

WE DESIGN BRAND ODYSSEYS

LONSDALE





2024: A LANDMARK YEAR FOR LONSDALE

This year, Lonsdale achieved the **B Corp®** certification — a symbolic milestone, but more importantly, one that aligns deeply with who we are: a design agency committed to driving transformation and creating meaning through creativity.

Becoming B Corp® certified is a clear statement of our **social purpose**. It reflects our choice to be part of the solution, and our determination to help brands evolve in the right direction. I'm proud that Lonsdale is now part of an international community of companies that share this demanding vision of a more responsible, human, and sustainable business model.

This certification didn't happen overnight. It's the result of years of collective effort from our teams, clients, and

partners. Since 2020, we've been a signatory of the **United Nations Global Compact**, we've been recognized as a **Great Place to Work** for three consecutive years, and we hold a Silver rating from **EcoVadis**. Responsibility at Lonsdale isn't just a goal — it's a **mindset, a culture, and a driving force**.

But today, that's no longer enough. We believe brands have become **key agents of change**. More and more, they're expected not just for what they sell or the stories they tell, but for the impact they have on society — more inclusion, more fairness, more sustainability.

As a **global branding and design agency**, we carry a responsibility: to co-create with brands **new narratives** and help them embody these in real, **tangible**

ways — in what they say and what they do.

This is what we call **"meta-brands"**: brands that are aware of their impact, consistent in who they are, what they say, and what they do, and capable of inspiring positive change in their sphere of influence.

This CSR report traces our journey, our convictions, and our progress. It reflects a living, evolving commitment — imperfect, but sincere. And it reaffirms our ambition to keep moving forward, with everyone who believes brands have a vital role to play in building a more desirable future.

Frédéric Messian, President

LONSDALE IN NUMBERS

3

hubs

1

team

€40M

in revenue

260

talents

100%

independent

50+creative and strategic awards won
in the past 5 years

Average age:

35

years old

OUR CERTIFICATIONS

Certified



Corporation

NOUS SOUTENONS
LE PACTE MONDIAL**Great
Place
To
Work®****LONSDALE
IS CERTIFIED
ISO 27001.**

B CORP® A NEW MILESTONE



In 2024, after more than 18 months of structured, collective work, Lonsdale earned its **B Corp® certification**. Joining this global community of mission-driven companies is more than just a badge of honor — it's the culmination of a rigorous process that confirms our commitment to combining **value creation with social responsibility and positive environmental impact**.

B Corp® is recognized as one of the most demanding certifications in the world when it comes to overall impact. To qualify, a company must demonstrate excellence across five key areas: **governance, workers, community, environment, and customers**. These criteria are assessed transparently through the B Impact Assessment, and independently verified by B Lab,

the nonprofit that oversees the certification process.

This certification marks a major step on a journey we began years ago. It reflects our vision of building a responsible agency model — one that helps brands imagine more sustainable futures and turn their words into meaningful action.

With this, Lonsdale joins a global movement of over **9,500 certified companies** in 95 countries, including just **530 in France**. It's a vibrant, diverse, and action-oriented community that we are proud to be part of — learning, sharing, and growing together toward a fairer and more sustainable future.



Julie Verdeau,
Talent Director
& B Corp®
Certification Lead

"Our B Corp® commitment is the natural next step in a long-standing journey — the result of deliberate choices and actions that reflect our company's deep engagement with its people, its clients, and its partners. We're committed to continuous progress and improvement, always guided by our values and our desire to make a meaningful difference."

POOLING OUR EFFORTS AT EVERY LEVEL

Our CSR report helps us track the best practices already in place and share a snapshot of our progress to date. It also sheds light on the road ahead — helping us **set ambitious goals and strengthen our long-term commitments.**

OUR CSR STRATEGY IS BUILT AROUND KEY AREAS OF PROGRESS:

Putting people first
prioritizing well-being,
quality of life at work,
and community
engagement.

***Reducing our
environmental impact***
by cutting emissions
and choosing suppliers
who share our values.

Supporting our clients
in improving their
practices, while raising
awareness across
our entire ecosystem
about social issues and
sustainable development
challenges.

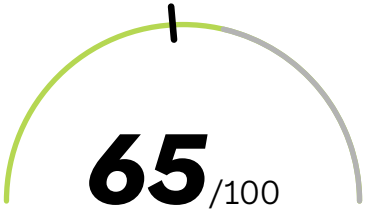
A RECOGNIZED COMMITMENT

EcoVadis, the global platform that assesses companies on environmental and social responsibility, evaluates performance across four key areas: **Environment, Labor & Human Rights, Business Ethics, and Sustainable Procurement.**

In 2024, EcoVadis awarded Lonsdale a Silver rating, placing us in the **top 15% of all companies evaluated worldwide** — a strong endorsement of our performance in environmental, social, and ethical responsibility.

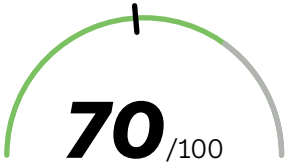


OVERALL SCORE



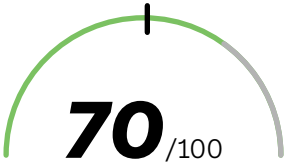
Percentile Ranking
69th

ENVIRONMENT



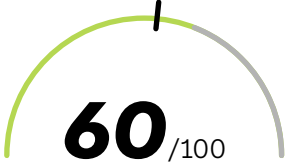
weight
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LABOR & HUMAN RIGHTS



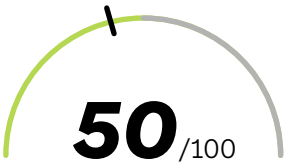
weight
●●●●

ETHICS



weight
●●○○

SUSTAINABLE PROCUREMENT



weight
●○○○

EcoVadis Performance Key: ● Insufficient ● Partial ● Adaptée ● Advanced ● Excellent — Average score for the industry



OUR SOCIAL COMMITMENT

At Lonsdale,

our social responsibility is rooted in core values of **equality, inclusion, well-being,** and **talent development**. These principles shape our culture and drive our everyday actions.

In 2024, trust and fairness within the company were widely recognized by our teams:

- **83% said management is accessible** and open to dialogue
- **87% trust their managers**
- **84% say they are proud to work at Lonsdale**
- **94% feel they are treated fairly**, regardless of age, gender, background, or sexual orientation.

We believe meaningful employment starts with stability. That's why **98% of our staff are on permanent contracts (CDIs)** — giving everyone the foundation to build a sustainable personal and professional life.

GENDER EQUALITY

We're proud of our **94/100 gender equality score**, which reflects our ongoing efforts to ensure true and lasting equity. This commitment shows up in our hiring practices, salary policies, and equal growth opportunities for all.

TRAINING, SUPPORT & INTEGRATION

Skills development and team support are central to our strategy. We've introduced several initiatives, including **Share & Learn** sessions that promote ongoing learning through knowledge sharing across teams.

94/100

Gender Equality Index

728 hours

of training delivered in 2024

MIX & MATCH BREAKFASTS

We've also created **Mix & Match Breakfasts** — informal meetups designed to strengthen team bonds and foster collective reflection in a friendly setting.

INCLUSION & NON-DISCRIMINATION POLICY

We firmly believe that talent has no expiration date. Age — or any other personal characteristic — plays no role in our hiring or career development decisions. We value expertise, creativity, and each individual's contribution to our collective success. Since 2023, we've been training our managers to prevent harassment and sexist behavior. In addition, a designated anti-harassment officer within our Social and Economic Committee (CSE) ensures employees have a trusted point of contact. We also run internal awareness campaigns to promote a respectful, inclusive workplace.

This initiative is designed to prevent sexist, racist, or homophobic remarks and behaviors by embedding fairer, more caring practices in our daily culture.

GROWTH OPPORTUNITIES

Internal mobility is a cornerstone of our talent strategy. We believe that when employees grow within their field of expertise, they become our most valuable asset.

That's why we actively support upskilling and — whenever possible — prioritize internal promotions over external hires.

WELL-BEING AT WORK

For the past three years, Lonsdale has proudly held the **Great Place to Work®** certification — a reflection of our commitment to creating a workplace in Paris where everyone feels valued and fulfilled.

Our Singapore office earned the same certification for the **second consecutive year**, highlighting the quality of the employee experience at a global scale.

Great
Place
To
Work®

**Certified Great
Place to Work for
the past 3 years.**





CELEBRATING, SHARING & CREATING TOGETHER

At Lonsdale, togetherness is at the heart of our company culture. It strengthens team bonds, fosters belonging, and fuels creativity and collaboration.

Throughout the year, we host many highlights that shape life at the agency:

- Daily complimentary breakfasts
- A summer party that showcases our team's musical talents
- Holiday celebrations, including a Chinese New Year lunch in Singapore
- And, of course, our **annual Creative Show**, a signature event that celebrates our best projects and creative spirit.

The 2024 edition took place at the inspiring Théâtre de l'Apollo in Paris — a festive, proud moment for all.

To support international exposure, we also launched the **International Exchange Program**, allowing team members to explore new professional horizons across our offices in **Paris, Singapore, and since 2024, New York.**

85%

Coverage rate of mutual
insurance costs and 100%
of provident insurance

SUPPORTING WORK-LIFE BALANCE

We're committed to the individual well-being of our people. Our hybrid work model — three days in-office, two days remote — provides the flexibility and balance needed for efficiency and personal comfort.

We partner with **Conciergerie Quatre Épingles** to offer practical everyday services tailored to our team's needs. Since 2018, we've also reserved daycare spots through **Les Petits Chaperons Rouges** to help young parents manage family responsibilities.

Our **flex office policy** encourages employees to change up their workspace throughout the day, supporting autonomy, adaptability, and productivity.

HEALTH & SAFETY FIRST

Employee health and safety are top priorities at Lonsdale. We cover **85% of health insurance costs** and **100% of supplemental insurance** to ensure quality coverage without financial stress.

To help prevent musculoskeletal disorders, we've invested in ergonomic equipment, including supportive chairs, footrests, and extra monitors. We also run regular **first aid training sessions** — and in 2024, **18 employees (11% of the Paris team)** were certified in basic emergency response.

INSPIRING THROUGH SHARING & INNOVATION

Since 2019, our internal **"Inspire" talks**, created in partnership with **Terra Incognita**, have spotlighted projects with strong CSR impact. These sessions stimulate reflection and help both our teams and clients adopt more responsible practices.

In 2024, we hosted **six Inspire sessions** — this time with **Into The Tribe** — featuring a neuroscience PhD speaker. The series explored essential topics like **mental health, stress reduction, and the importance of disconnecting**.



OUR SOCIETAL COMMITMENT



Creativity in service of a greater good

At Lonsdale, we put our creativity to work for collective actions that **raise awareness around social issues and sustainable development.**

Beyond the bounds of our core business, we're committed to building a more inclusive, supportive, and inspiring society by supporting meaningful initiatives.

PROMOTING EQUAL OPPORTUNITY

We are committed to opening up new pathways to **foster equal opportunity.** That's why one-third of our apprenticeship tax contribution is allocated to **Proxité**, an organization dedicated to training and integrating young people from underserved communities into the professional world.

SUPPORTING EMERGING TALENT

Sharing our passion is a priority. In February 2024, we welcomed middle school students — many from priority education zones (ZEP/ZEP+) — in partnership with the nonprofit **"Viens Voir Mon Taf."** These students spent a week immersed in our agency,

discovering our professions and refining their academic and career aspirations.

In November 2024, during **DuoDay**, we opened our doors to four people with disabilities, offering them **professional immersion and rich collaborative exchanges.** This international initiative aims to foster workplace inclusion — not just an opportunity, but **a true call to action** for both employers and talent with disabilities to shape a more inclusive society.

Proxité

VIENS VOIR

MON TAF

DuoDay



ISCOM

Since 2022, Lonsdale has been a partner of **ISCOM** through the **ISCOM Diversité** program, which promotes equal access and diversity in the fields of communication and design. For the fourth consecutive year, Lonsdale has funded a scholarship for a student, helping to make quality education more accessible. Each year, we also host students from diverse backgrounds, offering them first-hand insight into branding, strategic design, and agency life. Alongside ISCOM, Lonsdale also contributed to the publication of the **Green Design Manifesto**, a

forward-thinking and educational guide co-authored by industry experts — including **Marc-André Allard**, our Director of Innovation and Business Design. The manifesto explores the role of sustainability in design practice and makes the case that brands — through design and communication — have the power to change the world. And if they don't try, they won't survive. We believe ecological transition starts with transforming education, mindsets, and teaching tools.

TAKING PART IN SOLIDARITY INITIATIVES

For several years, Lonsdale has supported the **Action Enfance Foundation**, which protects, educates, and supports children and teens placed in care by Social Services. Beyond designing editorial materials, our teams have been directly involved since 2022 in

hands-on volunteer work with children at the Clairefontaine village. These efforts provide meaningful opportunities for our teams to engage with real social impact issues tied to inclusion, education, and equal opportunity.



IA

ChatGPT prompt :**What does a balanced breakfast look like?**

A natural yogurt, a slice of wholegrain bread, a fresh fruit, a handful of nuts, and tea or water.

15

have been trained to identify corruption risks and uphold principles of transparency.

**ENSURING ETHICAL,
RESPONSIBLE PRACTICES**

At Lonsdale, we uphold high standards of ethical conduct. We have implemented:

- A publicly available **Code of Conduct**
- A **dedicated whistleblowing channel**
- **Ongoing ethics training** for our leadership

So far, **15 managers** have been trained to identify corruption risks and uphold principles of transparency.

Under the leadership of **Frédéric Messian** at the **Association of Design Agencies (ADC)**, we contributed to the creation of the **ADC White Paper** in partnership with **Union des Marques**. This guide promotes trust-based relationships between advertisers and agencies. We are also signatories of the **La Belle Compétition Charter**, which champions fairness and transparency in competitive bids.

ELEVATING GEN Z TALENT

Our “La Collab” collective represents Lonsdale’s deep commitment to Generation Z. This strategic and creative group, composed entirely of Gen Z members (born after 1997), includes:

This strategic and creative group, composed entirely of Gen Z members (born after 1997), includes Lonsdale team members based in Paris and Singapore, forceMajeure colleagues in New York, as well as volunteer students from ISCOM

This international network explores Gen Z’s cultural perspectives across continents. But La Collab is more than a collective — it’s a **vibrant, supportive community** where everyone is encouraged to share ideas, knowledge, and skills. Together, we co-create innovative, meaningful solutions for clients.

La Collab also offers a unique platform for interns, apprentices, and young professionals to bring a fresh perspective and creative energy to major brand briefs. To strengthen team spirit and maintain momentum, La Collab regularly hosts events including:

- **Welcome breakfasts**
- **Team-building workshops**
- **Social evenings**

IA

ChatGPT prompt :**Positive fact about Gen Z:**

Far from the stereotypes, Gen Z is deeply committed — it’s the first generation to prioritize a company’s values and social impact over salary when choosing a job. They don’t just want to work; they want to change the world.

Sharing our expertise to drive change

In **2024**, for the **fourth consecutive year**, Lonsdale continues its partnership with the **Union des Marques** by leading a **micro-certified course** on branding and design as part of their **Brand Academy**. This program consists of four sessions led by our in-house experts, covering the essential pillars of brand building:

- **Brand Strategy**
- **Design**
- **Packaging**
- **Retail & Creativity**

It equips participants with **concrete tools** to build **strong, sustainable, and distinctive brands**.

We are proud to see this partnership already renewed for **2025**, reflecting the **mutual trust** we've built and the growing interest among brands in these foundational topics.

110

professionals have already been trained by our team through the Brand Academy, including employees from Fnac-Darty, Michelin, Axa France, Engie, Upsa, and Bouygues Telecom.

35

hours of training delivered as part of this program.



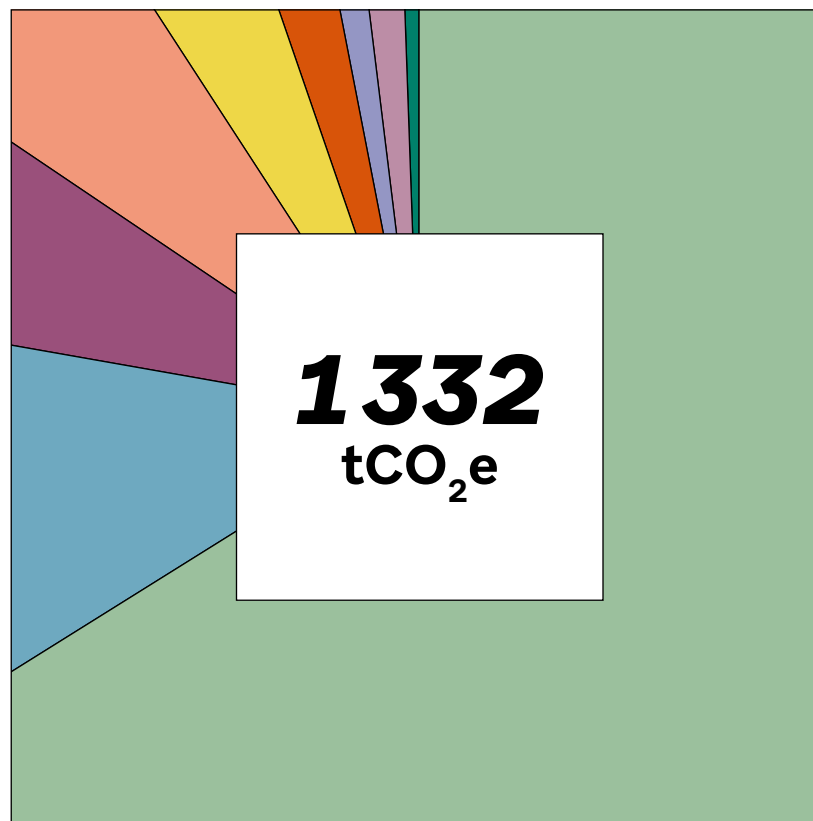


REDUCING OUR CARBON FOOTPRINT



In June 2023, we completed our **2022 Carbon Footprint Assessment (Bilan Carbone®)** to evaluate all emissions physically required for Lonsdale's operations — from upstream activities (procurement, freight, etc.) to production and downstream uses (distribution, product use, etc.).

The **Bilan Carbone®** is a carbon accounting method developed in France in 2004 by ADEME and now managed by the Association Bilan Carbone (ABC).



2022 Emissions Breakdown

- Service procurement: **66.1%** → **880.1 tCO₂e**
- Digital: **11.8%** → **157.8 tCO₂e**
- Hospitality & catering: **6.7%** → **89.2 tCO₂e**
- Office space: **6.4%** → **85.9 tCO₂e**
- Travel: **3.9%** → **52.2 tCO₂e**
- Equipment: **2%** → **26.7 tCO₂e**
- Subcontracting: **1.3%** → **16.8 tCO₂e**
- Office supplies: **1.2%** → **16.4 tCO₂e**
- Remote work: **0.5%** → **6.9 tCO₂e**

Decreases vs. 2021

- Services: -192 tCO₂e
- Digital: -103 tCO₂e
- Office space: -17 tCO₂e
- Subcontracting: -16 tCO₂e

KEY RESULTS

(2023 Data)

-6.2%

average reduction in emissions since 2021, exceeding our initial goal (-4.7%).

45 KG

of CO₂ per €1,000 spent, well below the ADEME benchmark of 171 kg.

1,4 T

CO₂ per employee, aligned with the 2-ton target.

2023 CARBON FOOTPRINT RESULTS: MEASURE TO ACT

At Lonsdale, we believe that **precisely measuring our carbon footprint is essential** to identifying actionable levers and effectively reducing greenhouse gas emissions (GHG).

Since 2022, we've partnered with **Sami**, a carbon data management platform aligned with ADEME standards, to track and analyze our environmental impact.

OUR REDUCTION STRATEGY

Measuring is just the beginning. Based on our findings, we've identified several priority areas:

1. Optimizing Travel

Encouraging low-carbon transport and replacing in-person meetings with virtual ones when appropriate.

2. Responsible Purchasing

Partnering with suppliers committed to sustainability and evaluating the carbon footprint of major purchases.

3. Energy Efficiency

Improving the energy performance of our offices and encouraging employees to adopt eco-friendly habits.



13,5%

Employees benefit from the sustainable mobility package.

82%

travel by public transport or on foot.

-4%

travel by car or scooter.

EMBRACING RESPONSIBLE PROCUREMENT

Since 2020, we’ve strengthened our environmental policy with a **Responsible Purchasing Charter**, available on our intranet and website. This guide helps managers make procurement decisions that prioritize sustainability.

MINIMIZING OUR ENVIRONMENTAL IMPACT

Since 2019, we’ve enhanced our waste management system with the help of:

- **Paprec** for paper and cardboard recycling
- **TerraCycle** for office supplies
- **Cy-clope** for cigarette butts
- Specialized providers for printer toner recycling

We’ve also eliminated single-use plastics, and equipped all team members with **Gobi mugs** and

water bottles — eco-designed and locally assembled in Val-de-Marne by workers from a social integration center (ESAT). Our office includes water fountains and bean-to-cup coffee machines to reduce packaging waste.

In 2024, we revamped our office **waste sorting signage** to improve clarity and help our team adopt better habits, with clear instructions and reminders of our waste treatment processes.

SUPPORTING SUSTAINABLE MOBILITY

We actively support **low-carbon commuting** by:

- Installing **three electric vehicle charging stations**
- Offering a **monthly sustainable mobility allowance of €40**
- Providing a **secure bike garage** and a **bike repair & inflation station**

As of 2024:

- **13.5%** of employees benefit from the mobility allowance
 - **82%** commute by **public transport or on foot**
 - **Less than 4%** use cars or scooters
- Over **95%** of all commutes are now sustainable — a major step toward reducing our environmental footprint.

IA

ChatGPT Question :

Daily cycling facts:

- Cyclists smile more — on average, 2.5 times more than drivers in a day.
- Eating a croissant fuels 10 km of biking.
- Cycling releases endorphins (the happiness hormone) and reduces stress by up to 40%.
- Regular cyclists live about 2 years longer than non-cyclists — a real fountain of youth on two wheels!

ADVANCING RESPONSIBLE DIGITAL PRACTICES

In the face of today's climate emergency, we are committed to embedding **decarbonization and digital accessibility** into all our digital projects. Our tech teams, trained in international standards, deliver **fully compliant and accessible websites**, with certification rates ranging from 80% to 95%. These standards have been applied to high-profile projects such as the **Bouygues Telecom corporate site**.

To reduce our digital footprint, we prioritize **collaborative tools** like **Teamwork** and **Figma**, which minimize the need for emails and file attachments. From concept to execution, our print and digital materials are designed with **eco-conscious practices** in mind.

EDUCATING AND EMPOWERING OUR TEAMS

Environmental transition is a cornerstone of our CSR strategy. We actively engage our teams through initiatives such as:

- The **"2 Tonnes"** workshop, which has already involved 45 employees
- **The Climate and Responsible Communication training**, delivered by the **Fresque du Climat**, attended by 20 members of our corporate team

These programs empower our teams to better understand and embrace sustainability challenges.

IA

ChatGPT Question :

Why "2 Tonnes"?

It refers to the target CO₂ emissions per person, per year, that must be achieved by 2050 to meet climate goals and limit global warming to +2°C. The current average in France is around **9 tonnes per person** per year.

OUR CERTIFICATIONS

We are **ISO 27001** certified, demonstrating that we have implemented a robust **information security management system**.

This enables us to identify cybersecurity threats, manage risks to sensitive data, and deploy the appropriate protection measures to guarantee confidentiality, availability, and integrity — both for our clients and ourselves. Additionally, our teams are trained in **Access42** methodologies, ensuring that **accessibility considerations** are fully integrated into all our digital initiatives.



IN 2024, EVEN OUR GREETINGS ARE RECYCLED

For New Year 2025, Lonsdale chose to pair **creativity with sustainability**. Rather than printing and mailing new greeting cards, we reused unsent cards from previous years — hand-updating the date on each one. This deliberately **simple and artisanal gesture** reflects our desire to rethink our practices — even in the smallest, most symbolic acts. It stands as a message in itself: **elegance can go hand-in-hand with common sense**, and reducing environmental impact starts with **concrete, creative choices**.





SUPPORTING A SHIFT TO MORE SUSTAINABLE MODELS

As a **strategic partner**, we help our clients transition to more **sustainable business models**. Together, we develop consistent strategies that reconcile **economic growth, customer satisfaction, and environmental responsibility**.

EMBEDDING CSR IN EVERY RECOMMENDATION

We believe that **value creation must consider people, society, and the environment**. That's why we now include a **CSR lens** in every recommendation we provide to our clients — ensuring every project contributes to a more responsible future.

THINKING ECO-DESIGN FROM THE START

In our **Retail and Architecture** practice, we are committed to designing **sustainable spaces** that align with both our values and those of our clients. To that end, we've developed an **eco-responsible materials library** — a key resource that classifies materials based on specific criteria such as composition, transformation processes, and distribution. This tool empowers clients to make informed decisions for their retail environments and office spaces — **while minimizing environmental impact**.

By combining our expertise with **Sintéo**, an environmental and energy consultancy, we've also developed our **Conscious Design** approach — an innovative method aimed at **imagining, transforming, and enhancing the spaces of today and tomorrow**.



300

people exposed
to innovative
methods

10

circular design
innovation
demos

5

client projects
(mainly health
and food)

3

classes given
at SciencesPo
Paris, CELSA
and ISCOM

+1000H

We delivered over 1,000 hours of training
to our employees, partners, clients,
and prospects, highlighting Circulab® tools.

COMMITTING TO RESPONSIBLE AUDIOVISUAL PRODUCTION

Since 2023, **MakeMyDay**, our in-house audiovisual production company, has joined **Ecoprod**, a collective initiative focused on reducing the environmental impact of audiovisual productions. This step is part of our ambition to evolve toward more **sustainable production practices** — aligned with growing societal and client expectations. By joining

Ecoprod, MakeMyDay has committed to:

- **Assessing the carbon footprint** of every shoot
- **Reducing travel and waste**
- **Selecting eco-conscious suppliers**
- **Raising awareness among production teams**

TRAINING TO TRANSFORM OUR INDUSTRY

Since 2020, Lonsdale has been **Ciculab® certified**, a mark of our ability to integrate circular economy principles into our design and strategy work. This enables us to offer clients practical tools to rethink their brand and product models with a focus on **resilience, sustainability, and regeneration**. Several team members are now trained in **Ciculab's systemic approach** and are able to lead diagnostic workshops, identify transformation opportunities, co-create impactful products and services, and tackle the challenges of tomorrow.

**IA**

Prompt ChatGPT :
What is circular design?
Circular design is a design approach aimed at reducing waste and environmental impact by promoting the reuse, repair, and recycling of materials throughout a product's entire life cycle.

CLIENT PROJECT HIGHLIGHTS

Renault

As a pioneer in electric mobility, **Renault** has been developing innovative vehicles for over 120 years. Since 2021, we have been entrusted with designing the brand's **physical environments**, including exhibition spaces at major industry events.

In line with Renault's strategic commitments to **sustainability, safety, and inclusion**, these spaces are designed with a responsible mindset:

- Use of **recycled and recyclable materials**, such as "**Le Pavé**", also used in their vehicles and repurposed for the **Change Now 2022** stand
- Systematic **reuse of structural elements**, favoring **rental** of lighting, screens, and furniture whenever possible
- **Accessibility for all**, including individuals with reduced mobility
- Inclusive and ergonomic design with thoughtful **lighting, ventilation, and soundscaping**, extending even to workplace environments



CLIENT PROJECT HIGHLIGHTS

Fondation pour le Logement

Lonsdale partnered with the **Fondation pour le Logement des Défavorisés** (formerly the Abbé Pierre Foundation) to redefine and redesign its **visual identity**, centered around its core values of **solidarity, inclusion, and action**.

In light of recent revelations involving its founder, the new identity marks a bold, transparent repositioning. The design features:

- A **"mark of indignation"** — a paintbrush-style exclamation point inspired by street art
- A stylized house symbolizing the Foundation's mission
- A powerful new signature: **"A legacy of action"**

This project reflects Lonsdale's commitment to supporting **purpose-driven initiatives** and helping **rebuild trust** in meaningful causes. The previous brand identity (from 2016) was also created by Lonsdale, making this evolution part of our long-term partnership.



CLIENT PROJECT HIGHLIGHTS

Pura Vida

For the launch of **Pura Vida**, a Costa Rican rum brand created for **Les Bienheureux**, we placed **eco-design at the heart** of the creative process.

The goal: combine **storytelling, aesthetics, and responsibility** without compromising perceived quality. The result:

- A **recyclable case** made from **bagasse**, a natural fiber byproduct of sugarcane (used in the rum itself)
- A **sustainable, local material** that drastically reduces carbon footprint
- A minimalist design using **low-ink, raw textures** to facilitate recycling

This project demonstrates Lonsdale's ability to **reimagine product experiences** while advancing **environmental responsibility**.



THANK YOU

Thank you to everyone who contributed to the creation of this report and who, day after day, help make Lonsdale a more responsible, forward-thinking agency. Together, we are shaping new, more sustainable and inclusive narratives for the future.



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