

COLLABORATIVE INNOVATION
& BRAND DESIGN

GIRVIN

WHAT

CAN GIRVIN DO FOR US?

45 Years of consistent performance, since 1976.
Identity, naming, packaging, retail design, websites,
Social media and built environments.



OUR HISTORY IS CURIOSITY.
AND THE ABILITY TO CREATE SEAMLESSLY BUILT BRANDS.

WHAT

DOES GIRVIN DO FOR INNOVATION?

VIATHON | BRAND NAME, POSITIONING, MESSAGING, BRAND GUIDELINES AND DEVELOPMENT FOR WALMART.COM.



WHAT

DOES GIRVIN DO FOR INNOVATION?

MÖDRN | BRAND NAME, POSITIONING, IDENTITY,
PACKAGING AND PRINT FOR WALMART.COM.



WHAT

DOES GIRVIN DO FOR INNOVATION?

SONICARE | WORLD WIDE BRAND NAME, CORPORATE NAME, DESIGN LANGUAGE, INDUSTRIAL DESIGN COLLABORATION, CLINICAL TRIALS, TRADE SHOWS, MERCHANDISING, PACKAGING AND PRINT: PROMOTIONAL COLLATERAL.

▼ branding



illustration ▼



brand brochure ▲

▼ sonicare logo



▲ color palette

WHERE

DOES GIRVIN TAKE INTEGRATED CAMPAIGN STRATEGY?

SILK | BRAND WORKSHOPS, MESSAGING, NAMING, PACKAGING, SOCIAL, PRINT SYSTEMS AND INTEGRATED AD CAMPAIGNS.



“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

WHERE

DID GIRVIN GO FOR P&G?

SEBASTIAN | WORLD WIDE BRAND REORGANIZATION, NAMING SYSTEMS, NEWLY UNIFIED AND MANAGED STYLE FOR PRINT, WEB AND PACKAGING, HOLISTICALLY INTEGRATED.



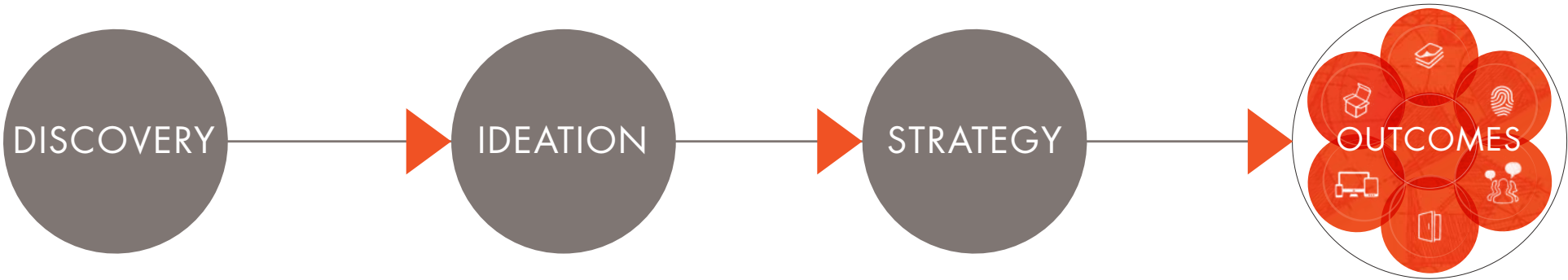
W O W

BRAND STORYTELLING

35 YEARS OF THEATRICAL BRANDING FOR LITERALLY HUNDREDS OF FILMS—SINCE 1979.
LOGOS, MESSAGING, NAMING, DIGITAL, PRINT AND PACKAGING.



WHY



Analyze existing materials, interview stakeholders, conduct market research, identify key audiences and competitors.

Interactive branding session with client key stakeholders, based on primary analysis, research and set goals. This includes identifying the market and audience, redefining/establishing brand vision, mission, position statement and message hierarchy.

Based on the discovery and findings from the branding session, the brand strategy summary and guide is developed. This defines unique opportunities and the best approach to generate and/or strengthen brand awareness.

Brand strategy unique to each brand is applied in each application for effective market channel strategies. Each application communicates via a unified brand message and imagery to ensure brand personality is consistent and impression memorable.

Outcomes include, but are not limited to:

- Message Development
- Name Development (**Ideator**[®])
- Logo Design
- Print Design
- Web Development
- Social Media



BRANDQUEST[®]

CAN GIRVIN WORK REMOTELY?
VIRTUAL BRANDQUEST® WORKSHOPS—
CONDUCTED LIVE OR DIGITALLY, ON SITE
OR VIA ZOOM, BRAND THINKSHOPS:

WITH 30 YEARS OF EXPERTISE, WE'VE PERFECTED REMOTE
WORKSHOPPING FOR BRAND SOUL INTENTION.
DIRECTED, TEAM-BUILT STAKEHOLDER CREATIVE SUMMITS.



Thank you!

Tim Girvin

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www.girvin.com

SEATTLE | NEW YORK