

COMPANY PROFILE

Bali Branding™

World-class creative services.
Made in Bali.



People decide
what a business is
worth before they
*fully understand
what it does.*

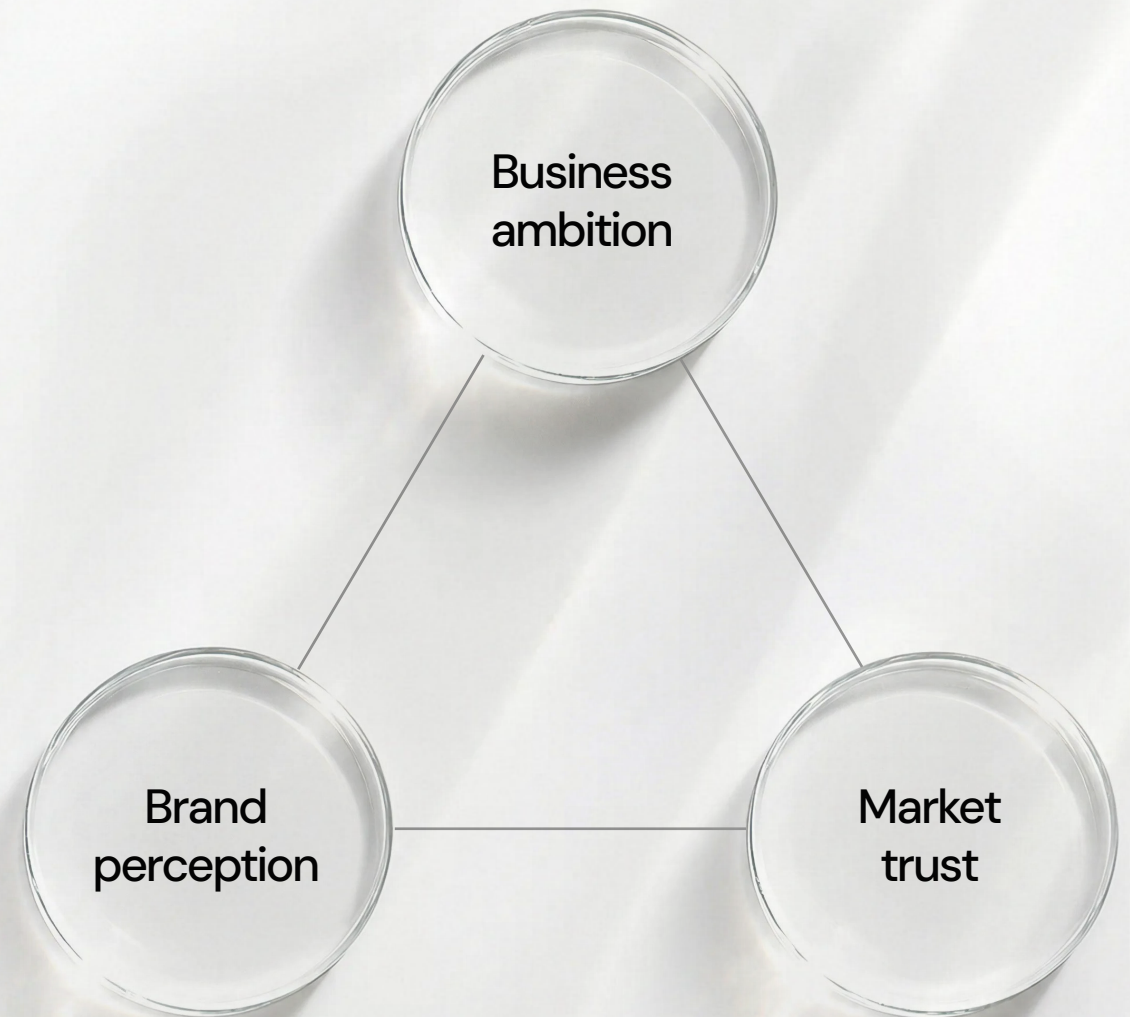


Most businesses are not held back by ambition.

They are held back by how they are perceived.

A business can have the right product, the right team, and the right market.

But if the brand feels smaller than the ambition, trust slows down.



Bali Branding® is a strategic creative studio helping ambitious businesses become easier to trust, remember, and choose.

Born in Bali. Built for the world.

A strategic base in Bali, with work measured by market reach, capital confidence, and global creative recognition.

\$55M+

Capital Raised for Clients

Branding and investor strategy that helped client businesses build credibility and attract capital.

15+

Countries Served Globally

A Bali-based studio trusted across markets, cultures, and business sectors.

6

International Awards Won

Recognition from global creative platforms for design, motion, and brand craft.

50+

Successful Brand Launches

Experience turning strategy and identity into visible market entrances with confidence.

1M+

Organic Followers Gained

Social media audience growth achieved across client brands we helped shape, launch, and communicate.

Projects across global markets.

Bali Branding© has forged client relationships spanning Asia Pacific, Europe, North America, and the Middle East.



Honors & Awards



**Brand New
UnderConsideration
Awards**



**The Annual Made
With After Effects
Awards**



**Adobe Design
Achievement Awards**



Wix Top Talent Awards



Vimeo Staff Pick



**NAB Show Las Vegas
Featured Work**

What We Shape

Position

Where ambition becomes legible before the first decisive conversation.

Identity

Where recognition gives a business a presence people remember quickly.

Experience

Where every touchpoint turns interest into lasting trust through real feeling.

Digital Presence

Where digital presence earns attention before prospects choose to act.

Growth Assets

Where market ambition becomes material for measurable business growth.

Key Capabilities

Strategy

- BRAND STRATEGY
- POSITIONING
- NAMING
- MESSAGING
- MARKET & RIVAL ANALYSIS
- INVESTOR DECKS
- LAUNCH STRATEGY

Design

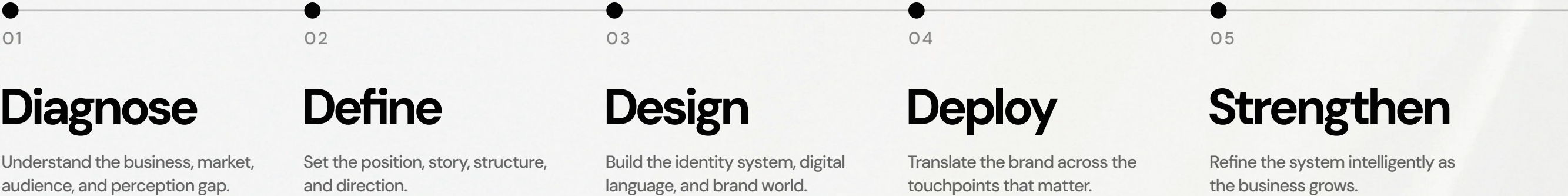
- VISUAL IDENTITY
- LOGO SYSTEMS
- BRAND GUIDELINES
- PACKAGING
- PRINT
- ENVIRONMENTAL GRAPHICS
- ART DIRECTION

Digital

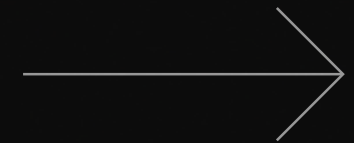
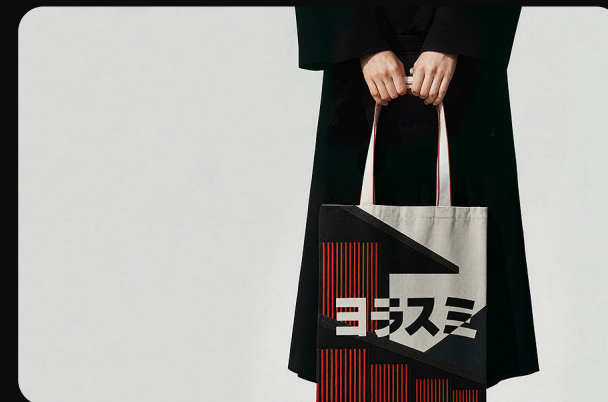
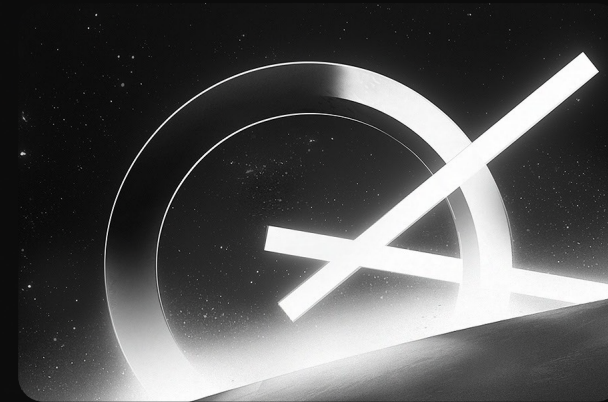
- WEB DESIGN
- WEB DEVELOPMENT
- UI/UX
- E-COMMERCE
- SOCIAL MEDIA INTEGRATION
- MOTION
- CONTENT SYSTEMS

Method

A focused sequence for turning business ambition into a brand system people can understand, trust, and choose.



Selected work
led by global
recognition,
strategic
business value,
and strong
visual proof.



SELECTED WORK

UNITED STATES

National Geographic

Revealing our ancestral journey through advanced genetic research

In collaboration with Flying Machine NYC, Bali Branding’s creative leadership helped translate National Geographic’s DNA-led human origins project into a visual story audiences could connect with.

STRATEGY

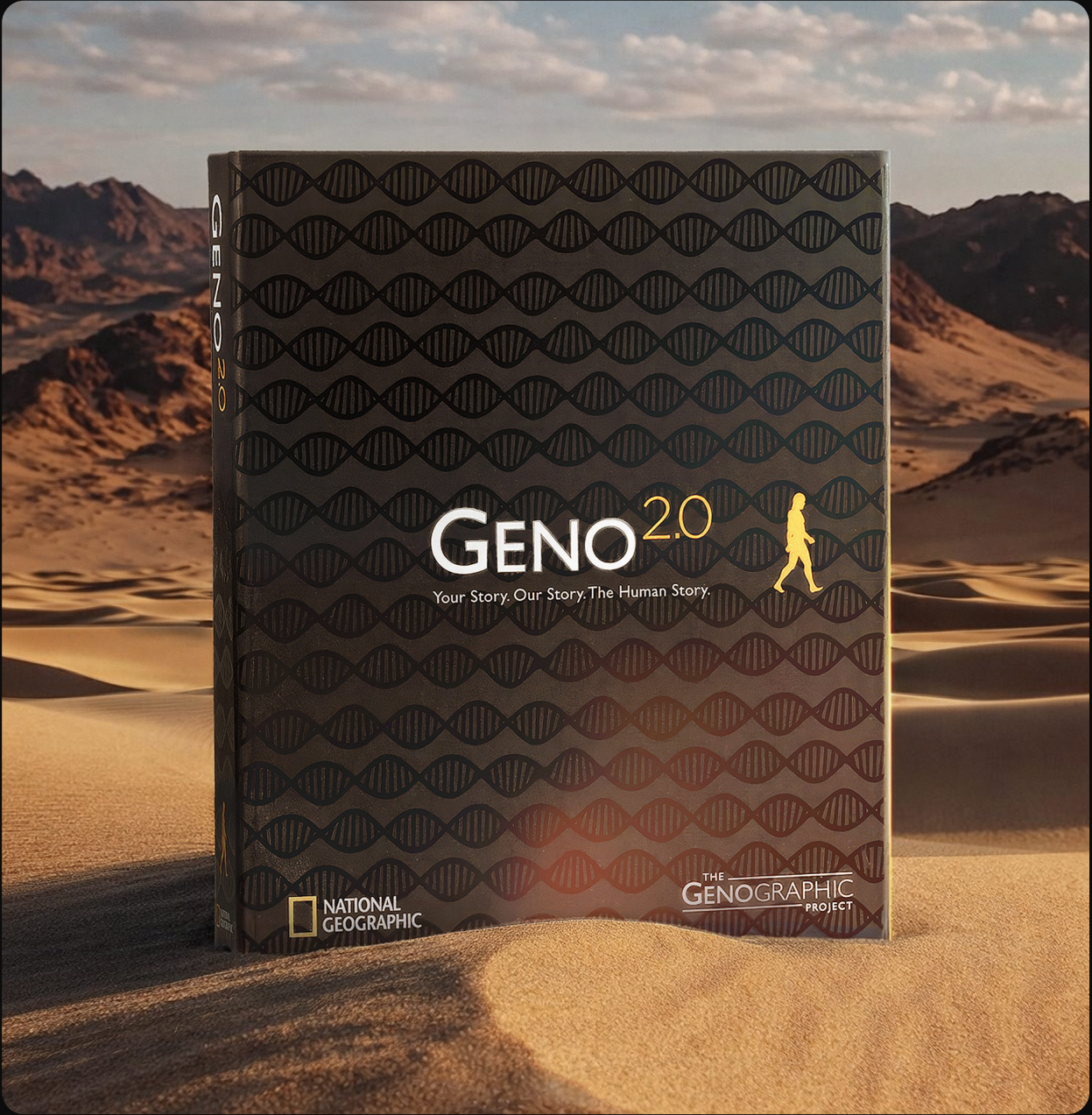
IDENTITY

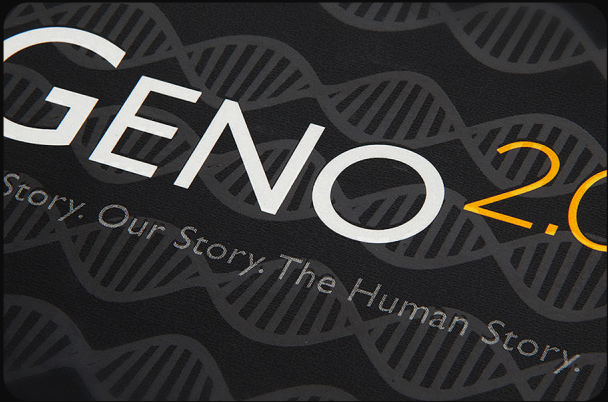
PACKAGING

UX/UI

DIGITAL

ILLUSTRATION





SELECTED WORK

UNITED KINGDOM

Real Living

Shaping leading UK real estate brands to stand out and secure capital investment

Bali Branding helped Real Living reposition urban living in the UK through a brand system built for investors, development, asset growth, and public trust.

STRATEGY

IDENTITY

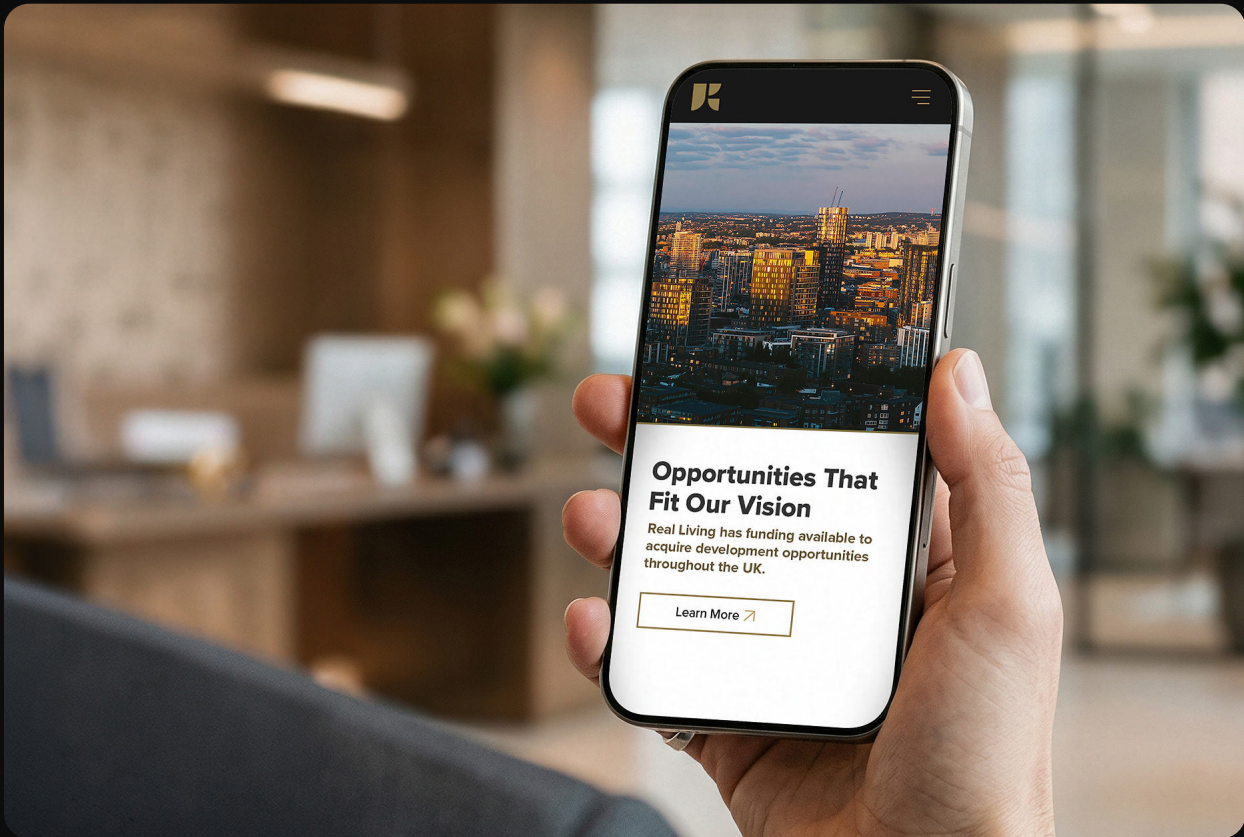
APPLICATIONS

UX/UI

DIGITAL

WEB DEVELOPMENT





SELECTED WORK

SWITZERLAND

MYSO Finance

Building an equitable DeFi ecosystem through inclusive, fair borrowing solutions.

For MYSO Finance, Bali Branding sharpened a complex DeFi platform through abstract visual systems, turning investor attention into a stronger market presence.

STRATEGY

IDENTITY

APPLICATIONS

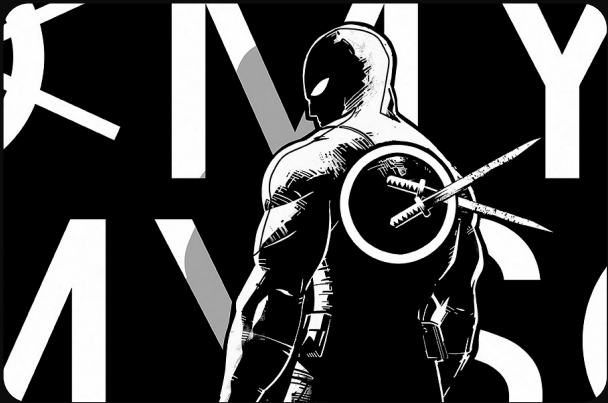
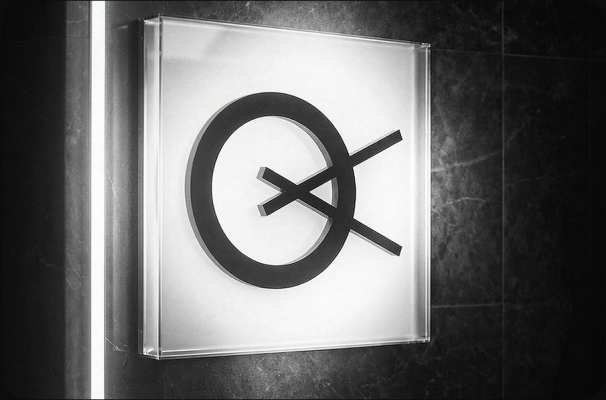
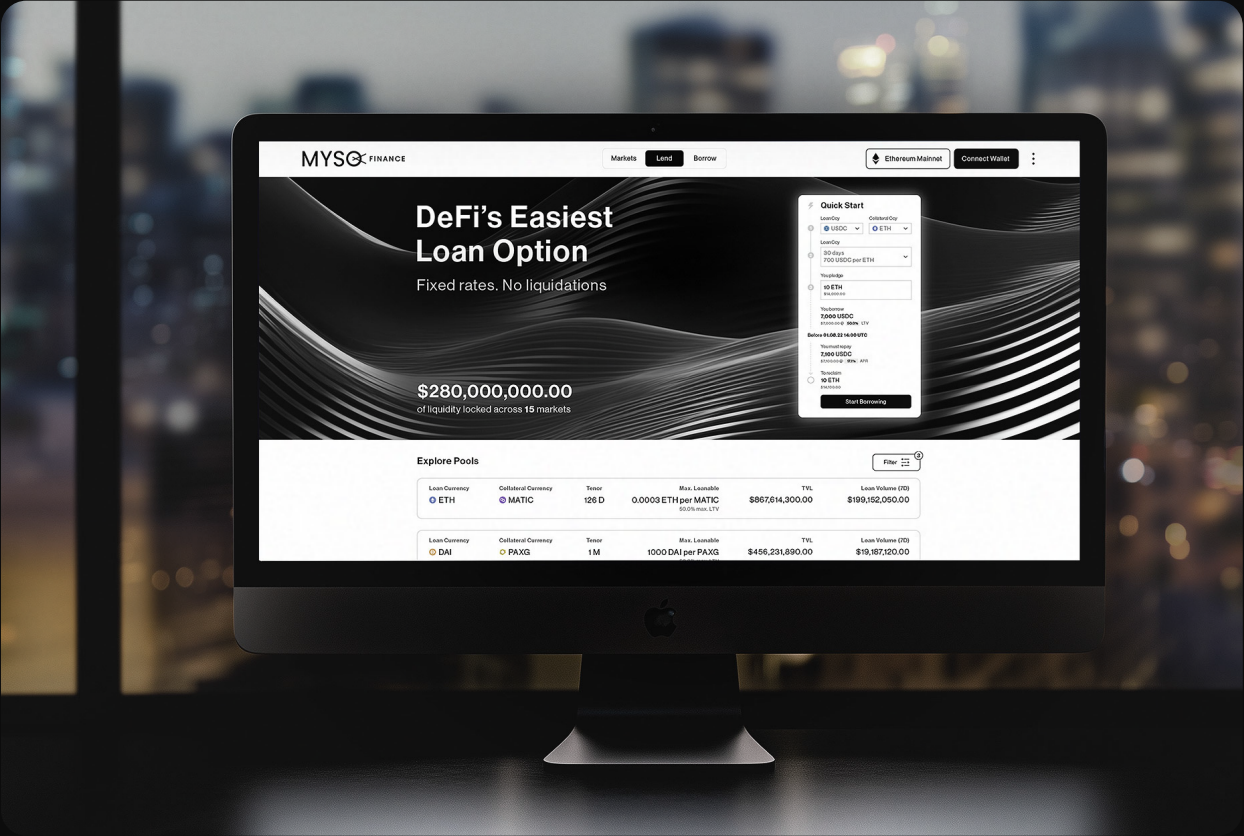
UX/UI

DIGITAL

ILLUSTRATION

SOCIAL MEDIA





SELECTED WORK

INDONESIA

AIM Logistics

Positioning hazardous cargo operations as national mission infrastructure

Bali Branding repositioned AIM Logistics from hazardous cargo operator into a guardian brand for Indonesia's critical industries, where technical capability became a visible signal of authority.

STRATEGY

IDENTITY

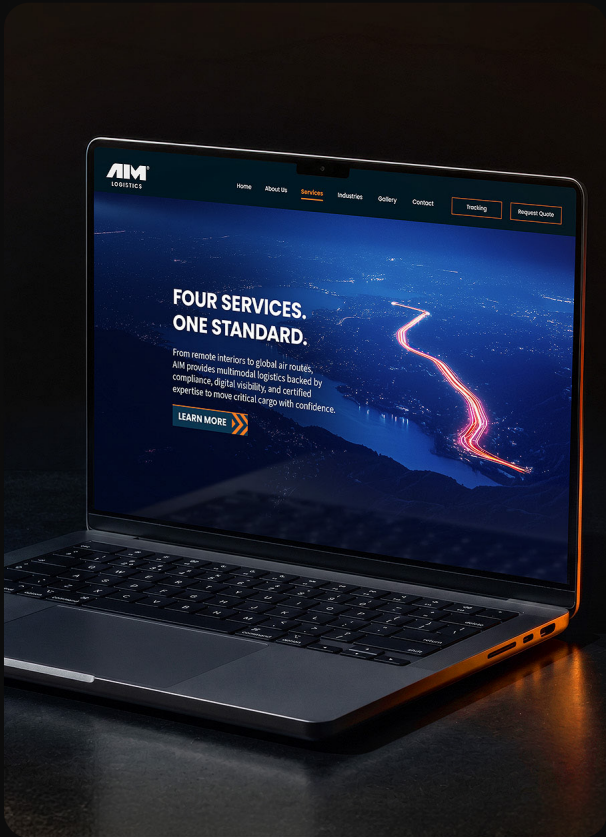
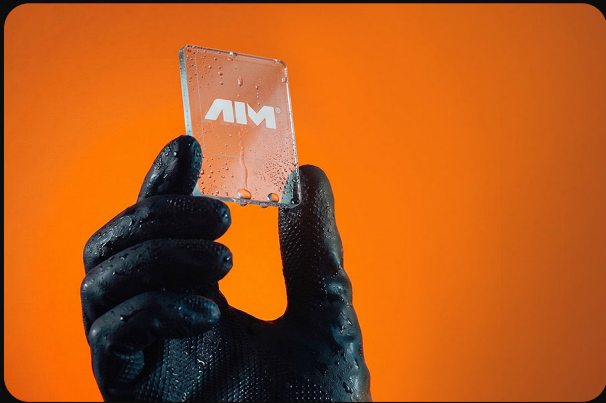
APPLICATIONS

UX/UI

DIGITAL

WEB DEVELOPMENT





SELECTED WORK

INDONESIA

Villa Yorasumi

Defining a private coastal retreat through Japanese minimalism

Villa Yorasumi was developed by Bali Branding as an invitation-only oceanfront destination, where identity, language, atmosphere, and architecture create one immersive hospitality experience.

STRATEGY

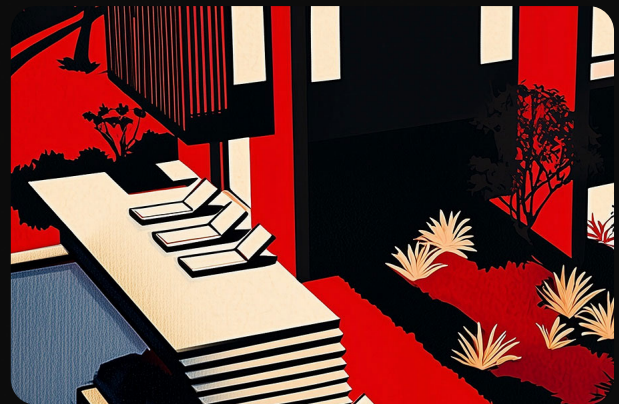
IDENTITY

APPLICATIONS

UX/UI

DIGITAL





Words From Our Clients

Our impact goes beyond the identity itself. It gives leadership a sharper way to decide, align, and communicate with the people they need to reach.



"Bali Branding understood the business behind the brand before designing anything. That made the entire process sharper, faster, and more valuable."

Andy Shorten

CO-FOUNDER & CEO
THE ROW



"Since the rebrand, Energy Logistics has felt more visible and better prepared for tender discussions. Bali Branding gave our team a brand we are proud to stand behind."

Matthieu Alain Giraud

CEO
ENERGY LOGISTICS



"The talented team at Bali Branding didn't fail to impress. They translated our intricate brand-structure vision into a strategy our partners and clients could immediately understand."

Sylvere Tanguy

FOUNDER & CEO
EXUBERANCE STUDIO

Brands We Contributed To

Throughout Bali, Indonesia, and international markets, our work has contributed to brands across hospitality, real estate, logistics, finance, entertainment, technology, culture, and consumer experience.

INDONESIA & BALI

- AIM Logistics
- Aurora Cabins
- Bouton Bleu
- Defy The Brand
- ëCollabo8
- Energy Logistics
- Exub4X4
- Exuberance Studio
- Jiwa Cones
- Lick
- Mitra Prodin

- Panoramika
- Pigstone Taphouse
- Shotgun Social
- Soul Cafes Group
- Soul in a Bowl
- The Lighthouse Consultancy
- The Row
- The Sarinande
- Tiny Homes
- Tropical Resort
- Villa Yorasumi

INTERNATIONAL

- | | |
|----------------------------|------------------------|
| 303 East 33rd | ICX |
| 452 Fifth Avenue | Lincoln Institute |
| Ad Astra Law Group | Locus |
| Ad Astra Real Estate Group | MYSO Finance |
| Analog Peaks | National Geographic |
| B22 Bayonne | OnSSI |
| Baksh Capital | Playstudios |
| Bendyworks | Prima Asset Management |
| Betterair | Prosperita |
| Brack Capital Real Estate | Real Living |
| Charlie Goldsmith | Shop Japan |
| Cloudy Vision | Sport Heinrich |
| Corsight AI | Teva Pharmaceuticals |
| ESPN | Ticket Fairy |
| Fractal | Toperation |
| HFZ Capital Group | Trips |

Clients come to
Bali Branding®
when the brand
needs to carry
more weight.

01 When the business is entering
a new market.

02 When investors, partners, or
customers need conviction faster.

03 When the existing identity no
longer reflects the ambition.

04 When every visible touchpoint
needs to work harder.

We work as a strategic creative partner.

Close enough to understand the business.

Disciplined enough to protect the brand.

Sharp enough to raise the standard.



Engagement Areas

How we help clients shape perception, build identity, create digital systems, launch campaigns, and turn strategic intent into a brand presence people trust, remember, and choose across touchpoints.

Brand Creation

For new ventures, launches, and market entries.

Brand Elevation

For businesses ready to look more aligned with their ambition.

Digital Presence

For websites, platforms, and digital systems that need to build trust.

Brand Momentum

For decks, campaigns, social systems, and content.

From the Directors

Bali Branding® has always been centered around one simple belief: good businesses deserve to be understood at the level of their commercial aspiration.

That is what we care about most.



Our work is about helping serious leaders present themselves with more competence, more structure, and more meaning, so the outside world can recognize the value that already exists inside the company.

We listen carefully, think deeply, challenge where necessary, and help turn ambition into something others can see, value, and engage with.

If there is a conversation worth having, we would be glad to have it.

Matan Yaniv

CREATIVE DIRECTION

Alessio Boccaletti

STRATEGY AND OPERATIONS

For businesses ready to be seen at a higher level.

Let's build the brand your next chapter requires.

BALIBRANDING.COM

HELLO@BALIBRANDING.COM

BALI, INDONESIA



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