

NEW LOOK FOR FIERACAVALLI WITH A NEW BRAND IDENTITY

Fieracavalli launches its new image: the logo, campaign and graphic layout have been completely renewed in terms of shapes and colours, placing the true protagonists of the Verona event - horses - at the heart of the rebranding.

Rome, 25 May 2024. Piazza di Siena was the stage today for the presentation to stakeholders and partners of Fieracavalli's **new brand identity**. The most important event on the international equestrian scene has had a complete rethink about its look: the aim is to highlight its DNA focused on **promoting the horse world** immediately perceptible.

Starting with the **logo**, transforming it from a word into an evocative image where the stylized profile of a horse is framed by an arch recalling those of the Arian in Verona - thereby creating strong, modern visual impact capable of transforming passion into a true icon. The depiction chosen for the main event is then applied to the other features of Fieracavalli: from Jumping Verona - where the most obvious and immediate word is of course "Jumping", while the pictogram and the font clearly refer to the event - through to the Fieracavalli 126x126 Grand Prix depicted in a less institutional graphic form nevertheless in keeping with all the event's communication material.

Additionally, the **colour palette** has also been completely revised, shifting from black, red and teal green to a colour range recalling the flag of the city of Verona where, in 1898, Fieracavalli was held for the first time. The various shades of yellow and blue thus thereby become the main features not only of the many variations of the logo but also the new graphic layout of the event website, launched today for the public at large in its new format.

*"The updated brand identity of Fieracavalli - our most iconic and beloved event - is the last stage in a long-lasting commitment implemented by Veronafiere to promote and modernise the role and figure of horses. The "noble animal" which manages to bring together passion and the economy, sport, sustainable tourism, lifestyle and attention to social issues," as **Federico Bricolo, President of Veronafiere**, explained. "The new image of the exhibition looks towards the future yet, at the same time, equally and graphically emphasises our bond with the City of Verona which - for 126 years - has always supported our growth path."*

Promotion of horses also continues in the new communication campaign: this year, horses are the absolute protagonist, depicted in a prancing pose that interprets the freedom, strength and beauty that horses manage to convey at "first sight". The new graphic and chromatic aspects presented today are then added to each version of the image developed.

The entire project was entrusted to Maurizio Croceri of Croceri Farm, artistic director of the overall communication and rebranding campaign for Fieracavalli, scheduled at Veronafiere 7-10 November 2024.

www.fieracavalli.it