



identity driven brand building®

PRESS RELEASE

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Brandhome takes a close look at EYE-5

Flanders Opticians were looking for a new visual identity for their association of independent practitioners that could boost its growth ambitions. They turned to Brandhome, which conceived, designed and implemented a new house style, including a new logo and a new name for their group and private label.

Vincent Breugelmans, manager of EYE-5: 'Brandhome began by taking a detailed look at our brand identity. Based on that brand test, a logo and house style were then developed, and a new name was devised: EYE-5. The logo design expresses our expertise and professionalism. Its simplicity makes it surprising.'

Brandhome's Nicoline Spruijt: 'It's always a fantastic experience to work for a group of entrepreneurs with a shared goal. The challenge was to take the existing "Oogmerk" name and to find a new visual identity – name, logo and house style – that would give direction to their ambitions, while preserving the group's strengths and the individuality of each of its members. EYE-5 is a rich identity. It offers plenty of scope for customisation and delivers a sense of dynamism they can use to unite around their profession.'

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Note for editors, not for publication:

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