



Vivid Group announces company re-brand

Entering 2018 with a refreshed corporate identity and global outlook.

With a new corporate logo and leadership team, Vivid is full steam ahead for 2018 with a raft of new licenses and ranges to drive the company forward into a new era.

Celebrating its 25th Anniversary, Vivid has experienced an exciting year since the company was acquired by Privet in early 2017. Looking forward to what promises to be a fantastic 2018, Vivid prepares to showcase at London Toy Fair its recently announced partnership with Nickelodeon's Nella The Princess Knight which offers an exciting global toy platform for the company. Already experiencing strong success across Europe through the company's Crayola division, numerous toy lines, and in the UK with Drumond Park, Vivid will also announce significant new distribution partnerships designed to further strengthen its position within the industry.

"The new Vivid logo represents a dynamic shift for the company in the way we manage and develop our business both internally and as a global player in this dynamic industry," comments Tony Hicks, CEO of Vivid. "The creative team here at Vivid worked hard to develop a logo that best reflected our ideology and our company ethos with fun at its core but responding to the growing need for a corporate identity that could be adaptable across traditional and new communication platforms as well as on pack. The design is indicative of our global aspirations under new ownership and leadership."

The new logo will be rolling out over the next few months across all Vivid communication channels and packaging with a view to being fully completed by Spring 2018.

For further information, samples and images please contact:

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Vivid Group

Based in Guildford UK with offices in Paris, Frankfurt, Hong Kong and China, the Vivid Group is an independent, privately owned toy, games and stationery company that designs and markets in over 60 countries worldwide. Key properties include Crayola, Animagic, Drumond Park, Disney Emoji, Phlat Ball, Sky Viper, and Nella the Princess Knight. For more information please visit <http://vividtoysandgames.co.uk/>

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