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## **PRESS RELEASE**

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### **Brandhome designs new Antwerp Zoo logo**

**Brandhome, the Antwerp communication agency, has designed a new logo for Antwerp Zoo that refers to the institution's illustrious history. The stripes in the logo design refer to the okapi, for which Antwerp Zoo is the centre of a global breeding programme.**

Anja Stas is commercial director of the KMDA, Antwerp Zoo's parent company: 'in developing the new logo, we wanted to unite our commercial and scientific sides. The design illustrates how well Brandhome managed to give creative shape to our requirements.'

Barbara Oyen, senior designer at Brandhome, who was responsible for the design: 'The stripes in the logo refer not only to the unique pattern of each okapi, but also to balance and harmony in life generally.'

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*Note for editors, not for publication:*

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