
Press Release
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GIRVIN MAPS GENOMICS FOR DUKE UNIVERSITY

Duke University's Institute for Genome Science & Policy gets new strategic positioning, and a new look & feel.

Seattle, WA April 14, 2005 Strategic Branding and Design firm, Girvin, Inc., recently worked with Duke University's Institute for Genome Science and Policy (IGSP). The Institute hired Girvin to collaborate with the executive leadership team to determine the strategic direction of the institute, including vision, mission and value. In addition to helping define the Institute's strategic direction, Girvin built a new brand strategy. Girvin also defined the design direction for IGSP, including layout, color palette, typography, photography, as well as the design of a new landmark, business papers, marketing collateral and a web site.

Duke University is ranked 10th among academic institutions in research funding from the National Institutes of Health (NIH). Duke's Medical School is a top-tier medical research institution. In response to the Genome Revolution, Duke University spent approximately \$200 million to establish the Institute for Genome Science and Policy. World-renowned geneticist Dr. Hunt Willard was hired to lead the Institute. IGSP brings together scientists, engineers, physicians, lawyers, policymakers, business leaders, economists, ethicists, humanists and students in the quest for breakthrough research that advances understanding and improves human health and social policy.

IGSP is Duke University's response to the revolutionary approaches to the study of life we now call the Genome Revolution. The institute is a research engine that fuels interdisciplinary investigations in the genome sciences and policy with a vision of understanding and improving human health, life and experiences.

Girvin helped the IGSP executive team to define its brand positioning from other research institutions. What distinguishes IGSP from other research institutions is the breadth of scientific inquiry coupled with detailed examination of the impact of genomics on human health and social policy. This Institute focuses on scientific research (with clinical implications via collaboration with the world-class Medical Center) and the ethics, law and policy implications at the same time. There are a number of other institutions that have both capabilities but they are not linked together and the implications of the research on social issues within the culture are not examined while the research is actually being conducted.

Another attribute found to be unique to IGSP is its multi-disciplinary approach - mathematicians, statisticians, biologists, chemists, ethicists, lawyers and philosophers working together on human health and social policy issues at the same time. Another aspect of the Institute's unique position is its mission to involve the entire academic community and to make every effort to engage the undergraduate and graduate schools in its endeavors.

Girvin also developed the Institute's Web site to support the brand and enhance the user's experience online. For example, the "Duke it Out" feature is an online debate surrounding a hot topic in Genome Sciences & Policy: is "Should companies be allowed to patent genes?" The online debate includes expert opinions, a related poll, and a discussion area, which is open to the public. The Web site for the Duke Institute for Genome Sciences & Policy can be accessed at www.genome.duke.edu

The entire project for IGSP required the expertise of many participants. Credits include all of the Seattle-based Girvin designers who participated in the creation of the brandmark. Other Girvin participants include Ann Bradford who led the brand strategy; Jennifer Bartlett who led the design; Stephanie Krimmel who was chief architect and project manager for the Web site; and Virginia Sabado led the production of the print pieces. Outside of Girvin, from Duke University Denise Haviland wrote the Web copy and Adam Trotter formatted copy and entered a massive amount of text (1500 pages) into the Content Management System. Girvin also partnered with a North Carolina technical firm called Webslingerz, who configured the Content Management System and did programming.

About Girvin Strategic Branding and Design

Founded in 1977 by Tim Girvin, Girvin, Inc. provides marketing consulting and brand development services, such as strategic planning, positioning and naming; graphic design including identity, packaging and collateral; environmental design and signage; and interactive design. Accelerating business results is the driver of the strategic and creative engine at Girvin. The firm's portfolio ranges from start-ups to the Fortune 500 across industries, including consumer packaged goods, entertainment, hospitality, retail, apparel, technology, non-profit and philanthropic organizations.