

**Approach:**

SBRI believes with fierce conviction in the power of science to make a better world, free from the most deadly diseases. They commit their passion, research skills and imaginations to improving people's lives through discovery. GIRVIN was hired to help heighten the human factor associated regarding SBRI's vision and strategy. The GIRVIN team worked to help capture and convey their brand, their message and its global significance



Message |



| Environment

**Result:**

GIRVIN helped SBRI by facilitating a BrandQuest® to strengthen their brand personality and positioning. We created two brandmarks that capture the essence of the institute. Developing a brand style guide, business papers and an annual report, GIRVIN was able to help reinforce the SBRI story with integrated collateral. We also created the BioQuest Gallery and a donor wall exhibit, which educate and encourage visitor involvement in the fight against infectious diseases.

*"An exceptional ability to listen heads my list of accolades. But that doesn't mean that the GIRVIN team didn't challenge us to peel back to the essence of SBRI, shine a bright light on what it really means to conduct life-saving research, and help us reinvent our messaging and media accordingly."*

Ashley Hulsey | CFRE Director of Advancement | Seattle Biomedical Research Institute



| Print



Identity |

