



## BREAKING FRESH GROUND WITH NEW BRANDING

Cazarin's goal with Bauer was to develop a brand approach that reflects their modern style and sharp eye for industrial design. Although the client was initially looking for a website alone, we struck on an aesthetic that really spoke to them. The project evolved into a full brand revision, including a new mark, new website, and several collateral pieces.

### BUILDING THE BAUER STYLE

By incorporating the metallic and geometric elements of their work into our design we were able to capture the essence of Bauer's brand and carry it across their key brand touchpoints.

### SETTING THE STANDARD

Continued collaboration with this client gave us insight into their team's passion for what they do, and allowed us to equip them with the sales and promotional tools that would bring out their company values of dedication and high quality service.

### TACTICS

- Company Branding
- Logo Development
- Website Design
- Business Collateral
- Printed Sales Materials
- Video Production
- Email Marketing



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