

Bakalie's mission is to transfer the artistic spirit to branding.

We are creative people with a passion for thinking strategically. Our goal is to build strong brands through effective management of brand identity. Our services cover all aspects of branding:

brand strategy
naming & verbal identity
visual & sensory identity

We manage the entire creative and executional process – from analysis and inspiration to conception, production and implementation.

In our strategic work we employ tested proprietary tools

that tap the power of visualization, because we've discovered that the non-linear, synthetic nature of imagery captures and conveys elemental truths that often resist verbal expression.

GRAF

Infographic coding of a brand's cohesive structure and symbolism.

MIXR

A fast-edit audit of brand identity.

FACE

Brand anthropology captured in the features and expression of a CG face. Great for competitive analyses and visualizing a brand's before and after.

QUAD

A structured 4x4 moodboard where everything has a reason.

VIBE

A project management system so thorough – and so effective – we've had it copyrighted.

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clients

- Arctic Paper
- British Council
- Cadbury Wedel
- Centrum Myśli Jana Pawła II
- Contact Center
- Danone
- Demos Europa
- FilMOTEKA Narodowa
- Instytut Francuski w Warszawie
- KPMG
- Miasto Pruszków
- Narodowe Centrum Kultury
- Narodowy Instytut Fryderyka Chopina
- Państwowa Wytwórnia Papierów Wartościowych
- Powiat Legionowski
- Teatr Narodowy
- Totalizator Sportowy
- Województwo Lubuskie
- Województwo Śląskie
- Zachęta – Narodowa Galeria Sztuki