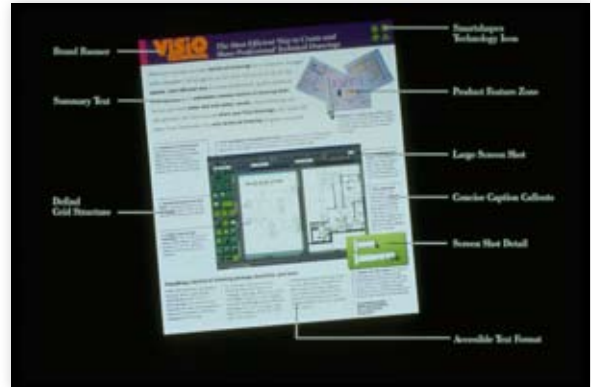


Approach:

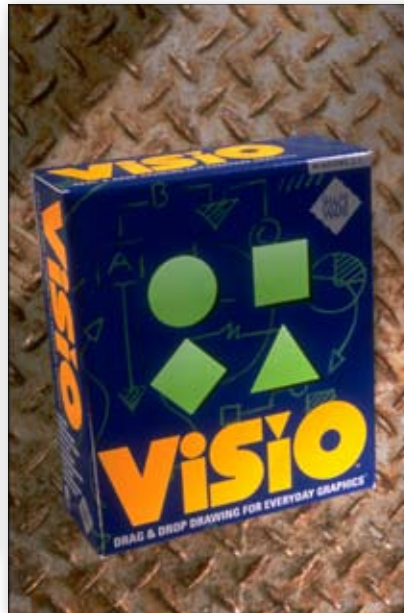
Visio was in its infancy as Shapeware when the company hired Girvin to design its new brand and ultimately create a strong visual direction for Visio. Girvin created all of the business communication materials and the packaging system for new suites of products. A Corporate Standards Manual was also completed for international applications.



Old |



New |



| Interactive



Packaging |

Result:

Eventually, the strength of the Girvin-designed Visio packaging was strong enough that Shapeware changed the corporate name from Shapeware to Visio. Since that time, the company grew significantly and opened offices throughout the United States, Europe and Japan.



Identity |



"GIRVIN has done a terrific job of developing a visually compelling brand image and carrying it throughout our entire product line."

Jeremy Jaech | Co-Founder | Visio

Strategy |