

CASE STUDIES



Seetha Bakery

The MADDYS 2025 Silver-Winning Branding

Reading Time: 1 minute

Challenge

Seetha Bakery, a historic bakery founded in 1946, faced a complex branding challenge. To translate nearly eight decades of raw resilience, authenticity, nostalgic warmth and deep consumer trust into a striking modern identity, without losing the soul that started it all.

The Genesis

In 1946, long before refrigeration existed, founder P. Bhaskaran strapped blocks of ice to a bicycle in Paravur, pedalling through dust and heat to deliver chilled drinks. That bicycle soon carried the comfort of freshly baked bread, laying the foundation of an iconic establishment loved for its signature taste and unyielding standards.



Solution

We aimed to immortalise this legacy through a powerful visual statement. For the rebranding, we returned to his humble beginnings and bridged authentic heritage with high-impact storytelling.

- **"Tribute To The Man"**: Conceptualised a master logo depicting Bhaskaran beside his ice-box bicycle. A simple yet strong image that captures grit, humility and an inspiring journey.
- **Warmth in Every Tone**: Curated a cosy palette inspired by golden crusts, tea and warm ovens, bringing the feeling of home to life.
- **Bilingual Integration**: Engineered a typography system with seamless script integrations in both English and Malayalam to preserve regional pride and shape modern brand authority.

Impact & Recognition

Our design resonated not just with customers, but also across the creative industry.

- **MADDYS 2025 Silver Award**: Our narrative-led strategy earned us the Silver Award in the Logo & Corporate Identity category.
- **Perception Shift**: Turned a 79-year-old local story into a scalable, high-equity brand identity built for the future.



Your story is already incomparable.
Let us make sure the world sees it that way.