



Identity |

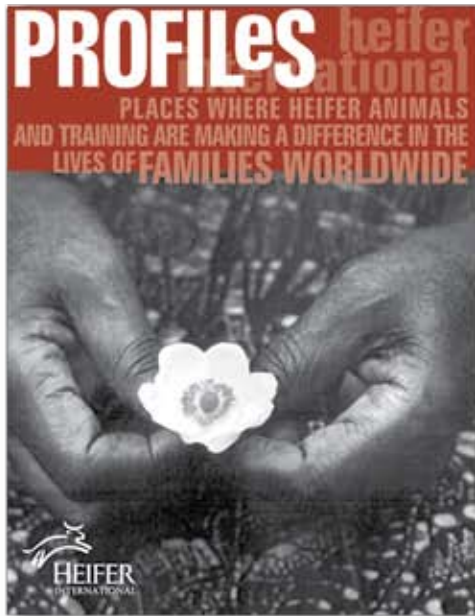
| Interactive

Approach:

Heifer International, established in 1944, gave the gift of livestock to families in need. Since then, Heifer has become an organization that helps build self-reliant communities worldwide. The Heifer Project educates community members and provides resources needed to build and maintain an environmental and agricultural infrastructure. Heifer International approached GIRVIN for a comprehensive analysis of the brand's mission, core values and visuals.



Print |



Result:

GIRVIN built an effective and straightforward naming structure, and launched the naming alteration and relevant materials to shift the perception of Heifer to recipients, donors, partners and affiliates. To visually support the effort to realign public perception, GIRVIN designed a new Heifer International graphic and guidelines for consistency of visual communication across platforms from business papers to Web sites.



| Story

