



PACKAGING

GIRVIN

FIND YOUR MAGIC. START A FIRE. SWERVE.

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At GIRVIN, we are continually seeking the balance between creativity and intellect on every project we develop. We do not focus on creating designs that would impress our peers or win “best of” design shows. Rather, our focus is on building a brand and a creative direction that is meaningful to our clients and their audiences – a brand that will get them the long-term results they need to build market presence and value. We focus on the leaders of an organization to ensure that the direction we develop is inclusive of their dreams for the future state of their organization. This allows us to develop long-lasting, meaningful, brands and designs instead of only focusing on the next flash in the pan.

Our benefit to you, is the discovery of your most authentic brand across multiple design platforms.

- 1** **Strategy**
Careful consideration of your future state.
- 2** **Story**
More than a timeline, it initiates relationships.
- 3** **Naming**
Capturing fundamental essence in a word.
- 4** **Brand Identity**
Impressions based on authentic positions.
- 5** **Messaging**
Speak your truth to your customers.
- 6** **Print**
Creating memorable brand impressions.
- 7** **Packaging**
Product value realized and optimized on shelf.
- 8** **Social Media**
Connect with audiences, boost engagement.
- 9** **Website**
Showcase offerings and strengthen brand presence.

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BEAUTY

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SILK THERAPEUTICS

Silk Therapeutics is a patented, scientifically formulated skincare line that utilizes advanced silk protein technology to deliver immediate, visible results, creating one of the world's healthiest, cleanest, and most powerful anti-aging skincare lines on the market. With the intent of growing Silk Therapeutics into an internationally recognized leader in anti-aging skincare, its management team engaged GIRVIN to work in a partnership to build a proper foundation as a significantly important step in creating a robust future for the brand.



FORWARD-THINKING BEAUTY

GIRVIN crafted a new brand identity to reflect a balance of high-end luxury and biomedical innovation; creating a newly refined brandmark and clean packaging design system. The new, elevated identity better communicates the Silk Therapeutics brand story, messaging, and the benefits the consumer can expect.

GIRVIN also designed a fresh new website to reflect the new brand identity, packaging system, messaging and overall positioning of the brand. New marketing collateral was created to support the brand within both the retail and the professional spa audiences by way of brochures, header art for the Silk Therapeutics blog and email blasts.

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TRANSDERMA

TRANSDERMA

Transderma needed a new identity that reflected their prestigious, all-natural skincare products and elevated the elegance of their brand personality. GIRVIN created this customized logo type and icon while also incorporating a color palette that embraced a spectrum of skin tones and spoke to inclusivity.

The new logo and elevated design aesthetic needed to be incorporated into the full line of Transderma products in secondary and primary packaging components. GIRVIN worked with the client and vendors to get all packaging updated in an organized and time-sensitive manner.



MORE THAN SKIN DEEP

As part of the new product launch, a pitch book was designed to show potential retailers the attributes of each Transderma product and the qualifiers which make Transderma a unique and premium product that stands out among the masses.

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NATURE IS THE ULTIMATE LUXURY

HOUSE OF MATRIARCH

House of Matriarch is a brand rooted in the rich history of magic, and it breathes that language, embellished, mysterious, powerful, nostalgic. An entire design language built on the illustrative techniques from the 18th century, from engraved renderings to lettering and calligraphic treatments, astrological visualizations and sigil design language. Through the BrandQuest, we developed a series of themes: Naturality, Luxury, Mysticism, and the Mother. To gain a sense of texture, we created a mood board to visualize the themes.



A CLASSIC MODERN DESIGN

A cartouche containment device became the essence of the logo. Custom created fonts reference classical type design rooted in antiquity but paired with a modern styled supporting font. Using an ancient map of the universe and the orbital pattern of Venus, we developed a style of patterning that is as intricate and ornate as it is flexible. We developed a unique system that identifies each fragrance by using its astrological chart to create an abstracted seal.

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URBAN DECAY

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GIRVIN worked closely with the founding team of Urban Decay, Wende Zomnir and Sandy Lerner, to create a unique shade of color that before that time hadn't "existed" in the market. The package design used elements similar to Oil Slicks, Acid Rain, Smog and Rust. The design relationship for GIRVIN lay in this urban camouflage for the package design and earlier logo. Our role went past the initial identity, and extended into the development of foundational storytelling through visualization.

URBAN DECAY



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SALLY BEAUTY

Sally Beauty Holdings, Inc. is an international specialty retailer and distributor of professional beauty supplies, offering products for hair, skin, and nails through professional lines as well as an extensive selection of proprietary merchandise. Because of their tremendous retail presence through stores and franchised units, the end-of-year Holiday purchasing season is a significant time for consumer awareness of the company's products and subsequent company revenues. Sally Beauty engaged GIRVIN for the design of their nail treatment line, Venique, for the POS displays, product gift sets as well product bottles encompassing the most current trends in the consumer audiences they serve.



MODERN BEAUTY FOR THE MODERN WOMAN

The graphic design elements GIRVIN created focused on the Holiday and Winter Seasons, with edgy, sophisticated and chic creative designs reflecting today's modern woman. With vast experience in mass beauty retail branding and design, GIRVIN was poised perfectly and precisely to accomplish this challenge of differentiating the Venique products above all others through effective and provocative creative design.

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[spa joule]

SPA JOULE

The brand name, Spa Joule, literally a unit of energy, reinforces the brand's serious science proposition. Proprietary package forms and graphics express the the hi-tech edgy brand character. Spa Joule is the Science of You. Its naming strategy is literally a unit of energy, which is where its equity lies. It reinforces the brand's serious science proposition and energizes the experienter. A unisex brand for the active youthful spirit. We customized our solutions and built proprietary video content, package forms and graphics to express the high technology, edgy brand character.

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BUTTER LONDON

butter LONDON came to GIRVIN in need of an identity and branding evolution. They desired a sleeker, more sophisticated logo to portray their new and desired brand direction. Competing in international retail spaces such as Douglass, Dillards and Nordstrom they needed a logo to stand next to their well-aligned counterparts. This was not to be a revolution of the brandmark, but rather a re-vamp to better portray their company as a luxury brand.



SHARPENING FOR LUXURY

GIRVIN sharpened the serifs and detailed characters to create consistency. We condensed the type for a heightened level of sophistication that would play in the marketplace of luxury beauty products. GIRVIN's team also refined all of the Victorian design elements and layered them for the packaging and paper treatments as well as online and digital applications — culled from a London wallpaper.

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SHISEIDO

GIRVIN has been associated with a variety of design programs for Shiseido in Tokyo and New York. One of their preliminary launches pursuing the children and baby care retail environment was Angel Dew. We worked with a team of designers from Tokyo in our Seattle office to create the preliminary design and bottle shape recommendations. We were also associated with d'ici là and Revital – premier cosmetic lines based on both consumer perception and price point.



SHISEIDO

We were associated with the industrial design of all the containers for these product lines as well as the branding identity and the creation of the corporate palette. These lines represent the high-end of Shiseido's product offerings and can be found in stores across all of Japan.

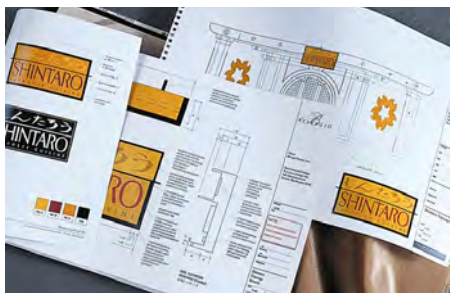
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BELLAGIO

Our team of designers and strategists were hired by Mirage Resorts, Inc. to communicate luxury to guests and visitors of the new \$1.6 billion Bellagio Hotel. We developed identity programs, collateral and signage solutions for 19 restaurants and 15 retail stores. Giving the location a feel of opulence rather than ostentation was key to the creative strategy enabling this resort to differentiate itself on the Vegas strip.



COMPREHENSIVE MULTI-BRAND DEVELOPMENT

Bellagio wanted a collection of shops that was representative of the property. Creating this image involved an exacting attention to detail from store decor and signage to the bags and boxes of store packaging. The hotel took a similar approach with its restaurant concepts. We worked to create signage, identities and packaging solutions to address the full range of experiences available to Bellagio visitors and guests. We also developed the full line of packaging for in-room amenities at the Bellagio. Showcasing our keen attention to design elegance, the design solution integrated with the entire Bellagio experience and included up to 14 separate packages, from a personal sewing kit to body wash.

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SPA LORE

Procter & Gamble approached GIRVIN to help invent and build out a brand that reaches into the anthropology of healing and rejuvenating natural ingredients. Spa Lore's brand and product names reference global customs and traditional beauty rituals from around the globe. Proprietary package shapes and graphics evoke a sense of heritage and tradition, lending authenticity to the line.



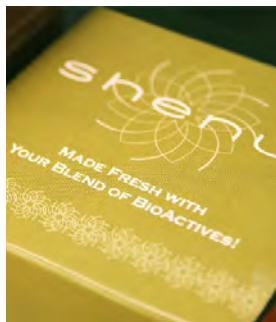
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SHENUI

GIRVIN was approached by business owners and partners, Dr. Tom Bombeli and Karin Bombeli, who have seen significant business growth in their existing enterprise makingcosmetics.com and wanted to expand into a customized, ingredient-based, do-it-yourself cosmetic brand. GIRVIN partnered with the Bombeli's and, through our BrandQuest® strategic working sessions, the team "uncovered" the spirit of their ideal brand.



PREMIUM, APPROACHABLE INNOVATION

With a targeted demography – 30 to 60-year-old women and men seeking a holistically natural product with complete awareness of the ingredients and formula – the GIRVIN design team created customized typography, as well as a radiant floriate star symbol, positioning the Shenui brand as a premium and approachable product, exuding innovation yet natural and healthy.

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BEVERAGE

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HELL'S GATE

The GIRVIN team worked on Hell's Gate brand transformations for an extant beverage in the provincial market in Canada. GIRVIN's strategy was building on an opening positioning that related to a sense of brand place – the Hell's Gate gorge in British Columbia. GIRVIN's strategy expanded on the sense of geographic positioning and outdoor, hard working attitude – adventuresome, masculine, but quintessentially middle market pricing as a value brew.



Testing exceptionally high in tasting competitions, its evolutionary brand identity incorporated a new badging – local, connected to place and the consumers that envision their adventuring there. GIRVIN built the site as well as added strategic dimensioning in merchandising and promotional programs inherently built on the proposition of brand attitude, derived from an accelerated programming of mere months of design development and implementations with GIRVIN's conventionally collaborative and iterative conversational approach to design.

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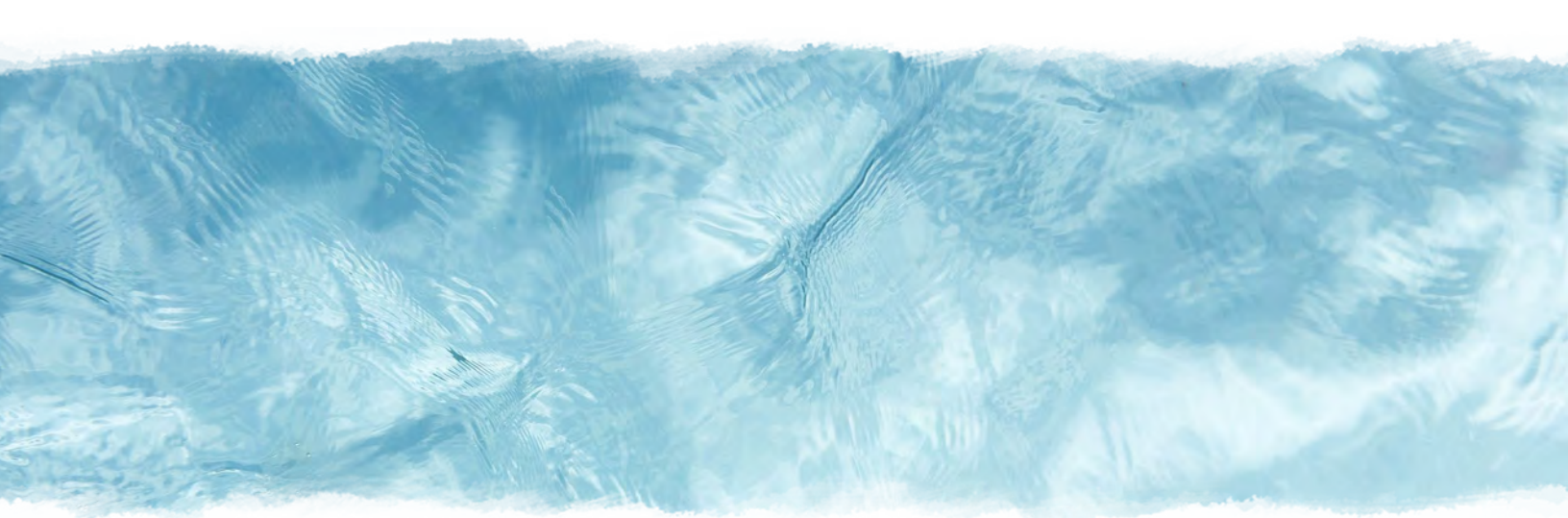
CHEERWINE

GIRVIN created solutions that not only reached to the past, but stretched the brand into the future. Retaining the classic elliptical brand mark – now evolved into new “effervescent” territory, still recalling the spirit of their founding principles, GIRVIN’s design team celebrated the easy spirit of their marketing positioning. The design platforms, coupled with a renewed modernist vigor, create a complex grouping of beverage offerings, destined for even further expansion in the category, possible flavoring extensions, and finally, hitherto untouched US market segments.



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ATHENA

Angelo David Pisacreta, celebrity hair stylist and creative director of the Angelo David Salon, wanted to disrupt the hair care market with a unique, first-of-its-kind hair revival supplement. Angelo approached GIRVIN to create a brand identity that matched the revolutionary attributes of his products. GIRVIN held an initial BrandQuest® Workshop with him, to fully understand his vision for the products and to guide the way for us to develop the brand identity, logo, packaging, website, digital and printed marketing collateral and email marketing.



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ENNOBLE

The team at Ennoble Beverages needed new can designs for their line of TGI Fridays inspired beverages. The request was to keep some of the feeling of the old designs while adding more energy and an elevated, premium feel to each can.

GIRVIN laid out a process and developed a highly individualized approach to the illustrations by building and styling the beverages in our photo studio and shooting each glass, garnish and complete ensemble. We then used those images to render the illustrations for each flavor variation.



Using unique imagery as the foundation of the illustrations was a pivotal part of the process that helped build greater brand equity into the overall can design. We used graphical elements such as the diagonal red stripe and the dropped color blocking on the cap to further develop a brand language that can be used on further expansions of the beverage line or other brand collateral while still being reminiscent of the pre-established TGI Fridays style guide.



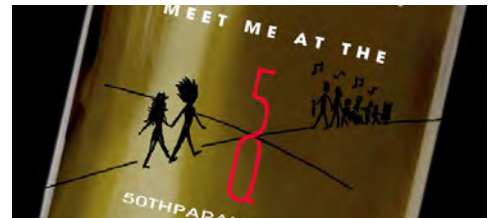
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50TH PARALLEL

GIRVIN designed the illustrations and logo to create a sophisticated and inviting approach to the wine bottle. The logo is unique and can be seen easily in a sea of wine labels, over both red and white wine colors. A harmonious mixture of connectedness and creativity draws out the inviting spirits of people and place to create strong brand identity with impact.



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SONORA DESERT

GIRVIN's team was asked to quickly transition a challenged brand that was showing falling sales and diminished returns at shelf. Working with the marketing team at Mark Anthony the packaging group at GIRVIN built a series of solutions for consumer testing, examining the weighting of marketing story, labeling structure, visuals and messaging. With the winning labeling system in place, sales have been dramatically improved.



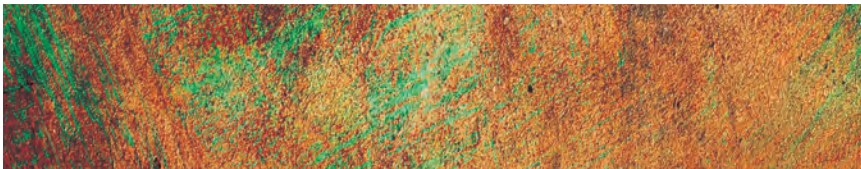
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SIREN SONG

Our work for Siren Song started with the ownership, two technological marketing experts, Kevin and Holly Brown, who leveraged their experience to food and wine and a love of entertaining. Diving deep into a classical French provincial and coastal visualization, GIRVIN's team, along with Jonathan Brandt, AIA supported and actualized their vision. Our team worked on interiors, identity and repackaging their holistic experiential proposition.



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FOOD

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KETTLE

As the original draftsman of the “Kettle Chips” hand-lettered logo in the mid 80s, GIRVIN returned as the design consultant of record for Kettle Brand. GIRVIN coordinated innovation brand summits and product ideation workshops in support of new product development, and led as packaging strategist. GIRVIN also built merchandising as well as field collateral and environmental graphics applications.



What began as a brand exploration for development of packaging for one product line, Kettle’s baked potato chips, grew into an examination of the Kettle brand as a whole. As Kettle’s story begins: “Kettle had about as humble a start as can be had. Our founder selling natural foods from a van way back in 1978. His original vision: great taste with real, less processed foods, has been our driving ambition ever since. Kettle has always been real people that care about what we do...” GIRVIN worked with the Kettle team to invigorate and infuse the energy of real food ingredients made by real people into the DNA of the brand, expressed in all its packaging and across social media channels.

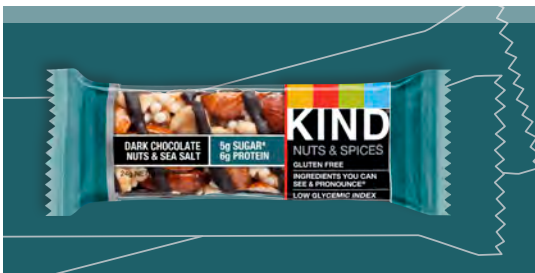
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KIND SNACKS

Kind has become a household name when it comes to delicious and nutritious snack bars. When Kind became aware that their consumers were seeking a smaller option that still delivered the same wholesome flavors and ingredients, they tasked GIRVIN to design a strategic packaging plan that built off of their current product line and brand standards. Here is a bit of the process behind our effective solution to introduce Kind Mini Bars to the Kind snacks line.



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FRANK'S RED HOT CAESAR

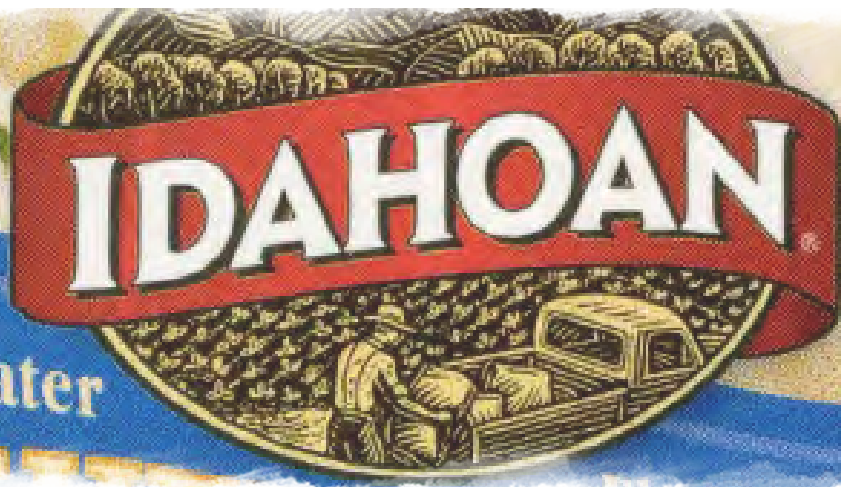
GIRVIN partnered with Foundry Brands, a newly-founded beverage brand management group, legacy-empowered from VinCor and Mark Anthony Group, to support the brand-building of a new offering: vodka in an alliance with the classic tomato-based refresher, for a launch move across Canada and a boost into the United States.



With an existing audience for the classic, spiced-flavor message of Frank's, combined with a new flavor crossover with vodka for the foundational "Bloody Mary", GIRVIN's team created opening innovation studies, consumer research and audience-testing and supported the release into multiple SKUs, launched into the Liquor Control Board System of Canada, and soon to be launched and distributed in the United States.

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Add Hot Water

IDAHOAN

If there's a story that's 50 years old, can you boost brand strategy to bring it to the next 50 years? GIRVIN's team, in a string of food brand and packaging development programs, was engaged to support the leadership team that manages the brand of Idahoan for an enormous collective of potato farmers. Our teams designed a new brand mark to capture the spirit of this growing consortium, as well as a string of SKUs — founded on a more striking visual lexicon.





IDAHOAN...we do it all right here in the heart of potato country. No other leading brand can make that claim. IDAHOAN...from planting to harvest we're there, selecting the finest potatoes, creating rich, homestyle potato dishes that enhance any meal. From start to finish, 100% Idaho potatoes.



Easy Preparations

Just add water


1. MEASURE steaming hot water into a serving container according to the chart below.
2. ADD Idahoan REAL according to chart below; wet all the potatoes and let stand for one minute.
3. STIR well and serve.

Microwave Directions

(Not recommended for more than 4 servings.)

1. MEASURE cold water into a microwave-safe bowl according to chart below.
2. ADD Idahoan REAL according to chart below, making sure to wet all the potatoes.
3. MICROWAVE on high: 1½-2 minutes

IDAHOAN®... from planting to harvest we're there selecting the finest potatoes, creating rich, homestyle potato dishes that enhance any meal. From start to finish 100% Idaho potatoes.



Preparation Instructions:

Remove lid, fill to within 1 inch of the top with boiling water. (approximately 3/4 cup)

Stir well.
Let stand for 1 minute.

Stir well, and enjoy!

For more information about this and other Idahoan® products, please call or write to:

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NALLEY

What if you led one of the classic Pacific Northwest food brands — with a real family heritage — loved by generations? How could you transform it — empowering sales to the next generation? GIRVIN looked into the soul of the Nalley's storytelling, heritage and design vocabulary to build out a new, more richly layered array of dozens of SKUs — with a freshly-tuned brand mark and completely re-photographed product depictions, gradated color fields, substrate engravings and bannered product titling, all hand-customized typography.



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CAULDRON

Every brand is built from fire. It's the quintessential energy and commitment of the founders and the vision of their dream — a passionate fire. Sometimes, a re-tooling is in order. Some polish and a new approach to the shine of epiphany. You push it further, harder, louder. GIRVIN's food design team, under the leadership of Cauldron and partnered with the wisdom of the Malody team of Culinary Options, did just that — pushed the envelope.



CAULDRON
BROTHS



With a stirring alchemy of tuned visuals and new messages, GIRVIN's design strategy adopted layered and mixed typographical styles, scales and weights in staggered message configurations, including custom fonts and design treatments. Given the proteinic potency of Cauldron's brand offering, we employed dense coloration and textures. Bolder flavors, bolder design.

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EMERALD

GIRVIN helped Emerald Nuts bust out of its tired shell and break new ground in the nut-snacking category with a rebrand of nutty proportions. Emerald came to GIRVIN with one goal in mind, create a brand strategy that's nuts and disruptive. So that's what GIRVIN did. GIRVIN refreshed the vintage-automotive-style identity by stripping away the metallics, energizing the palette, and realizing a new vision of the emerald background in the way of bold facets. The new look aimed to redefine nut snacking, as not just a healthy snack, but a fun and tasty indulgent treat.



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