

FACUNDO PIGNANELLI

Press Release

FACUNDO PIGNANELLI ANNOUNCES NEON

Neon is the new design for Facundo's personal brand, made to be modern and consistent across all platforms.

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BUENOS AIRES, ARGENTINA – Facundo Pignanelli introduced today *Neon*, a brand-new design language for Facundo Pignanelli's brand. It features a new set of three different logos, each designed for different uses, and a whole new palette of colours, along a new typography set. *Neon* also establishes different guidelines to keep a consistent look in every platform (digital or print).

"For the very first moment I started working with my team in late 2018 we designed Neon to be modern and stylish but also elegant at the same time. All of the decisions we made were on purpose: we wanted to develop a flexible-yet recognizable brand, suitable for every occasion." Said Facundo in Neon's launch conference, earlier today.

Facundo's website – available at facundopignanelli.com – has been updated with a new Neon design. Also, all Facundo's social pages (Twitter®, Instagram® and YouTube®) have been updated with the new design as well.

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A presentation containing the new Facundo Pignanelli logos, the new FP logos and some examples of the Neon identity can be downloaded in Facundo's website – available at facundopignanelli.com/neon/

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