

Experience:

The UJC hired GIRVIN to participate in the strategic positioning of this new brand that represented the merger of three distinct organizations. The merger included United Jewish Appeal, a fundraising organization, the Jewish Federations of North America, serving local community needs, and the legal entity that enables transfer of funds to the state of Israel. The first expression of the chosen strategy was a new name, United Jewish Communities. GIRVIN also created a visual identity, marketing collateral and graphic standards to support the launch of the new brand. Its clear mission, core philanthropic values and strong faith-based strengths were central to the creative process.



I believe that the GIRVIN staff provided outstanding support and guidance to our organization in developing and producing top flight materials for Israel's 50th anniversary. Not only was their work unbelievable - they were able to provide thematic guidance as well. I would highly recommend working with GIRVIN .

Alan Ronkin | Jewish Federation of Greater Seattle