

寻找真相：品牌的灵魂

SEARCHING FOR THE TRUTH: THE SOUL OF BRANDS





GIRVIN是美国历史最悠久的私人经营的品牌咨询设计公司之一，主要致力于品牌形象设计、战略咨询与规划、感性故事创作、信息传达与整合视觉化设计。Tim Girvin是GIRVIN战略品牌形象与设计公司的创始人。

GIRVIN团队为世界各地的企业和组织开展有关创新、品牌战略、命名和产品创新的研发工作坊(BrandQuest®)。籍此，他们发现企业的灵魂与文化，帮助企业制定战略、进行信息传达和视觉化设计。

目前，他们正在进行的重点项目包括电影和娱乐、科技、科学创新、消费品、健康、食品、饮料、零售、美容品和奢侈品以及对艺术和人道主义的推广。

GIRVIN的客户既包括有几百年悠久历史的品牌，也有只有几个月历史的新创公司。他们与企业创始人、领导者、管理团队和数百名员工共同合作，赋予企业品牌以生命、活力和生气。从新科技和绿色可持续发展企业，到需要创新的传统品牌和家族企业，GIRVIN团队一直都在不断地帮其探索新的解决方案及开发新的市场。但是，对GIRVIN来说，品牌

还是关乎激情、热爱、承诺和社会关系的。没有情感，品牌与市场的连接就只是一种交易——它只是商品。GIRVIN挖掘得更深。Tim Girvin经常谈到：企业应该将品牌战略与品牌故事中的灵魂和情感作为与消费者沟通和品牌灵魂的基础，应该在市场整合营销中将品牌信息情感化。

Tim写作、绘画、摄影、撰写博客，并领导着目前20人的团队进行着各种创意项目。GIRVIN在纽约和西雅图都设有办公室，并在东京拥有合作伙伴，纽约分公司的创意指导是Alex Williams，西雅图分公司的创意指导是Chie Sharp，Tim则担任GIRVIN所有项目的首席创意总监。

近35年来，Tim的团队服务过的客户有：苹果公司、哥伦比亚广播公司、杜克大学、费尔蒙特酒店与度假村、通用电气、朱美拉、卡夫食品、系统生物学研究所、英特尔公司、强生公司、科兹纳、马克安东尼品牌、微软、任天堂、派拉蒙工作室、宝洁公司、华纳兄弟和永利度假村等数百家企业。

Tim Girvin曾在华盛顿奥林匹亚常青州立学院获得学位，在佛罗里达州萨拉索塔新学院、纽约库珀联盟艺术与科学学院和伦敦帝国学院接受过继续教育。他最初的专业是海洋生物学和比较生理学，后来，一位教授推荐他改换专业，于是，他开始钻研字体设计、精美印刷、书法、艺术与建筑历史和书籍设计以及几千年来它们所受的文化影响。

Tim出生于1953年，目前住在西雅图，有两个女儿。



中国地震幸存者：凤凰城的绘制

在经历了四川2008年5.12地震带来的痛苦之后，朋友Paula Rees从中国返回。然而，Paula Rees说，什么样的痛苦也无法与那些幸存的中国人的痛苦相比。

Paula Rees曾经梦到过一只正在上升的凤凰，这只凤凰与地震带来的黑暗景象在说话，突然，她意识到自己或许可以用心灵、画笔和双手来帮助那些受苦的人，这个意识从那场梦里流出。这就是对那场梦的绘制。



Hell's Gate: 战略品牌进化

设计: GIRVIN 客户团队 William Jonson, Tony Ciocca, Chie Masuyama, Tim Girvin



Southend Brewery: 战略品牌进化

设计: GIRVIN 客户团队 Tim Girvin



Tim Girvin is the founder of GIRVIN | Strategic Branding & Design, one of the longest-running, continuously operating private brand consulting design firms in the United States. The focus of the firm is brand design, strategic counsel and planning, sensate storytelling, messaging and integrated visualization.

GIRVIN's teams organize developmental workshops (BrandQuest®) on innovation, brand strategy, naming and product creation for companies all over the world. They uncover heart, soul and culture – and build strategy, messaging and visualization around that experience.

This focus has led to ongoing projects in motion pictures and entertainment, technology, scientific innovation, consumer products, health, hospitality, foods, beverages, retail, beauty and luxury, as well as a constant commitment to the arts and

humanitarian and cause-related marketing and positioning.

They work with start-up companies that are only months old, to brands that have been continuously operating for centuries; they energize leadership, founding partners, executive teams, to hundreds of employees in newly vitalizing brands in enterprise. From new technology and green sustainable development solutions, to heritage brands and family enterprises based on tradition that require new innovations, GIRVIN's teams are always moving, exploring new solutions, markets and communities that surround brands. But, for GIRVIN, brands are about passionate fire, love, focused commitment and community relationships. Without emotion, the connection is only transactional -- it is only commodity. GIRVIN digs deeper. Tim Girvin speaks internationally about organizations with soul, emotional content in brand strategy, storytelling as a foundation of human communications, brand psyche -- the human brand, hybrid media and the emotionalization of brand messaging in marketing integration. Tim writes, draws, photographs, blogs and leads creative projects for his teams which currently number 20 people. GIRVIN has offices in NYC and Seattle, with an alliant relationship in Tokyo. The Creative Director in NYC is Alex Williams; and the Creative Director in Seattle is Chie Sharp. Tim acts as the overarching creative leader for all GIRVIN projects.

Girvin's design strategy blog (<http://blog.girvin.com/>) is read by thousands of people. His personal observations can be found at his truth site (<http://tim.girvin.com/Entries/index.php>), and updates, observations and movements at his twitter feeds (<https://twitter.com/tgirvin>).

Tim's teams have worked for Apple, CBS, Duke University, Fairmont Hotels & Resorts, General Electric, Jumeirah, Kraft Foods, Institute for Systems Biology, Intel, Johnson & Johnson, Kerzner, Kraft Foods, Mark Anthony Brands, Microsoft, Nintendo, Paramount Studios, Procter & Gamble, Warner Brothers and Wynn Resorts among hundreds of others, over the course of nearly 35 years.

Tim Girvin's education includes a degree from The Evergreen State College in Olympia, Washington, with additional studies at New College, Sarasota, Florida, the Cooper Union College of Arts and Sciences in New York City and the Imperial College in London. His original academic focus was on marine biology and comparative physiology. Girvin's lab notebooks were so elaborately designed that a professor recommended he change his course of study. This led to research in type design, fine printing, calligraphy, the history of art and architecture, and book design – and how these were culturally influenced through the millennia.

Tim was born in 1953, lives in Seattle and has two daughters.

2009年南洋理工学院学生参观GIRVIN设计公司

2009年,来自新加坡南洋理工大学的32名研究生前来参观Girvin设计公司,聆听了Girvin阐述品牌形象与设计策略创新,探讨了Girvin有关在企业品牌、形象和个性背后发现人文故事的重要性的理论。Tim Girvin与大家共同探讨了以一种能让消费者感觉到直接个人连接的方式来讲述企业故事的概念。

GIRVIN西雅图分公司创意总监Chie Sharp也对南洋理工大学的学生做了讲话,并回答了同学们有关大型国际零售形象项目的问题。Girvin曾经参与过日本SOGO、雅加达Seibu & Harvey Nichols和韩国GS百货的零售形象项目。



Capezio: 战略品牌进化

设计: Alex Williams, Cristina Espinosa, Tim Girvin



Bloomingdale's品牌庆祝 品牌
活动设计

设计: William Johnson, Alex

Williams, Tim Girvin



Athena 纯净矿物质水: 战略品牌创作
设计: GIRVIN 客户团队 Chie Masuyama, Tim Girvin



Cheerwine: 战略品牌进化
设计: GIRVIN 客户团队 Kevin Henderson, Chie Masuyama, Christina Sakura, William Johnson, Tim Girvin



Sonora Ranch: 战略品牌进化
设计: GIRVIN 客户团队 William Johnson, Tony Ciocca, Tim Girvin



Stanley Park: 战略品牌进化
设计: GIRVIN 客户团队 William Johnson, Tony Ciocca, Tim Girvin

Calidora: 战略品牌创作
 设计: GIRVIN 客户团队
 Christina Sakura, Danielle
 Amato, Tim Girvin



Sebastian Professional: 战略品牌进化
 设计: GIRVIN 客户团队 Alex Williams, Cristina
 Espinosa, Eric Weaver, Tim Girvin



28 Package & Design



Fungi Perfecti: 战略品牌进化
 设计: GIRVIN 客户团队 Kevin
 Henderson, Chie Masuyama,
 Tony Ciocca, Christina
 Sakura, Tim Girvin



Leviev: 战略品牌创作
 设计: GIRVIN 客户团队 William Johnson,
 Cristina Espinosa, Tim Girvin



联合国儿童基金会 / 中国卫
 生部: 为社区健康战略计划
 而创作
 设计: GIRVIN 客户团队
 Matthew Girvin, Tim
 Girvin



Shenui: 战略品牌创作
 设计: GIRVIN 客户团队 Michelle Anderson,
 Chie Masuyama, Christina Sakura



MARTA MONTENEGRO

Montenegro 品牌战略、包装、品牌创新
 设计: GIRVIN 客户团队 Michelle Anderson, Chie Masuyama, Christina Sakura, Tony Ciocca, Tim Girvin

2020 Lifestyles: 战略品牌创新
 设计: GIRVIN 客户团队 Chie Masuyama, Christina Sakura, Kevin Henderson

20:20
Lifestyles





Smoke & Rain

Premchit: 战略品牌创新
 设计: GIRVIN客户团队Danielle Amato, Deanna Carroll, Tony Ciocca, Tim Girvin

YSL: 零售品牌战略
 设计: GIRVIN客户团队Tim Girvin



Camay 沐浴露: 产品创新
 设计: GIRVIN客户团队Tim Girvin, Stephen Pannone



**OUTRAGEOUS
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AN
EDUCATION MANIFESTO

BY
SCOTT D. OKI

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About the book

It is no secret that K-12 public education in the United States is in crisis. Schools are plagued by poor student achievement, low graduation rates, entrenched unions, demoralized teachers and disaffected parents, when by rights U.S. schools should be the finest in the world. The troubles of the nation's schools have caught the attention of software innovator and philanthropist Scott Oki. In this thought provoking new book, Oki describes the ills facing public schools and coolly applies the same frank, no-nonsense analysis that made him one of the most successful top executives at Microsoft and a recognized leader in the technology world.

In addition, Oki presents eleven "planks," foundational public education.

Oki's vision on public education. He uses plain language and a forward-looking approach that will have instant appeal for our nation's school children.

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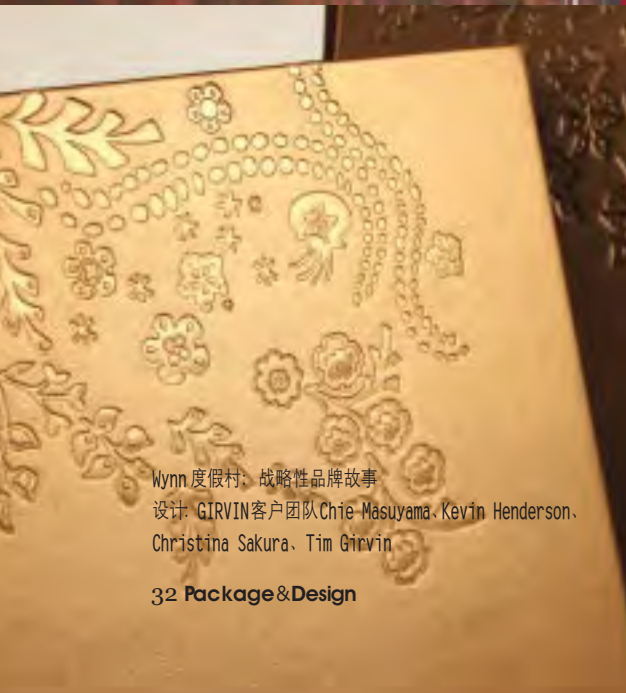
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Scott's speaking schedule

- June 16, 2009
Meet the Author
5:00pm - 7:00pm
Four Seasons Seattle
- July 23, 2009
Federal Way Rotary
Pen Lakes Country Club
- August 11, 2009
Bellevue Rotary
12:00pm
Harbor Club Bellevue
- September 10, 2009
PSBJ Eastside Executive Forum
Harbor Club Bellevue



Outrageous Learning: 战略品牌创作
设计: GIRVIN 客户团队 Chie Masuyama, William Johnson,
Tony Ciocca, Chris Moorhead, Tim Girvin



Wynn 度假村: 战略性品牌故事
设计: GIRVIN 客户团队 Chie Masuyama, Kevin Henderson,
Christina Sakura, Tim Girvin





Traffic Jam 大学: 战略品牌创新
设计: GIRVIN 客户团队 Christina Sakura, Tim Girvin



Fra'Mani: 战略品牌创作
设计: GIRVIN 客户团队 Chie Masuyama, Tim Girvin



电影戏剧品牌设计
设计: GIRVIN 客户团队 Chie Masuyama, William Johnson, Christina Sakura, Tony Ciocca, Tim Girvin



Pearl: 战略品牌体验创作
设计: GIRVIN 客户团队 Chie Masuyama, William Johnson, Tim Girvin