



Vicario presents its new corporate identity curated by JoeVelluto: the rebranding defines and articulates the values that guide its work and embraces the legacy of a family business founded in 1974, while at the same time never ceasing to look toward the future.

The new corporate identity includes a new visual identity, a new logo, and the redesign of the website.

The brand is simplified from 'Armando Vicario' to 'Vicario,' marking the beginning of a new chapter focused on international development and the company's core values: industrial manufacturing, over 50 years of established know-how, and a deep-rooted Made in Italy culture.

The payoff 'Water Heritage' conveys a strong tradition in the art of working with water, paired with a new monogram built on a golden rectangle, taking on the strength of a timeless seal.

It is the synthesis of an identity built since 1974, combining engineering expertise, Italian design, and manufacturing precision in a balance between heritage and innovation. A signature on water, destined to last.

Made in Italy is a central element: design, engineering, and production are carried out entirely in Italy, within an integrated and controlled system that guarantees quality, consistency, and attention to detail.

Vicario stands out for its quality, reliability, and durability, with a strong focus on design, functionality, and materials, as well as a marked ability to offer customization

Founded in 1974 in Gozzano (No), on Lake Orta, Vicario is an Italian company active in the design and production of faucets for kitchens, bathrooms, and showers. The production system integrates all phases, from design to quality control, enabling the company to strengthen its presence in international markets

A 100% Italian family business, it has been led for over 25 years by Daniele and Rossana Vicario, continuing the path initiated by the founder with a balance between tradition, technological innovation, and design culture.

Vicarioarmando.com

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