

## **PRESS RELEASE**

**10 June 2010**

**PB 100239**

### **Brandhome creates new visual identity for PUB**

**Brandhome has restyled the logo of PUB (People Unified around Brands) – the leading source of information for the Belgian marketing and communication industry. PUB's existing logo was no longer in keeping with modern demands so Brandhome was commissioned to perform a complete restyling. The result can be seen from this week onwards in all PUB's communications, including the trade magazine [www.pub.be](http://www.pub.be) and the agency guide.**



Brandhome worked closely with PUB in a series of strategic sessions to capture the organisation's goals and ambitions. The results were then embodied in the new logo. PUB is all about conversations, which is one of the brand's key goals. The first and last letters of the new logo therefore take the form of stylised speech bubbles. In this way, the logo expresses the brand's indefatigable desire to engage and stay engaged with the industry. The logo also functions as a viewing box. The diaphragm represents PUB's objective of providing a view of the world of brands.

Brandhome's Nicoline Spruijt: 'we established very clearly through a series of sessions how PUB wanted to develop. The logo clearly responds to those goals. The nice thing about it is that it can be adapted like a chameleon, depending on its use or the situation.'

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*Note for editors, not for publication:*

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