

Strategic Branding and Identity

Fact Sheet

Chicago-based Baer Design Group creates and defines corporate brands and identities, allowing our clients to stand out in a crowded marketplace. Ours is a dynamic, intellectual process of developing images and effective branding strategies that translate into added value for our clients. Through the creative, thoughtful, and consistent application of strong identities, we help companies realize and utilize their identities as market assets, thus increasing sales as well as customer loyalty.

Because we work with a variety of clients, our unique, insightful perspective allows us to help emerging companies define their branding goals and enable established businesses to be seen in a new light.

Founded 1995

Clients
Motorola
Motorola University
Saks Fifth Avenue
C.B.S.
Cendant
Blooming Prairie
Dominick's
Meijer
Sloan Valve
Topco

Industries served
furniture
kitchen/bath
financial
retail—
appliances
grocery
private label
technology
medical
corporate education
human resources
legal

Areas of expertise
corporate branding
package design
style guides
naming
market positioning
web design
brand architecture
pitch books
annual reports
logos and trademarks
event/pr materials
printed communications—
brochures
letterhead
capability kits
tradeshow design

Awards
Best in Show
Chicago Business
Marketing Association

American Corporate
Identity/17 Design
HOW Annual International
Design Competition

Publications
Creativity 33,
2003

Global Corporate
Identity, 2003.

The Big Book of Color
in Design, 2003.

Logo, 2002.

Festive: The Art and
Design of Promotional
Mailing, 2002.

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