



identity driven brand building®

## **PRESS RELEASE**

**August 2007**

**PB 007226**

### **Brandhome designs new Antwerp Zoo website**

**Brandhome design has created a new website for Antwerp Zoo. The new site went online this week. Clearly structured, it forms a perfect fit with the Antwerp Zoo house style, which Brandhome design was commissioned to restyle earlier this year. The completion of the website means the new house style has now been applied to all Antwerp Zoo's communications. IMM from Ghent was responsible for the technical execution.**

Anja Stas is commercial director of the KMDA, Antwerp Zoo's parent company: 'the new site perfectly illustrates the atmosphere we want to convey as Antwerp Zoo. It's inviting and open, with the right balance between the Zoo's public and scientific sides.'

Dirk Bielen, design director at Brandhome design: 'we've built the new website with a simple structure and a strong emphasis on images. This combines with the simple navigation structure to ensure the website is suitable for a very wide target group.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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