



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome designs new Planckendael logo**

**The Antwerp agency Brandhome design has developed the new logo and house style for Planckendael Zoo. Brandhome refers in its design to Planckendael's 'eco-warrior' brand positioning.**

Anja Stas is commercial director of the KMDA, Planckendael's parent company: 'Planckendael now has a logo and a house style that match its identity: the brand is positioned as the 'eco warrior' – Antwerp Zoo's mischievous little brother – a bit of a rebel, but with its heart firmly in the right place. An attraction that's educational but surprising and fun too.'

Barbara Oyen, senior designer at Brandhome, is proud of the result: 'Planckendael is a special zoo, which offers visitors an experience. We wanted to express that element clearly in the logo. The non-traditional elements from which the house style is made up also strengthen that experience.'

The new logo and the new house style will be implemented in the period ahead.

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*Note for editors, not for publication:*

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