

A horizontal rectangular area with a vibrant red background. The background has a textured, brush-stroke-like appearance with darker and lighter shades of red. Overlaid on this background are various abstract, light-colored scribbles and lines, including a prominent five-pointed star shape. The text is centered within this red area.

YOU ARE LEGEND

EPIC BRAND STORYTELLING



Guest Services

ATM (AUTOMATED TELLER MACHINE)
Located in the casino, near the...
at the Salt Park Garage entrance...
hours a day, seven days a week.

PEARL
MIKEL ROGERS
MANAGING PARTNER

RENO
THE MUSE
BRUT
THREE GA NOIRS
CHAMPAGNE

CHANDLER'S
CRABHOUSE
PRIVATE LABEL
COLUMBIA VALLEY
CHARDONNAY

CAFÉ
GELATO
CREAM & SWEET

PEARL

noodles

PEARL

SHINARO

SILK
THERAPEUTIC

SILK
THERAPEUTIC

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.

Strategy Story Name Interactive Packaging
Message Identity Environment Print

1

LEGENDARY RETAIL

SOGO
SEIBU
NORDSTROM
HARVEY NICHOLS
YSL

2

MYTHIC HOSPITALITY

BARDESSONO	TURTLE DUNES	PRINCESSES
OQYANA	NEWCASTLE	BERMUDA
BELLAGIO	KERZNER	ACAPULCO
ARA SPA	COVE	CHANDLER'S
CANYON RANCH	ATLANTIS	ROSI
WYNN ENCORE	REEF	THE PEARL
SIREN SONG	ILLAHEE	COWICHE CANYON

3

LEGENDARY BEAUTY

SEBASTIAN	BENEFIT
IT COSMETICS	SHISEIDO
SILK	MATRIARCH
INSPA	SPA JOULE
URBAN DECAY	BUTTER LONDON

4

LEGEND & LEGACY

NORTHFACE
KETTLE

5

PURELY LEGENDARY

STAR TREK
IRON MAN
BRAVEHEART
UNFORGIVEN

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LEGENDARY

RETAIL

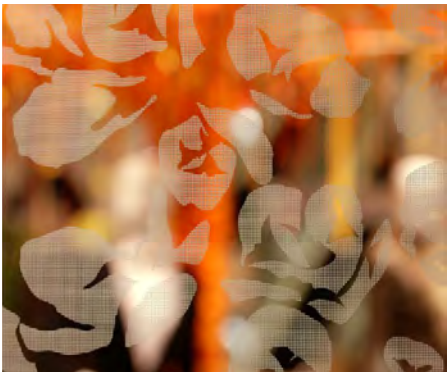
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SOGO

As the premier department store in Osaka, Japan, Sogo stood as a retail icon and a cultural identifier for the area. After a 75+ year history, Millennium executives felt it was time to renovate this grand location that had become the centerpiece of a luxury retail center. GIRVIN worked with partners, Callison Architecture and Dawn A. Clark AIA LEED AP, who brought their interior retail brand design expertise to the project. We provided environmental graphics for the skins of this renovated flagship, consisting of graphical systems, wayfinding, interior and exterior signage. Our designs linked seamlessly with the new architectural concept providing a fluid consumer experience from the outside throughout the entire store.



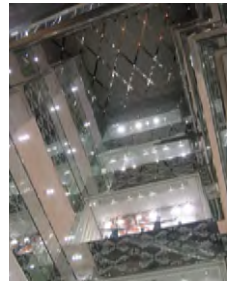
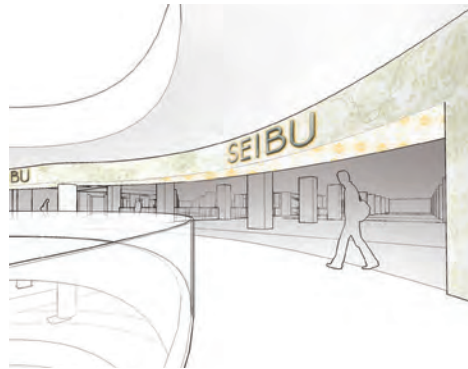
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SEIBU

PT Mitra, one of the largest privately-owned retail groups in Southeast Asia wanted to locate a Seibu into the Grand Indonesia, a new shopping center of enormous scale and complexity in Jakarta, Indonesia. Callison, the global architecture firm, was selected to engineer the interiors and merchandising planning. Given the success of the Sogo installations with their earlier collaborative ventures, GIRVIN was involved in the project development, brand patterning, retail strategy and planning for environmental design. Callison led the total retail visioning, interiors, floor-by-floor planning and entry programs.



; GIRVIN partnered in the creation of a responsive scheme for the retail strategy — merchandising and signing break-outs, based on creating differentiation between this retail planning and others nearby in Jakarta, by branding properties in the store as “Seibu.” In this manner, everything becomes a member of a distinct ownable collection. An evolved pattern language was created for use in all retail procession pathways, the materials language was closely linked to the interior schemes, and careful coordination occurred between the store owners, leadership, store planners, buyers, Callison and GIRVIN.

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NORDSTROM

The relationship between GIRVIN and Nordstrom has developed over 25 years. It began with corporate brand-building, which included design and installation of environmental signage for seasonal promotions, ranging from merchandising support to the Nordstrom corporate identity redesign. The growth of the Nordstrom brand is directly related to the equity invested by the Nordstrom family, executive team and frontline employees into the consistency of the identity and customer experience.



BRAND COMMUNICATION INFUSION

GIRVIN has ensured consistent implementation of the company's brand guidelines. Nordstrom's challenge was to maintain the vitality of their brand with fresh and invigorating ideas and approaches. With customized brand development and strategic design execution, GIRVIN infused all of Nordstrom's brand communications, including brandmark, color palette, support and environmental graphics with the spirit of authenticity and exceptional craftsmanship that defines the brand.

GIRVIN

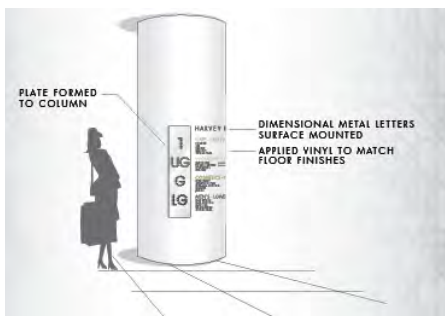
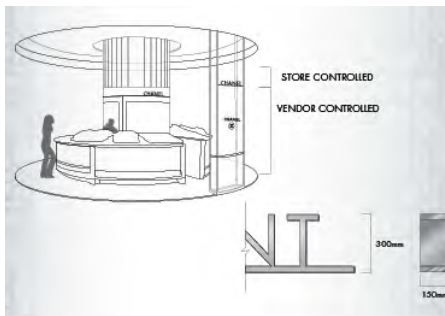
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HARVEY NICHOLS

How do customers understand brand legacy and storytelling in retail experience design? Procession, heritage, innovation and brand symbolic connections to reach into the imagination of visitors. Harvey Nichols, a luxury brand group founded in 1813, a UK-based fashion retailer and PT Mitra Adiperkasa Tbk (MAP), a leading Jakarta-based retail group, joined in an exclusive license agreement for the development of a Harvey Nichols store at the Grand Indonesia Shopping Town development in Jakarta. GIRVIN'S role was to develop the environmental graphics and branded design language, coupled with the merchandising story for Harvey Nichols.

HARVEY NICHOLS



working in tandem with MAP's design team and Callison Architecture designers and retail strategy. This was Harvey Nichols' debut in Indonesia. Spread over 10,000 square meters and four floors, the store represented a diverse portfolio of exclusive brands in fashion, fragrance, beauty and home, and included Harvey Nichols' signature Foodmarket concept and fine dining restaurants. GIRVIN'S team focused on creating treatments that expanded on the HN monogram and patterning devices to deepen brand touchpoint connections with visiting guests.

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YVES SAINT LAURENT

YSL

Innovating a legacy from Monsieur Saint Laurent, Tom Ford and Stefano Pilati. We believe in the YSL story – the heritage of parisien couture, the founding leadership of Yves Saint Laurent and the new genius of Stefano Pilati. There is a new story that is emerging. We would like to tell this story, and what this means to the heart of YSL. GIRVIN partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expanding the thinking to other locations in the US.



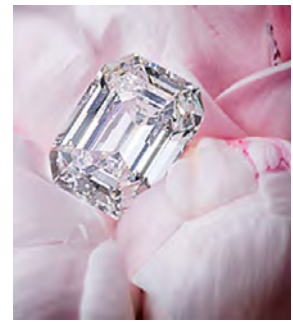
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LEVIEV®

LEVIEV

Mr. Lev Leviev is considered one of the most powerful people in the world when it comes to the diamond trade. From his philanthropic efforts, global mine ownership, gem alliances, large wholesale diamond finishing, his enterprise is defined as on a par with DeBeers, in scale; for ultra exclusive sales of large stones, at private retail.



PREMIUM, APPROACHABLE INNOVATION

GIRVIN created his new identity for the Bond St. shopfront launch in London, and eventually Manhattan on Madison Avenue, including site applications, packaging, merchandising, signing and amenities.

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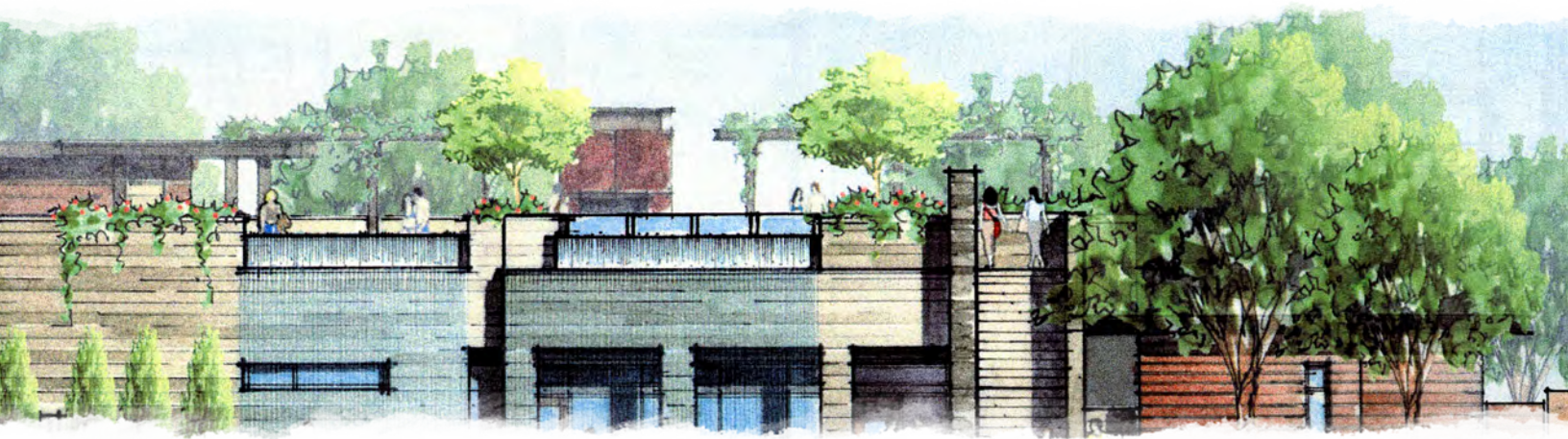
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MYTHIC
HOSPITALITY

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BARDESSONO

GIRVIN partnered with developer Phil Sherburne and WATG | Beverly Hills in the brand strategy and development, identity, brand patterning and signage system design, as well as collateral planning for the Bardessono, a family-owned resort complex located in Yountville, CA. GIRVIN's efforts began with a brand strategy and positioning workshop — the GIRVIN BrandQuest®, to kick off the emotional and essential attributes of the brand Bardessono, while the project was still in ideation from an architectural planning perspective.



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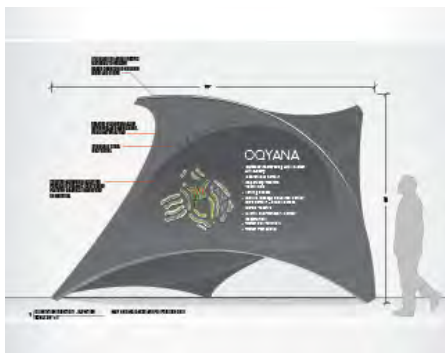
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OQYANA

Working with Dubai investment and real estate group, Dar, we created an interpretation of story in the concept of place and environment, interpreting the architectural planning models of Think I GDC, Ron Mitchell, HOK, Bill Hellmuth and a host of others, in creating a visual storytelling, messaging and brand experience expression that defined the wayfinding and trail connectivity throughout the island complex

OQYANA™
WORLD FIRST



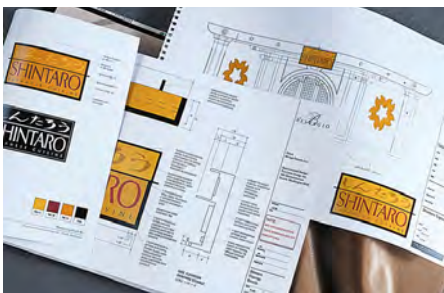
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BELLAGIO

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.



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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ARA

GIRVIN worked with the Ameristar development team, as well as their spa consulting group, to find a new modeling for a group of spa installations to be implemented throughout their entertainment complexes. Our role began with the brand definition process of finding the heart of the proposed spa positioning with the GIRVIN BrandQuest® workshop tool, facilitating the leadership team to arrive at a character and personality for advancing the premise of the experience. GIRVIN named the concept, as well as created the opening brandcode that was to be expressed in the interiors and graphic marketing language for the environment.



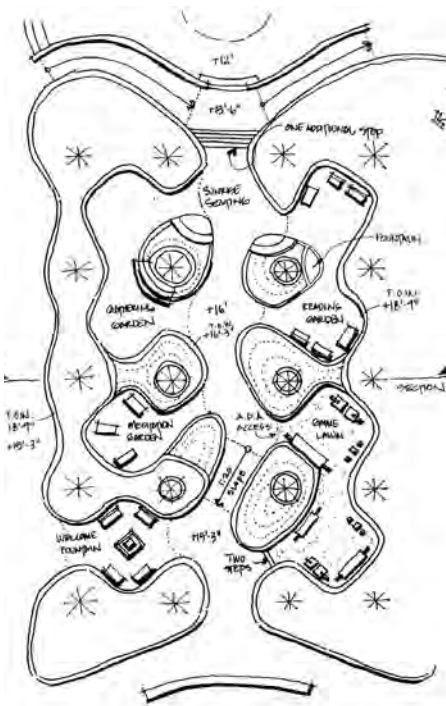
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CANYON RANCH

GIRVIN worked with the founding leadership of Canyon Ranch I Living, Miami – to build a brand storytelling model for the environment, community, spa-living and lifestyle center. This brand model also extended to marketing materials, such as videos and other collateral and served as a foundation for GIRVIN’s environmental graphic design efforts.



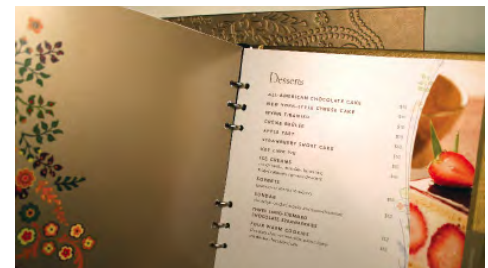
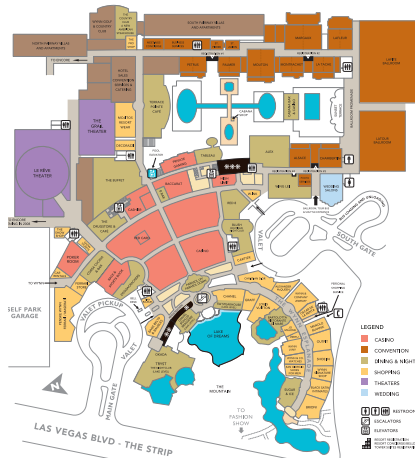
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WYNN ENCORE

GIRVIN, again, partnered with Wynn Resorts to create a refined and innovative guest directory and dining guide for both Wynn Las Vegas and Encore, the newest addition to the resort complex. The updated design is a tangible manifestation of Wynn – from the custom trademarked colors used for the in-room guide binders to the patterning treatment inspired by the interior design of both properties. The collaboration between Wynn and GIRVIN resulted in the development of a design and copywriting solution that best reflects the promise of an exceptionally luxurious experience while bridging the two properties.



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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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TURTLE DUNES

GIRVIN's team worked with the architectural planning, landscape developers, investors and the founding teams of the Fairmont Hotel | Princess leadership and the guiding brand organization, GHI to support the creation of Turtle Dunes. Our role was to define the strategy and create the important components of communication – from messaging to Web site, from the basic positioning: LIFE WELL PLAYED, to identity and brand components, from collateral design to signing applications – thoroughness, in integration.



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NEWCASTLE

Aligning the family leadership of the OKI Foundation and OKI Golf, based on the fortunes of enterprising Microsoft executive and philanthropist, Scott Oki, GIRVIN created the opening branding strategy and visualizations program for a course of unparalleled views of the city, coupled with the innovative visioning of rebuilding the site on former coal slag sodden, city dumping grounds. Using unique strategies of reclamation, the lands were cleaned and refurbished, and the course named and erected, on brand strategy, in the high hillocks overlooking the city from ramparts beyond Mercer Island.



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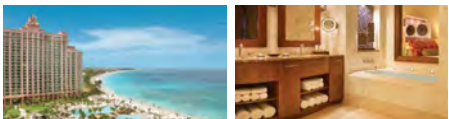
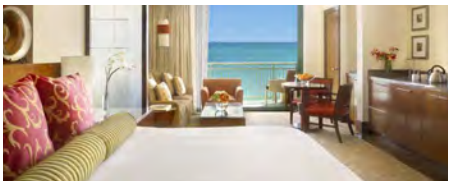


KERZNER | COVE | ATLANTIS | REEF

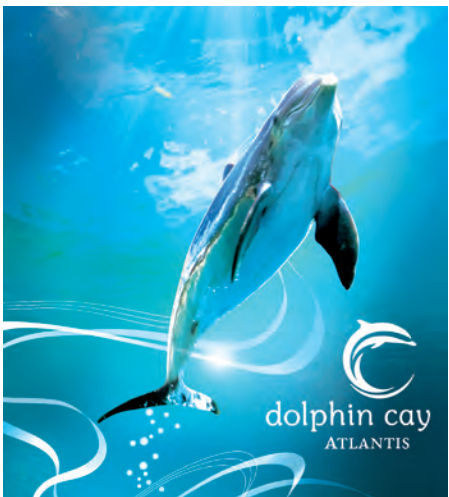
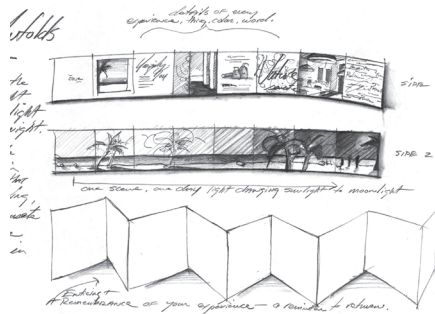
GIRVIN's team has partnered closely with virtually every aspect of brand marketing for Kerzner's Atlantis product offerings – consulting in strategy, marketing planning, copywriting and visualizations of campaign theme development: AWE INSPIRING. Acting as a virtual advertising promotional agency, GIRVIN created the holistic branding platform for a campaign magazine insertion, including designing a grouping of other collateral marketing programs to support the challenges of a recessionary economic milieu. BUILDING AWE INSPIRING MESSAGES AND IMAGERY FOR AWESOME RESULTS.



HIGH-DESIGN BEACHFRONT LIVING.
ATLANTIS AS YOUR PERSONAL PLAYGROUND.
MINUTES FROM SOUTH FLORIDA.



THE
REEF
RESIDENCES AT ATLANTIS
PARADISE ISLAND, BAHAMAS
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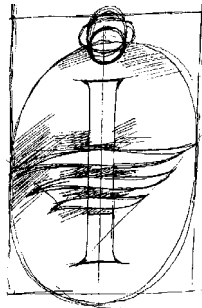
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ILLAHEE

Partnering with architect Edward Weinstein, hotelier Robert Thurston, development team Steve Robertson and Don Bauhofer, we created a brand, positioning and story, as well as a naming and design visualization program months before the opening of planned community, Illahee, located in WallaWalla, Washington. GIRVIN created charrette branding workshops (BrandQuest®) that supported the naming strategies and positioning efforts, leading the team to build the brand's foundations.



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PRINCESSES | BERMUDA | ACAPULCO

GIRVIN partnered with the Fairmont leadership team, MTM Luxury Hotel consultants and Global Hospitality Investments in an effort to re-brand the entire Fairmont Princess – from golf courses, amenities and signage to uniforms and menus. The intent was to create a cohesive consumer experience, which we accomplished by exploring the property’s history, competitive landscape and brand character through research and creative sessions. In doing so, we were able to find a compelling story for the complex that is reminiscent of the past but extremely relevant to the future. GIRVIN developed an over-arching strategy that included visualizations, naming, messaging, collateral and services all unified by the foundations of identity development.



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.!?~

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CHANDLER'S CRAB HOUSE

Our team started with a deserted and semi-industrial waterfront site and — with the developer, restaurant group, and a team of chefs, turned it into a destination restaurant. Design, art procurement, mural management, packaging, products, signage and building skin.



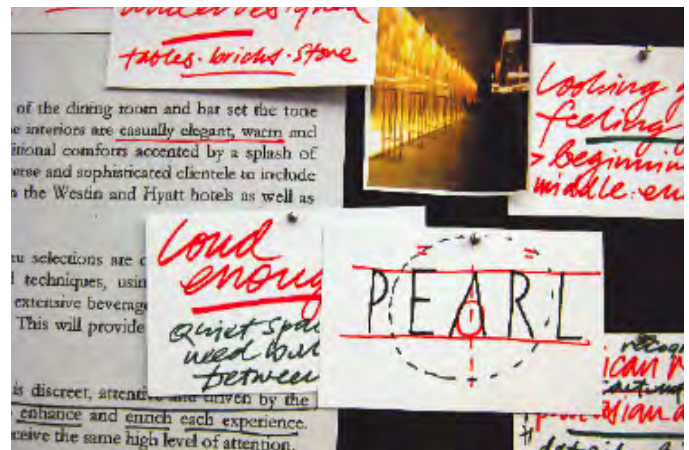
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THE PEARL

GIRVIN's project leadership can assemble the talent to build out new restaurant brand shifts to effectively accommodate a new market, evolving strategies and styles of conception. We believe in the art of the experiential storyteller – that brands are essentially narrative experiences that people relate to: love, share and return, again and again. And, they never forget stories that are happily shared. GIRVIN'S work at Pearl was framing the concept from an existing enterprise – Trader Vic's – and at the most reduced cost possible, organizing and coordinating a completely new brand: concept, naming, identity, environmental design, signing, interiors, construction coordination, print



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SALUMERIA ROSI PARMACOTTO

Our team started with a deserted and semi-industrial waterfront site and — with the developer, restaurant group, and a team of chefs, turned it into a destination restaurant. Design, art procurement, mural management, packaging, products, signage and building skin.



Color revision 3
Background: PMS 173
Type: White



Color revision 5
Background: PMS 468
Type: PMS 364



Color revision 4
Background: PMS 118
Type: PMS 468



Color revision 6
Background: PMS 364
Type: PMS 468



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COWICHE CANYON

The GIRVIN team built a BrandQuest® exploratory and visioning workshop in support of the founding leadership's team to innovate an entirely new take on restaurant experience design in eastern Washington. Cowiche Canyon represented a family dream, combining an upscale all American take on dining, combined with hard-working materiality and experience layers of one of the greatest hops, grape, apple growing and grain production growing regions in the United States. Architecture by Graham Baba. Identity and graphical applications by GIRVIN.



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LEGENDARY
BEAUTY

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PROFESSIONAL
SEBASTIAN™

SEBASTIAN

In telling the renewed brand story of Sebastian International, the GIRVIN team studied the genetics of the brand, the family and the history to establish the foundation. GIRVIN's approach with Procter & Gamble has always been focused on building a creative brand partnership –an alliance between mind, passion, strategy and the deep love of design –to create emotionally resonant solutions, in continuously evolved alignment with P&G principles.



SEBASTIAN

GIRVIN explored competitive archetypes, metaphors and poetic treatment, associative thinking and brand alignments, GIRVINs BrandSpheres, metaphorical mindstorms and catalyst positioning, naming products, color consulting, brand design language and packaging systems. All this embracing, reflecting and aligning careful listening to customer relationship wisdom with holistic brand touch.

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IT COSMETICS

Closely collaborating with Jamie Kern, founder and creator of IT cosmetics, GIRVIN engaged in an opening brand development session, our proprietary BrandQuest®, to build out the strategy of her brand personality and business planning. The product concepts are all based on her extensive experience as a model, TV news anchor and beauty personality.



STYLIZING SECRETS

Her drive and passion to build this brand has lead to exclusive presentations of her product offerings, body sculpting and beauty “tricks of the trade” and a styled “personal library of secrets.” Her products have since been presented on HSN and the Today show. GIRVIN’s work focused on the opening strategic development, visual packaging solutions, naming consulting and identity development for IT cosmetics.

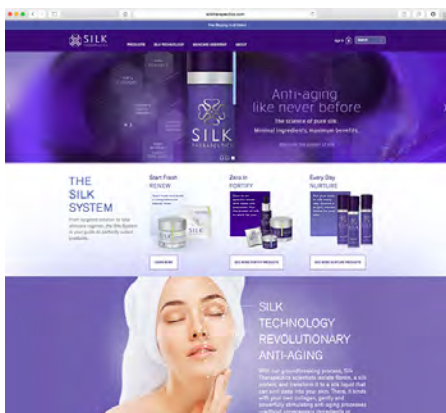
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SILK THERAPEUTICS

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 now 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 landmark and clean packaging design system. The newly elevated identity better communicates the Silk Therapeutics brand story, messaging, and the benefits the consumer can expect.

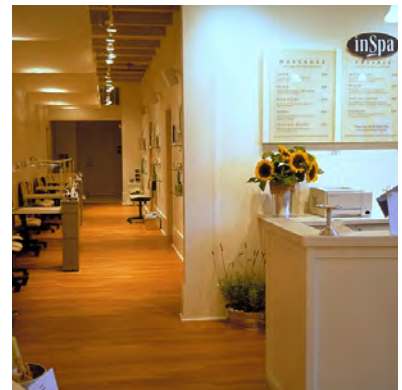
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INSPA

Colleen Stone, an executive from a national salon and beauty care group, had a business plan for a new retail based massage, wellness and body-care concept. We created the name, the founding brand strategy, the design language, and packaging system for a brand that has started with merely a planning document – and now is 12 separate locations across the west coast.



GIRVIN

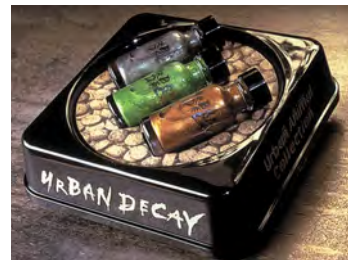
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URBAN DECAY

URBAN DECAY

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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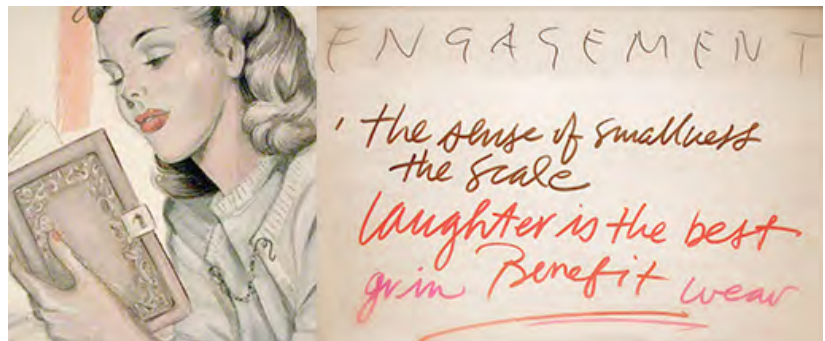
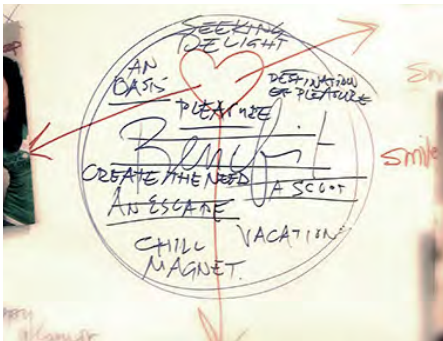
SHE'S EVERY WOMAN'S HERO

benefit

SAN FRANCISCO

BENEFIT COSMETICS

GIRVIN partnered with the Benefit leadership in exploring brand strategy and visualizations for a heritage cosmetic product offering that started with the innovation of Jean and Jane Ford, and now continues after decades of operation, to a worldwide operation.



RETHINKING VALUES

Fantastically popular, the strategy was about understanding the internal cultural positioning, as well as rethinking the customer value relationships, developing new messaging and imagery dimensions. The work consisted of a thorough sequence of interviews, organizational overviews and notations, the engagement of the branding sessions, merchandising discussions and recommendations and summary presentations to Louis Vuitton management.

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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.



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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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 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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[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.

[j]



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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.



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.

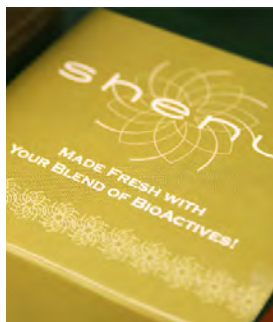
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SHENUI

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.



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.

GIRVIN

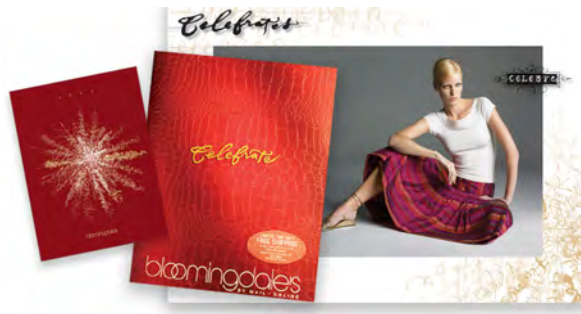
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BLOOMINGDALE'S CELEBRATE

To create a concept of global "celebration" for a multi-story campaign development is the beginning challenge, it's another to develop the conceptions for how it might look. This is always done in collaborative stages, between design, marketing and store leadership. First, develop the driving concept for the proposition (The World Celebrates) strategically define the personality and positioning, then create the opening ways to tell it. Any campaign is bound to evolve — and this one did. From the openings, "The World Celebrates" to simply: "Celebrate."

bloomingdales



The World Celebrates
bloomingdales



From the opening theme design explorations, there were elements that showed promise in direction: a heavy script signature; a cartouche with distressed typography in various languages; a roughened rule; a compass with varying languages...photographic overlays and patterning. These created the opening toolbox that would ultimately be tested at the executive level, in all print and dimensional design. In a pitch from the buyer's side of the leadership at Bloomingdale's, to the marketing and advertising development, product and ornamental applications of the individual language elements, as well as the "Celebrate" theming were designed.

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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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SCANDIA

GIRVIN's team worked on creating brand tactics, marketing planning, a new identity, collateral and a website for accelerating online commerce. Scandia Down is a global collector of the best of the best, traveling the world to find the finest fabrics and most exquisite goose down, crafting them into world-renowned, luxurious bedding products.



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CALIDORA

Create a proprietary resveratrol product offering for a chain of West Coast skin treatment clinics, later purchased by SkinSpirit. Working with Founder Colette Courtion, and her team, GIRVIN'S group built an exploratory BrandQuest® team workshop and created the opening brand positioning for the Calidora brand, as well as defining a new product grouping – the first ever, for Colette's retail skincare clinics. GIRVIN created the strategy, packaging treatments, product printing and production for delivery to in-store sales throughout her retail installations on the West Coast.

calidora®



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GARDEN BOTANIKA

GIRVIN was instrumental in the original launch of Garden Botanika in 1990. The brand was positioned between high-priced department store cosmetics and low-quality products sold in the mass channel. While initially a resounding success, over time Garden Botanika lost its focus. By 2001, Garden Botanika was in bankruptcy when Schroeder & Tremayne purchased the brand name, its product formulations and the direct mail program. GIRVIN was hired to help redefine the brand's essence.



GIRVIN revitalized the brand by creating a new, luminous soul for this line of beauty care products. The promise of "respecting your nature" was brought to life. With a focused strategy, GIRVIN set out to revitalize the brand. A refreshed brandmark was developed, we created names for the brand's six core product lines, and redesigned the packaging to reinforce Garden Botanika's premise of simple, natural beauty care. Additionally, a clean and simple e-commerce site was created that matched the vitality of the catalog and direct mail pieces.

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LEGEND & LEGACY

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KETTLE

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.



GIRVIN brought Emerald to the forefront of branded social media with content that reflected the new brand identity and an energetic, unabashed voice used to proactively engage existing, and potential community members. As a result the community size doubled and engagement tripled within a year.

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THE NORTH FACE

GIRVIN's history with VF Corporation extends back over ten years in merchandising and design evolutions. Those foundations set the pace in how consumers perceive the products—how they realize the story of each brand and what connects them emotionally—through powerful brand images. As an explosive segment of VF's global growth, The North Face in China still maintains an untapped audience with huge potential for further development.



EMBRACING CONSUMER CHANGES

Extensive research was conducted with consumers, experts and competitors in China to arrive at confirmed recommendations on changes needed. A new Chinese name for The North Face along with a new logo incorporating the Chinese name was designed to embrace a wider audience that encourages consumer engagement. A newly created Brand Standards Guideline was developed to maintain the brand equity and consistency of the new brandmark for robust advertising campaigns through print or digital advertising.

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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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PURELY
LEGENDARY

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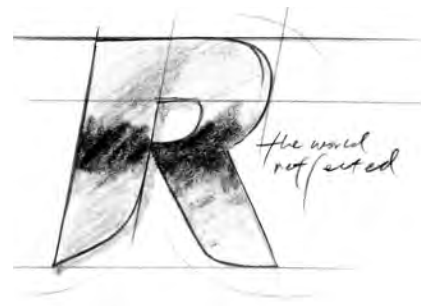
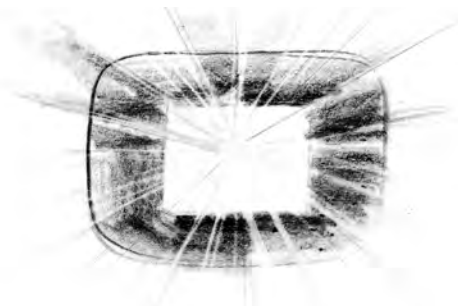
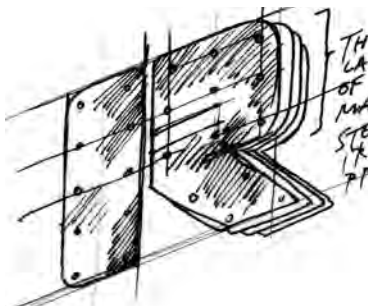
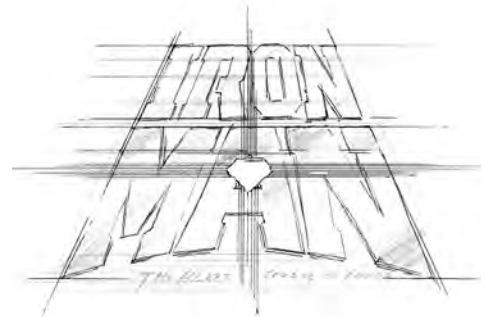
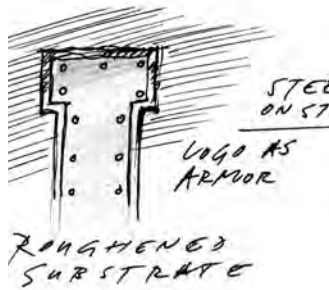


IRONMAN

Exploring the history of the identity development — and the present state branding of Iron Man — there's an extensive back story of literally decades of personality development that's been tied to the idea of Tony Stark, his broken and fragile heart, the conflicted nature of his existence and experience — and what drives him anew, to another level of human explication — the spinning of the soul in a new genre of humanity.



IRON MAN



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BRAVEHEART

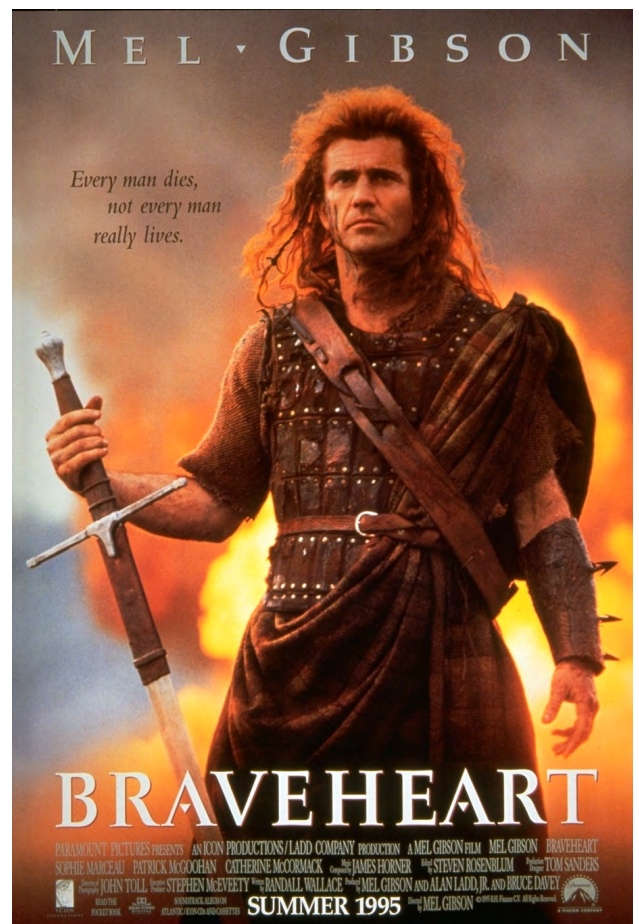
PARAMOUNT PICTURES PRESENTS AN ICON PRODUCTIONS/LADD COMPANY PRODUCTION A MEL GIBSON FILM MEL GIBSON BRAVEHEART
SOPHIE MARCEAU PATRICK MCCOOHAN CATHERINE MCCORMACK Music by JAMES HORNER Edited by STEVEN ROSENBLUM Produced by TOM SANDERS

BRAVEHEART

There is almost nothing more unique in the concept of telling stories than the cinema. As designers, and participants in the magic of theatrical advertising and motion picture brand design, we've got a long legacy in acting as special consultants in supporting the framing of story imagineering.

MEL • GIBSON BRAVEHEART

Paramount Pictures 95/0
5.009 Braveheart Logo[]
6/31/95



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STARTREK

Tim Girvin approached JJ Abrams, after working on M:I:III [Mission: Impossible] for Paramount, his earlier cinematic effort, to be involved in the identity design for Star Trek. GIRVIN's focus was to study the core original fonts from Roddenberry's 1966 offering, upgrading the design of the identity and building out a crisper taller version — which ultimately became the brand mark for the new series.

STAR TREK



STAR TREK

STAR TREK

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UNFORGIVEN

This treatment was drawn with a steel pen, broad-edged, on handmade paper. And the spirit of the rendering was about anguish, pain and forceful power, in emotion. As well, it evinced another character, which was the quality of typographic design — letter-pressed, or sign-writing from the late 1800s, in a kind of Victorian, hand-gestured styling.



CLINT EASTWOOD
UNFORGIVEN



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LEGENDARY

RESULTS

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NORDSTROM

"GIRVIN did an excellent job of connecting the signage to the overall store design and the fundamental architecture. Their work conferred a luxury brand message through integrated storytelling."

Dawn Clark | Creative Director and Principal Architect

SEIBU

"GIRVIN and Callison teams worked in seamless collaboration to enhance the environmental and graphic concepts first explored together for SOGO's Osaka flagship store. Our design teams created a holistic realization of the feminine, nature-based identity of the Seibu flagship in Jakarta, with GIRVIN's team developing the pattern language for the large scale building exterior wrapping, signage and storefronts, down to the details of the interior signing system and into shopping bags and marketing materials. The strength of our combined talent shines powerfully throughout this beautiful store."

Dawn Clark, AIA | LEED Principal | Callison Architecture

HARVEY NICHOLS

"Our strategy was founded on the concept of a classical Japanese design device of royalty—the parang, interpreted through the lens of modern British artists. We used this concept as a strong symbolic design element that drove almost everything that we created in the planning and design of this specialty luxury store. GIRVIN'S team got that principle, taking that idea and looking for every possible way to appropriately implement it as a design reflection of the big picture we'd created."

Dawn A. Clark, AIA LEED AP® | Principal in Charge

LEVIEV

"When we launched the brand LEVIEV in 2005, we needed to have a logo designed, as well as all of the brand attributes such as packaging, color schemes, etc... down to the last detail. We worked with Tim Girvin | NYC to convey the unique positioning of the brand at the firmament of the diamond industry. Tim quickly created a company logo that immediately gained recognition, cleverly using the "LL" of the owner's initials to represent a 103.9 carat D-IF emerald-cut diamond in our collection, superimposed on a dotted czarist stamp evoking the company's Russian roots. Tim and his team quickly captured the essence of our endeavors and were close partners in this venture: great listeners, who knew how to interpret our vision, and who effectively delivered. I recommend without any hesitation Tim Girvin."

Thierry Chaunu | CEO | LEVIEV

YSL

"The work that your team has done on the Bellagio restaurants is great—one reason being is that many of them have survived the test of time; they're still in place and some of the best there."

Claudia Cividino | Vice President—Director of Retail

Yves Saint Laurent

BELLAGIO

"The work that your team has done on the Bellagio restaurants is great—one reason being is that many of them have survived the test of time; they're still in place and some of the best there."

Steve Wynn | Chief Executer | Bellagio Hotel

ARA SPA

"The new spa design work for Ara—Love 'em !!! You guys rock."

Lee Horswill | Creative Director | Ameristar Casino

CANYON RANCH

I just wanted to call and thank you for how smoothly everything is going on our Miami project with the signage. It's been somewhat of a bear of a project and there are all kinds of crazy things with how the developer deals with the vendors and different people; and I really appreciate your guy's patience in the matter. I'm extremely happy with how the Girvin team have handled everything—so, much kudos!

Claudia Cividino | Vice President—Director of Retail

Yves Saint Laurent

SEIBU

"Our strategy was founded on the concept of a classical Javanese design device of royalty—the parang, interpreted through the lens of modern British artists. We used this concept as a strong symbolic design element that drove almost everything that we created in the planning and design of this specialty luxury store. GIRVIN'S team got that principle, taking that idea and looking for every possible way to appropriately implement it as a design reflection of the big picture we'd created."

Dawn A. Clark, AIA LEED AP® | Principal in Charge

TURTLE DUNES

Girvin is distinguished as one of the most prominent branding and design firms on the West coast and is based in Seattle. They did our branding work for us in Bermuda and Acapulco...including creating the identity and communication pieces for both The Pearl and Turtle Dunes. Tim is also genuinely one of the nicest and most interesting people you will ever meet and very engaged in the Seattle business community.

Jenny

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SIREN SONG

"Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the 'place' experience for our new Vineyard Estate and Winery. We are THRILLED with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."

Holly & Kevin Brown | Siren Song Wines

KERZNER | COVE | ATLANTIS | REEF

"A great company and a great brand and, most of all, some really great people. I'm so glad you (and the GIRVIN group) have come into the folds of the Kerzner family and I know you will continue to be a part of things here because you are such a great fit! I have really enjoyed working with you!"

Laurie Frake | Marketing Executive Vice President

ILLAHEE

"I found Girvin Design to be the consummate Facilitator. In our business we continually search for meaningful professional/supplier relationships that add real value to our products/projects. We found that rare contributory relationship with Team Girvin...where practiced and trademarked process, led by highly skilled associates, takes the client to an inevitable consensus...to buy-in...to focus...to action. A Facilitator implies leadership...Girvin Design is a leader in its field and Pennbrook Homes is the better for the on-going relationship."

**Steve Robertson | President and Cofounder
Pennbrook Homes Group**

PRINCESSES | BERMUDA | ACAPULCO

Thank you TG. We cannot tell you how much we enjoy working with your team! Incredible in every way! From the strategy work to the art, your team keeps blowing our minds!

Jennifer Chase | Laurent Poole Founders Global Hospitality Investment Group

NEWCASTLE

The power of the Newcastle brand? Our new buyers will hold onto this as their crown jewel—because it is. The vision and brand you helped create is timeless.

Nancy Cho | Oki Golf | Chief Marketing Officer

CHANDLER'S CRABHOUSE

GIRVIN | Strategic Branding & Design is a fabulous group. The GIRVIN team was instrumental in creating the Cucina! Cucina! Italian Cafe logo and overall "fun" Cucina! feeling. In addition, the Schwartz Brothers Restaurants logo is fabulous, as well as the work created for Chandler's Crabhouse and Fresh Fish Market. I can't remember ever working with a more talented group of designers. I would be happy to recommend their services to anyone seeking creative, new, dramatic, exceptional work. They're the best!"

John H. Schwartz | Schwartz Brothers Corporation

SALUMERIA ROSI PARMACOTTO

"The Rosi family worked with the GIRVIN group and Tim Girvin himself, since the very beginnings of our idea—the dream of a new Salumeria. Our vision is based on the classical, traditional qualities of Parma history in cured meats, savory offerings, fine wines and excelling service experiences for our guests, at our new location in NYC. Not only did they help us with our development strategy, in creating our brand, but as well, our storytelling, logo and shopfront signing to help express the spirit of our brand. Our work with them was always responsive, very creative, inventive and consistently part of our vision. And, like our food offerings—both here in and in Parma, the quality of their work is based on care, handmade details and excellent service. They're a great team to work with!"

Antonio Corsano | Managing Director

THE PEARL

"From our brand positioning and market strategy, to our sense of style, our interiors, our brand, our printed materials, our signing, and ideas on decoration and art—it's all come together with GIRVIN's group leading our partnership to make this happen. And, while other restaurants are struggling, we're not only meeting our targets, but we're beating them. We've got great press, great connections with our clientele and our community is growing. Our reputation is emerging. And GIRVIN's group took us from an opening dream, an inspiration, to reality. We highly recommend the GIRVIN team."

Bradley Dickinson & Mikel Rogers | Founders and Dreamers R&D Hospitality

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SEBASTIAN

"I am extremely impressed with the GIRVIN team's ability to deliver great material in such a short period of time, and they know how to work with the consumer; listening, challenging, learning, and bringing back great thinking. We chose the right design team to create the most innovative brand in the professional hair product category. This is absolutely awesome work and we are thrilled by the visuals. GIRVIN is a great design firm and I LOVE working with them."

Jean Baptiste Salvado | Sebastian Design Manager

IT COSMETICS

"I cannot articulate how amazing you are and how blessed I feel to be working with your team. What I consider an amazing amount of progress and a brilliant creation—a team creation. I can't even imagine where we would be right now as a company if our paths hadn't crossed. And I hope this is just the beginning of my work with GIRVIN."

Jamie Kern | Founder | IT Cosmetics

SILK

"For the first time and after working with many other agencies both large and small, we feel we have finally found a true partner in GIRVIN to help us reach our goals in establishing Silk Therapeutics as the leader with the cleanest and most effective anti-aging products in the market."

Greg Altman | CEO | Silk Therapeutics

BENEFIT

"The GIRVIN /study has led us to start two important projects related to our brand and legacy—there is no question in my mind that this was the key trigger to Benefit exploring in much more detail its roots and DNA. Much appreciated."

**Jennifer Chase | Laurent Poole Founders
Global Hospitality Investment Group**

SHISEIDO

"GIRVIN's unique methodology in brand storytelling methods to create unique, memorable and effective positioning and messaging for products. Our brand strategy team provided three distinctive stories to express this product brand and help Shiseido determine how to position their product to appeal to new audiences, creating emotional connections, captivating loyal customers. GIRVIN and Shiseido have a long history of creative collaboration. Brand design, product storytelling, writing and identity—our relationship to our consumers all over the world—this team supports our strategies in many arenas to build our business."

**Hiroshi Maruyama | Global Creative Director
Global Hospitality Investment Group**

MTRIARCH

"Thank you so much for rallying the troops to get these done. We SOOOOOO appreciate you guys! Everything is looking great and we are whistling as we work!"

CHRISTI MESHELL | Founder

BUTTER LONDON

"Thank you! I am so happy to have you as part of the team—your deep understanding of the needs of our brand going forward is evident and much appreciated."

Sasha Muir | Founder

NORTHFACE

"From our brand positioning and market strategy, to our sense of style, our interiors, our brand, our printed materials, our signing, and ideas on decoration and art—it's all come together with GIRVIN's group leading our partnership to make this happen. And, while other restaurants are struggling, we're not only meeting our targets, but we're beating them. We've got great press, great connections with our clientele and our community is growing. Our reputation is emerging. And GIRVIN's group took us from an opening dream, an inspiration, to reality. We highly recommend the GIRVIN team."

**Bradley Dickinson & Mikel Rogers | Founders and Dreamers R&D
Hospitality**

KETTLE

Thanks for all your help...you've made quite an impression on all fronts—packaging, merchandising, voice.

Brian Driscoll | CEO | Diamond Foods San Francisco

EMERALD

"Thanks for all your support Tim & team. Packaging, Template and Sales kit all looks amazing. We are getting a lot done, learning and doing it in a short period of time. Many thanks for your partnership, cannot wait to launch this product in market."

Miguel Leal | Sr. Vice President | Diamond Foods San Francisco

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CATHY MACK | Chief Marketing Officer | 206.674.7864 | Mack@girvin.com

Brand Research

Equity Research
Competitive Research
Naming Research
Employee Surveys
Focus Groups
Visual ID System Evaluations

Brand Strategy Consulting

Brand Strategy
Naming Services

Brand Alignment

Brand Evaluation/Audit
Brand Education/Stewardship

Marketing Strategy

GoToMarket Strategy
Online Strategy
Social Media (Podcasting/Blogging) Strategy
Messaging
Positioning

Advertising and Marketing

Print Advertising
Direct Marketing Campaigns

Creative Services

Visual Identity Development
Collateral Design
Packaging Design
Environmental Design & Wayfinding

Creative Services

Visual Identity Development
Collateral Design
Packaging Design
Environmental Design & Wayfinding
Experiential Design
Launch Materials
Podcast Production
Website Design/Production
Web Usability
Video/Film Content Development & Storyboarding
Photographic Services
Font Creation
Product Styling

