

PRESS RELEASE

17 April 2008

PB 008228

Brandhome designs new VAB logo

Brandhome has designed the new logo for the VAB, the Flemish Automobile Association, which is best known for roadside and travel assistance. The VAB wanted a new logo in keeping with the organisation's ambition to grow further. Brandhome was given the brief to develop the logo.



Nicoline Spruijt, Brandhome CEO: 'The VAB is an organisation with a huge number of members and a very high profile. Several clear requirements emerged quickly as we ran through the Brandhome method. The logo had to appeal to a large target group, and a clear relationship had to be kept with the vtBKultuur logo. We worked together intensively and effectively on graphically translating the splitting of the brands and the other requirements.'

Jan Creten, Marketing Manager VAB: 'The VAB is an innovative, high-quality enterprise that's in full expansion mode. Brandhome has translated that dynamism excellently in designing a logo that also retains our heritage.'

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Note for editors, not for publication:

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