

Approach:
 In 1999, to fund programs to improve and strengthen communities, the United Way of King County embarked on the Leadership Giving campaign. They turned to GIRVIN to review and assess the vision of the community organization and the mission of the campaign, and to drive creative expression of their aspiration in the form of a visual identity.



| Message



| Identity

UNITED WAY
 YOUR COMMUNITY
 SAFETY NET

"You have created a great brand for United Way of King County. 'Your Community Safety Net' resonates instantly. Even though there has been almost no spending behind the brand, the meaning, awareness and visibility are high."

Scott Oki | Oki Foundation



| Print

Result:
 GIRVIN created a unified expression between the organization and its campaign, designing a new landmark for the King County affiliate of the national organization. To create a critical emotional trigger for the campaign, GIRVIN generated a calligraphic treatment of the Leadership Giving identity and extended the new look and feel into a brochure and direct mail piece.