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PRESS RELEASE

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Brandhome designs new Serpentarium logo

Brandhome took charge of the ZOO logo a few years ago. This time it was the turn of ZOO's latest extension, the Serpentarium in Blankenberge. Brandhome has developed the new reptile attraction's visual identity.

The new logo features a lizard, one of the species that visitors can admire. The reptile's tail forms an initial 'S' for Serpentarium. The colour green was chosen to match that of most of the centre's 'residents'.

Anja Stas, Commercial Director of KMDA: 'we were looking for a logo for the Serpentarium that would fit our existing applications. That can be far from easy. Brandhome achieved an effective translation with the Serpentarium logo. We're now working hard to apply it to all our house-style media.'

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Note for editors, not for publication:

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