

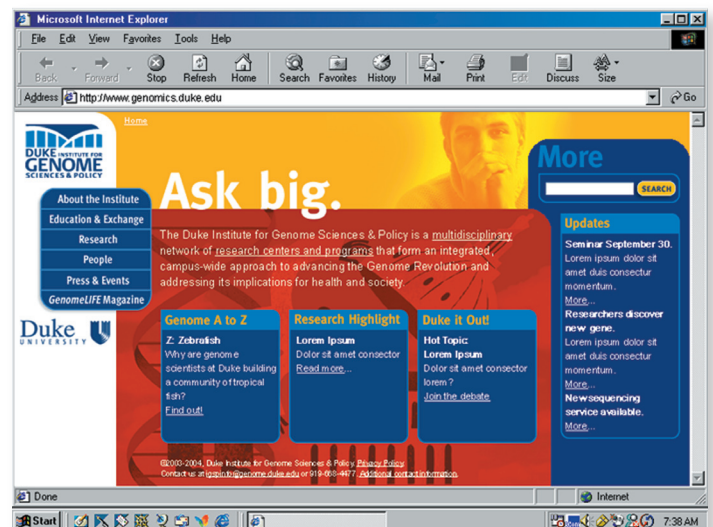


| Identity

Approach:

The Institute for Genome Sciences & Policy is a research engine that fuels the study of life through interdisciplinary investigations, using genome sciences and policy together to understand and improve human health, life and experience. The Institute hired GIRVIN to collaborate with the executive leadership team to determine the strategic direction of the enterprise, including vision, mission and values. In addition to helping define their strategic direction, our team also began work to develop a cohesive visual system for the brand.

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**Result:**

With input from a cross-section of Duke University administration, faculty and graduate students, we built a new brand strategy that extended to brand positioning and personality definition. We also defined design direction, including layout, color palette, typography, photography and illustration style, tone and manner of language and detailed marketing messages. GIRVIN work continued in creation of a new landmark, typographic architecture for the Institute's centers and programs, business papers, Web site and marketing collateral.

"This has been great fun and a real pleasure to work with GIRVIN. The result is exactly what we hoped for. Your team is amazing, as I suspected on that day nearly two years ago when I visited GIRVIN for the first time. My instincts were right."

Dr. Willard Hunt | Director | Duke Institute of Genome Sciences & Policy