



Vivid Event Group unveils new brand identity

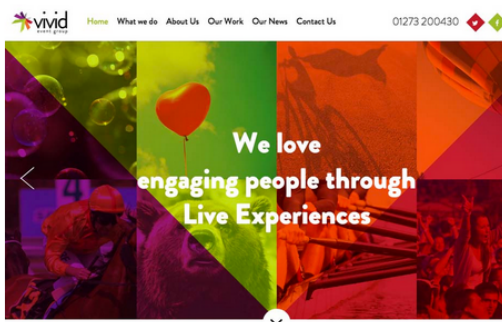
23 February 2015, by Alison Ledger, [Be the First to Comment](#)

Brighton-based event management agency Vivid Event Group has unveiled a new brand identity and website, following major growth.



Vivid's rebrand comes after the agency has experienced a 421% growth in turnover in the last four years.

Talking about the new brand, Charlie Hepburn, Vivid's managing director, said: "The industry has changed massively over the last few years. Clients now expect a lot more than just event management. They're looking for a much deeper connection with their clients and employees."



"Brand engagement lies firmly at the heart of everything we do and you can see this in our new brand collateral."

Vivid's clients include Starcom Mediavest, Penguin Random House, Mitsui, Paul Smith, Lloyds Register, Allianz, and Rothschild and Partnership.

More to follow.

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