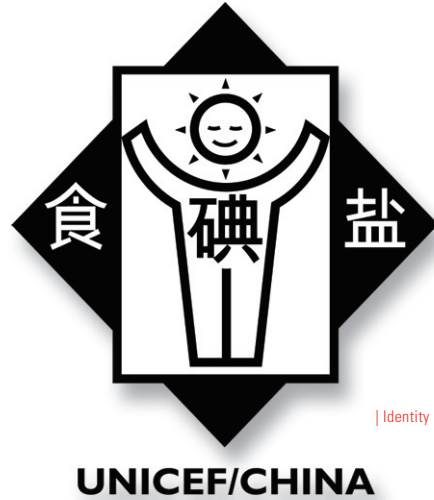


Approach:

In 1996, Tim Girvin worked with his youngest brother Matt on the development of an icon that would be comprehensive to the two-and-a-half billion people in the Chinese market for an explanation of iodized salt. IDD (cretinism or iodine deficient diets) was a huge challenge to the diverse Chinese population. Millions of people were affected by IDD. Tim worked with his brother on creating an emblem for the Ministry of Health in China. This symbol was placed on salt packaging as a hologram to indicate “non-pirated” salt. There were illegal “imitators” selling salt that wasn’t legitimate and didn’t contain iodine.



| Identity



| Packaging

“The national logo has provided the safety trademark to regulate all salt in China for consumers to identify iodized salt from counterfeit salt in the entire market. It’s a rare achievement for the country of 1.2+ billion people – it has eradicated non-iodized salt and allows the Chinese people to experience the healthful brain development that is crucial to China’s evolution as a nation.”

Consultant/Administrator | UNICEF/CHM & IDD 2000 Campaign

Result:

The GIRVIN-designed logo for iodized salt, was later formally adopted by the National Salt Corporation as the symbol of iodized salt. Based on an estimated production of 6 million tons of iodized salt each year, 6 billion one-kilo bags of salt are sold each year with this logo on the bag. By the year 2000, IDD was eliminated, saving millions of lives and ending needless pain and suffering.