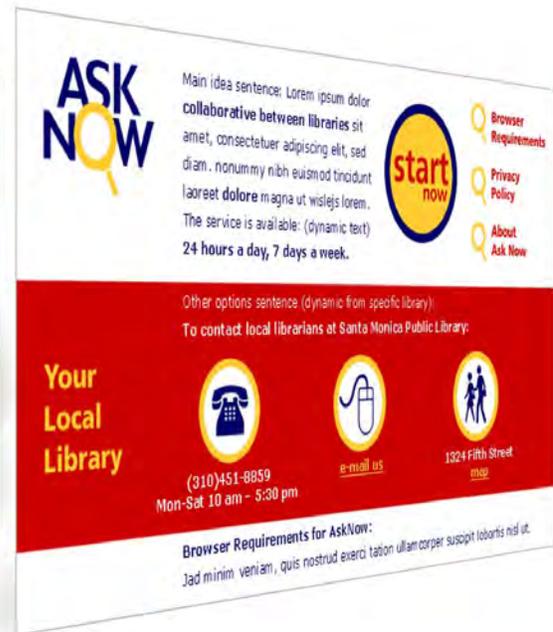


# ASK NOW



GIRVIN has consulted with a variety of educational institutions to help them define and give their presence more impact. Tim GIRVIN gave a presentation in Seattle on brand development to a conference of librarians and educators. After this talk, a team of librarians from California approached him and presented an interesting idea. They had a vision to create a collective presence for the largest consortium of libraries in the United States. GIRVIN needed to create an informational tool available 24 hours a day, 7 days a week. The user would be able to access over 100 California libraries, or elsewhere in their vision of a national information collaborative. This service would be part of the 24/7 network reference spanning nationwide.

GIRVIN, developed a strategy, name and created an interface that focused on building simplistic tools that would work in two languages. The identity needed to match the authenticity, spirit and intelligence of the learning-focused team of librarian scientists leading the experience. The success of the tool was outstanding, with 5 million users accessing the site per month.