

**Approach:**

Intermec approached GIRVIN to partner on the development of a worldwide strategic plan for visualizations of brand message throughout all media, particularly packaging, print and interactive.



**Result:**

Intermec, a global scanning, measurement and security device consortium, needed to create a worldwide brand management platform and strategic intention to unify the visualizations of its image. GIRVIN partnered with the internal brand team, executives and key leadership, in close partnership with the creative director, to build a program that not only considered the expression of form language, but as well, all typographic and color systems, imagery planning, visualizations of product, and all forms of communication for marketing explication. GIRVIN developed consistent logo use, brand standards and guidelines, product design consistency, icons and color palettes, marketing tools, in addition to projects for package design, color use guidelines, technical manual guidelines, brochures, banners, booth designs and environments.



*“GIRVIN’s expertise guided Intermec’s assembly of a brand system that now provides consistency within each critical area of our organization. The brand foundation that GIRVIN developed has become an essential ingredient in both the two-dimensional applications within marketing collateral and the three-dimensional realm of product design. — Five years after the professionals at GIRVIN coordinated our brand system, we continue to go to it first whenever we begin a new project. Its value increases with each new application.”*

John Bandringa | Director, Corporate Design | Intermec



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