



Tomlinson Linen is the latest corporate venture for the Tomlinson family, which has been providing laundry and linen services to the Pacific Northwest since 1917. While earlier ventures were more directed to creating new brand positioning, Tomlinson Linen hearkens back to the opening enterprise of the family, from their facilities in what is now called the South End of Lake Union district of Seattle.

20 years ago, GIRVIN consulted with the family in creating their New Richmond Laundry with the now famous brand presence in truck livery of silvered swans and classic customized typography. Tomlinson Linen, however, is about rebuilding a brand that's founded on decades of history.

GIRVIN worked with the the two Tomlinson brothers that sought to recreating the classic character of their first company in Seattle, originating at the beginning of the last century. Combing through archives and family photographs, and recreating the design with a hand-lettered alphabet founded on their original family crest, GIRVIN has newly catalyzed the Tomlinson presence on the streets of Seattle and the surrounding areas, returning to the streets with truck graphics that have not been seen for nearly 100 years.