



Seattle Biomed was initially focused on discovery and pipeline research for infectious diseases, and GIRVIN helped the team discover a bolder position to reinforce their pioneer research at the Institute that would evolve into translational research. The brand story added a new level to the brand personality and promise regarding Global Health.

GIRVIN developed the tagline "Freedom from Infectious Disease" and eventually the Institute agreed to keep its name as a nickname, Seattle BioMed. GIRVIN designed the logo with new brand colors to reflect their new personality and global outreach. (*Personality Traits: Bold, Freedom, Compassion, Hopeful, Smart, Perseverance, Agent of Change, Compassionate, Innovative*)