



Pascal
Liénard

Image
culture

Brand.
Com.
Créa.

www.pascallienard.com

Brand. Com. Créa.

Building authentic
uniqueness, shaping
perception, and
cultivating lasting
relationships.



**Pascal
Liénard**

**Image
culture**

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What

VISUAL IDENTITIES

BOOKS

PRINTED MATERIALS

DIGITAL MEDIA

WEB

PHOTOGRAPHY

SUPPORT AND GUIDANCE

BUILDING AN
AUTHENTIC UNIQUENESS

Image culture

As a graphic designer, I help create an engaging, inspiring aesthetic experience that pushes past the noise of established conventions.

I use design as a way to establish a cultural context, enabling clients to go beyond mere distinction and become part of a unique space that transcends trends and an ever-changing visual landscape.

SHAPING PERCEPTION,
CULTIVATING LASTING RELATIONSHIPS

Visual development

I design thoughtfully crafted visual tools, subtly playful, and elegantly bold, that resonate with your audience in a way that feels authentic, fluid, and timeless.

I aim to bring out the richness of your voice, clarify your message and establish lasting connections.

Who

CULTURE

INSTITUTIONS

INDUSTRIES

ART

HERITAGE

FREELANCERS

ORGANIZATIONS

TOURISM

STARTUPS

COMMUNICATION DEPARTMENTS

Objectives

OPTIMISE YOUR SALES PERFORMANCE

INCREASE THE COMMITMENT OF YOUR AUDIENCES

ATTRACT QUALITY TALENT

ENHANCE YOUR IMAGE OVER TIME

6 actionable insights:

1 Unique identity

Stand out in a saturated market: create immediate and memorable recognition.

→ I rise above the noise of convention to capture your audience's attention.

2 Cultural context

Set yourself within a timeless framework: capitalise on the richness of your voice.

→ I approach design as a means of establishing a cultural context.

3 Perceived quality

Position yourself as a reference: carefully crafted visual tools influence perception.

→ I create subtly bold and visually impactful materials.

4 Clear messages

Capture and hold attention: communication is all about clear, well-structured messages.

→ I can turn complex information into accessible and engaging material.

5 All-in-one solution

Focus on your core business: outsource design and follow-up.

→ I support projects from start to finish, guaranteeing consistency and consistent quality.

6 Lasting connection

Build a tangible, lasting relationship: turn your content into an emotional medium.

→ I design meaningful objects that resonate with your audience.

59

CONCERT
MUSIQUE ACTUELLE

Un moment
suspendu
de poésie
complice

An Pierlé Duo

VEN.
04
007
20H

ARRÊT 59
F. CULTUREL
& CEC

WWW.ARRÊT59.BE

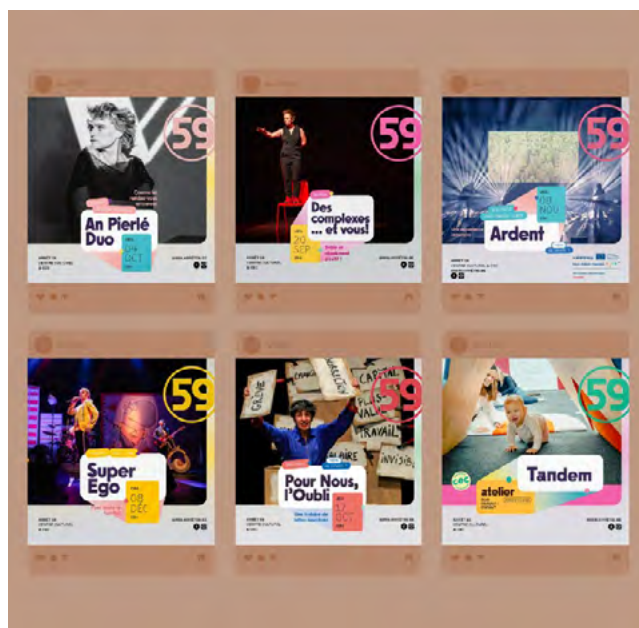


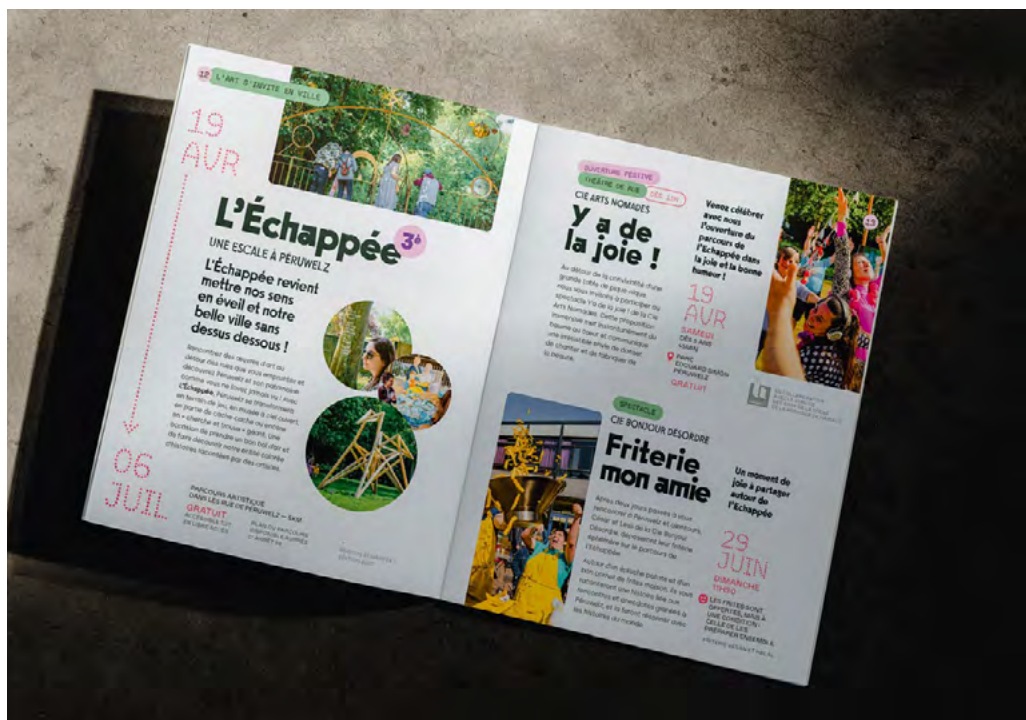
01.

Visual identities

With an approach focused on establishing its own cultural context, your brand doesn't just stand out, it becomes anchored in a wider space, gaining influence and establishing itself as an authentic presence that goes beyond trends.

Beyond a logo, it's also the key to consistency between different communication media.





CULTURE

Arrêt59

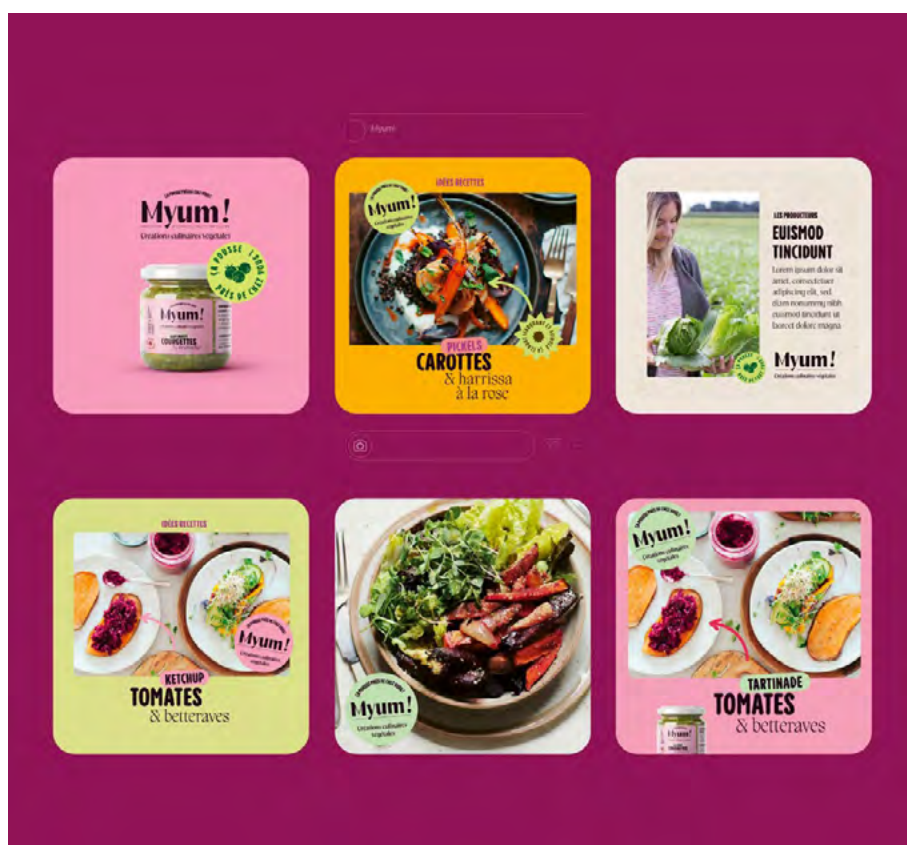
LOGO, VISUAL IDENTITY, POSTERS,
FLYERS, SEASON PROGRAMMES,
SOCIAL NETWORKS, LARGE
FORMATS, STATIONERY

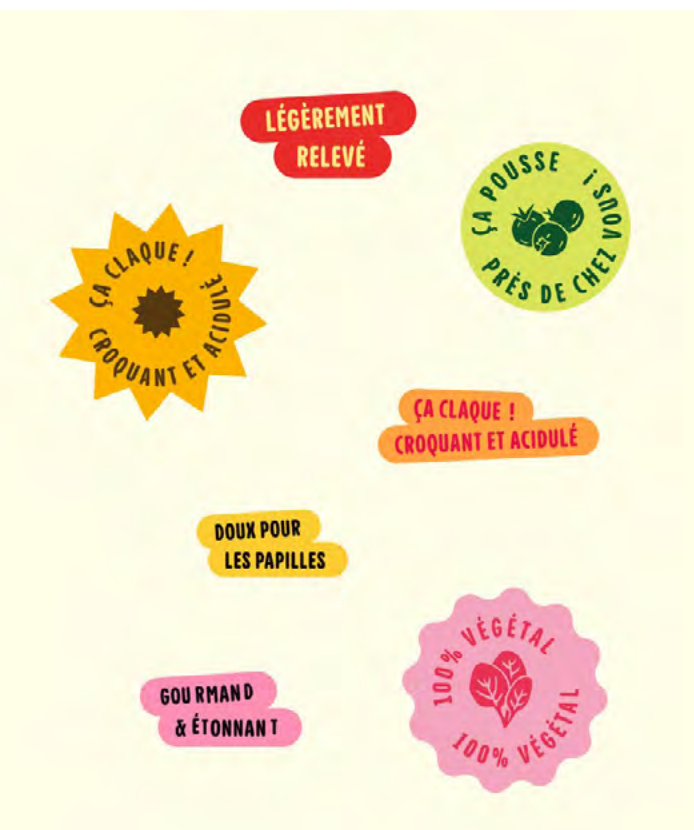


FREELANCER

Myum!

LOGO, VISUAL IDENTITY,
PACKAGING, SOCIAL
NETWORKS, STATIONERY





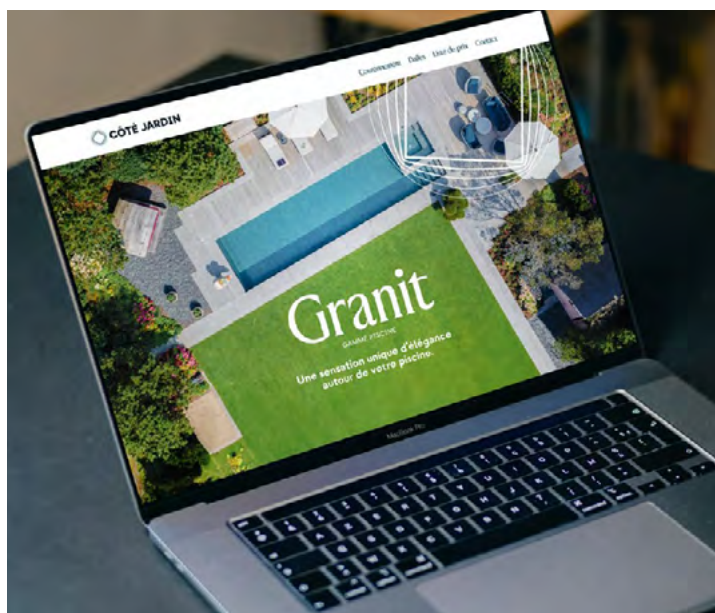
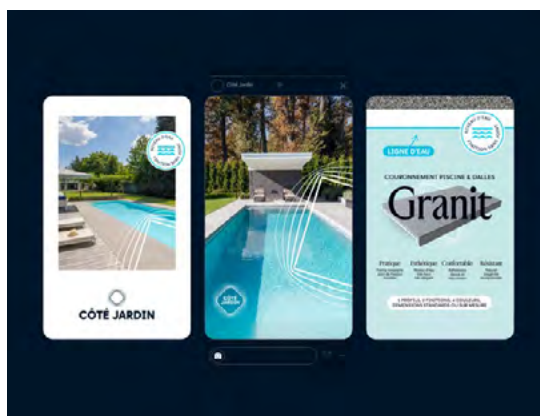
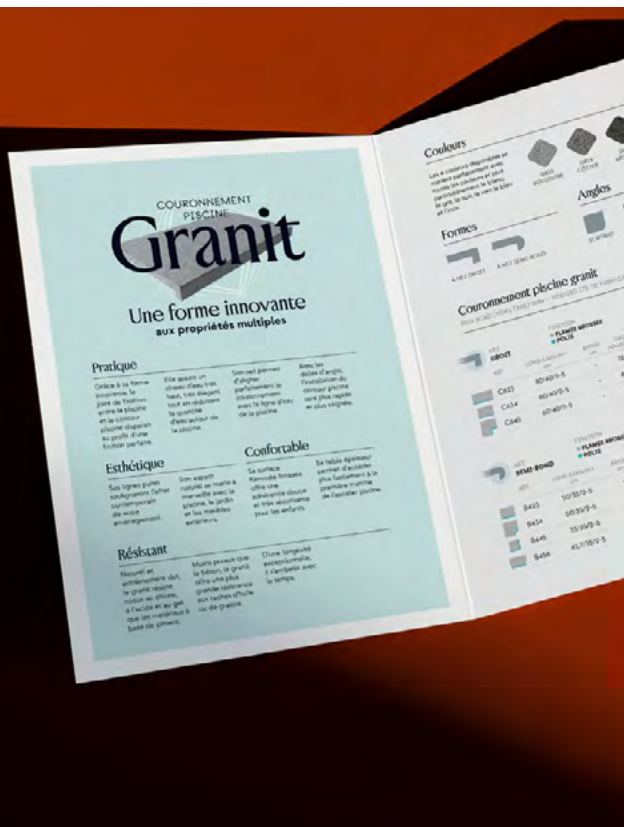


FREELANCER

Côté Jardin

LOGO, VISUAL IDENTITY, BROCHURE,
PRICE LIST, SOCIAL NETWORKS,
LARGE FORMAT



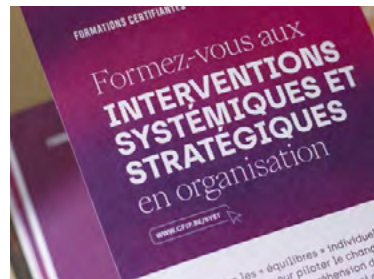


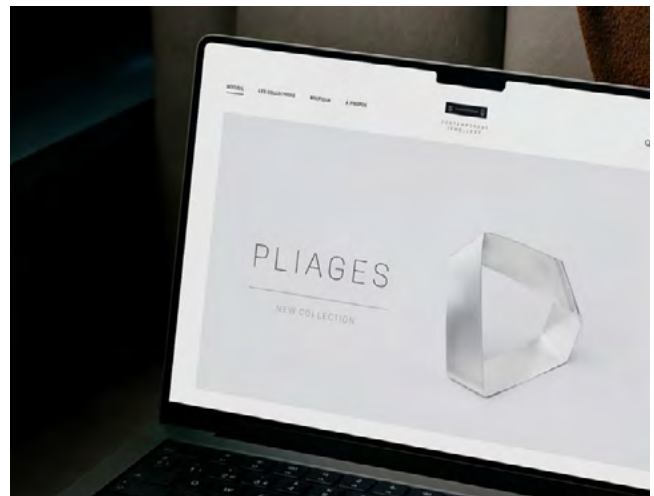
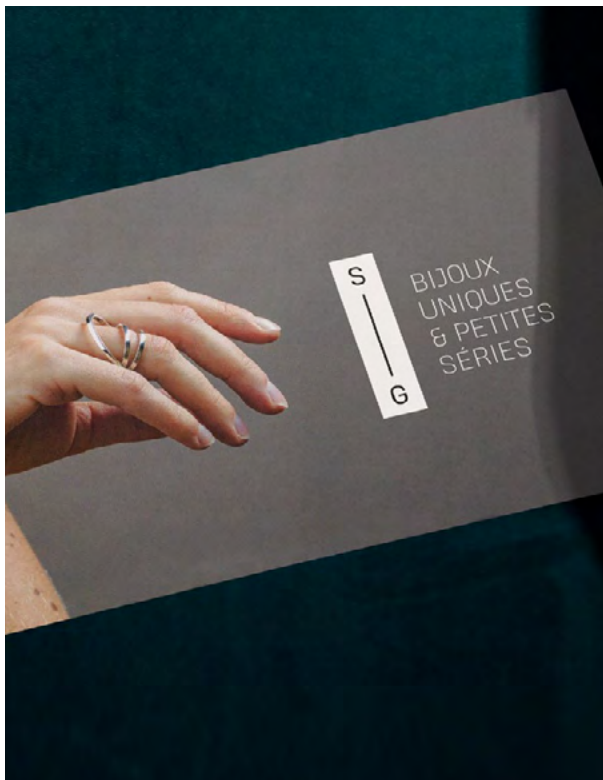


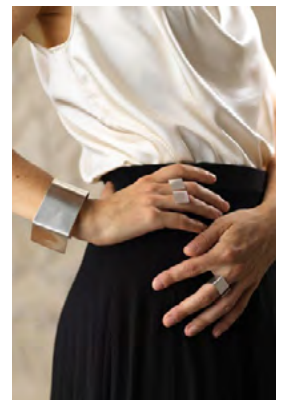
ORGANIZATION

CFIP

VISUAL IDENTITY,
CATALOGUE, SOCIAL
NETWORKS, SIGNAGE,
STATIONERY







FREELANCER

Sabrina Guerrero

LOGO, VISUAL IDENTITY,
POSTERS, FLYERS, WEBSITE,
SOCIAL NETWORKS, INVITATIONS,
STATIONERY



ENTREPRISE

Locasix

LOGO, VISUAL IDENTITY,
BROCHURES, SIGNAGE,
VEHICLES, STATIONERY





ENTREPRISE

Htag

LOGO, VISUAL IDENTITY,
MAGAZINE EDITORIAL
DESIGN, STATIONERY

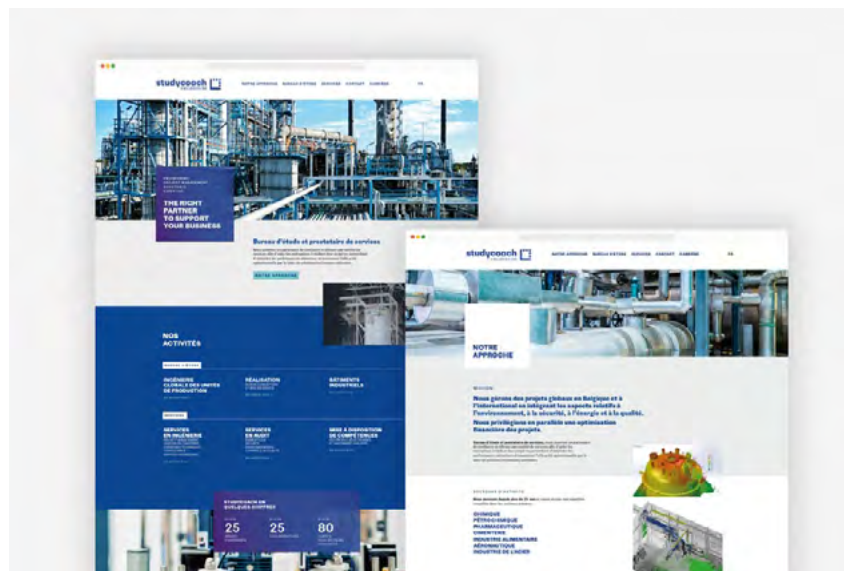


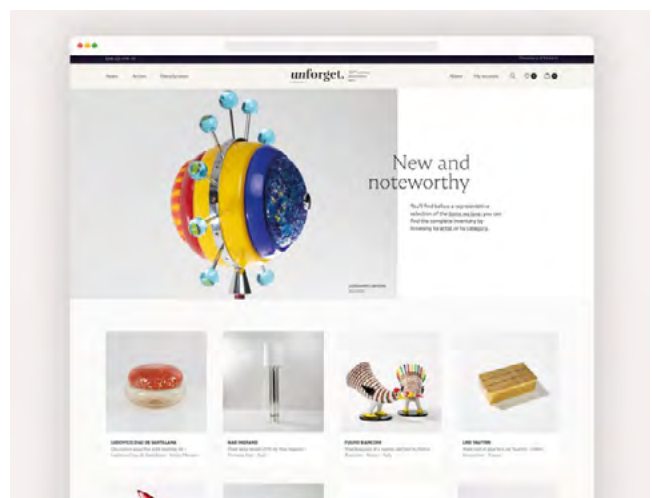


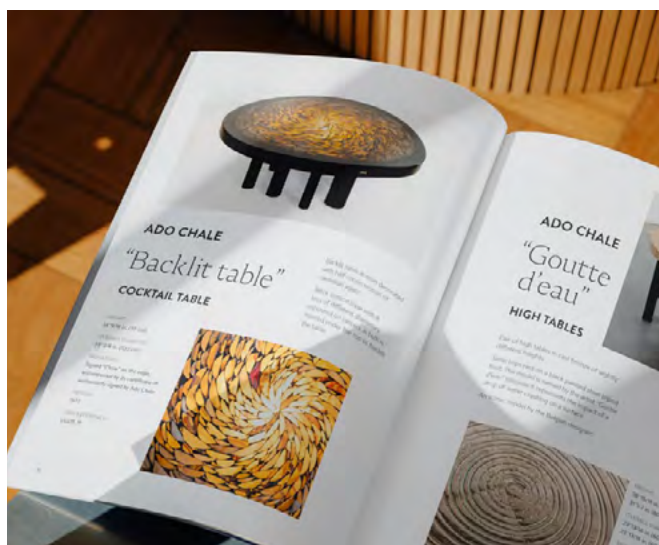
ENTREPRISE

Studycoach

LOGO, VISUAL IDENTITY,
BROCHURE, WEBSITE,
STATIONERY



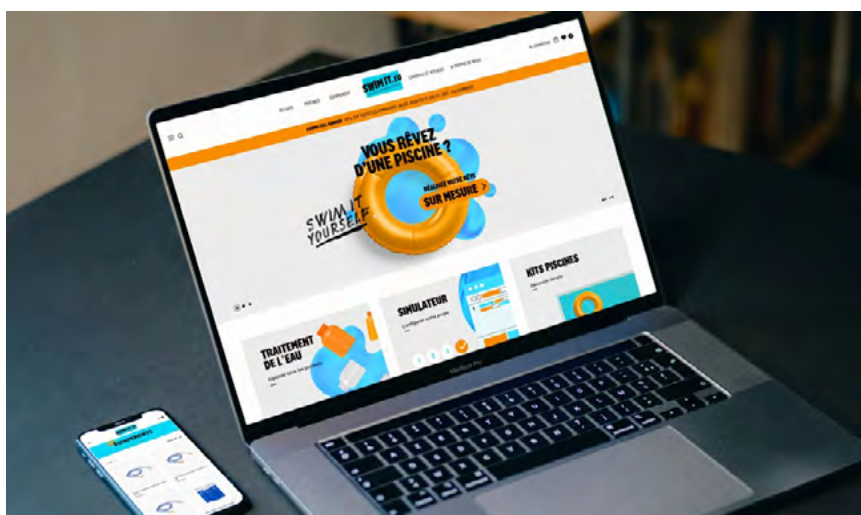




ART

Unforget

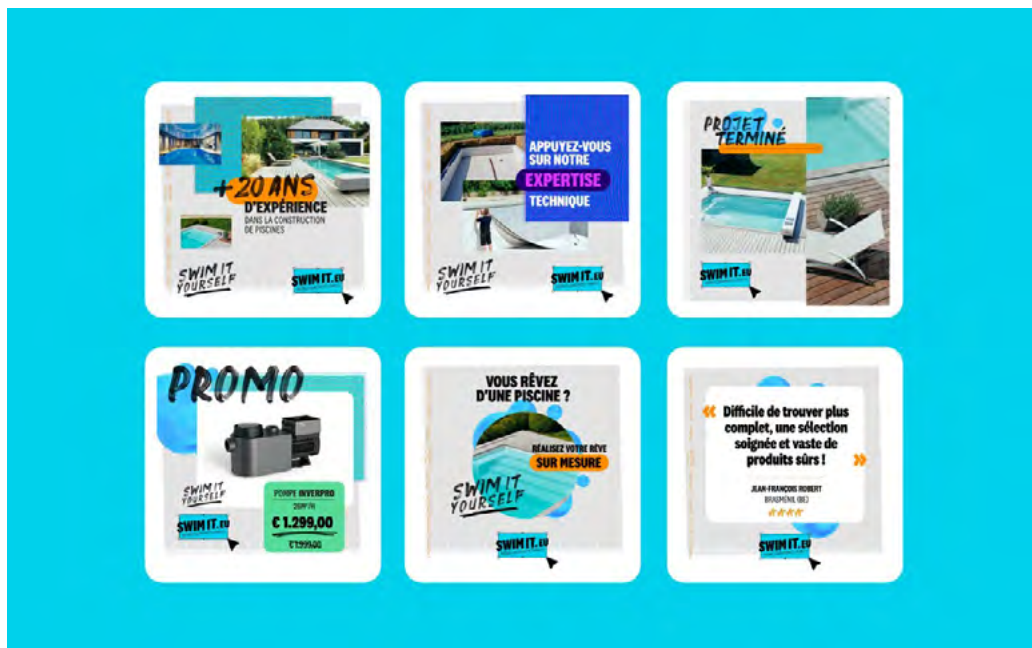
LOGO, VISUAL IDENTITY,
CATALOGUES, WEB DESIGN,
INVITATIONS, STATIONERY



ENTREPRISE

Swimit.eu

LOGO, VISUAL IDENTITY,
WEBSITE, SOCIAL NETWORKS,
COMMUNICATION MATERIALS,
STATIONERY

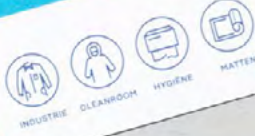




Verschillende
verhuur en onderhoud (en
inbegrepen) of aankoop en onder
met of zonder permanent beheer.

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W WWW.SCALDIS.BE



SCALDIS



SCALDIS



INDUSTRIE



CLEANROOM



HYGIÈNE



TAPIS

SCALDIS

LOCATION, VENTE, ENTRETIEN
DE VÊTEMENTS PROFESSIONNELS

SCALDIS.BE



À VOTRE SERVICE

- ✓ Entretien de vêtements professionnels
- ✓ Gestion du parc client
- ✓ Gestion du stock
- ✓ Traçabilité et identification individuelle
- ✓ Contrôle qualitatif des vêtements
- ✓ Suivi des dossiers clients
- ✓ Possibilité de divers conditionnements
- ✓ Distribution et mise en casier individuel sur site
- ✓ Des chauffeurs formés pour un service adapté
- ✓ Une parfaite régularité dans le service
- ✓ Réparations et mises à mesures
- ✓ Service Logo

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W WWW.SCALDIS.BE



SCALDIS

À LA CARTE

Différentes formules adaptées aux besoins et
aux activités de chaque entreprise.

02.

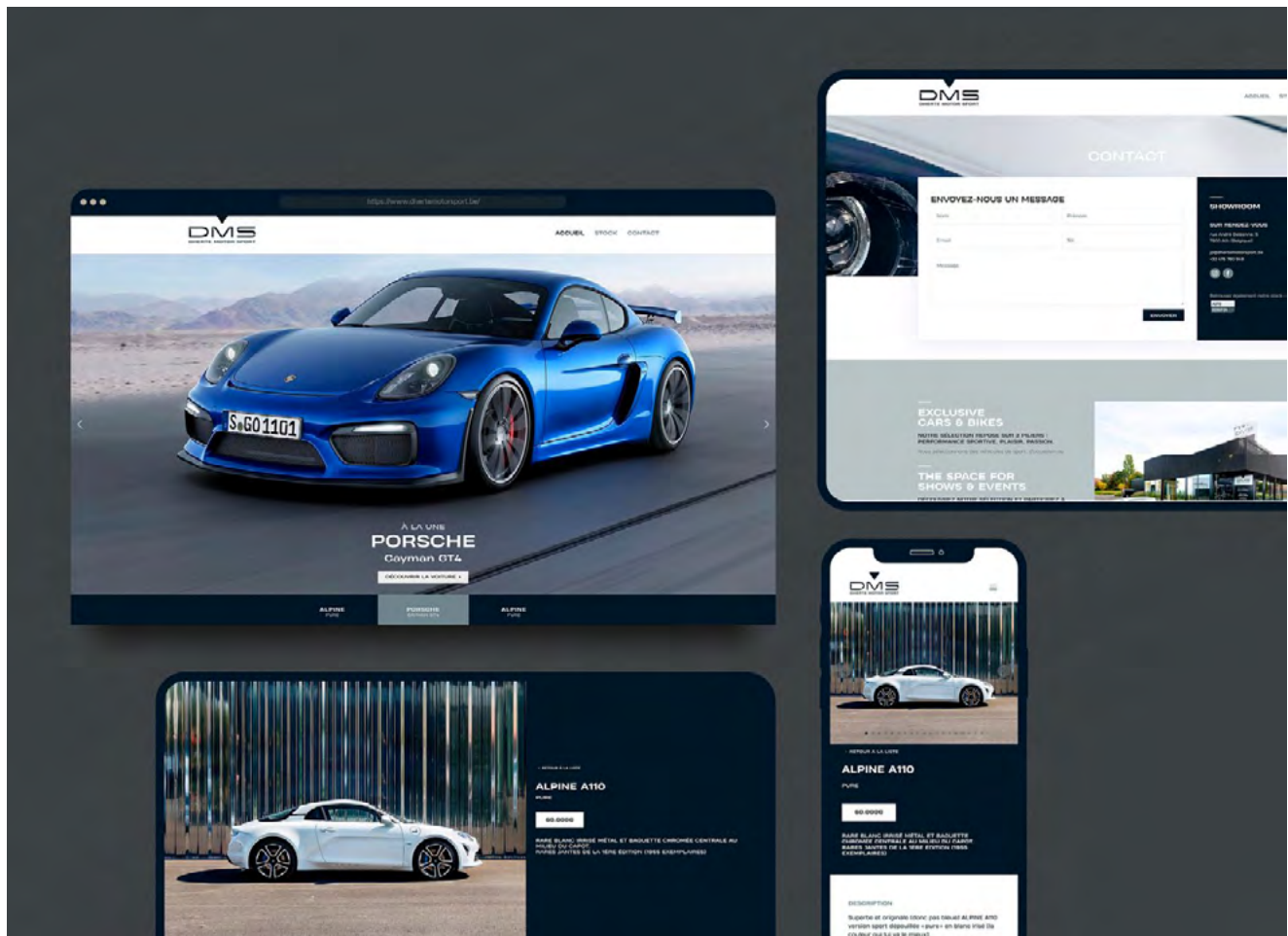
Engagement design

PRINT (BROCHURE, CATALOGUE, FLYER, INVITATION, POSTER, ETC.), PACKAGING,
DIGITAL (WEBSITE, SOCIAL NETWORKS, ETC.), SIGNAGE, EVENTS, ETC.

Materials that tell the right stories will
help you achieve your goals.

I create engaging and inspiring
communication materials, with a focus
on clarity of message, and I support
their deployment.





INSTITUTION

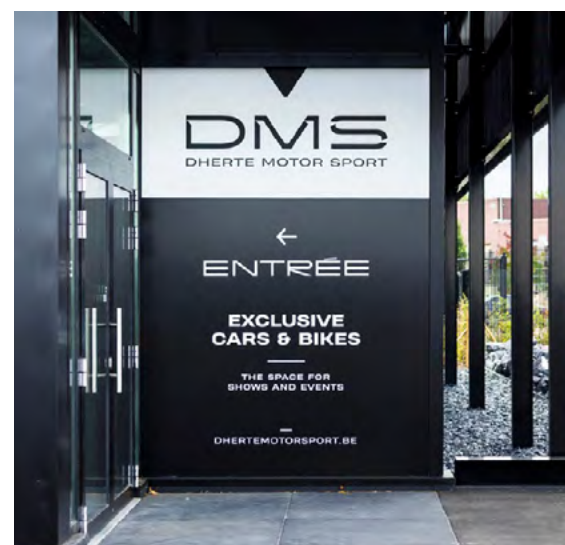
Fondation ULiège

LOGO, VISUAL IDENTITY,
BROCHURE, INVITATION,
DIGITAL MEDIA, STATIONERY

FREELANCER

DMS

LOGO, VISUAL IDENTITY,
WEBSITE, STATIONERY,
SIGNAGE, PHOTOGRAPHY







INSTITUTION

Université de Liège

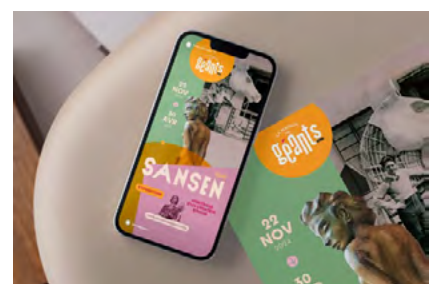
BROCHURES, PROGRAMMES



CULTURE

Maison des géants

EVENT IDENTITY, POSTER, INVITATION, SOCIAL NETWORKS, LARGE FORMAT DISPLAY PANEL





CULTURE HERITAGE

LEFT PAGE

Hôpital Notre Dame à la Rose,
De la graine à l'assiette,
Pôle Muséal de l'ULiège



ORGANIZATION

RIGHT PAGE

Maison du tourisme de Wallonie
picarde, Wapi 2040







←

ENTREPRISE TOURISM

ORGANIZATION

LEFT PAGE

Regards d'eau, Maison
du Tourisme de Wallonie
picarde, Arrêt 59, Contrat de
rivière Dendre

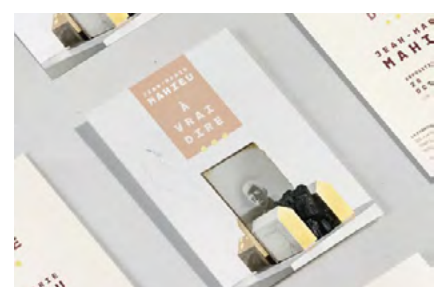
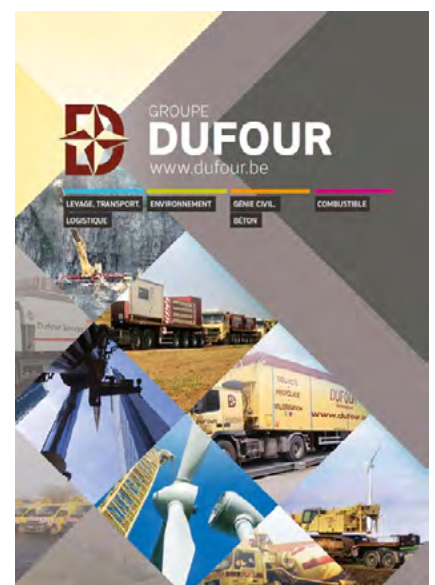
→

INSTITUTION ORGANIZATION

CULTURE ENTREPRISE ART

RIGHT PAGE

Gembloux Agro-Bio Tech,
IDETA Le Poème 2, Dufour,
Jean-Marie Mahieu







←

CULTURE INSTITUTION
FREELANCER

LEFT PAGE

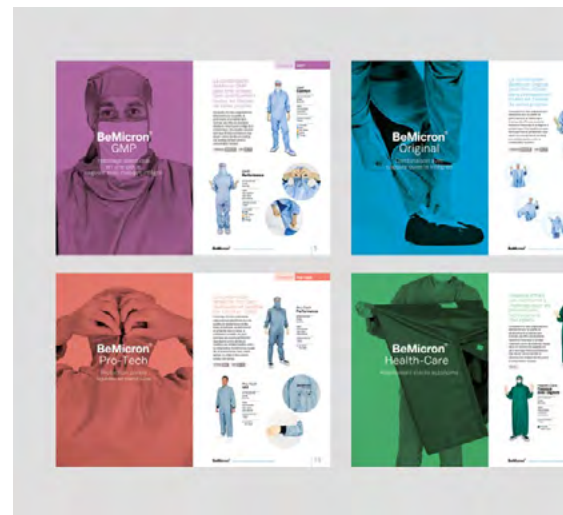
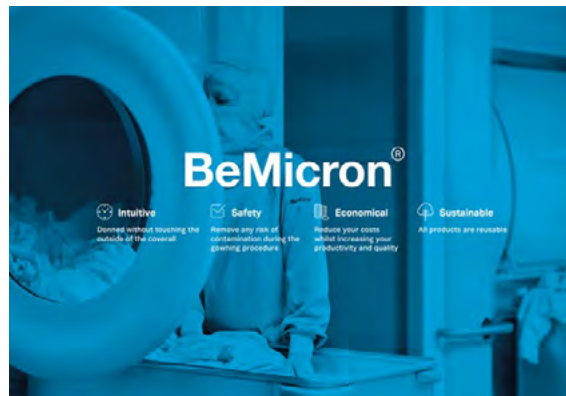
C'est qui mon village,
Gembloux Agro-Bio Tech,
Cotontige, L'échappée

↑

INDUSTRIAL

BeMicron

VISUAL IDENTITY,
BROCHURES, WEB DESIGN,
FOLDERS, SIGNAGE



FRANÇOIS EMMANUEL
EN DOUBLE

LES CAHIERS DU POÈME 2

5

ACTES SUD - PAPIERS



LES CAHIERS DU POÈME 2
N°5 - JANVIER 2011 - FRANÇOIS EMMANUEL EN DOUBLE

03.

Book design

PUBLISHING, MUSEUMS, CULTURAL ORGANIZATIONS, TOURISM,
ARTISTS, COMPANIES, INSTITUTIONS

I structure content from various raw sources, design the editorial layout, create graphic elements, illustrations, photographs, and prepare and manage production workflows.



Box set for a
publication of the
Poème 2 Theater

.45



CULTURE

POÈME 2

Les Cahiers du Poème 2

A theatre open to the exploration of forms, Poème 2 (2010–2021) brings to the stage authors, novelists, essayists, philosophers, and poets.



TOURISM

HERITAGE

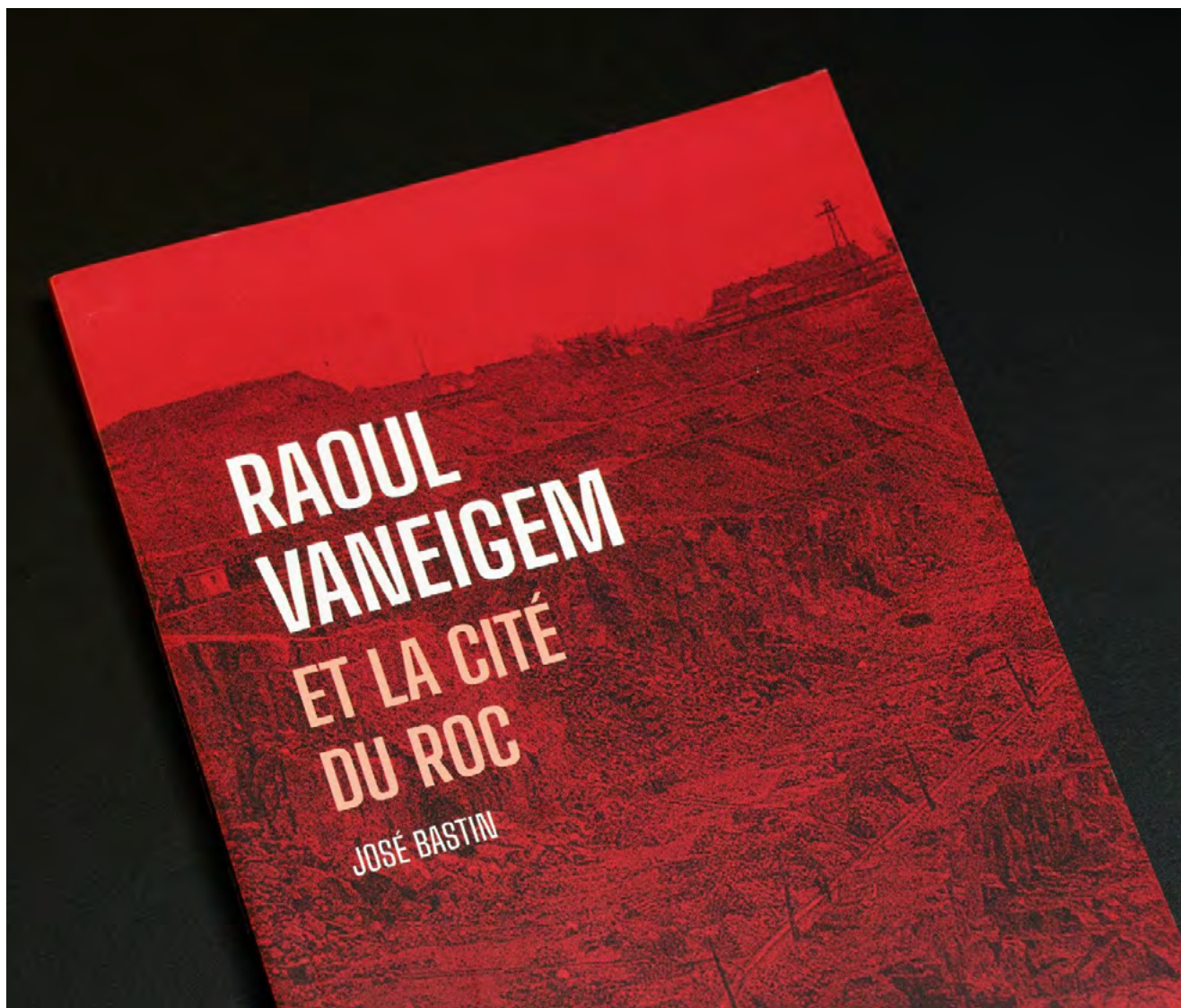
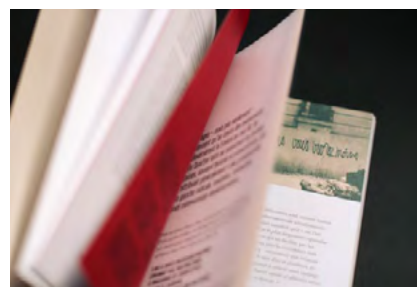
OT LESSINES

Découvrez Lessines

This discovery walk book is an initiative of the Notre-Dame à la Rose Hospital and the Lessines Tourist Office. It is designed to be a companion to two routes that combine the history of Lessines and its many figures, from Alix de Rosoit to René Magritte.









←

CULTURE

JOSÉ BASTIN

Raoul Vaneigem et la cité du roc

A hedonist, libertarian, erudite medievalist and specialist in heresies, Raoul Vaneigem has published more than forty books, criticising the constraints that stifle creativity, enjoyment and gratuitousness. José Bastin takes a closer look at Raoul Vaneigem's youthful years in Lessines.

↑

CULTURE ART

CAROLINE GHEYSELEN

Dotremont au pays des logoneiges

On 4 May 1976, 54-year-old Christian Dotremont (poet, visual artist, calligrapher and founder of the Cobra group) set off for Lapland accompanied by a young art historian, Caroline Ghyselen. It's the diary of their journey to the land of the 'logoneiges'.





CULTURE

JULIEN STAUDT

Récit 'cité

For 3 years, Julien Staudt has been talking to residents of the Mortard district (Franche-Comté – France) and compiling a collection of stories.



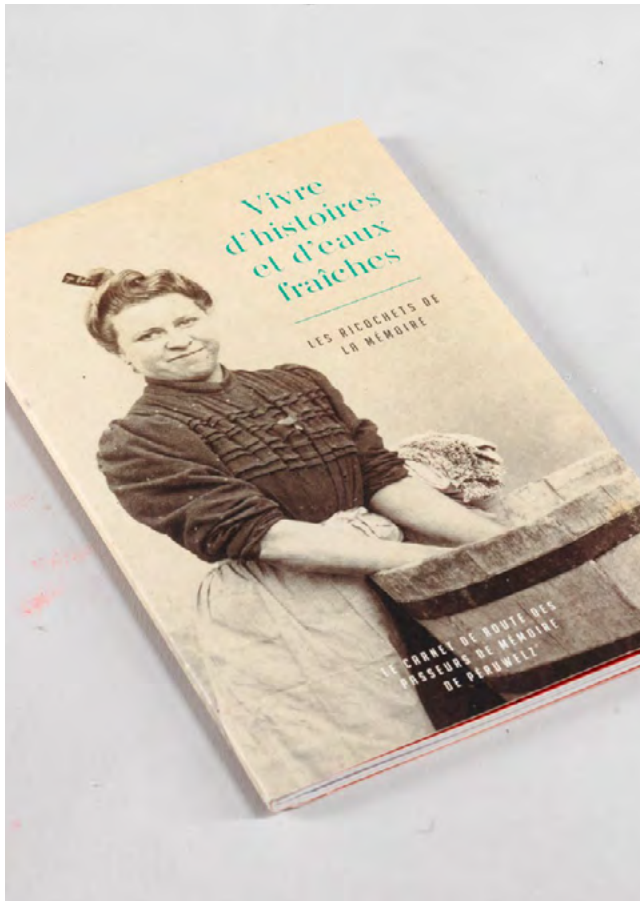
TOURISM

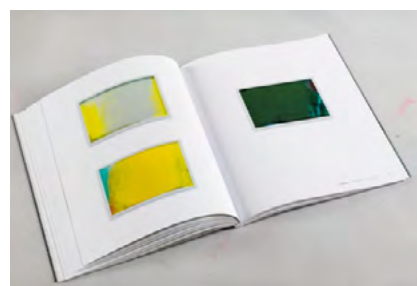
HERITAGE

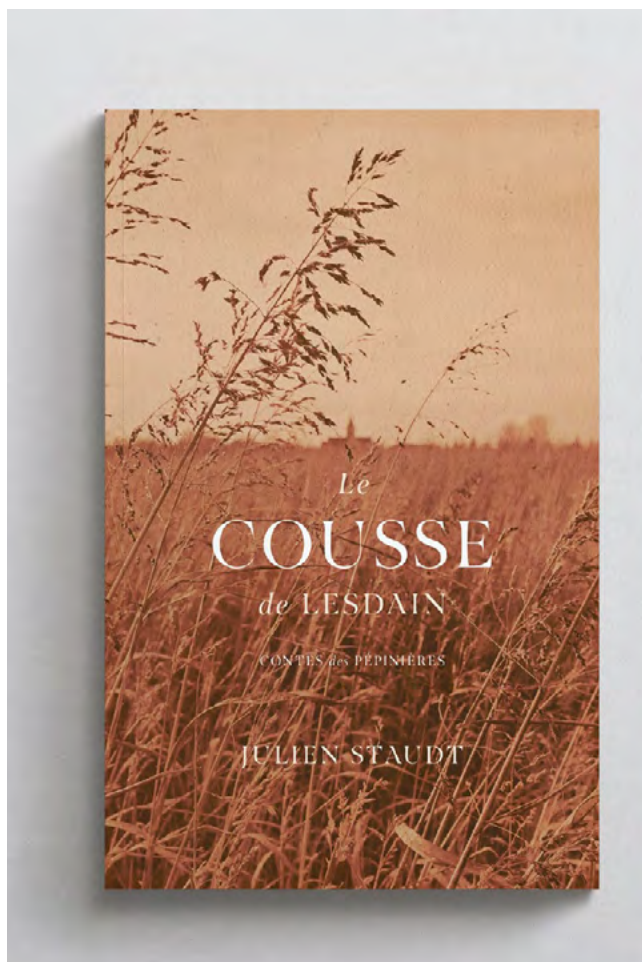
ISABELLE BALDACCHINO

Vivre d'histoires et d'eaux fraîches

This book will show you how to rediscover Péruwelz from the angle of its fountains and give you a different view of the landscape.







←
ART
JEAN-MARIE MAHIEU

Voir clair

A lifelong resident of the Borinage region, visual artist Jean-Marie Mahieu has made his own the notion of extraction, of the slow ascent to the surface, from shadow to light.

↑
CULTURE
JULIEN STAUDT

Le cousse de Lesdain

Surprising anecdotes and touching, humorous slices of life interweave authentic history and chimera. A project developed and carried out by the 3 cultural centres of the Plaines de l'Escaut Nature Park.





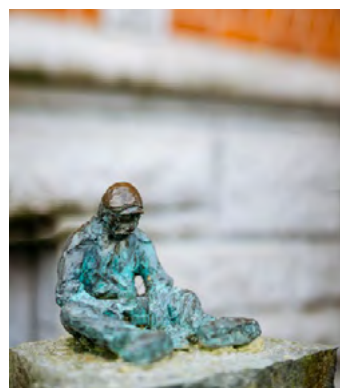
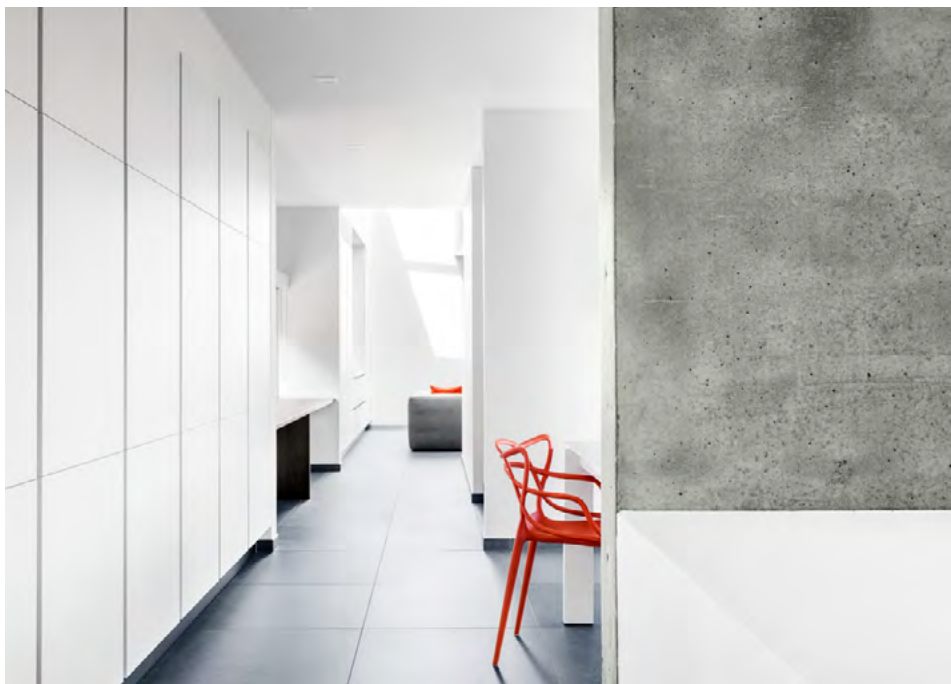


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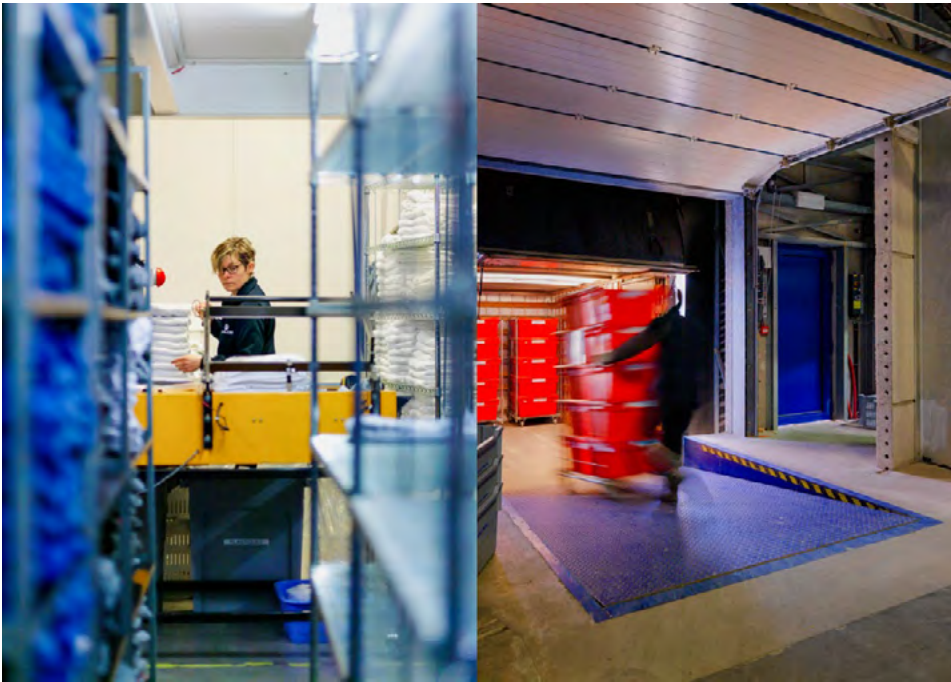
Photography

PHOTO SHOOTING, RETOUCHING

Inspired by my approach to graphic design, I produce images that are composed by taking into account space, rhythm and colour, with an eye to the way they will fit into the communication media to come. My approach is complemented by rigorous post-production work.









Every
project is a
conversation

GET IN TOUCH

05.

With commitment and passion, since 2003

My personal insight and expertise enable me to approach projects with rigour and come up with creative solutions that are both effective and relevant.

Freelance graphic designer, graduate of the Tournai Academy of Fine Arts (Belgium). I live and work in Flobecq (Belgium), in the heart of the Pays des Collines nature park in Picardy Wallonia, a green lung situated between Brussels and Lille, close to Tournai and Ath.

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SUBSCRIPTION FORMULAS

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One-off projects

Complete design
process and
delivery of a suite of
adaptable assets for
your team

Guidance and
support

...

Your needs are specific, reach
out to me to learn more about my
approach or to request a quote.

●
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Liénard**
**Image
culture**

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