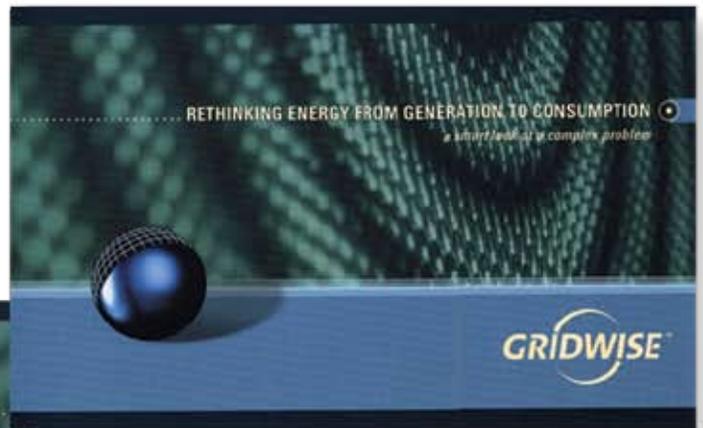


# GRIDWISE

| Identity

**Approach:**

Battelle, the research group, located in Seattle and Hanford, was interested in creating a revolutionary enterprise for the development of intelligent management of industrial and consumer energy use. The engineering and development team engaged GIRVIN to aid in marketing this enterprise to a wide audience.



| Print



**Result:**

GIRVIN engaged in research and audience interceptions, naming strategies and name creation for the concept: Gridwise. This effort was extended to identity planning, brand creation, marketing messages by audience, brochures, site development, merchandising and brand standards.