

# SEATTLE INTERNATIONAL FOUNDATION



**Approach:**

In 2007, long-time Northwest philanthropists Bill and Paula Clapp came to GIRVIN to collaborate their vision for Seattle International Foundation; a new way of looking at “Linking Seattle to the world, in giving”. The challenge entering into the philanthropy field is how can this entity convey its intention immediately and emotionally resonate with givers.



Linking Seattle to the world, in giving.

**Result:**

In our collaboration GIRVIN looked at local foundations from the inside out, both visual and in message. Through this method GIRVIN was able to identify and develop an identity that could easily live on sponsor list in a common appropriation such as a poster, and could easily convey what the foundation does, exactly, by simply looking at the card. The custom logotype is designed to hint the feeling of Seattle architecture as it reaches out linking to the world, through the lifeblood that connects us all.

