

**Approach:**

Faced with declining sales and a sterile laboratory image, Cinnabon was looking for an updated identity that communicated a warm, upscale experience while maintaining the fun and appeal of the core cinnamon roll offering.



Identity |



| Environment



*"Girvin has not only recognized the need to update our image, but has also helped us understand that in order to maintain competitive advantage, sales growth and to continue to maximize brand equity, we need to go beyond just a new logo; the products and services we provide need to expand and reflect the change also. I am confident that our success will be greatly due to their participation."*

Matthew W. Ramerman  
Marketing Manager, Cinnabon

**Result:**

Girvin was hired to rebuild the brand, enhancing the personality expression of Cinnabon through development of a visual code that speaks to comfort, fun, excitement and entertainment. We developed a new brandmark, business papers, packaging, merchandising solutions, signage and collaborated on store redesign.