

Kimpton Creative dreams of place in sun for **Pure France**

The logo for Pure France features the words "PURE FRANCE" in a light blue, spaced-out, sans-serif typeface. To the right of the text is a yellow hexagon with a white outline, which is partially filled with a gradient. Below the hexagon are two small yellow dots, one positioned directly under the hexagon and another slightly to the left and lower, suggesting a trail or a thought bubble.

PURE FRANCE

Kimpton Creative has created an identity for holiday rental property company Pure France.

The consultancy was appointed in November 2010 and was briefed to develop the existing sunflower-inspired identity, as the business had grown into different regions of France where the sunflower design wasn't so relevant, says Kimpton Creative founder David Kimpton

The new identity, which launches this month, features a sun in the style of a thought bubble, referencing the hexagonal shape of France, and plays on the idea of people dreaming of sun when it is cold and miserable in the UK, says Kimpton.

The cross-hatching of the typeface harks back to the French graphic style, and the colour palette was inspired by the dusty blue commonly found on French window shutters, says Kimpton.