



Identity |

Approach:

Lorig, a development and management group, sought the aid of the GIRVIN real estate marketing team to aid in the selling strategies of a property in the warehouse district of Tacoma. While the area was emerging, still retaining a classic early 1900s sensibility, Lorig was creating a new structure, rather than renovating. To market the character of the neighborhood, the stylish atmosphere surrounding the property, as well as gestures to modernity, a combination of marketing strategies was considered, advanced by Lorig, catalyzed by GIRVIN.



Environment





Result:

GIRVIN, in partnering with Lorig, created a mixed suggestion of the olden, the new; the beautifully weathered, the sleekly modern, in referencing the visual dimensions of the property and the surroundings. The branding systems applied to all detailing, from identity to signing, to collateral and wayfinding, as well as website applications, capturing a sense of the character of the working area, coupled with fresh messaging, vital colors and lively marketing expressions.

“The Court 17 monument sign is FABULOUS. It’s a great scale, the proportions are spot-on, the color is great and it really fits the building! Thanks to GIRVIN for a great design (keep those guys on your list)! Cheers!”

Kimberly Orr | Lorig Associates, LLC | Real Estate Development Services



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