

Identity |

# RADIAN

**Approach:**

Initiating several acquisitions in the mortgage insurance industry and becoming the second largest mortgage insurance company in the United States, the newly named Radian Guaranty Corporation, was at risk of losing mind share and market share during their transformational phase. They needed their new name and identity to be delivered quickly to the target market.



**Result:**

GIRVIN worked with Radian to develop an identity that reflected the industry's traditional sense of stability, but also gave the identity energy and spark to speak to the new paths Radian was paving. The identity was outlined in a graphics standards manual and was immediately applied to business papers, calendars, coffee and a GIRVIN - designed PowerPoint presentation.