

## LFP Media Selects Leroy Tremblot to Design the Visual Identity for Ligue 1+



Following a competitive pitch in June, LFP Media has chosen brand agency **Leroy Tremblot**—part of **The Fan Syndicate group** and a specialist in the sports industry—to create and roll out the visual identity of **Ligue 1+**, the new football platform officially unveiled at a press conference on Thursday, July 10.

This new collaboration marks a continuation of Leroy Tremblot's partnership with LFP Media, following over a year of work rebranding **Ligue 1** and **Ligue 2**. With Ligue 1+, the agency sets a new milestone by delivering a fresh, proprietary identity that captures the immersive and modern experience promised by the platform: one designed with fans at its core.

### Ligue 1+: A Response to Evolving Fan Expectations

Ligue 1+ is being launched to meet the shifting ways fans consume sport and entertainment: offering live, customizable content in a fully digital environment, accessible on any screen through an ambitious, self-owned **OTT platform**. The new identity reflects this evolution, bridging the visual language of the championship while establishing a distinctive, aspirational personality for the channel itself.

### A Singular Identity, Built on Strong Foundations

Leroy Tremblot has crafted a compelling and coherent visual world that expands the overall **Ligue 1** brand, while standing on its own as a unique and powerful entity.

### Key Brand Elements:

- *The italics in “Ligue” give the channel a dynamic signature, symbolizing movement and modernity, and echoing the visual rhythm of the icon.*
- *The graphic universe retains key identity elements of **Ligue 1 McDonald’s**, including colors and typography, while reimagining the grid, graphic applications, and palette usage. A new focus on the icon supports an immersive, radiant graphic language that elevates the aspirational spirit of French football.*
- *The identity is fully modular and customizable, allowing seamless integration of club colors across all platforms and touchpoints: from digital and social media to the OTT platform, motion content, and promotional assets.*

### A Platform in Service of the Championship

Rather than competing with the Ligue itself, **Ligue 1+ enhances and amplifies its visibility**, with a clear ambition: to deliver an immersive, enriched, and unifying experience for fans—ushering in a bold new chapter for French football.



**FOR MORE INFORMATION, PLEASE CONTACT:**

Aliou Maro, Communications Director: [aliou@thefansyndicate.com](mailto:aliou@thefansyndicate.com)

**ABOUT LEROY TREMBLOT**

**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](http://www.leroytremblot.com)

**ABOUT THE FAN SYNDICATE GROUP**

THE FAN SYNDICATE is the 1<sup>st</sup> 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>