



Strategic Branding & Identity **Baer Design Group**

packaging design.

Baer Design Group

Your brand is your most valuable asset. It requires vision, strategy, positioning and management to add perceptual value to the company, influence customers and enhance future endeavors.

Since 1995, Chicago-based Baer Design Group has

collaborated with companies to translate their visions into brands. Our design, reliability, and collaborative nature create a real commodity: your company's image and reputation.



packaging design.



LAZY DAYS TEA COTM

Creative design launched this new company as a breakout, organic brand with attitude, sass and a message that tea did not have to adhere to the boring mainstays of the company's peers.

By designing the packaging, corporate identity, brand identity and support materials with a fresh, hip and irreverent aesthetic, we created and positioned a visually stunning product line distinct from the rest.

Project Specifications
 Naming · Brand Architecture
 Brand Identity · Package Design





Project Specifications
Package Design



VitaSpelt launched a new line of wheat-free granola snacks to widen its offerings in the grocery market. A bright, grab-and-go, resealable pouch was designed to show the contents and inspire hungry impulse-buyers to try something new.



Project Specifications
Brand Architecture · Package Design
Line Extension



Jones Dairy Farm needed a makeover. Understandably, the ham, bacon and sausage company wanted a healthier look and feel for their All Natural Golden Brown line. Enter Baer Design Group. We developed creative to highlight key health claims and leverage their 120-year old heritage to solidify consumer trust--and communicate a simple message that the product was "naturally delicious." Sales figures proved the approach right and it was subsequently extended throughout the product line.

Project Specifications

Brand Identity · Package Design
Structural Design



A global beverage company was losing market share to a new premium brand in the fresh juice category. A new position was aimed at juice lovers who only want the best juice possible.

Labeling and closure concepts were explored for three strategic platforms and applied to existing bottle molds. Creative was wide open to tell the story of the premium fruit being harvested at the perfect time and crafted into juice.



Project Specifications

Corporate Identity · Brand Identity
Brand Architecture · Package Design

With the meat industry facing increasing health and environmental challenges, SommersFare needed a carefully constructed corporate identity, as well as a brand identity for a new organic product line.

We designed packaging that emphasized their commitment to meats raised without hormones, antibiotics or chemical additives, but within a framework flexible enough to allow for brand expansion. Sommers Organic is now available at grocers such as Whole Foods, Costco, Trader Joe's and Wild Oats.

Corporate Brand Identity

SommersFare
GREAT FOOD

Retail Brand Identity

SOMMERS ORGANIC™

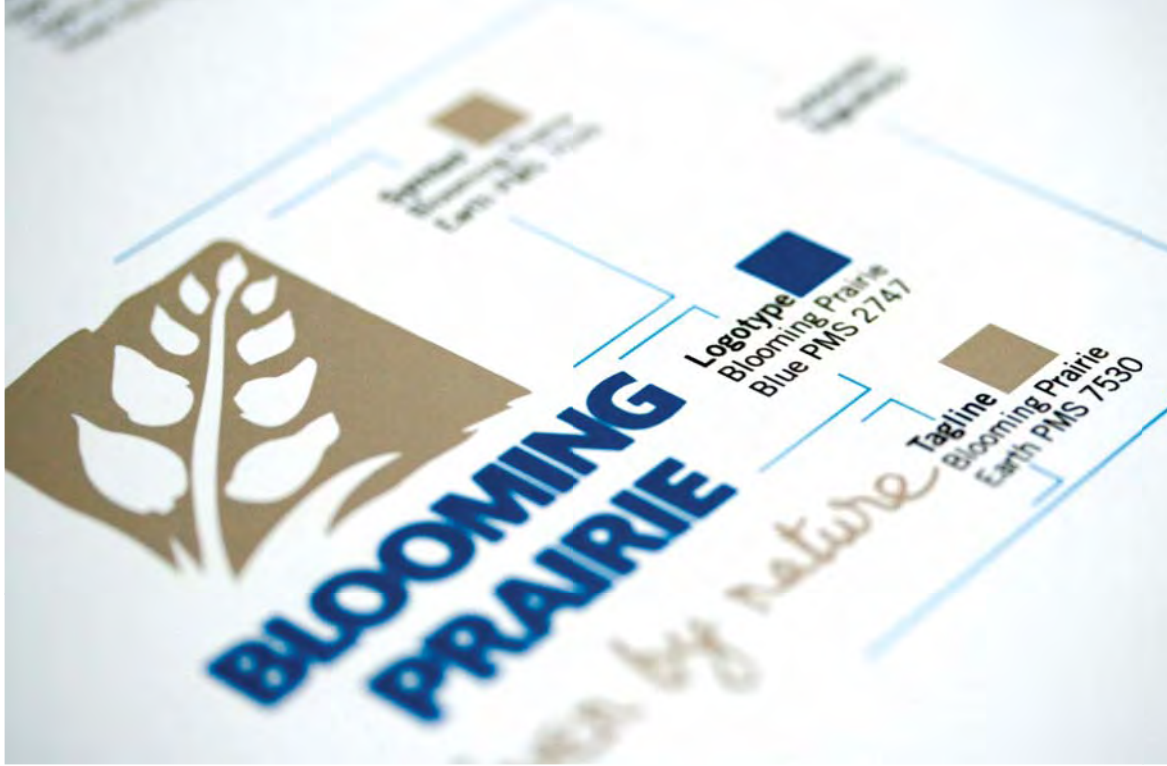




Consumer trust is built with consistent branding, especially with a product as sensitive as food. We've created private-label platforms flexible enough to work across product categories while strong enough to retain customer recognition and loyalty. The savvy combination of strategy and design helped propel the private-label grocery programs of Heritage Farm, Food Club, Topco, The National Co-Op Grocers Association, Meijer, Dominick's, Stater Brothers and others.

Project Specifications

Package Design · Brand Architecture · Brand Identity



This division of United Natural Foods is a wholesale food distributor specializing in natural and organic foods, supplements and other products that support a healthy lifestyle. We repositioned them to reflect these things with a new tagline, *driven by nature*, and a redefined identity with a color palette of earthy yet bold colors. The new brand standards and architecture focus on the message that Blooming Prairie is in business for more than just profits.



Project Specifications
Brand Architecture · Tagline Development
Corporate Identity · BrandBriefcase



Brand Identity, Brand Architecture, Package Design, Tagline Development,
Naming, Strategy Consulting, simply put: **We do package design.**

Baer Design Group has helped companies illuminate their brands across the globe. Our team of veteran designers, seasoned brand architects, copywriters and brand managers has been creating brands and packaging for more than 10 years. We've created award-winning work on everything from technology to tea.

If you require any further information on our capability to improve your brand's packaging please contact: Baer Design Group at 888-541-1144 or email us at info@baerdesign.com.

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