

## **PRESS RELEASE**

**8 December 2011**

**PB110246**

### **Febelfin restyled by Brandhome**

**Febelfin has the important challenge of representing the interests of the Belgian financial sector. To lend weight to that mission, the federation has future-proofed its visual identity. Brandhome restyled Febelfin's logo and developed its house style and visual language. The result is a stylish purple logo. Brandhome also designed Febelfin's house-style materials and its calling card: the federation's website, the design and content of which have been completely renewed.**



Wien De Geyter, Secretary General of Febelfin: 'The backdrop of a changing financial world requires us to transcend the past and present, and to try to guide the future of banking and the financial sector in the right direction. It is important for us, as the financial sector's representative that our visual identity is fully aligned with that mission. Brandhome has captured our essence perfectly and has translated it into an exceptionally strong design and visual presence.'

Nicoline Spruijt, Brandhome CEO: 'Delivering a new visual identity to a prestigious organisation like Febelfin is a special challenge. It's great that we got to create the entire process from A to Z. From logo to visual language, right through to the implementation of the website and the house-style materials.'

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*Note for editors, not for publication:*

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