gastronomic universe, then to illustrate all the ingredients making up the book's recipes, as well as its complete layout.

Our aim was to meet the constraints of the publishing house's format, while offering lively, dynamic content to create an event on every page.









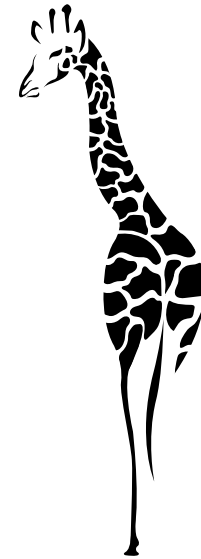
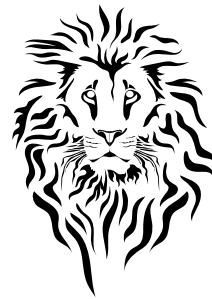


## L'Hôpital des enfants de Bordeaux

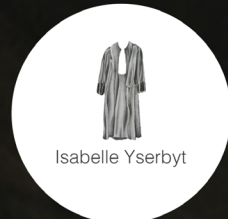
SIGNAGE FOR CONSULTATION AREAS AND PATHWAYS TO THE VARIOUS HOSPITAL UNITS.

Hospital specializing in children's care.

The brief was to create a fun, pleasant environment for children undergoing treatment and consultations, and to help them find their way around the hospital.



# Logos







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