

# CULTURE BOOK

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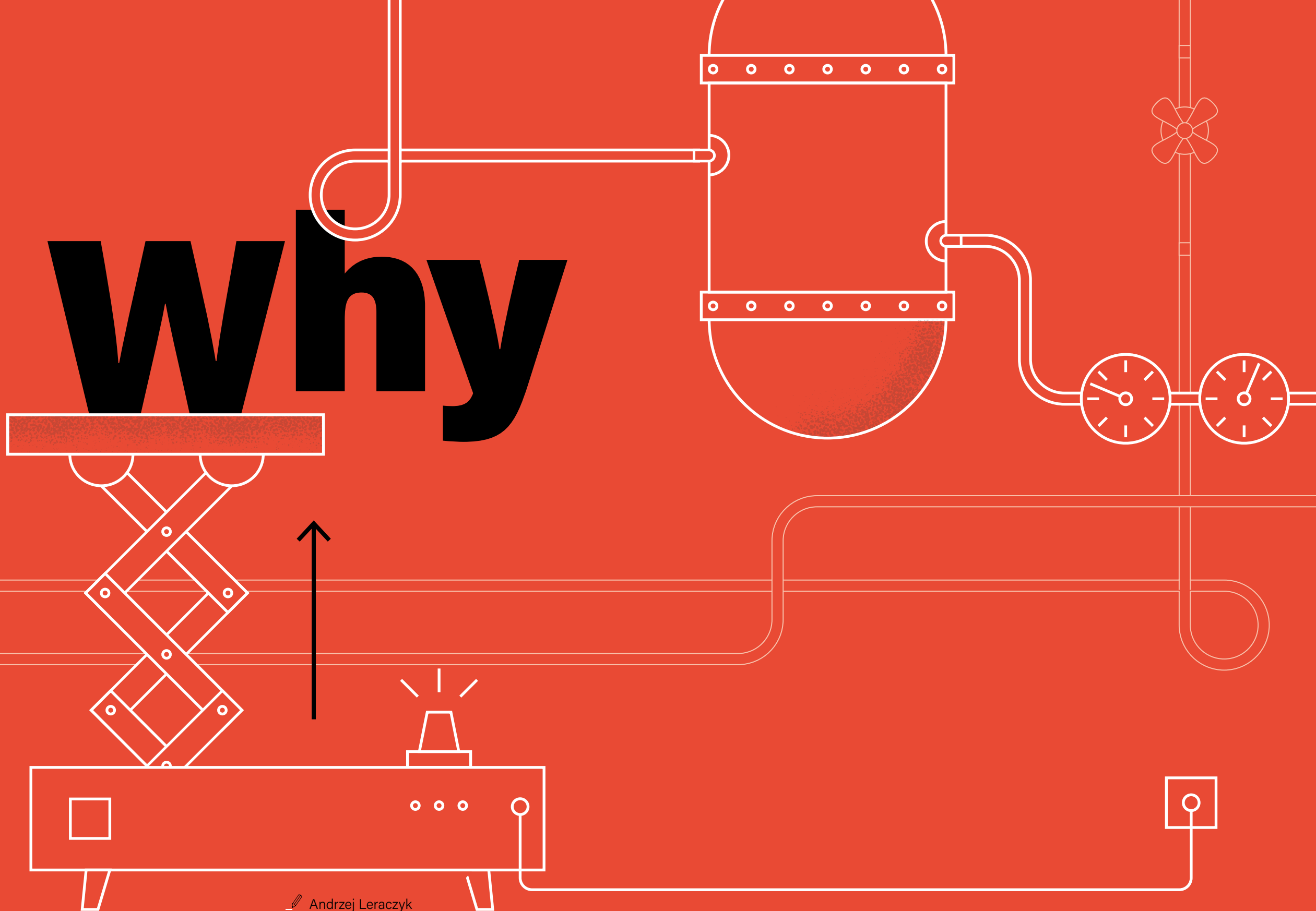
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# why



# Welcome to Admind!



**The story of Admind is basically  
a story of friendship, one that we've  
built in parallel to our company. ➤**

➤ **It is a story of all of us — our relationships, adventures, the effort and faith we put in everything we do. It is our deeply held belief that the time we spend in Admind has its own significance, both professionally and personally.**

Since 2010 we have been creating an organization where cooperation, kindness, accountability, trust, satisfaction, and adventure are the key elements of our daily operations. These values not only define who we are but also help us grow as human beings as well as professionals every single day.

Every opportunity to share our knowledge, experience, and creativity with our partners inspires us to search beyond what we already know, to take on new responsibilities and grow. By learning from each other, we build a lasting value serving the benefit of all.

Admind is a dynamic environment, humming with fascinating activity and infused with

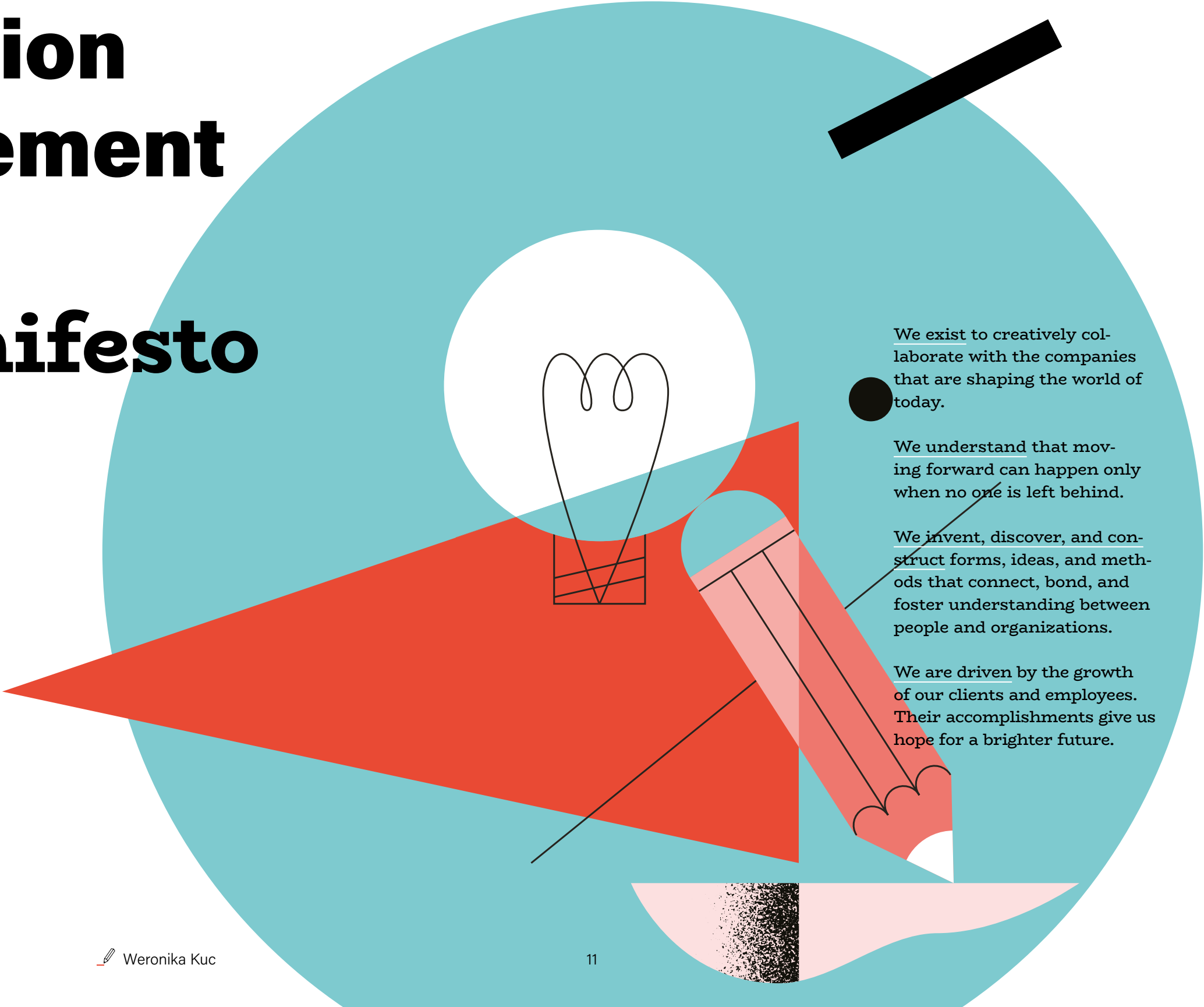
our collective human warmth, to which everyone contributes.

Just thinking about everything we experienced boggles our minds. What energizes us even more is the future to come.

When times get rough, let's be near each other, let's talk, figure things out. We've already solved so many problems together, always cultivating an atmosphere of openness and understanding. A huge shout-out is due: we're grateful to all of you for being who you are. Every day we work hard to make our plans and dreams a reality. What's even more important, we believe that once we get together, nothing can stop us from realizing our full potential. **#teamadmind**

**“ By learning from each other, we build a lasting value serving the benefit of all.**

# Mission statement aka manifesto



We exist to creatively collaborate with the companies that are shaping the world of today.

We understand that moving forward can happen only when no one is left behind.

We invent, discover, and construct forms, ideas, and methods that connect, bond, and foster understanding between people and organizations.

We are driven by the growth of our clients and employees. Their accomplishments give us hope for a brighter future.



# Vision

We believe that better informed people form a better society, efficient markets, and conscious organizations.

We believe that great things are possible only through making new connections between ideas, people, and businesses.

We believe in making the world a better place, one potent act of communication at a time.



Formulating meaningful messages takes wisdom, patience, and a lot of hard work. Through the effort of improving communication, we contribute to building a diverse community based on trust, understanding, and awareness.

Everyone can be an agent of change, moving the world forward by addressing its problems.

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# What drives us





# We are a B Corp!

**Admind is the 7<sup>th</sup> company  
from Poland obtaining the  
certification, at the same time  
being the first one in its field.**

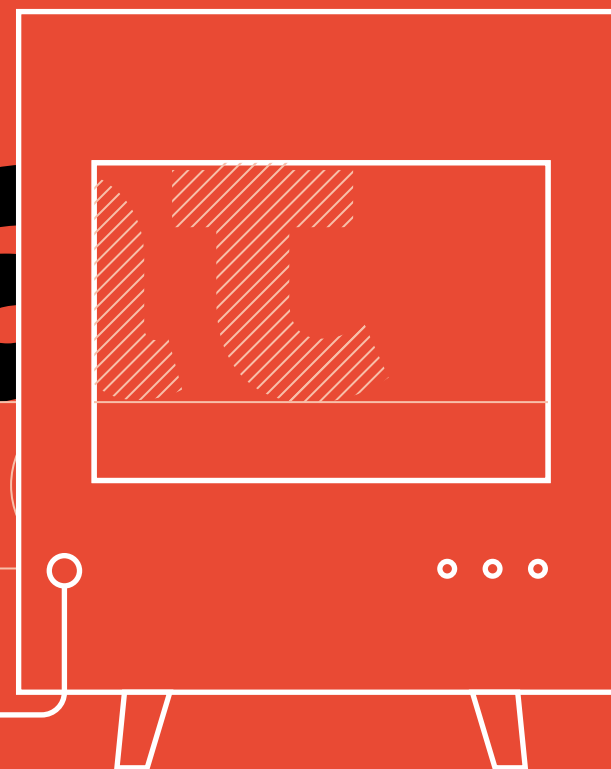
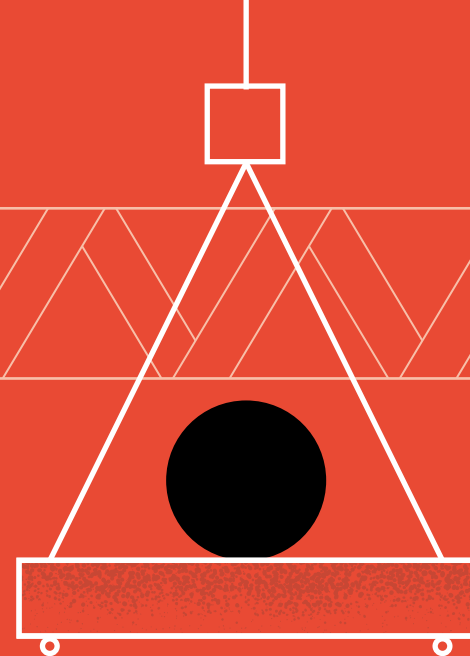
The certification process is highly complex and we have come a long way to prove that Admind meets the highest standards both as an employer and local opinion leader, as well as a business looking to change the world for the better by influencing our customers. We are proud to deliver on the values we call our culture.



**who**

**&**

**What**







# Who we are

**We are a community of bright people working together in Kraków, Odesa, Amsterdam, Bangkok, and Zurich to help our clients shape their brands, solve problems, and seize opportunities.**

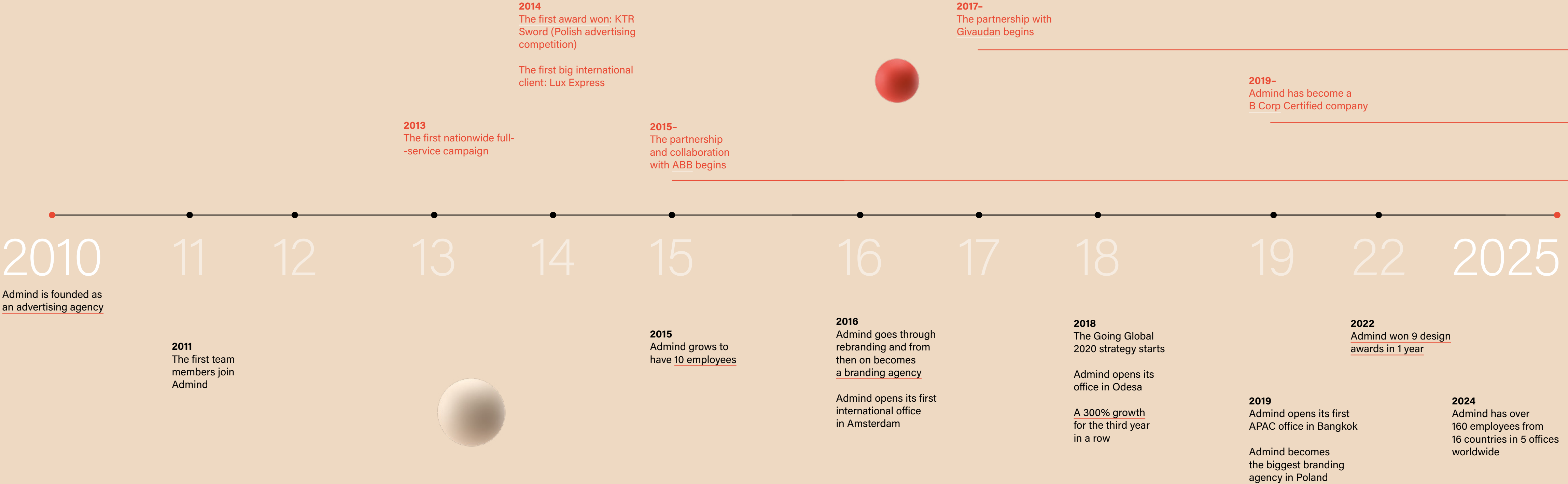
Our diverse backgrounds and experiences help us get a better understanding of our clients' needs and come up with innovative and comprehensive solutions.

To us, branding is visual rhetoric and an intricate form of art that sits on the intersection of design, information theory, and business. We strive to expand this form of art by understanding our clients, the craft of visual communication, and today's culture.

We deliver a diversified range of services spanning brand positioning and development, governance, design, and management. To achieve this, we employ the brightest minds in the fields of graphic, 3D, event, campaign, presentation design, and web management.

We are proud of the work we do, but most of all we are proud of each and every Adminder who makes it possible. Together, we create this unique place that we are all happy to be a part of. And we call it Admind.

# Timeline





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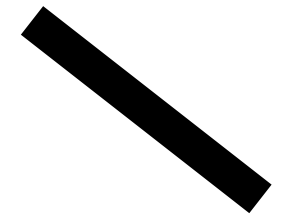


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**Our values show who we really are deep down and who we are meant to be. They define the behaviors and attitudes we expect of each other, we cherish, and we aspire to. They allow us to merge purpose with activity to achieve great things.**

Company values can be great, but if you're just talking the talk without actually walking the walk, your values are just a bunch of fancy words. Walking the walk really makes a difference in building culture. Before any decision is final, we remember to ask, "Is it in line with our values?"

We're doing our best to live up to our values, but life happens, and while we sometimes fail, we never give up trying.







# Trust

We trust each other and try to be trustworthy, so...

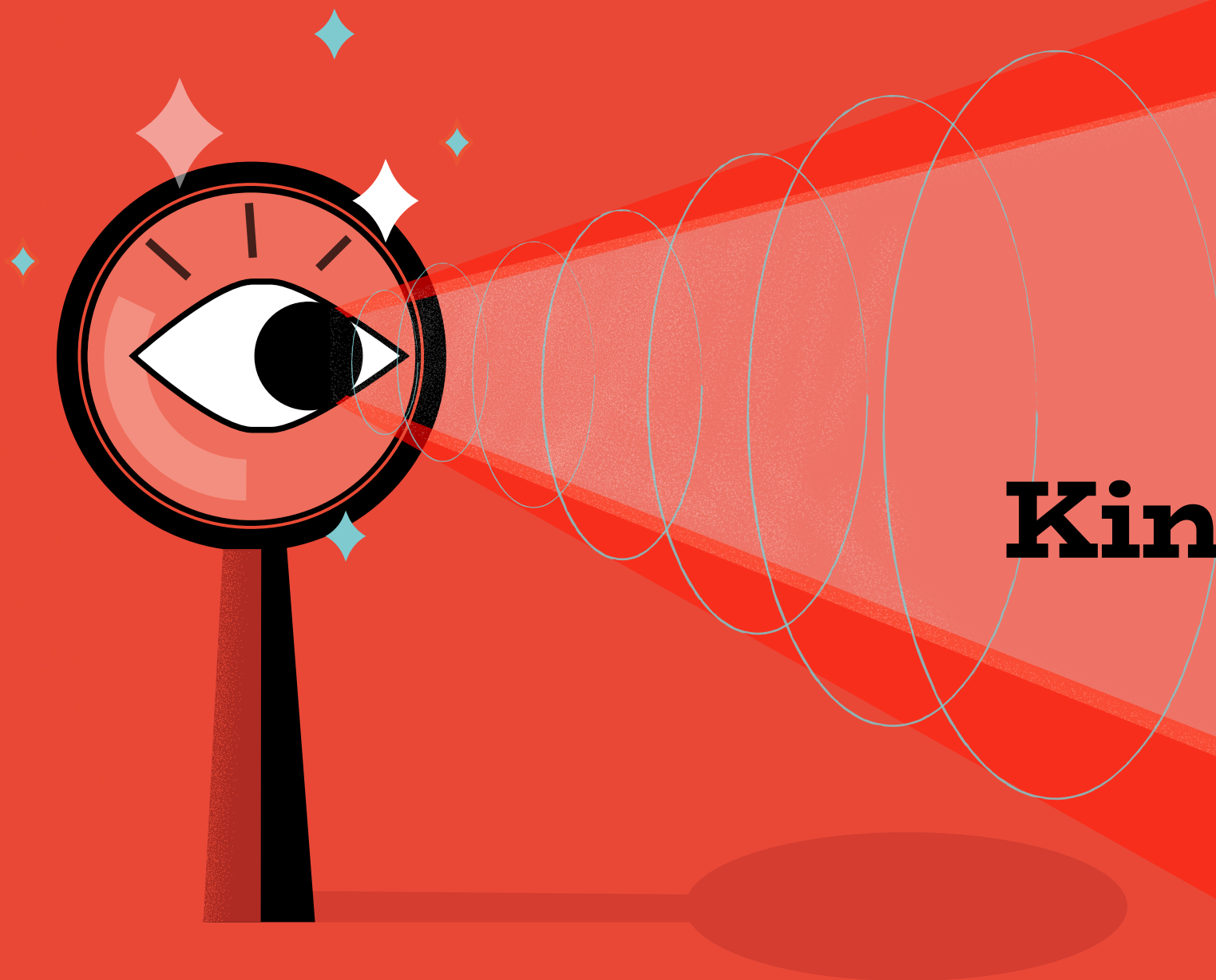
- we are direct, honest, open, and transparent,
- we accept that neither you nor anyone else is perfect,
- we dare to be vulnerable and be ourselves,
- we keep our promises,
- we disapprove of gossiping.



# Accountability

We feel personally accountable for our work, so...

- we keep our quality standards high,
- we are the owners of our tasks and – most importantly – our mistakes,
- we finish things we've started,
- we respect deadlines,
- we are always ready to go the extra mile,
- we disapprove of the “out-of-my-scope” attitude.



We treat each other with kindness, so...

- we respect boundaries – both our own and those of others,
- we are approachable and open,
- we are tolerant and embrace diversity,

# Kindness

- we don't let our moods, emotions, or ego get in the way of doing our best,
- we don't assume bad intent or judge others,
- we care about our community and environment.





# Partnership

We build our relations on partnership and cooperation, so...

- we respect our own time and time of our clients and colleagues,
- we look for win-win solutions,
- we always keep in mind our clients' needs,
- we educate our clients,
- we use our knowledge and skills, not the power of our position,
- we are always open to discussion,
- we ask questions.



# Adventure

We love the spirit of adventure, so...

- we push ourselves out of our comfort zones,
- we are self-driven and proactive,
- we remain optimistic and positive,
- we know that change is inevitable and normal,
- we are not afraid of taking reasonable risks and making mistakes,
- we are curious and always looking for ways to do things better,
- we are resilient in the face of challenges.



# Satisfaction



We seek satisfaction in everything we do, so...

- we look for purpose in our work,
- we appreciate daily tasks,
- we recognize successes and celebrate them,
- we accept challenges with a positive attitude,
- we cherish even the smallest achievements,
- we focus on solving problems, not complaining about them.

# Cooperation

We are a team, and treat others as allies, and so...

- we believe that being an aware part of a group, a company, a society makes you a better, saner person,
- we have confidence in our colleagues and partners,
- we complement each other, creating something far more precious than a sum of its parts,
- we trust that together we can accomplish more,
- we know that none of us can go as far as all of us.



**“ We trust  
that together  
we can  
accomplish  
more.”**



# Admind

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# Insight

# What's your story?

## What were you doing before joining Admind?

01



"I've been making crochet hats. I was a rally co-driver, I had two cats and just as much energy as I have now to be in constant motion."

**Dmytro Lieshonok**  
Presentation Designer

I majored in Architecture & Urbanism at the Krakow University of Technical Arts. After that, I started working as a trainee assistant architect and found my passion for spatial branding and visual identities. I moved to Amsterdam, the European hub for creative professionals, to start something new. It was the end of August 2017, I was doing a severely underpaid job. I had 50 euros left, and I was 3 hours away from calling my parents to buy me a ticket home. And then I got the email from Admind saying that they were hiring me.

**Dorota Surdej**  
Senior Graphic Designer

Being a theater critic by education (I swear my diploma officially certifies this major), I had to look for a more down-to-earth job. I had been hunting for mistakes in one of the advertising agencies in Kraków for a decade, and you can't even imagine how much joy scanning posters and leaflets for double spaces may bring. But one day I decided it was time for change – and soon enough Admind contacted me. Coincidence? I think not! (Or, as Sherlock Holmes would put it: "The odds are enormous against its being coincidence.")

**Magda Hutny**  
Presentation Designer  
and Editor

I was an architecture student with a strong passion for design and fashion. So, I had joined the leading e-commerce fashion company in Thailand, but after a while I felt like I wanted to learn more, so I joined Admind.

**Aimpavee**  
**Amornissariyaphon (Mew)**  
Senior Graphic Designer  
& Team Leader

Before Admind, I was studying to achieve a bachelor's degree in computer science from my local university in Odesa, Ukraine. During my last semester, after my friend offered me to go to Doha in Qatar, I decided to drop out of college and go there. In Doha, I worked as a cook, which was a nice



02

I was a barmaid, a guide, a teacher, a marketing specialist, a journalist for regional and national media, an IT specialist, a recruitment specialist, an executive assistant and, finally, here I am.

**Maria Reuter-Dulian**  
**Office Manager**

Well, I've been studying psychology, reading, and drawing all the time. Then I've been just rambling without a definite route and looking for things I could do. There was a chance to continue studying psychology and start working as a neuropsychologist with kids, but I chose graphic design courses instead, and after some time Admind's path crossed with mine.

**Olga Uzun**  
**Presentation Designer**

I graduated from Film School in Łódź and became a journalist. I sold trainings, produced furniture for clothing stores in Europe, explored the secrets of private medical health care and one of the biggest news portals in Poland. I've been making crochet hats. I was a rally co-driver, I had two cats and just as much energy as I have now to be in constant motion.

**Maja Mściwujewska**  
**Customer Experience  
& Growth Manager**

“(...) one day I decided it was time for change – and soon enough Admind contacted me. Coincidence? I think not! (Or, as Sherlock Holmes would put it: “The odds are enormous against its being coincidence.”)



As a member of the Presentation Design Team, I take care of quality assurance – from overall composition to the tiniest dot. My role is to support other team members in making the best design choices and sometimes provide another perspective.

**Magda Hutny**  
**Presentation Designer and Editor**

I'm a Senior Graphic Designer and Team Leader of the Bangkok team.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

Saving the ABB graphical world by supporting clients on the Brand Advisory Team.

**Juliusz Peszko**  
**Communication Specialist & Brand Designer**

I specialize in visual identity systems and experience design.

**Dorota Surdej**  
**Senior Graphic Designer**

I do my best so that everyone feels comfortable at work. Therefore, if you need something, have questions or suggestions and have no idea where to ask for it, I'm here for you.

**Maria Reuter-Dulian**  
**Office Manager**

I'm that person you go to, when no one knows who knows. I'm in the People Experience Team. We make sure it's a good one for everyone at Admind.

**Anna Miś**  
**People Experience Specialist**

What do you do  
at Admind?

05

06

What are your  
superpowers?

Patience. Precision. Punctuation.

**Magda Hutny**  
**Presentation Designer and Editor**

I think every cat loves me.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

There are times when I can spit out ideas like watermelon seeds on a steamy day. When I can't stand gloomy atmospheres, I can make it more cheerful – sometimes a small dance routine would do the trick. If you give me five minutes, I can make you a funny cartoon. And sometimes I just can't stop myself when I see something that really needs a visual pun or be caricatured.

**Jędrzej Chojnacki**  
**Senior Communication Specialist and Brand Designer**

I can fly.

**Anna Miś**  
**People Experience Specialist**

I can bring structure to the most chaotic mess in existence. I can also eat faster, and more, than most people.

**Dorota Surdej**  
**Senior Graphic Designer**

Smile, curiosity, and courage. The ability to “connect the dots” and creativity that still waits for the best way to free it up.

**Maja Mściwujewska**  
**Customer Experience & Growth Manager**

# What was your first impression of Admind?

07



“Gee weez, a real agency!  
The first time I got here I was  
greeted by a pug and some-  
body’s large jar filled with  
tea, and from then on I knew  
this place would be special.”

Why do they all use jars for tea? But before  
that, I was surprised that people can smile  
that much at work and that they can be so  
helpful.

**Maria Reuter-Dulian**  
Office Manager

That it’s definitely flexible and a little crazy.

**Anna Miś**  
People Experience  
Specialist

I have a good feeling about this.

**Magda Hutny**  
Presentation Designer  
and Editor

A very lively company with very nice people.

**Aimpavee**  
Amornissariyaphon (Mew)  
Senior Graphic Designer  
& Team Leader

Gee weez, a real agency! The first time I got  
here I was greeted by a pug and somebody’s  
large jar filled with tea, and from then on  
I knew this place would be special. You know  
this feeling when you’re watching “Friends”  
on TV, and 10 years later you visit New York  
and it’s almost the same?

**Jędrzej Chojnacki**  
Senior Communication  
Specialist and Brand  
Designer

I fell in love with Admind from the first sight.  
First, the logo of the company caught my eye.  
Then, I visited the company’s website and  
was impressed by its style, partners, and its  
portfolio. Of course, I checked the compa-  
ny’s social media, which was the last point  
that influenced my decision to join all these  
cool, funny, open-minded, and passionate  
people I saw there.

**Svetlana Asyka**  
Presentation Designer

08



Every project.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

I think the diversity illustration proposal for ABB as it required to go deep into researching other cultures and finding a way of showing them without bending the branding too much. However, I feel really attached to the Sustainability Report illustrations.

**Jędrzej Chojnacki**  
**Senior Communication Specialist and Brand Designer**

It's every single time when I finish some task or project and see or hear that people notice it because it makes them feel more comfortable or simply better.

**Maria Reuter-Dulian**  
**Office Manager**

Admind in general is the one that I'm the most proud of. But talking about the specific project, there is one that I remember very well and will never forget. It's winter 2016. We're at the beginning of the cooperation with our key client. We have a very important project on the table that we need to manage within a very tight deadline. It's challenging but we all feel that the time is now and we can do it. All hands on deck! Working hours are long over and we are all still working. We edit, design, and check. When it's still before midnight, our boss is ordering the pizza. We eat, we edit, design, and check. It's 3.00 a.m. We're done! We're the team, we're happy, and we know that we can do everything together. I'm not proud that we spent the whole night working on the project, but I'm definitely proud that we were united as a one team, and that this adventure is still going on. Every year, we manage the same annual project for this client; 2020 was the fifth year already, and it seems that the team that is now responsible for it sleeps well at night.

**Maja Mściwujewska**  
**Customer Experience & Growth Manager**

What's the project  
you're most proud of?

09

10

How would you describe  
Admind in three words?

Young at heart.

**Magda Hutny**  
**Presentation Designer and Editor**

Hot, dynamic, ambitious.

**Davide Messina**  
**Presentation Designer**

Lively. Brave. Humble.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

Creativity, fun, support.

**Jędrzej Chojnacki**  
**Senior Communication Specialist and Brand Designer**

Awesome, interesting, exceptional.

**Maria Reuter-Dulian**  
**Office Manager**

Generous. Smart. Gifted.

**Olga Uzun**  
**Presentation Designer**

Challenge, choice, change.

**Maja Mściwujewska**  
**Customer Experience & Growth Manager**

# What do you like most about working here?

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"I love everything about Admind: its values, goals, people, and the work routine itself. It feels like I have finally found the place where I can be myself (...)"

I love everything about Admind: its values, goals, people, and the work routine itself. It feels like I have finally found the place where I can be myself, enjoy life, and grow both personally and professionally.

**Svetlana Asyka**  
**Presentation Designer**

There is always something that needs to be done and I can learn a lot. Also, Admind has this great ability to change, adjust, and care – that's not that common.

**Maria Reuter-Dulian**  
**Office Manager**

People, growth, atmosphere, believing in ourselves.

**Anna Miś**  
**People Experience Specialist**



People and culture.

**Aimpavee**  
**Amornissariyaphon (Mew)**  
**Senior Graphic Designer**  
**& Team Leader**

The open-mindedness of people and the trust they give me, and that I can give the trust back to them. I feel most productive in a good atmosphere. Also dogs. Lots of dogs.

**Jędrzej Chojnacki**  
**Senior Communication**  
**Specialist and Brand**  
**Designer**

People, of course! I love you, guys! And also the opportunity to work with such interesting clients.

**Dmytro Lieshonok**  
**Presentation Designer**

Happy, open people, definitely.

**Juliusz Peszko**  
**Communication Specialist**  
**& Brand Designer**

Empathy, good work-life balance, an epic office in Amsterdam, lunch food, possibility to influence the growth of an office/team.

**Dorota Surdej**  
**Senior Graphic Designer**

There are so many of them I can't even point to one. Lunch breaks full of good laughs with my team and discussions on the most peculiar topics are probably on top. And once I found a surprise gift: a big, colorful unicorn balloon floating above my desk.

**Magda Hutny**  
**Presentation Designer and Editor**

Meeting everyone in the office for the first time after having worked from home for so long.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

The happiest moment was the one when I first met the team and realized how cool all of these people are.

**Svetlana Asyka**  
**Presentation Designer**

I'm not able to pick one. There have been many happy and even more funny moments. I just wanna say that sometimes I laugh so hard I think I'm gonna die (and I do it too loud, I know).

**Anna Miś**  
**People Experience Specialist**

There are plenty of such moments, so it's very hard to choose one. All of them are invariably connected by loud laughter, which still resounds in my ears. I bet you can hear it too.

**Maja Mściwujewska**  
**Customer Experience & Growth Manager**

## What's your happiest moment at Admind?

13

14

## Where do you see Admind in 5 and 10 years?

In space.

**Magda Hutny**  
**Presentation Designer and Editor**

As the world's leading design agency that every designer wants to join.

**Aimpavee Amornissariyaphon (Mew)**  
**Senior Graphic Designer & Team Leader**

From being the biggest branding agency in Poland to the biggest in Europe, of course!

**Jędrzej Chojnacki**  
**Senior Communication Specialist and Brand Designer**

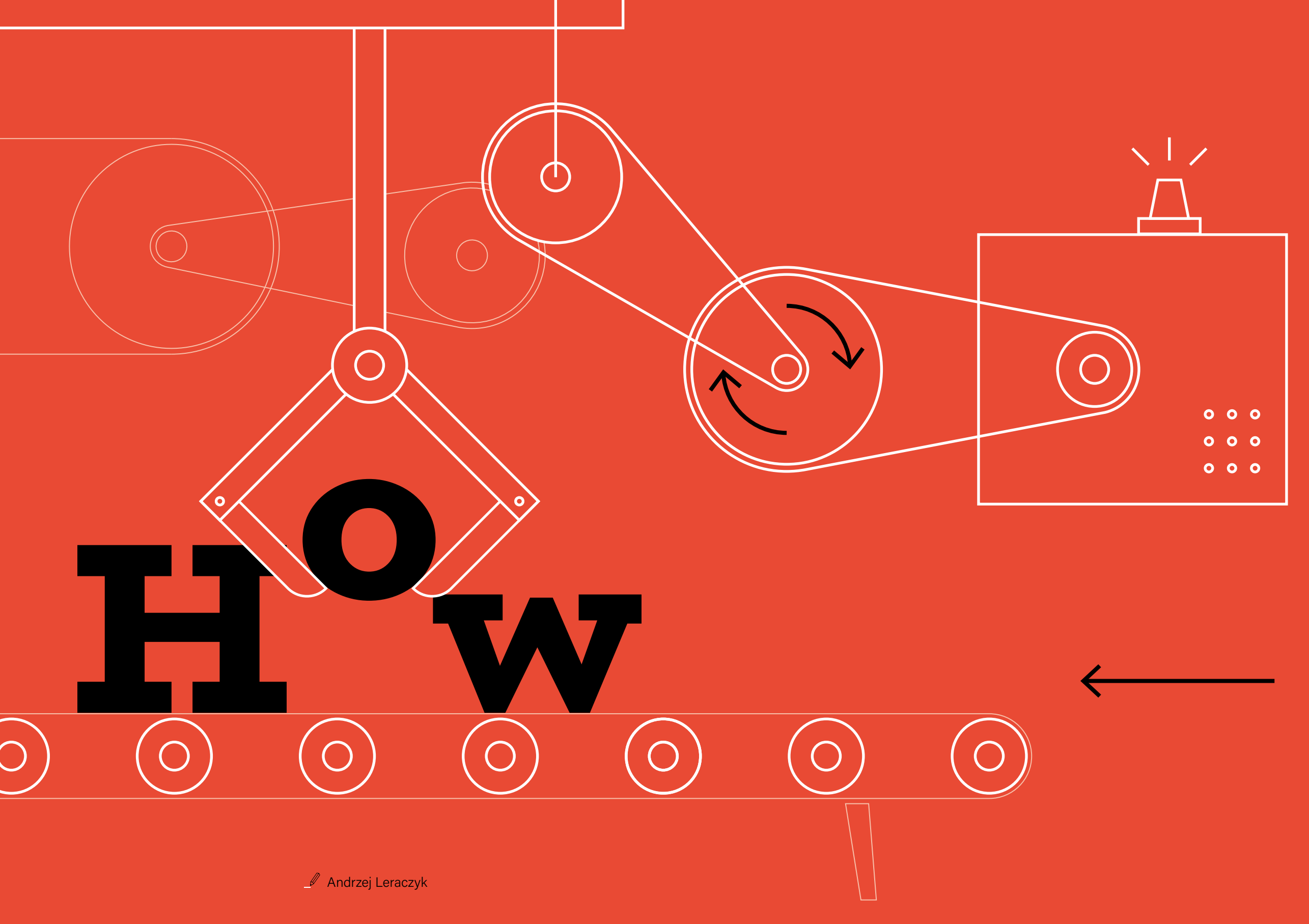
Looking at the last couple of months and hearing about past years, I'd say that this will be the first branding agency on Mars!

**Juliusz Peszko**  
**Communication Specialist  
& Brand Designer**

Rebranding NASA in 5, and I have no idea what will happen in 10!

**Anna Miś**  
**People Experience Specialist**





How

# Intro

The work at Admind is not limited to fundamental responsibilities that are assigned to our roles and positions. We are a community of individuals who are not only experts in the fields we specialize in as members of a global branding agency, but who also share the same values.

Thanks to that, we love working with each other as well as engaging in extra activities that not only boost our creativity and allow us to take a break from our usual duties, but also – most importantly – unite us.







# Our rituals

As we were growing, our company rituals were shaped by our values and our experiences together. We love to celebrate both our bigger and smaller moments. Some of Admind's events are cyclical while others are our spontaneous initiatives.

Admind is not only a company but also a community that we continue to build together with our families, friends, and former Adminders who are always welcome at our celebrations.



# Kudos

Two the most important values for us are cooperation and kindness. Every day, people from the same or different teams help each other in their daily work. This shows that there is always a real person behind every good thing! It is very important to appreciate the contribution and help of others. We do it through the Small Improvements platform, where we can praise our team members publicly and allow others to see and participate in the experience. It builds a culture of organization and cooperation. Kudos!




# Salary Review Process

The salary of each employee is reviewed twice a year during the salary review process, providing everyone with an opportunity for a salary increase. The amount of the increase depends primarily on the performance review (conducted by the employee's manager), the objectives

achieved, and an assessment of culture fit and alignment with our values. Additionally, twice a year, we open a promotion window when managers can propose promotions for their team members, which also come with a salary raise.





Good Morning Admind (GMA) is undoubtedly one of our favorite and most important meetings. Held once a month in the form of a town hall, Adminders gather in offices or join virtually to share updates.

A typical meeting begins with announcements from the CEO, followed by updates from various teams about their projects and events.

It's a special time when we all come together as one team, staying informed and connected across all locations.

# Good Morning Admind



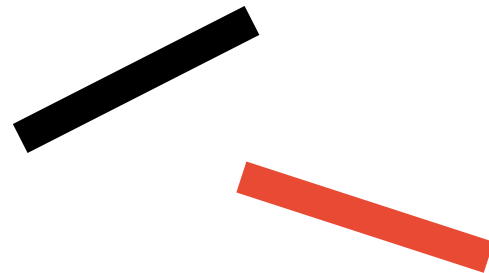
# Feedback

## Providing meaningful feedback is an integral part of our culture.

Twice a year, we hold company-wide feedback cycles where every Adminder receives a thorough evaluation from their manager. Additionally, once a year, we organize 360-degree feedback to gather insights from peers.

Our goal is to foster a culture of continuous, day-to-day feedback. This includes praising each other (using a digital kudos wall), offering constructive criticism (privately), holding regular one-on-one meetings with leaders.

We strive to create a feedback culture that integrates different types of assessments and criteria, focusing on developing the mindset required to give and receive both praise and constructive criticism. Our aim is to ensure a positive attitude towards the evaluation process - because, let's face it, feedback isn't always the easiest or most natural thing to navigate.



Hey You!

What...?

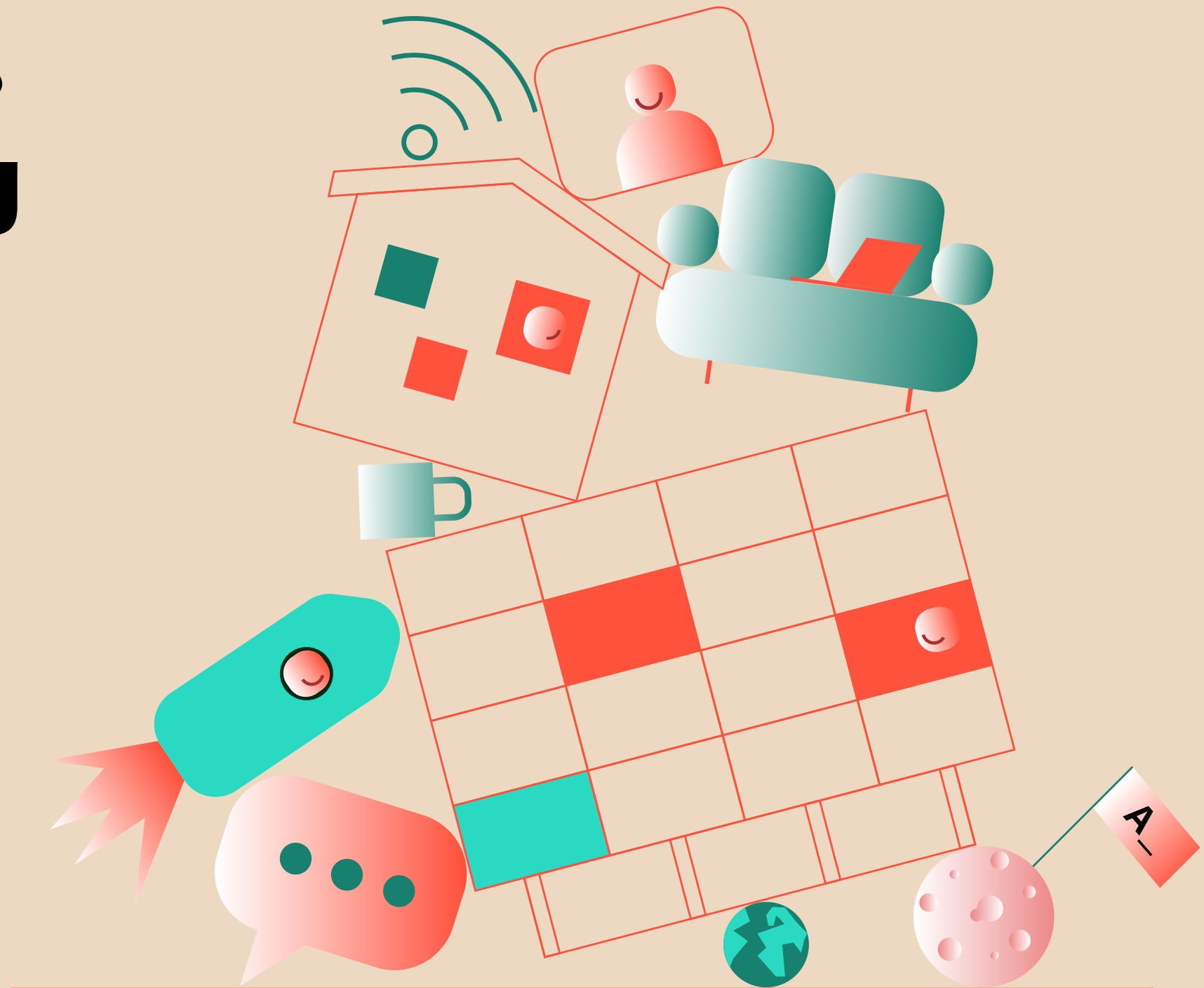


You da best!

# Our ways of working

At Admind, we believe it's **important to draw on the experience of others but still create your own path.**

This is why we continually update our approach and our ways of working together; our vision is to build a genuinely unique environment.





We have always valued the Agile mindset at Admind, and we've put it into practice by creating an effective structure to promote Agile methodologies in the way we learn, work, and succeed.

# Agile manifesto

We strongly believe that a one-size-fits-all approach is ineffective and developing a single, perfect, universal solution for every organization is impossible. Thus, we've built our own Agile practices based mainly on Scrum and Kanban. Every team is free to pick and choose the elements of the agile methodologies that best fit their needs, experiment with them, and eventually develop their own approach that guarantees success.

We have the Agile Team of three experts who keep our agile fires burning and are always there to support us. The team has created a guide for us – The Agile Pill, which educates our clients about the Admind's workflow and shows how to prepare learning sessions based on individual needs.





# Our events

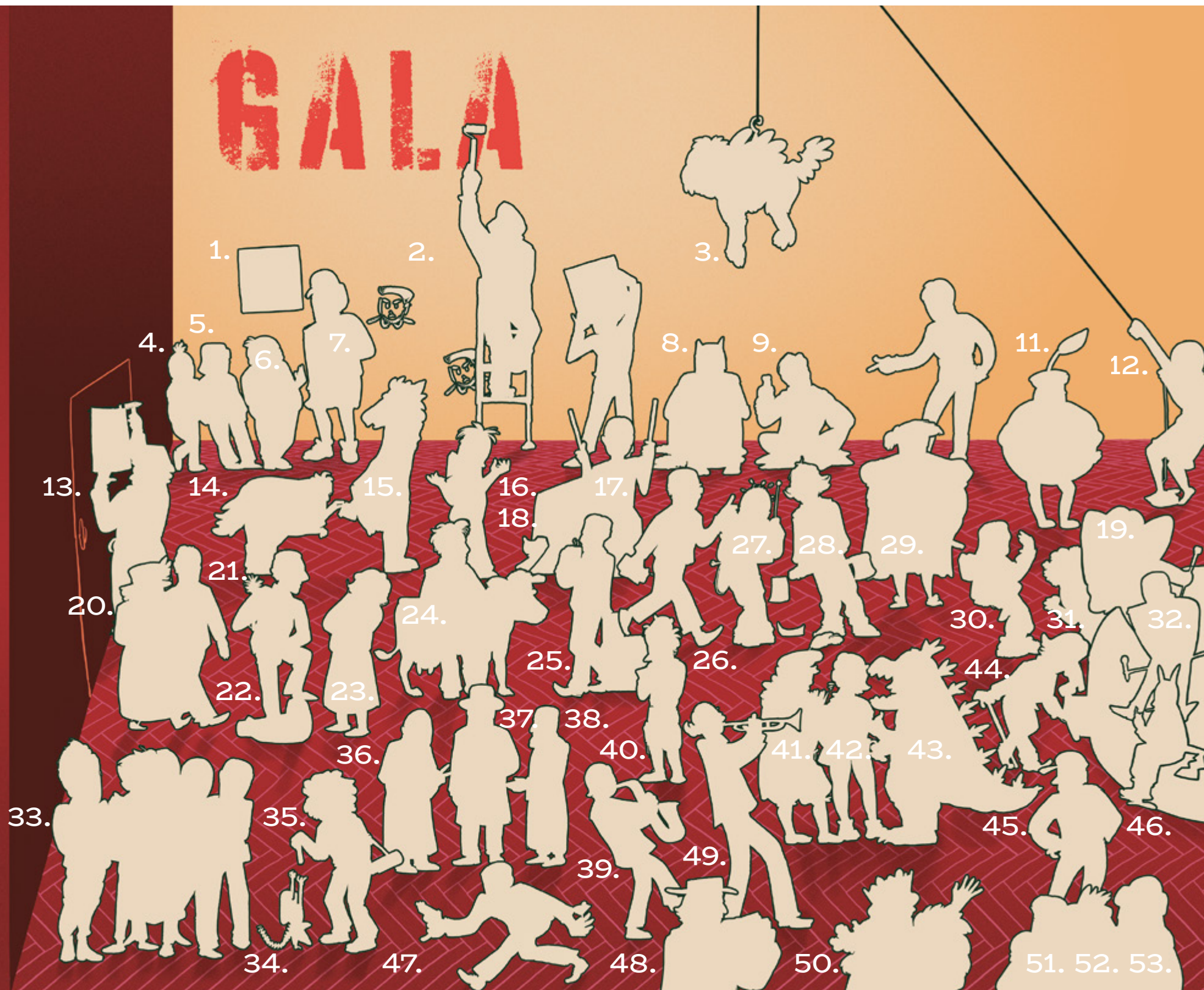
From ordinary corporate events, through online meetings and company trips, to large international conferences, we experience our professional journey together.

Sharing this large part of our lives is part of our culture, benefiting us as individuals and teams. We like to talk, exchange views and inspire each other.

We also value spending time together after work. And which event is the best in our opinion? The one you will be on.

Cheers!







# **The Admind Gala was an extraordinary event that we organized in the past, and it still holds a special place in our hearts. It was a unique celebration and an incredible opportunity for all Adminders to come together in Kraków.**

For many of us, it was the first time meeting each other in person, making the experience even more memorable.

One of the highlights of the Gala was the presentation of the Admind Awards. The categories and winners were kept secret until the final announcement, adding an element of surprise and excitement to the evening.

What made this event truly unforgettable wasn't just the Gala itself but the entire week leading up to it. Adminders gathered at our Kraków headquarters, sharing time, ideas, and building stronger connections. This week of integration and collaboration was a testament to our vibrant community spirit and remains a cherished memory for everyone involved.



Check the Admind's gala guest list on the next page →

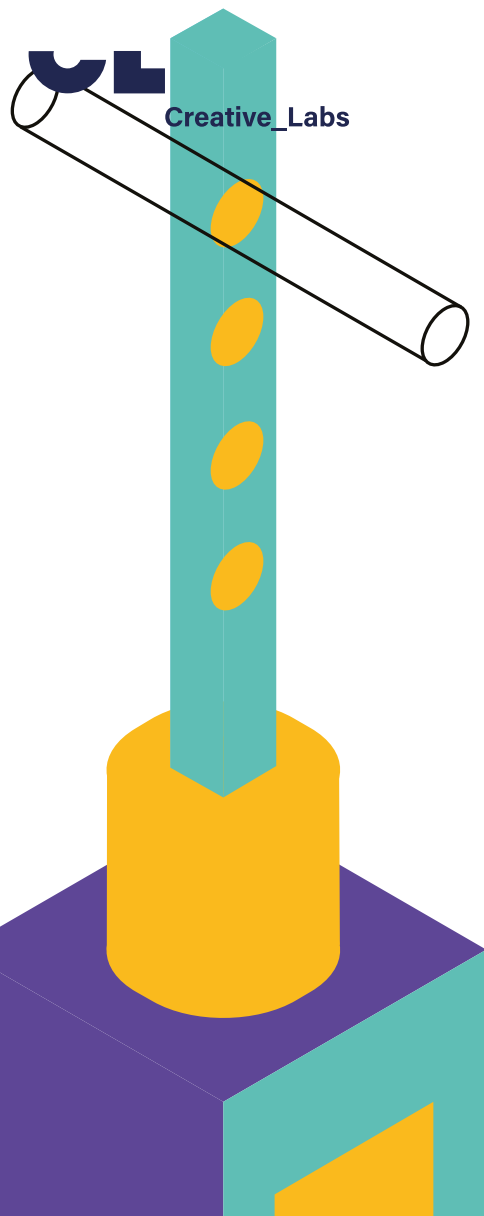
1. Mao Zedong / 2. BLU / 3. Dogminder /
4. Stan Marsh / 5. Kyle Broflovski / 6. Eric Cartman / 7. Adminder / 8. Dark Knight /
9. Kal-El / 10. As / 11. Fruit Adminder /
12. Beard Adminder / 13. Martin Luther /
14. Hypatia as the back of the horse / 15. Socrates as the front of the horse / 16. Bolek /
17. Lolek / 18. Reksio / 19. Maryla Rodowicz /
20. Queen Elisabeth II / 21. Prince Philip /
22. Marcel Duchamp / 23. Wisława Szymborska / 24. David Lynch and the Mulholland Drive cow / 25. Dale Cooper with a cup o' joe / 26. John Oliver / 27. The executive director / 28. Jack made into a dull boy / 29. Henry VIII / 30. Billie Eilish /
31. Probably ABBA / 32. Freddie Mercury /
33. The Fab 5 / 34. Lil' Alien / 35. Ellen Ripley / 36. The priest / 37. The rabbi / 38. The imam / 39. Paul Simon / 40. Astérix / 41. Joseph Fiennes as Will Shakespeare / 42. The assistant director / 43. Ishiro Honda shown best way possible / 44. Salvador Dalí /
45. Young John Locke serving his municipality / 46. Kurt Cobain incognito / 47. 007 /
48. Frank Lloyd Wright / 49. A guy that can be called Al / 50. Bolesław I Chrobry /
51. Caspar / 52. Melchior / 53. Balthazar

# Teams' integration

We are great believers in the adage, “All work no play makes Jack a dull boy.” As such, we have a dedicated integration budget to be spent twice a year/quarterly. It can be spent on any activity, not only traditional team meetups in a restaurant or cinema.

We often choose sports, e.g. indoor climbing, or creative workshops such as ceramics, forest in a jar, or making our own notebooks. We even visited an alpaca farm quite a few times!





# Creative Labs

**In 2018 we founded Creative Labs — a place for business development and innovation.**



We use our knowledge, experienced leaders, and branding knowledge to create innovation development programs and training in LEAN methodology. Our great team consist of true innovation lovers from Admind.



# Admind workshops

**At Admind, we believe that sharing knowledge and skills internally not only stimulates development but also team building.**

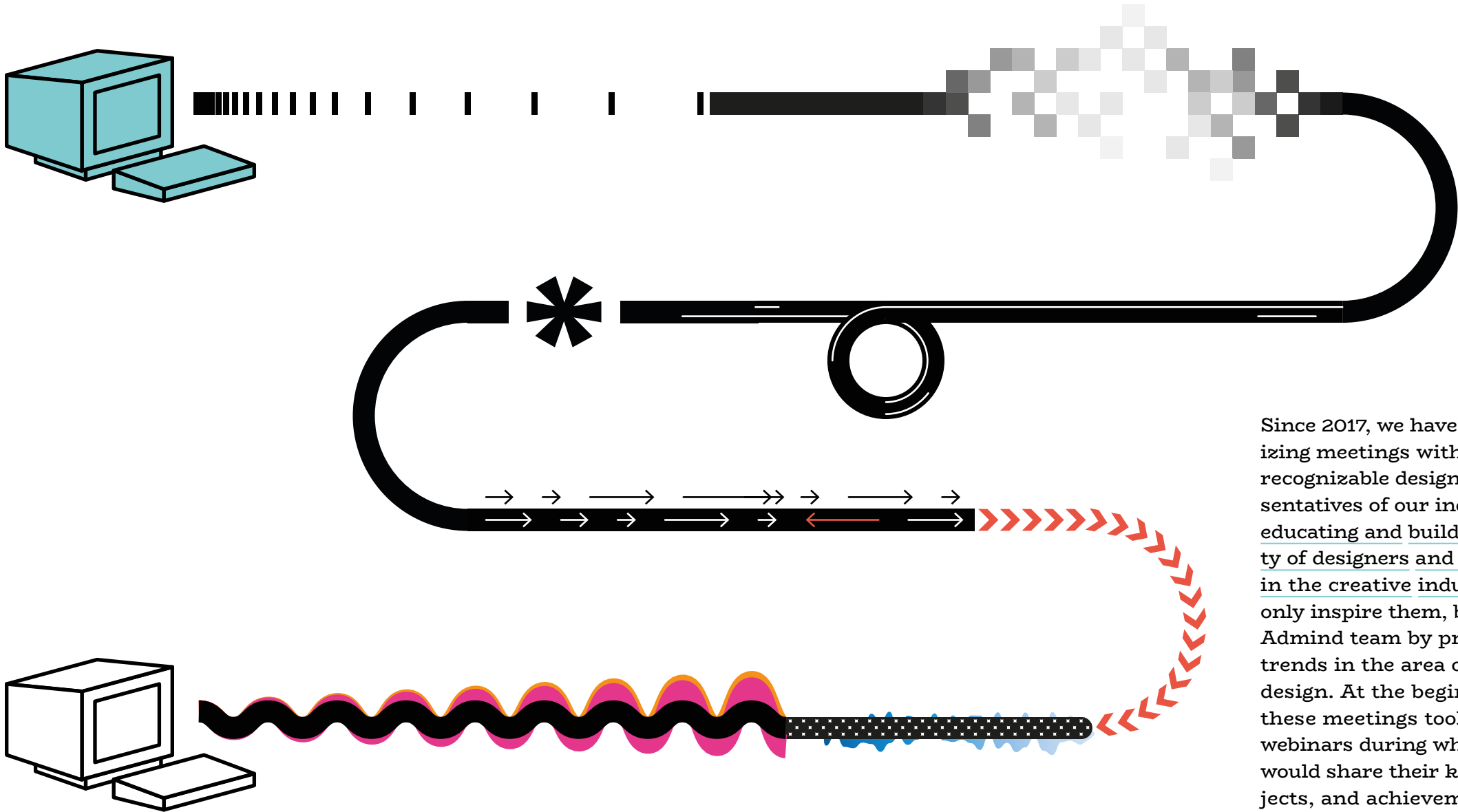
Since our global headcount exceeds a hundred Admind-ers, it's always good to spend some time together, even if only by calling in.

And what better occasion can there be than learning from each other?

However, internal workshops are not only about learning; we also organize them to work together on diverse cross-company initiatives or gather feedback on news, ideas, or important processes.



# Webinars



Since 2017, we have been organizing meetings with the most recognizable designers and representatives of our industry. We are educating and building a community of designers and other experts in the creative industry. We not only inspire them, but also the Admind team by presenting new trends in the area of branding and design. At the beginning of 2020, these meetings took the form of webinars during which our guests would share their knowledge, projects, and achievements with meeting participants – exactly as it is in the largest online conferences.



We cherish design thinking a kind multi-expression event, dedicated to all the creative souls that fancy presenting their style and personality to the larger, international audience.

THIS POSTER

# Plakaton<sup>2019</sup> Admind

Nocny maraton plakatu

28 C 29.09 LUNA PARK Warszawa

Admind

# Plakaton<sup>Admind</sup>

Nocny maraton plakatu

28 C 29.09 LUNA PARK Warszawa

Plakaton is an all-night marathon where the trainers are recognized Polish designers and competition is powered by creativity. Together, the Plakaton's participants and their mentors explore step by step what a poster really is and its role in the modern world. The course of the event, however, includes more than just a reflection on a new form, transformation, and adaptation of the poster to new media. The event's objective is to change how the art of the poster is viewed and show it goes way beyond just being a traditional medium.



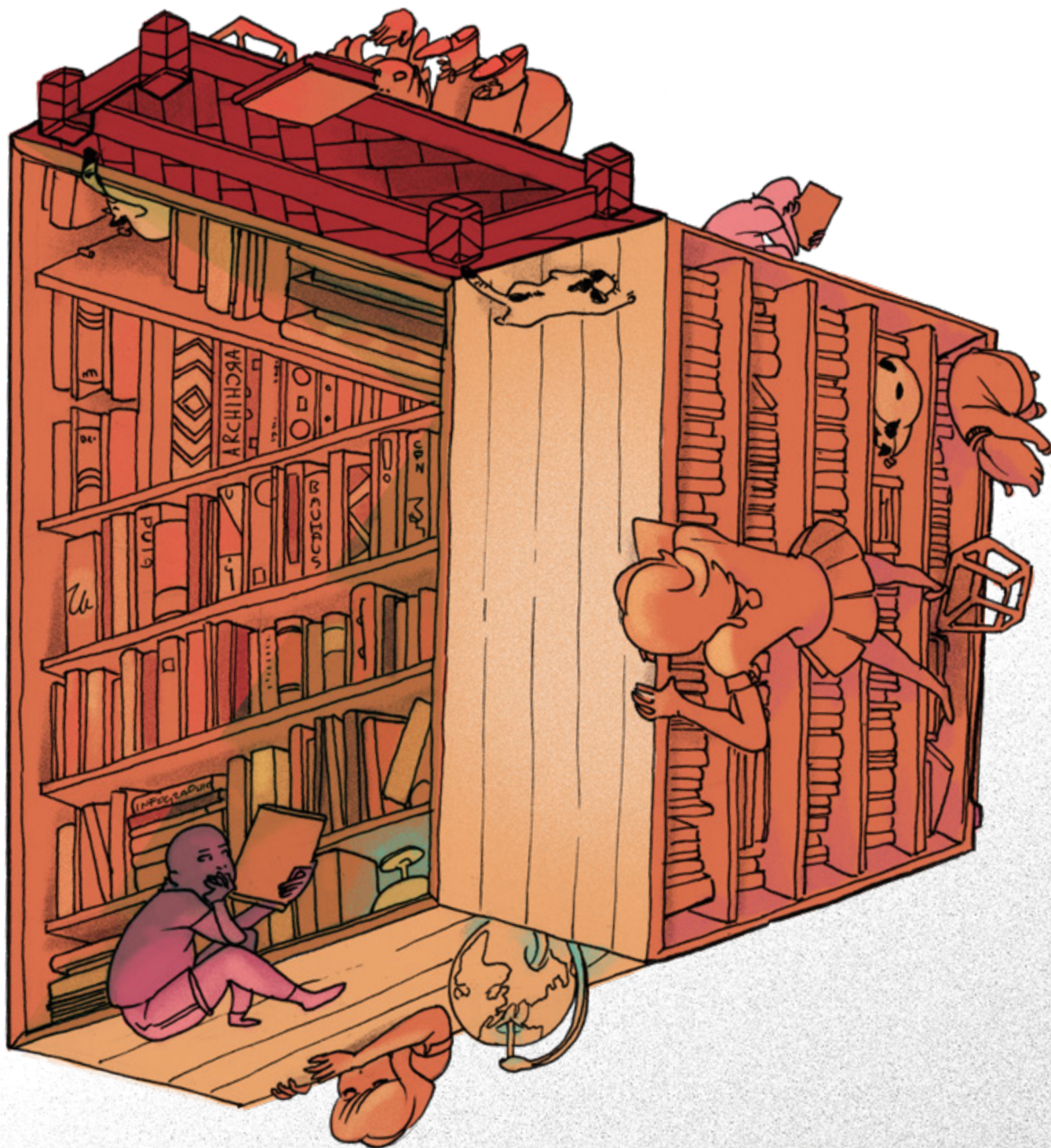


It's always rewarding when your work is appreciated, not only by your colleagues at Admind but also by customers and professionals from around the world. In 2020, we began submitting our most outstanding projects to some of the world's most renowned and prestigious design competitions. Since then, we have proudly accumulated over 30 awards, including recognition from Red Dot, the Creativity International Awards, the Polish "Kreatura" IF Awards, Transform Awards, and Golden Pin.

# Awards, Prizes & Design Contests

It is a great honor and another reason to be proud of all the people involved in these projects. We are sure that more awards are ahead of us. Everything is in our hands, our heads and our hearts.





# Admind Library

**In the digital era  
it's cool to go  
a bit retro and  
that's why we  
have libraries  
in every office.**

They're not huge, but we buy books recommended by Admin-  
ders regularly and enlarge our  
collections. They're in the most  
accessible places and ready for  
everyone to have a quality reading  
experience or watching time. Of  
course all of them are available  
for borrowing; it's a library after  
all!

We hope that we'll meet in our  
headquarters so that you can en-  
joy one of the books while wait-  
ing (only a little) in our reception  
area!



**Being socially responsible is in Admind's DNA. Our commitment to make a difference is central to our business, and a reflection of our values.**

While Admind has always supported many organizations and been part of various initiatives promoting social responsibility in different sectors, our approach was not fully standardized before 2020. We decided to define the goals and tasks that will help us to be more socially responsible.

We not only want to help others but also show that as an organization we are open and ready to support and collaborate with other institutions (often pro bono).

We organized internal workshops, during which we analyzed the Sustainable Development Goals defined by the United Nations (UN) and agreed that our actions are in line with the UN's goals. »

# Social impact



**“ We decided to define the goals and tasks that will help us to be more socially responsible.**

We created our own nomenclature for the actions to be implemented in all Admind offices. As a result, we gather and summarize all of our corporate social responsibility (CSR) achievements and create a comprehensive report at the end of each year.

Our main strategic assumptions and approaches to CSR at Admind:

- ethics and transparency,
- development based on responsibility,
- building lasting relationships with the environment,
- sharing knowledge,
- impact on the environment,
- care for the needy.

In line with the above mentioned, we would like to present you the initiatives that the Kraków office engages in.

Simultaneously, any Admind office can pursue their own, more local initiatives. We want to root our actions inside the organization and show ourselves that, through CSR, we not only give support to others but also to each of us. The cost of sharing knowledge is relatively small to the impact it has. It's rewarding for us to see the results of our actions that may improve the lives of people, animals, and our planet's condition.





Our referral program is deeply rooted in our organizational culture, highlighting the importance of trust and collaboration. By involving employees in the recruitment process, we tap into their insight and foster a stronger, more connected team. This approach not only strengthens relationships within the company but also contributes to building a community where everyone feels invested in each other's success.



# Theme Months

We believe in using our creativity to make a positive impact on the world around us. Through our “Theme Months” initiative, we as a team come together to design posters that promote important causes and values, from sustainability to social awareness. This project allows us to grow individually, collaborate across teams, and shape a more meaningful future, both within our agency and beyond.





# Diversity

# & Inclusion


At Admind, diversity and inclusion are fundamental to our culture. We value the unique perspectives, backgrounds, and experiences that each individual brings, and we strive to create an environment where everyone feels welcomed and empowered. By embracing diversity, we foster innovation, creativity, and a sense of belonging for all team members, ensuring that no one is excluded.





# EQUALITY



 Maria Dorda

We believe deeply in equality and freedom, ensuring a safe and inclusive environment for everyone. We stand against any form of discrimination, respecting each individual's identity, values, and beliefs, while fostering a culture of mutual respect and openness.



Food plays an important role in building our organizational culture. Daily breakfasts and twice-weekly shared lunches create opportunities for connection and enjoyment, contributing to a positive atmosphere and a sense of belonging.

FOOD

LOVERS



# Internship Programme

Our internship program is a key part of our culture, where we focus on growth through mentorship and knowledge sharing. By empowering the next generation of designers, we not only help them develop, but also strengthen our team's collaboration, creativity, and collective expertise. This continuous learning cycle fosters a culture of growth and innovation that benefits both our interns and our entire agency.





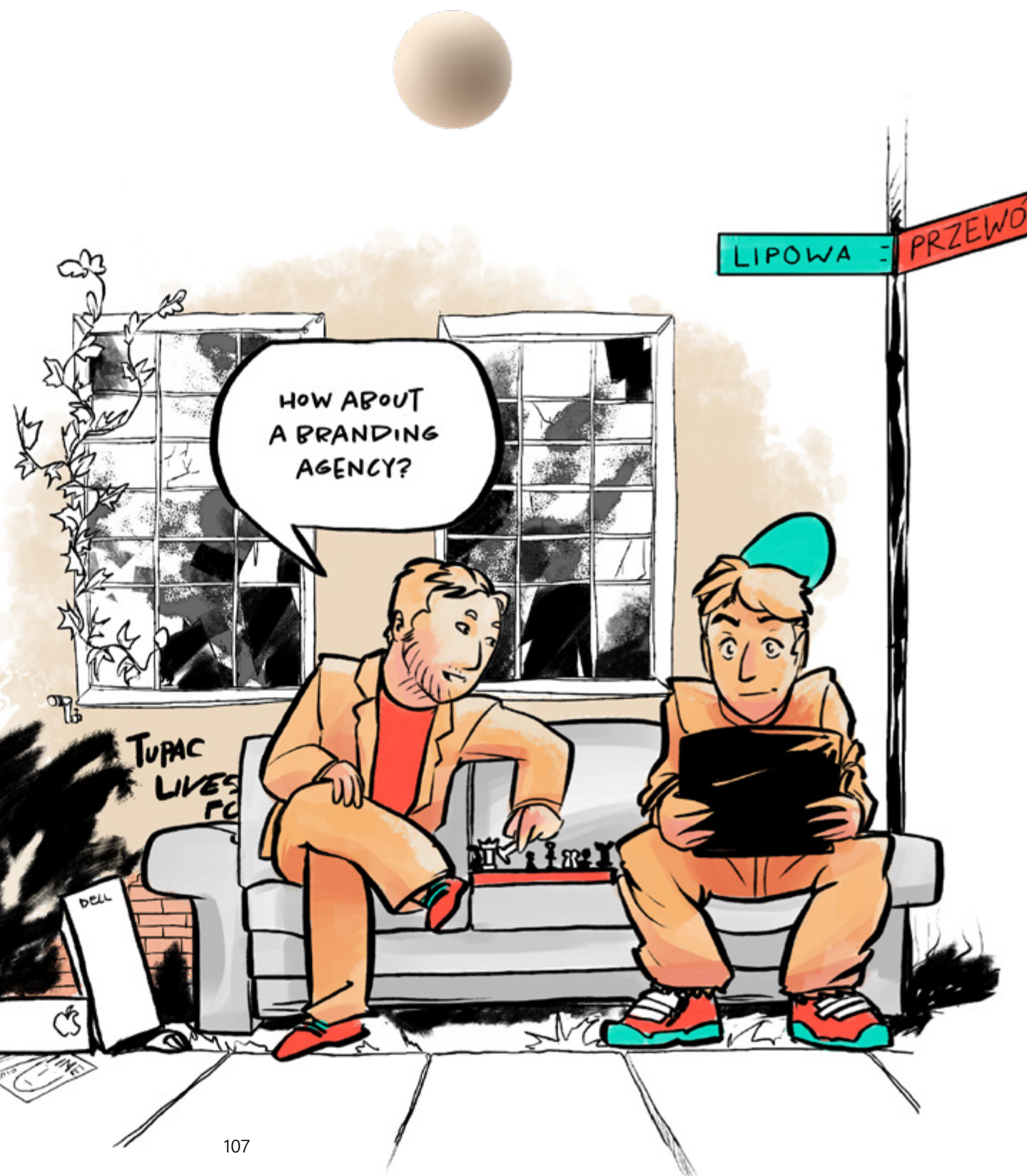
# Outro

## Thank you for staying with us through our journey around the world of Admind!

We started from scratch in 2010, and we can proudly call ourselves the largest branding agency in Poland today.

We wouldn't have done it without our amazing team, who helps us achieve our goals every day and whose work you can witness in this culture book.

Last but not least, we would like to thank our employees for their contribution to our success in the past, in the present, and in the future!



**Concept:** Olga Rutka, Anna Miś, Jakub Głód, Maria Reuter-Dulian, Michał Knapik, Radosław Kocjan

**Text:** Olga Rutka, Anna Miś, Krzysztof Klimek, Radosław Kocjan, Małgorzata Legan, Magdalena Hutny

**Art direction:** Krzysztof Klimek

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**Cover design:** Anna Niklewicz

**Typesetting, DTP:** Andrzej Leraczyk, Anna Niklewicz, Jakub Łodej

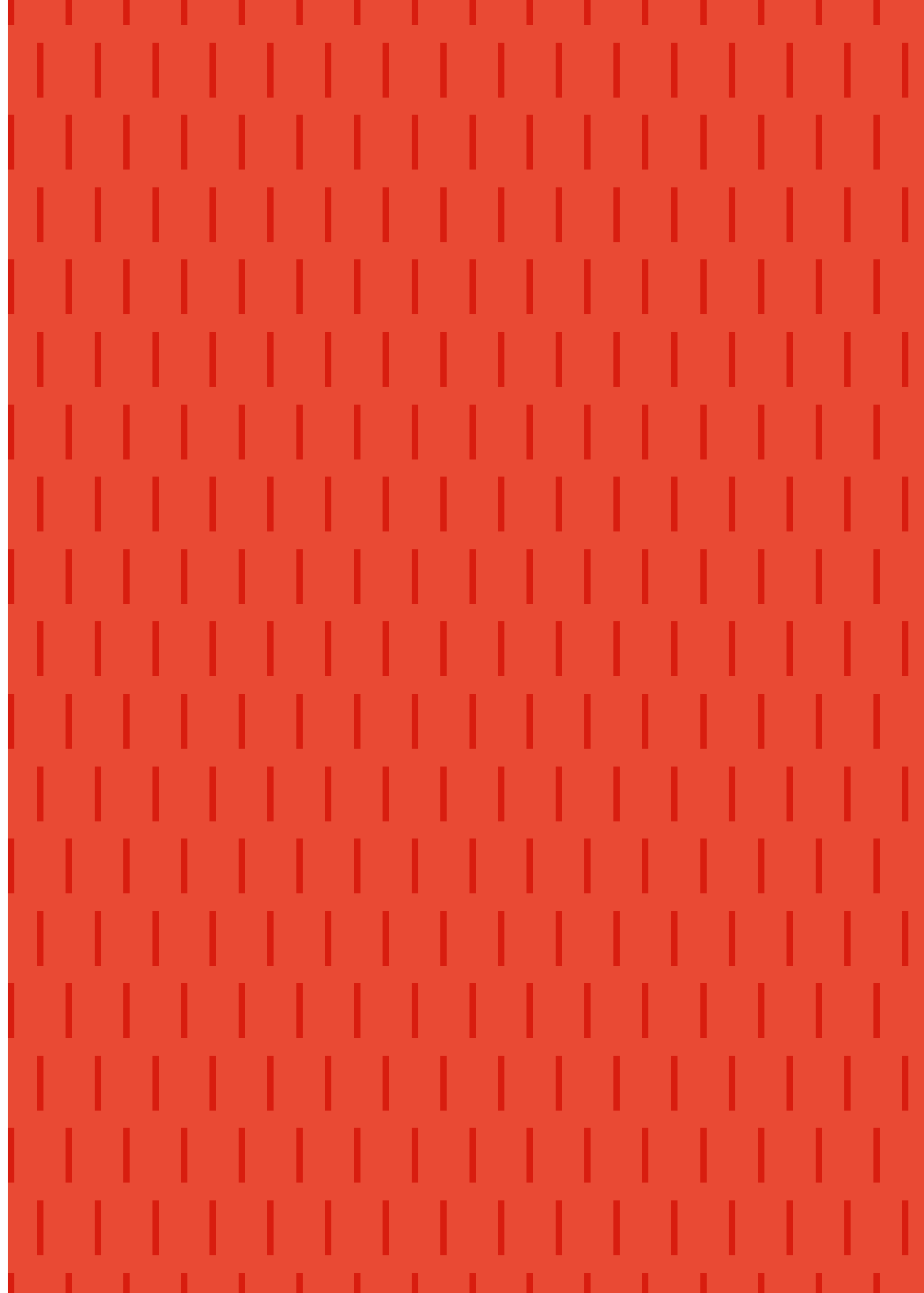
**Proofreading:** Magdalena Hutny, Morgan Nicholas-Karpiel

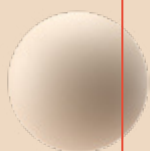
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