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PRESS RELEASE

12 June 2025

**FESPA UNVEILS NEW, SLEEK BRANDING WHICH REFLECTS ITS FUTURISTIC VISION FOR THE COMPANY AND THE WIDER PRINT INDUSTRY**

FESPA is pleased to unveil its new branding in a move that highlights its evolution and its future-focused agenda.

The new branding, launched at the same time as FESPA’s new strapline: ‘Connect, Inspire, Support’, signifies more than a visual change – it is a reflection of FESPA’s purpose: to serve its community, promote creativity, and connect print professionals with the tools and knowledge they need to thrive.

The refreshed look features a sleek, modern font and fresh logos that deliver consistency across FESPA’s branded assets and event portfolio. It is clean and vibrant, and highlights FESPA’s commitment to facilitating innovation, collaboration and excellence.

The new branding is being rolled out across all FESPA platforms, including its website, social media channels, member communications and flagship exhibitions.

Duncan MacOwan, Head of Marketing and Events at FESPA, comments: “Our new look is fresh, futuristic and brings a new level of clarity to how we present ourselves to our global community. Importantly, it reinforces our commitment to inspiring and supporting our network as the print landscape continues to evolve.”

The new branding, announced today, coincides with the release of the [**FESPA Future manifesto**](https://www.fespa.com/wp-content/uploads/2025/06/FESPA_Future_manifesto_final.pdf%20), which details how FESPA connects, inspires and supports its community *beyond* its global exhibitions. The FESPA Future manifesto is the first FESPA report to be entirely designed in the new branding.

The ways in which FESPA connects, inspires and supports its community beyond its events include:

* It shares insights and signposts trends through its Thought Leadership Partner Keypoint Intelligence, as well as its various channels;
* It stimulates innovation and knowledge-sharing via its website, content hubs and Club FESPA content;
* It promotes sustainability and leads by example, having received ISO Certification for Sustainable Event Management in 2024;
* It actively engages the next generation of printers through its Associations’ activities and Youth Engagement Days at its global exhibitions;
* It reinvests into its Associations’ activities and programmes across the world;
* It provides printed educational resources and other support to underserved communities

around the world, while also encouraging sustainable practices across the print sector, through its sister organisation, The FESPA Foundation.

FESPA invites its global community to explore its new branding, as it moves forward with its refreshed look and feel.

**ENDS**

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast-growing industries.

**FESPA Profit for Purpose**     
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Africa 2025, 9 – 11 September 2025, Gallagher Convention Centre, Johannesburg
* FESPA Mexico 2025, 25 – 27 September 2025, Centro Citibanamex, Mexico City
* FESPA Middle East 2026, 13 – 15 January 2026, Dubai Exhibition Centre
* FESPA Global Print Expo 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* European Sign Expo 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* Personalisation Experience 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* Sportswear Pro 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* WrapFest 2026, 26 – 27 June 2026, Bicester Heritage, United Kingdom

**Issued on behalf of FESPA by AD Communications**

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