

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

## GIRVIN Crafts Fra'Mani Identity

-- Imagery for new *salumi*-maker is modern interpretation of old world tradition

**Seattle, Wash. – April 21, 2006** – Strategic branding and design firm GIRVIN has completed work on a complete identity program for Fra'Mani, a new artisanal food company based in Berkeley, Calif.

Founded by nationally recognized chef Paul Bertolli, Fra'Mani specializes in handcrafted *salumi* – Italian for salted, cured cuts of meat or sausages made primarily from pork. The name is an abbreviation of *fratelli mani*, meaning “brothers hands” in Italian. It also conveys a sense of “from our hands to your hands.”

GIRVIN's work included development of brand strategy, personality and positioning, packaging, business papers, retail signage and Web site consulting. The firm collaborated closely with Bertolli and his development team.

“Tim Girvin gathered all his impressions of our brand – its traditional reference, its layered texture and taste,” Bertolli said. “Then, through his hand, he channeled our ‘brand language,’ faithfully representing the mission, vision, and values of Fra'Mani. Our brand already looks famous.”

“Through our design, we wanted to express the ‘hand’ and the rich sensuality of the tradition and production,” said agency principal Tim Girvin. “It was vital that this have a richly rooted Italian character – and that it reached to the past and stood firmly in the layered, revived art and science imbued with focused care that these luxury foods offer.”

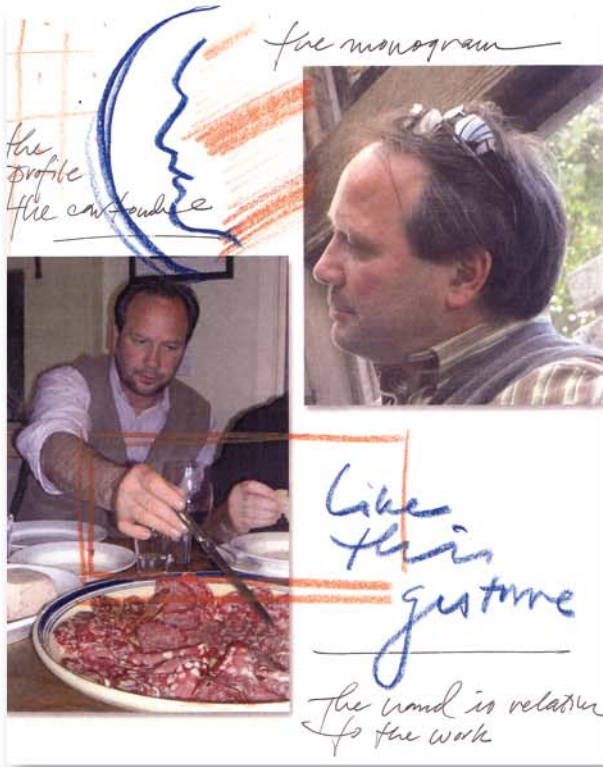
Bertolli's love of *salumi* began in his childhood when he tasted the salami made in his grandfather's butcher shop on the south side of Chicago. The company's initial offerings include fresh sausages and dry salami.

Fra'Mani *salumi* will be distributed nationally through selected luxury food retailers, including Provvista in Portland, Ore., and available at gourmet restaurants. The full Fra'Mani line will be sold at its soon-to-be completed retail store, adjacent to the production facility at 1311 Eighth St., Berkeley, and via the online store at [www.framani.com](http://www.framani.com).

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GIRVIN ([www.girvin.com](http://www.girvin.com)) is a full-service strategic branding and design firm with offices in Seattle and New York and affiliates in Paris and Tokyo. Clients range from the world's largest packaged-goods marketer to major Hollywood film studios to leading medical research institutions. The firm has annual billings of more than \$3 million and employs 26 people.

The Brotherhood of the Hand | Opening journal workbooks



*"Through our close collaboration, Tim Girvin gathered his impressions of our brand — its traditional reference, its layered texture and taste. Through his hand, Tim channeled our "brand language," faithfully representing the mission, vision, and values of Fra'Mani. Our brand already looks famous. I am very proud."*

Paul Bertolli, Founder and Curemaster  
Fra'Mani Handcrafted Salumi





Diversity of applications – from seals to labels, a palette of brandstory tools.



Creating a pattern language formed of signatures of the Italian Renaissance.

Numerous variations on hand-rendered, miniature script signatures styled in the Italian 15th century cancellarescha cursiva of Firenze, Italy.



The scumbled wall – textured renderings and brushed walls, add to the richness of the brand experience.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



Master logotype, in a customized Girvin font, based on the typography of Giambattista Bodoni, 1700s, Parma. The Roman is also specially created by Girvin for the project. Geometry is balanced on the M, redrawn to vertically align.



**Approach:**

Paul Bertolli, celebrated culinary director, at various Bay Area restaurants, along with investor Steve Darland, former Chief Brand Officer at J. Walter Thompson Worldwide, and a team of others, approached Girvin for the creation of a new story, a brand from scratch, literally, in the building of a product grouping. Paul's inspiration – the 3,000 year old Mediterranean tradition of spiced and cured meats, sleeved and preserved for a densely flavored sensation of artisanal salumi, the original Italian word for this luxuriously aged and prepared food.

**Solution:**

A day of interviewing, sampling and contemplating the realm of Paul's world and work, lead to the creation of a series of journals, which recounted and defined the direction for the brand in a manner that, hand-created, spoke to the character of his vision and process. A series of complexly detailed brand elements were created to be managed internally, for labeling, wrapping and packaging. These elements include: patterns, tints and substrates, alphabet families, flourishes, cartouches, containing forms, rules and gradations. All governed by the character of the brand visioning and strategic outlines collaboratively organized for the business. From our hands to yours...

The Story | From a scholar and translator of Latin, to a writer and Executive chef of Chez Panisse, Berkeley, California, Paul Bertolli has long explored the historically significant process in making foods, carefully by hand, with gathered attention to the often rare, always right ingredients for his guests at his restaurants, balsamic vinegar lofts and presentations. But the hand has deeply elevated his quest for experience and perfection – how the hand works, how the fingers and wrist gauges, guides and sculpts the character of what is offered, or as Michaelangelo has put it, "by hand, with mind and meditation." His recent product development – Fra'Mani, the brotherhood of the hand, in a line of entirely handmade, handcut, spiced and nurtured, cured meats, drawn from his active research in the hillside villages of Tuscan Italy.



*The work you did, the final manifestation is just stunning. It is everything I wanted and more. You nailed it. Exquisite! It's old and new and rich and layered. I am just so, so pleased. Thank you!*

Paul Bertolli, Founder and Curedmaster  
 Fra'Mani Handcrafted Salumi



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