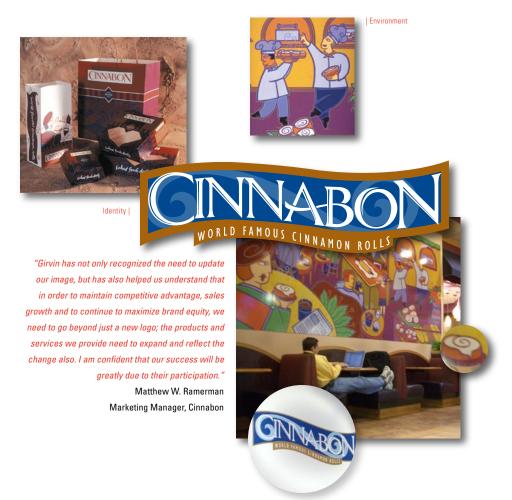
## Approach:

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.



## 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.