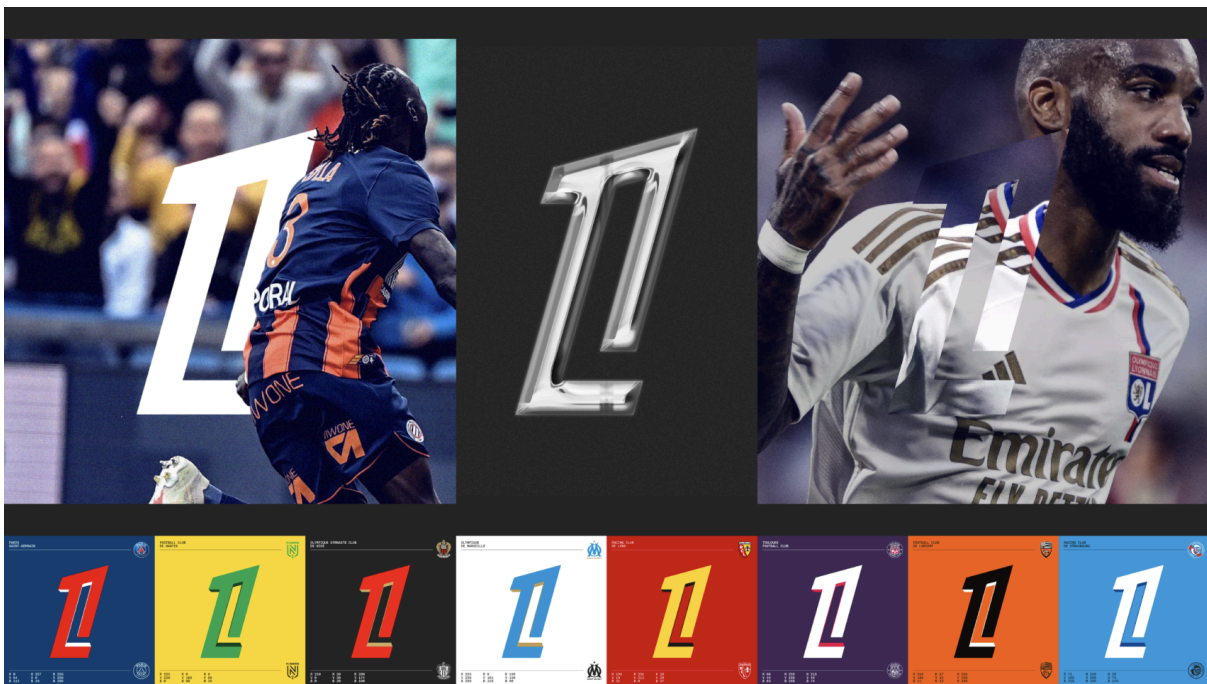


Press Release | Paris, 23 January 2025

A New Era for French Football: The Rebranding of Ligue 1 and Ligue 2 by Leroy Tremblot agency for LFP Media

The rebranding of France's top professional football championships, **Ligue 1 and Ligue 2**, by Leroy Tremblot for **LFP Media** marks an exciting new chapter for French football.



Unveiled at January's **Trophée des Champions** in Doha, where Paris Saint-Germain faced AS Monaco, this bold transformation is the result of a 15-month collaboration between **LFP Media** and the **sports branding agency Leroy Tremblot**, celebrating its 40th anniversary. Known for creating iconic sports identities, Leroy Tremblot has reimagined the visual branding for **Ligue 1 McDonald's**, **Ligue 2 BKT**, and the **Trophée des Champions**.

At the core of this rebranding is a dynamic brand movie that reveals the strategy and creativity driving the new look for France's premier football leagues. This refreshed identity embodies **"Football. But French."**—modern, passionate, and designed to engage players, clubs, fans, and partners.

The bold graphic identity uses vibrant, energetic color palettes: **electric blue and pink for Ligue 1** and **aquamarine and purple for Ligue 2**, all unified by a sleek charcoal base. Modular logos based on the familiar "L1" and "L2" abbreviations let clubs customize them with their own colors.

**WATCH THE BRAND MOVIE TO EXPLORE
THE NEW IDENTITY AND THE JOURNEY BEHIND IT:**



A bespoke typeface and a flexible grid ensure the design works seamlessly across digital platforms, stadium displays, TV graphics, and more, incorporating gaming-inspired elements for a cutting-edge feel.

This cohesive, modern identity brings Ligue 1 and Ligue 2 into perfect harmony across platforms while offering clubs and sponsors the freedom to adapt it locally—creating a fresh, unified vision for French football.

A Strategic and Creative Reinvention

The rebranding of Ligue 1 and Ligue 2 was shaped by key questions:

- *How can we build a unique identity from the brand's core elements?*
- *What does "Football. But French" look like visually?*
- *How can these leagues become iconic brands beyond football and sports?*
- *How can they connect with the next generation and reflect their culture?*
- *How can they evolve into flexible, digital-first brands?*
- *How can they adapt to the "mobile-first" way fans consume sports today?*
- *And most importantly, how can they enhance the value of French clubs, the heart of the league's identity?*

A Lasting Impact



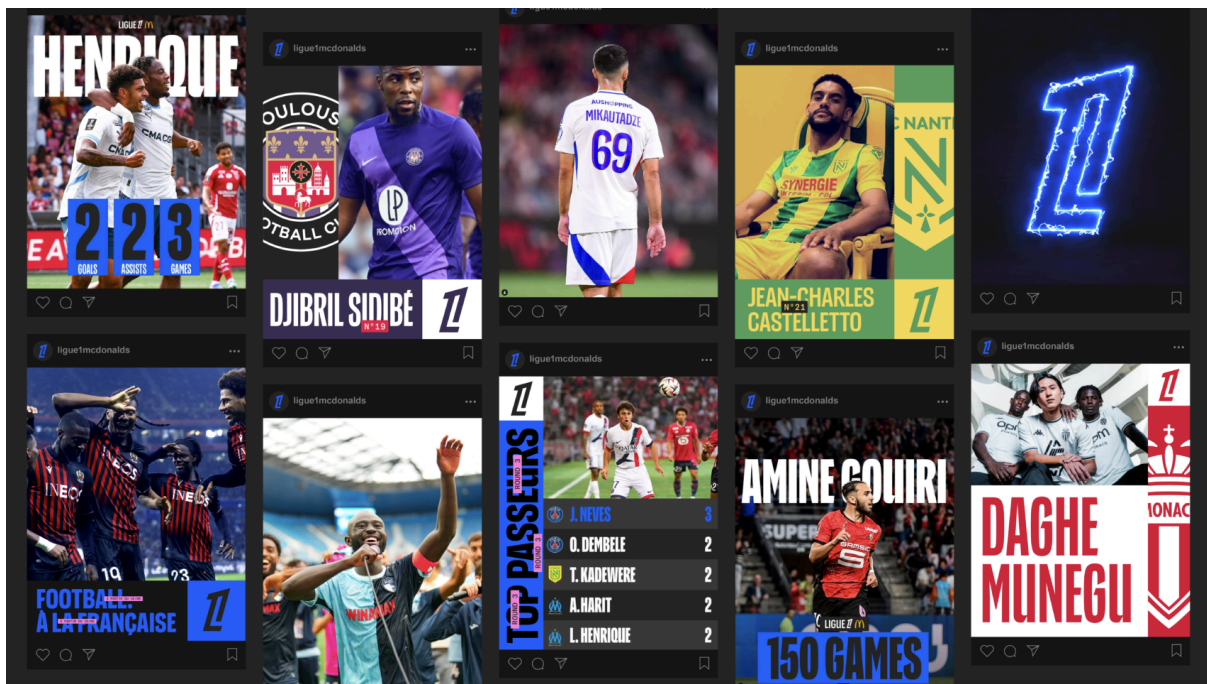
Launched at the start of the season in August, this ambitious rebranding is already striking a chord with fans. A survey by LFP Media on the Qualtrics platform revealed that **85% of Ligue 1 fans** appreciate the new identity, with approval climbing to **90% for the updated TV broadcast visuals** (datas collected from 1,260 responses via the Ligue 1 McDonald's CRM base, November 15–20, 2024.).



While it takes time to establish new visual codes, the foundation has been carefully crafted with flexibility and adaptability in mind—designed to last for years to come. The new identity not only captures the energy of French football but also positions it as a global standard for the sport.

As French football embraces a new era, this rebranding reflects a balance between honoring its rich history and boldly looking toward the future.

Celebrating 40 years of creative innovation, Paris-based agency **Leroy Tremblot**, part of THE FAN SYNDICATE group, continues to reshape how sports are seen and experienced around the world.



FOR MORE INFORMATION, PLEASE CONTACT:

Aliou Maro, Communications Director: aliou@thefansyndicate.com

ABOUT LEROY TREMBLOT AGENCY

Moving Sports by Design

Since 1984, Leroy Tremblot has been shaping the visual identities of the sports industry’s key players—rights holders, sponsors, and event organizers. Acquired by LAFOURMI in 2017 and now part of THE FAN SYNDICATE group, led by Dominique Jubert since 2020, the agency brings unmatched expertise in branding and strategy. Its mission is simple: to elevate sports experiences through innovative, forward-thinking design.

For more information: www.leroytremblot.com

ABOUT THE FAN SYNDICATE GROUP

THE FAN SYNDICATE is the 1st french independent communications group dedicated to the sports industry. With 50 employees, it generated €10 million in revenue in 2024 through its two agencies: LEROY TREMBLOT (brand design) and LAFOURMI (advertising & activation).

For more information: <https://thefansyndicate.com/en-us>