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Girvin Design Gives New Garden Botanika Brand a Fresh Face

Launch opens with catalog and Web site for new beauty care product line

SEATTLE – Girvin | Strategic Branding and Design announced today that its naming and design work, completed for client Garden Botanika, has launched with the unveiling of Garden Botanika’s new retail Web site and the initial mailing of a redesigned retail catalog. The core message behind the new branding is “respect your nature,” the very essence of the new Garden Botanika brand.

“The Girvin team was instrumental in helping Garden Botanika develop a new branding and naming strategy,” said Liz Bradley, general manager of Garden Botanika. “We could not be happier with the results.”

Girvin was hired to provide naming and strategic design services, including the design of new product packaging, retail catalog design and the development of design templates for Garden Botanika’s new Web site.

“The Girvin team worked to capture the new, luminous soul of the changing Garden Botanika brand, addressing virtually every element of design expression ranging from our strategic consulting, identity, containers and packaging, typographic systems, photo direction to catalog and Web site design,” said Tim Girvin, principal of Girvin, Inc. “There is a legacy to our relationship to Garden Botanika, and we are delighted to see it grow in this new, revitalized form.”

Critical to the success of the new look is the product photography completed by David Bell of Studio 3, Inc., a northwest commercial photography company with studios in Seattle and Portland.

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Founded in 1977, Girvin, Inc. is distinguished as one of the most prominent branding and design firms on the West Coast. The firm's specialties include brand strategy, naming, graphic design, environmental design, Web development, and film and video production serving diverse markets throughout the United States, South America, Europe, China, and Japan. Girvin's client list also includes CBS, Microsoft, Capezio, National Geographic, Paramount Studios, Warner Brothers, and Procter & Gamble.

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