

IMMUNEX

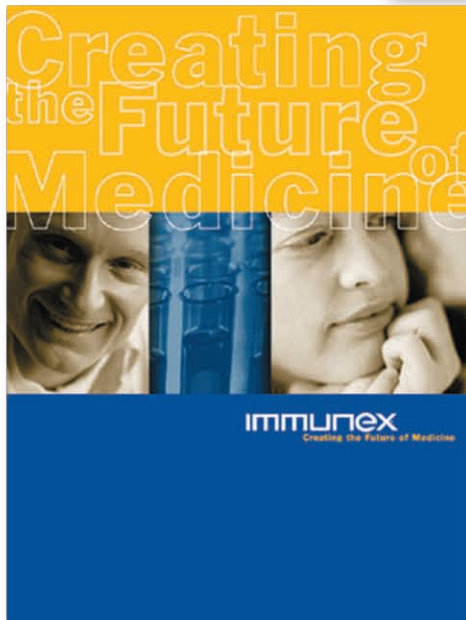
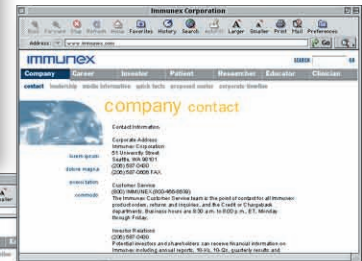
Creating the Future of Medicine™

Approach:

Immunex Corporation was a leading biopharmaceutical company that applied new systems science to protect human health. GIRVIN was hired to develop a new global strategy for the brand, including identity refreshment and brand assessment, and to evaluate communication materials with respect to the brand position.



Interactive



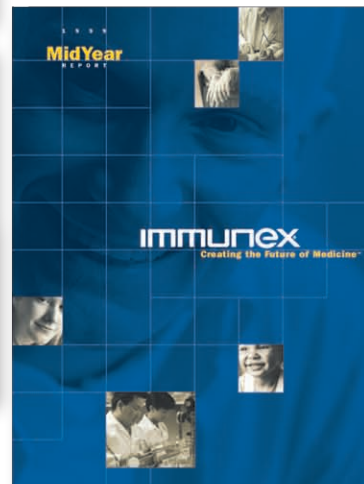
Result:

After conducting a strategy workshop to help solidify the organization's brand character, positioning and personality, GIRVIN refreshed the corporate brandmark and related collateral materials to ensure an integrated brand presence for the company. In addition, we developed a brand standards guide to offer color palette, tagline and typography guidelines for both internal and external design teams.

Print



Strategy



"The brand book has come a wonderful way and I am really, really pleased. I think that you guys have done a fabulous job here in pulling this together."

Cathy Keck Anderson | Corporate Relations Manager | Immunex Corporation