

Strategic Branding & Identity

Facts

Chicago-based Baer Design Group creates and re-defines corporate brands and identities, making our clients stand out in today's crowded marketplace. Our unique process of developing images and branding strategies systematically translates into added value for our clients. Furthermore, our creative and consistent application of these strong identities provides companies with a market asset that increases sales and secures customer loyalty.

Working with a vast array of clients over the last decade has honed our ability to define the branding goals of emerging companies and cast a new light on already established businesses.

Year started

1995

Clients

Topco
Dominick's
Meijer
Sloan Valve
American Cancer Society
Northwestern University
Thresholds
USAmeribancs
Oakmark Funds
State of Illinois
Illinois Criminal Justice
Information Authority
Motorola
Motorola University
Saks Fifth Avenue
C. B.S. Radio
Cendant
The Parksite Group
Blooming Prairie

Industries served

Non-Profit
Professional Organizations
Health
Financial
Retail:
- Service
- Grocery
- Private label
Manufacturing
Education
Human Resources
Building Materials

Areas of expertise

Logos and Trademarks
Corporate Branding
Package Design
Branding for Non-Profit Organizations
Corporate History Publishing
Annual Reports
Web Design
Brand Architecture
Printed Communications:
- Brochures
- Letterheads
- Capability Kits
Tradeshaw Design
and Support Materials

Awards

"Best in Show"
Chicago Business
Marketing Association
"Distinguished Recognition"
American Corporate
Identity/17 Design
"Inclusion in Year's Best"
HOW Annual International
Design Competition

Publications

- *Global Corporate Identity*, 2003
- *The Big Book of Color in Design Logo*, 2002
- *Festive: The Art and Design of Promotional Mailing*, 2002