

GIRVIN

# EAT HERE

## DINING DESIGN

REVOLUTIONARY CONSULTING,  
INVENTION, AND RENOVATION

When it comes to memorable **dining** experiences, no one expression is greater than the celebration of a brand in multiple dimensions.

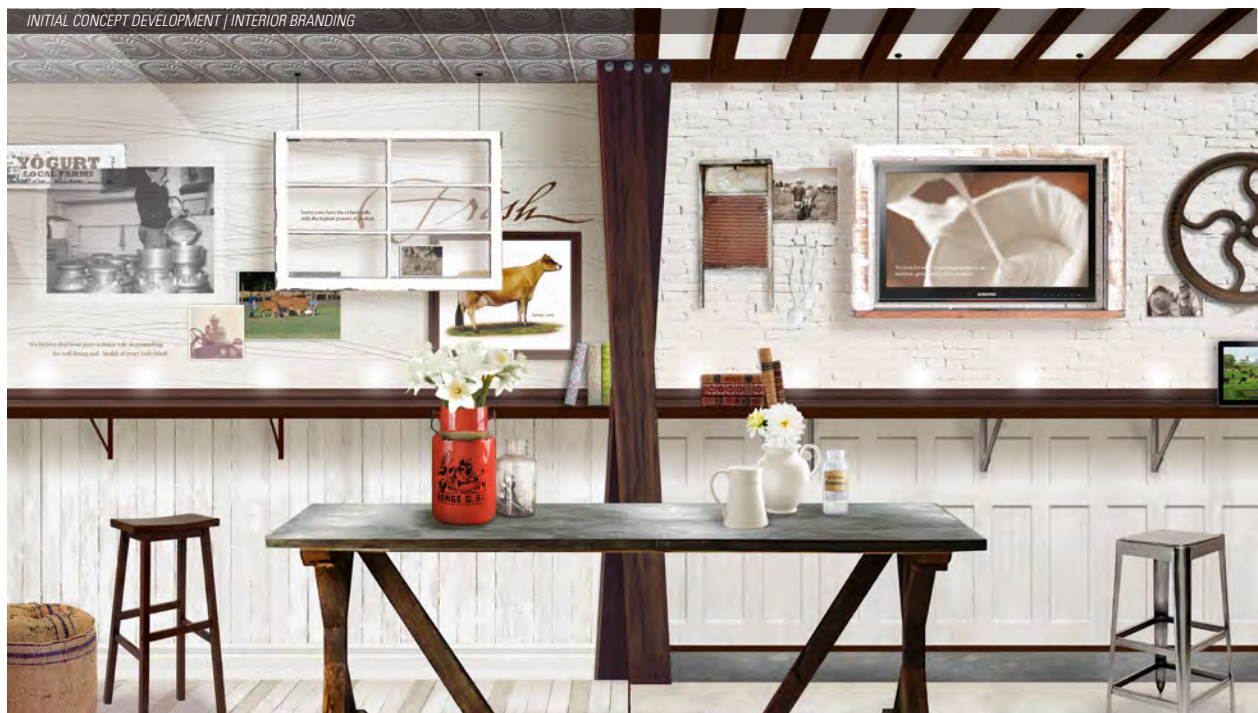
At GIRVIN, the integration of your guest relationships, environmental touch-points & experience, strategic planning & naming, brand graphic **design**, and procession for guests are thoughtfully managed as elements of the same challenge.

This booklet summarizes a grouping of restaurant projects from our brand development history, all collaborative—with restaurant owners, chefs, corporate brand groups, architects, menu consultants, kitchen designers and executive teams.



(THE)  
YOGURT  
CULTURE CO.

THE  
YOGURT CULTURE CO.



GIRVIN began collaborating with Dannon through a BrandQuest® workshop to explore the idea and potential framework for Dannon's first, retail store located in New York City, The Yogurt Culture Company (YCC).

From this session, GIRVIN developed the strategy, name, identity, personality, marketing plan and desired messaging to be used in the visual telling of the brand. Brand elements were developed and built for this new retail space with the ability to extend into all store applications once the strategy was established.

GIRVIN managed the architectural design work, established the interior design and material specifications, as well as the interior and exterior signage. The design language was extended to environmental graphics, interior merchandising displays, uniforms and serving vessels and containers which all reflect the Yogurt Culture Company story!





*"The presentation today was very successful. My side LOVED the page you created for us. A picture says a thousand words! And your team came through as usual. Right on! Thanks for hustling on it for me!"*  
*Eric O'Toole | SVP Sales | The Dannon Company, Inc.*

*"I just wanted to take a minute and let you know what a great job GIRVIN did on the presentation today. There was a tremendous amount of thought and creative energy that went into all of those layers of design and I for one appreciated them all. It's obvious why Dannon pegged you for this task!"*

*Michael Buonomato | Chef | Creative Product Designs, LLC  
 Director of Culinary Innovation: The Food Group*





GIRVIN allied with executives at U.S. Foods, Chicago, to create a new restaurant concept based on a comprehensive offering of all-natural delicatessen style foods. From the San Diego Chargers stadium site location, GIRVIN's team designed and built the concept with all food service and preparation amenities and a comprehensively detailed graphical program. GIRVIN strategized the place, assessed the possible optimization of the guest service journey, purchased furniture, and supported art direction and production design objects to frame out the emotional storytelling. The robustly successful opening for U.S. Foods will be the beginning of a national roll-out of in-store service offerings for its relationships throughout the United States.



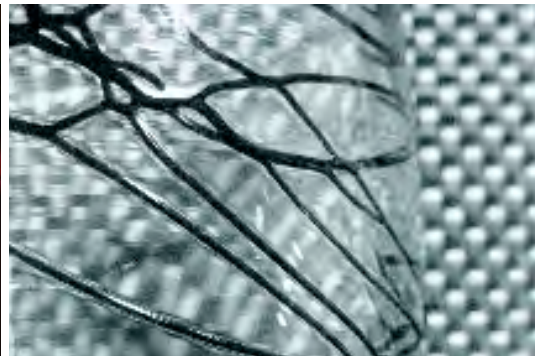


*"Yes, I was there and all the 300 attendees were blown away!!!! I will reach out to our corporate photographer and have him forward to you the pictures. It was a pleasure working with you and your company, you are a top notch professional."*

*Matt Green, Division Chef, San Diego Office | US Foods*



# PEARL



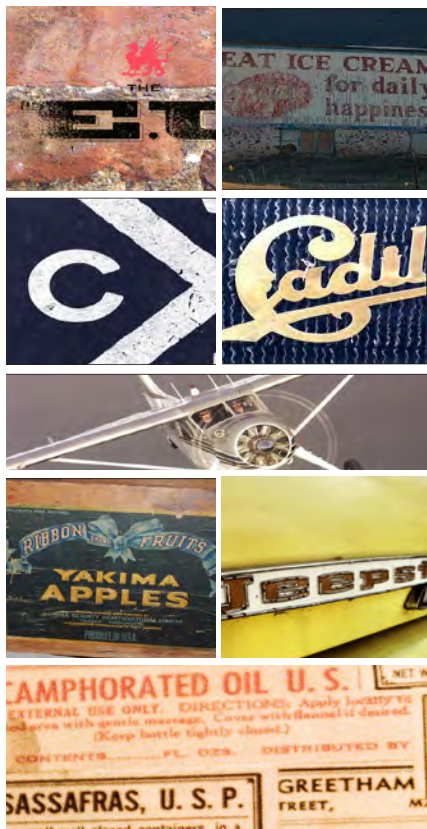
GIRVIN's project leadership can assemble the talent to build out new restaurant brand shifts to effectively accommodate a new market, evolving strategies and styles of conception. We believe in the art of the experiential storyteller – that brands are essentially narrative experiences that people relate to, love, share and return, again and again. And, they never forget stories that are happily shared. GIRVIN'S work at Pearl was framing the concept from an existing enterprise – Trader Vic's – and at the most reduced cost possible, organizing and coordinating a completely new brand: concept, naming, identity, environmental design, signing, interiors, construction coordination, print materials and interactive.

*"From our brand positioning and market strategy, to our sense of style, our interiors, our brand, our printed materials, our signing, and ideas on decoration and art – it's all come together with GIRVIN's group leading our partnership to make this all happen. And, while other restaurants are struggling, we're not only meeting our targets, but we're beating them. We've got great press, great connections with our clientele and our community is growing. Our reputation is emerging. And GIRVIN's group took us from an opening dream, an inspiration, to reality. We highly recommend the GIRVIN team."*

*Bradley Dickinson & Mikel Rogers, Founders | Pearl | Lincoln Square, Bellevue, WA*



LIKE THE COMPASS STRIKING THE PERIMETER OF THE WIDE HORIZON, WE ENVISION AN ICONIC LANGUAGE, ALL TO THE DESIGN VOCABULARY OF COWICHE CANYON'S START UP LEGACY. A HIDDEN CODE TO BE LEARNED, MEMORIZED AND SHARED.



Our core positioning ties to a sense of industrial friendliness, farm-machined, well-made warmth, and hand-touched craftsmanship. That spirit is evidenced in the character of the de Havilland Beaver — hand-riveted, cold-rolled steel, weather-resistant luxury — its working tools are beautifully made, but designed to survive. In that same manner, Cowiche Canyon service is attentive, warm, and hand-crafted. It feels masculine, hard-working, and outdoors-friendly. Open to all, “too fancy” doesn’t fit the standard of experience. A farmer sits next to a multi-millionaire hunter and nearby a family of sojourners — kids and grownups feel just at home. Young Yakima travelers and food lovers from across the state to dig in and explore Cowiche.

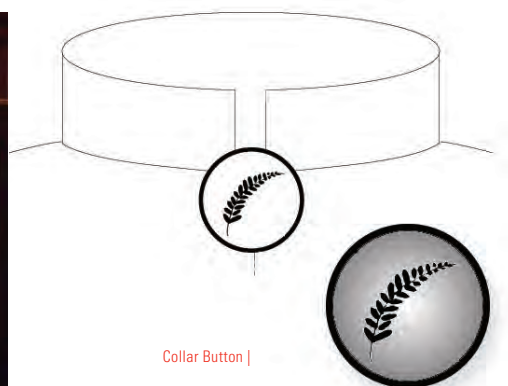
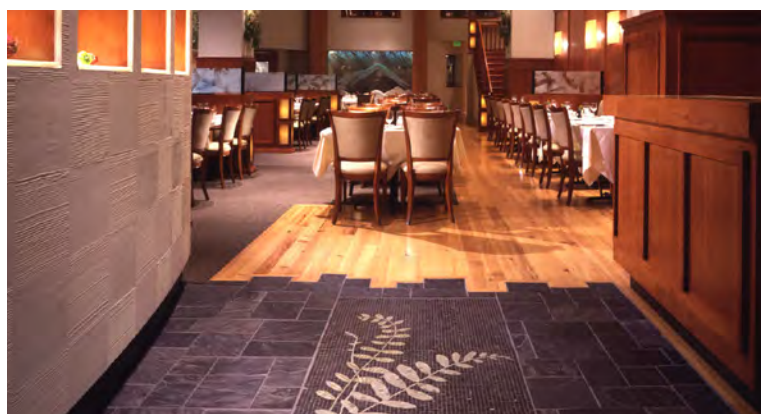
*“We are delighted with the work. You and your team are very special.”*

*Mike Synder, Co-founder | Cowiche Canyon Kitchen & Ice House*



# CASCADIA

## RESTAURANT



Located in a historic building in downtown Seattle, Cascadia was conceived as an elegant, fine dining establishment featuring the bounty of the Pacific Northwest. Chef and owner, Kerry Sear, hired GIRVIN to create the landmark, signage, menus, uniforms and complete environmental design.

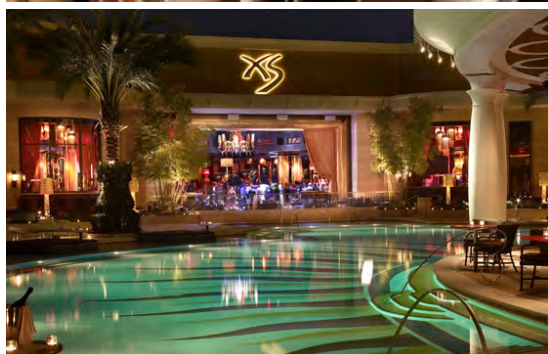
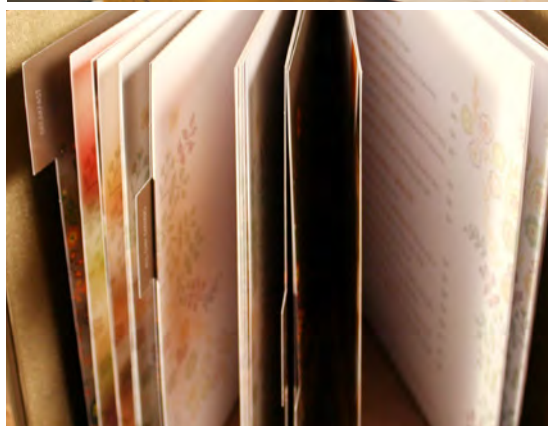
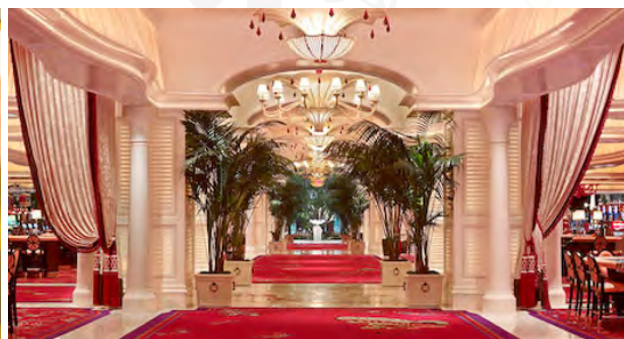
The restaurant interior speaks of clean sophistication throughout, engaging the viewer with an array of natural material and finishes. Central to the design is a Rain Portal, constructed of etched glass, quartzite silver mica and massive douglas fir timber beams. This installation is further highlighted by a continuous sheathing of running water over its glass surface, further weaving the beauty of natural elements into the restaurants' surroundings.

*"Tim Girvin and his team helped Heidi and I with the visualization of our dream in the creation of Cascadia. I had a real point of view, in terms of what I'd wanted, and Girvin's team supported that as well as adding their own thoughts as to how we might orchestrate this new experience in my career as a chef. I'd met Tim early on, when I was working at the Four Seasons, and we'd stayed in touch - we explored ideas and locations; and finally settled on the opportunity at 1st & Bell. It's been many years that our design collaboration still rings true to my vision and the changes that we continue to make in our offerings - from classes to pairings, from tours to special catered events; it's still growing after all these years!"*

Kerry Sear, Chef & Owner | Cascadia Restaurant

Encore

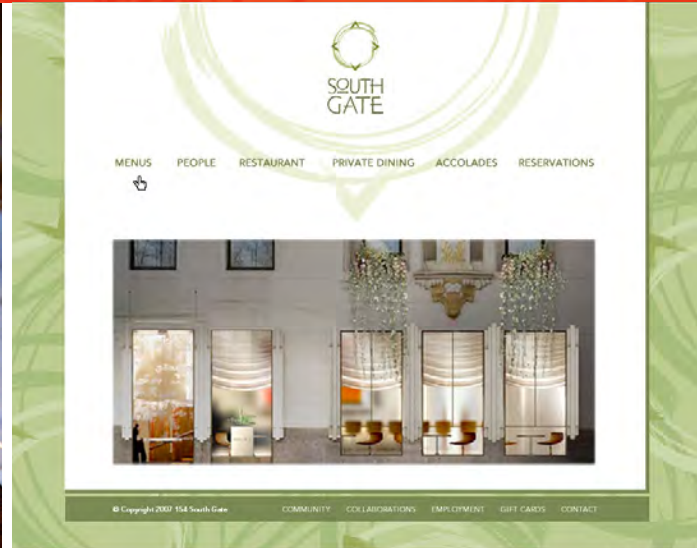
Wynn.

THE MESSAGE  
OF LUXURY

STORYTELLING IN HOSPITALITY

GIRVIN collaborated with Wynn Resorts to create a refined and innovative guest directory and dining guide for both Wynn Las Vegas and Encore. The updated design is a tangible manifestation of Wynn – from the custom trademarked colors used for the in-room guide binders to the patterning treatment inspired by the interior design of both properties. The collaboration between Wynn and GIRVIN resulted in the development of a design and copywriting solution that best reflects the promise of an exceptionally luxurious experience, while bridging the two properties.





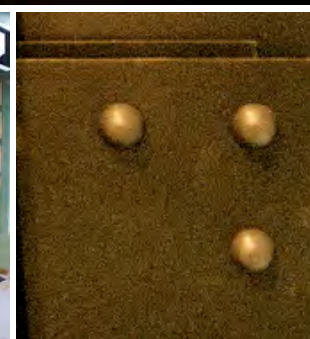
In all, the most sensate branding experience is the restaurant – every detail speaks to holistic presentation of context. GIRVIN's role was to help develop the restaurant concept, supporting naming, strategic development, interior design alliances, and closely defining the relationship between experience and identity, in logo, menus and collateral, websites and building surfaces, exteriors and signing programs. TELLING THE LARGER STORY OF RESTAURANT IDENTITY IN EXPERIENCING HOLISTIC BRAND DESIGN.

*"Great response to what we are doing with hushed awe and adulation. I like what you have done thus far Tim, best of which for me would be a variant/synthesis of the two directions you've created. Let's keep it going!"*

*Terry Heffernan, Executive Chef | Jumeirah Essex House*



# SALUMERIA ROSI PARMACOTTO



GIRVIN participated in the opening strategy for setting the tone and spirit of the brand, and aligned with the family in newly defining the story of the Rosi clan and their legacy in building Parmacotto, the cured meats group in Parma, Italy. Working with management, Rosi family members, and the operational team, GIRVIN created the marketing story, brand history, strategic recommendations, logo and applications, signing and shopfront treatments.

*"The GIRVIN team helped us with our development strategy; in creating our brand, our storytelling, logo and shopfront signing; all to help express the spirit of our brand. Our work with GIRVIN was always responsive, very creative, inventive and consistently part of our vision. And, like our food offerings, both here in and in Parma, the quality of their work is based on care, handmade details and excellent service. They're a great team to work with!"*

Antonio Corsano, Managing Director | Parmacotto America



## RED ROBIN

## RENOVATION



GIRVIN was asked by Red Robin to engage in a brand exploratory to help define a new strategic direction and personality for the company. Our preliminary work included research on competitive positioning followed by new brand personality profiles and visual expressions. These new visual expressions also were to include looking into the creation of a new brandmark.

Collaborating with the Red Robin team, GIRVIN developed a new, brighter brand presence for all franchises. By helping the restaurant position itself as more family-friendly and fun, the integrated branding effort resulted in Red Robin's sales moving from nearly flat growth to significant growth throughout all locations nationally. Our work involved the creation of a new brandmark, menus, to-go bags, gift certificates all the way down to drink coasters.

*"Regarding results of new identity and roll out of some of our related materials, we are in the midst of rolling them out right now. There are a lot of things in different stages of approval, different stages of testing, different stages of implementation. Our primary piece is the new menu. The feedback has been outstanding and we have been doing some testing and surveying, we are also rolling out some other items as we speak, which include the new napkin wrap coasters, basket liners, and to-go packaging. So far the feedback has been excellent."*

Doug Watson | Marketing Director | Red Robin International, Inc.



GIRVIN's role was to refurbish an existing restaurant space with new conceptions and positioned offerings. We created a new naming program, in partnership with Schwartz Brothers Restaurant Group, to innovate a simpler food service concept, based on Mediterranean offerings. Wall graphics, identity integration, merchandising and collateral completed the wildly successful program.



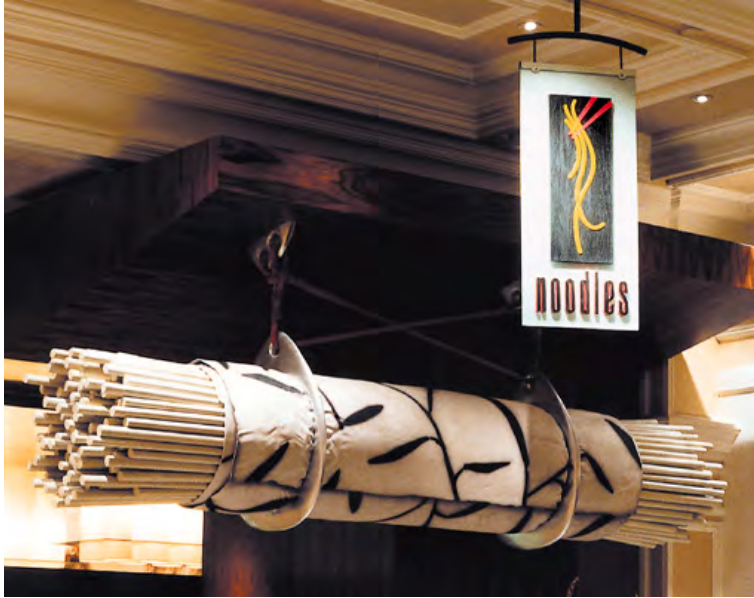


Our team of designers and strategists were hired by Mirage Resorts, Inc. to communicate luxury to guests and visitors of the new \$1.6 billion Bellagio Hotel. We developed identity programs, collateral and signage solutions for 19 restaurants and 15 retail stores. Giving the location a feel of opulence rather than ostentation was the creative strategy to enable this resort to differentiate itself on the Vegas strip.

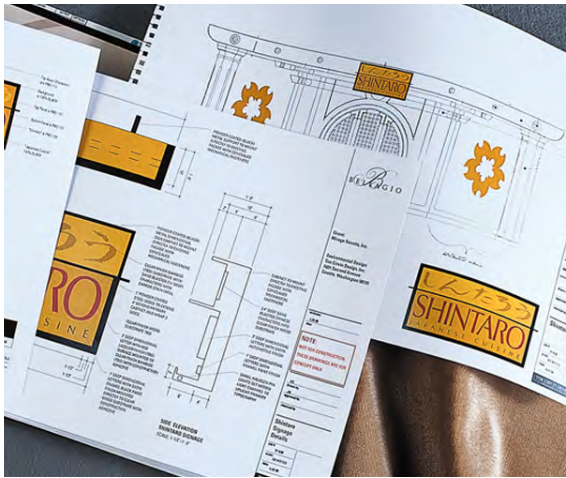
Bellagio wanted a collection of shops that was representative of the property. Creating this image involved attention to detail, from store decor and signage, to the bags and boxes of store packaging – extending this approach to restaurant concepts.

*"I have long admired your thoughtful process towards integrating creative development and its application to support business objectives."*  
Kathleen McElvarr-Garrity | Executive Director of Graphic Arts, MGM/MIRAGE

*"The work that your team has done on the Bellagio restaurants is great - one reason being is that many of them have survived the test of time; they're still in place and some of the best there."*  
Steve Wynn, Chief Founder and Visionary | The Bellagio MGM Mirage Resorts







While working on the creation, interpretation and implementation of legendary concepts – like Prime, Picasso, Aqua and others – GIRVIN's group linked with the interiors group to align materials and visualizations with collateral, restaurant skins, and streetside design expressions.

GIRVIN's retail expertise came into play, creating a handful of shop concepts that were proprietary to the concept of Bellagio. Other projects included the Spa, the Wynn Art Collection, gaming designs, animations and the entire amenities collections for the property.





We also developed the full line of packaging for in-room amenities at the Bellagio. Showcasing our keen attention to design elegance, the solution integrated with the entire Bellagio experience and included up to 14 separate packages, from a personal sewing kit to body wash.





Charles Town Races & Slots has a 70-year history of live thoroughbred racing. It is a place where visitors come to spend the evening enjoying all of the races as well as an exciting dining experience. GIRVIN was hired to create a distinctive and memorable name and landmark identity for the main restaurant as well as an integrated menu system.

Focusing on the lively, upscale and friendly atmosphere of Charles Town Races & Slots, the new dining experience was named "Skyline Terrace." With gourmet menu items and a pleasant interior décor, enhanced by an attentive wait staff, the identity is memorable and timeless, while the menu system is still approachable and fun.

ENVIRONMENT | PRINT | PACKAGING | INTERACTIVE





GIRVIN is adept at creating strategies for design expressions for thematic delivery of entertainment in food services and hospitality. Our methods are the same as our other approaches in creative development. Interview the team, listen for clues to the evolution of the story, brandstorm paths to visualizations and textual content, then build out solutions that satisfy the guest needs and experience design. The key is to implement them consistently through print, web and dimensional expressions.



*Pacific Northwest Appetizers*



*Applewood Grill Specials*

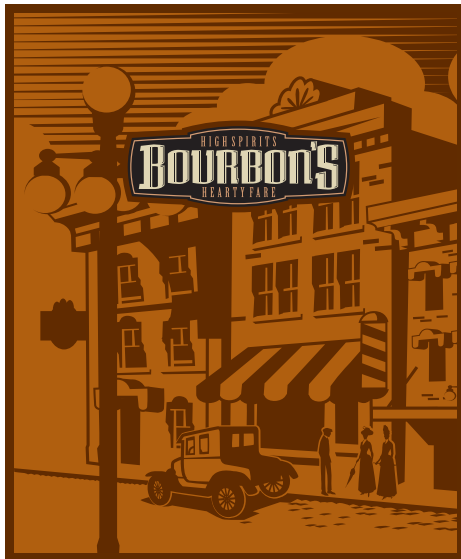


*Shellfish*

*Chowders & Salads*

*"It's been a great run! Speaking for Budd Gould, our founder, who's on break in Hawaii - the Girvin team is the best and most consistent contributor to the work of the strategy and graphics programs for Anthony's Restaurant group. Tim has successfully interpreted Budd Gould's vision on the waterfront at Elliot Bay; naming and designing our three projects there, (Anthony's Pier 66, Bell St. Diner and FishBar), as well as creating the street-side signing to signal our waterside traffic. The Chinooks at Salmon Bay design program has become our masthead for many properties. Tim also created our newest concept, Anthony's Hearthfire Grill. The naming and visuals have already become a success just months after its opening. Thank you!"*

*Lane Hoss, EVP | Marketing, Anthony's Restaurants, Mad Anthony's, Inc.*



#### STARTERS

**Chicken Wings**  
Classic Buffalo wings prepared spicy or mild, with blue cheese dressing, served with carrot and celery sticks. \$2.99

**Deep Fried Macaroni and Cheese**  
Creamy macaroni and cheese croquettes battered and fried, with smoky catsup for dipping. \$4.99

**Buffalo Options**  
Jumbo wings, golden fried then tossed in Buffalo sauce, served with Bourbon's scented creamed corn. \$7.99

**Artichoke and Spinach Dip**  
Spinach and artichokes blended in a rich creamy sauce loaded with Italian cheeses, served with garlic chips. \$7.99

**Coconut Shrimp**  
Coconut battered shrimp, breaded, with pineapple-marmalade dipping sauce. \$8.99

**Peppercorn Lobster**  
Tender morsels of golden-fried lobster served with cocktail sauce. \$13.99

**Shrimp Martini**  
Jumbo shrimp prepared in Absolut® Citron brine. \$9.99

#### SOUPS

**Seafood Gumbo**  
A rich, dark stew filled with shrimp, crayfish, and smoked andouille sausage with dirty rice. \$4.99

#### Soup of the Day

**Monday** Beef Barley and Rice  
**Tuesday** Chili  
**Wednesday** Roasted Potatoes  
**Thursday** Tortilla Soup

#### SALADS

Served with dressing/bread

**Southern-Fried Chicken Salad**  
Chicken tenders, bacon, fresh tomatoes, shredded Cheddar and jack cheeses, chopped egg and crisp garden greens with honey-mustard dressing. \$7.99

**Caribbean Steak Salad**  
Jerk seasoned, marinated steak with broiled pineapple, Bermuda onions, candied pecans and blue cheese crumbles on garden greens with a citrus vinaigrette. \$8.99

**Pork & Apple Salad**  
Turkey, ham, meat loaf, Swiss & American cheeses, hard-boiled egg, tomatoes, bell peppers and apples tossed with garden greens and your choice of dressing. \$8.99

**Blackened Salmon Salad**  
A bed of fresh garden greens topped with blackened salmon, roasted corn, fried chile onion straws and sour chipotle ranch dressing. \$9.99

**Fresh Garden Salad**  
Crisp garden greens with carrots, fresh tomatoes, olives and your choice of dressing. \$2.99



#### CHEF

Jonathan Robertson

#### MANAGER

Jonathan Robertson

#### HOURS

##### Sunday

4pm - 10pm

##### Monday through Thursday

4pm - 10pm

##### Friday and Saturday

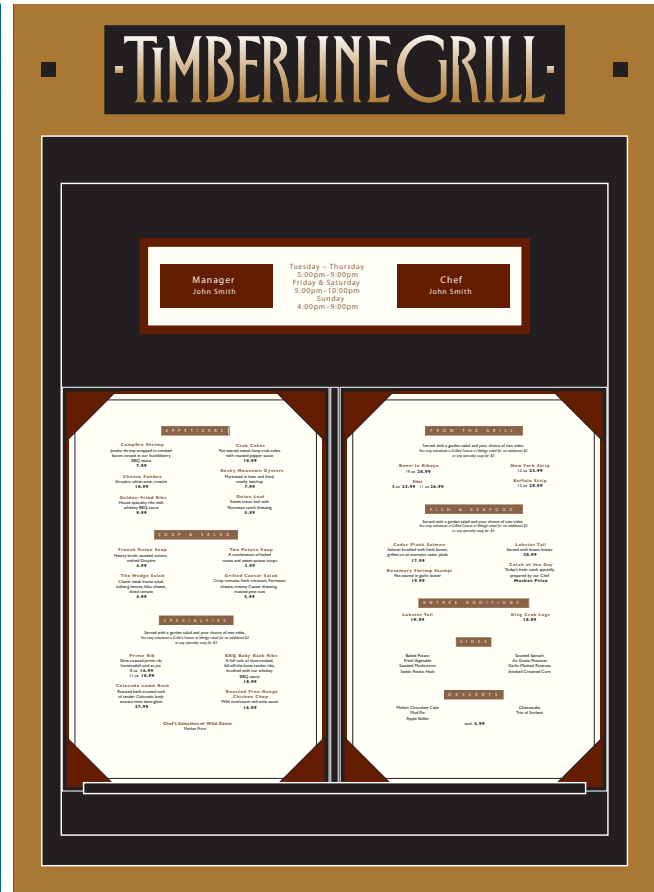
4pm - 11pm

Ameristar Casinos, Inc. is an innovative, Las Vegas-based entertainment company known for its distinctive, quality-conscious hotel casinos and value orientation. The organization's roots go back nearly five decades to a tiny roadside casino in the high plateau country that borders Idaho and Nevada. At the beginning of the new millennium, Ameristar was developing an all-new \$360 million casino featuring 130,000 square-feet of gaming space with 3,300 slots and 95 table games.

We were hired to name multiple venues and create a variety of environmental designs and collateral materials for this new endeavor. Collaborating closely with architects, interior designers and fabricators, GIRVIN worked with Ameristar to develop an "Americana Through the Ages" theme for the casino. Ameristar's St. Charles casino opened in August 2002 with GIRVIN-designed environments successfully working together to create the feeling of a large Vegas-style casino for the local St. Louis market.



# TIMBERLINE GRILL



*"We have Girvin's exemplary efforts as Ameristar's design team to thank for the success of this project. Your professionalism, sensitivity, responsiveness and creativity had a great deal to do with its successful outcome. Girvin has received high marks for its work, and on behalf of the DDY project team, I wish to express my sincere appreciation."*

*Craig Nielsen, CEO | Ameristar Casinos*



CHAMPENOIS



THE LIVING ROOM

AMPHORA LOUNGE

TESORO LOUNGE

THE SALON



Our creative team quickly embraced the luxurious Italian-inspired theme and engaged in naming and design for a variety of environments, ranging from the classic buffet-style restaurant to the hip, happening venue for drinks and dancing. Our contribution to the hugely successful launch of this resort is both an honor and a pleasure to acknowledge.





Beau Rivage is a wholly owned property of MGM Mirage. GIRVIN has consulted with this group since the mid 90's and coordinated identity strategy and development, signage design, restaurant design programs, the entire amenities and guest booklet communications package.



As part of their post-Hurricane Katrina rebuilding efforts, GIRVIN partnered with MGM MIRAGE to aid in revitalization efforts of the Biloxi entertainment complex, Beau Rivage. One component of the assignment was to rebrand the casino's contemporary, upscale Asian cuisine amenity. The new brand, which was heavily influenced by Feng Shui and inspired by engaging all five senses, was given the name Jia, which is a Chinese name meaning "beautiful." GIRVIN was responsible for the new brand name and identity.

*"I'd like to thank you, Tim. Your insights proved both inspiring and thought provoking... This is a team in development and your approach to the business has supported my goals here and has given the team energy."*

Kathleen McElvarr - Garrity | Executive Director of Graphic Arts, MGM Mirage



GIRVIN was challenged to create an integrated logo, signage and naming system for a residence hall dining facility that highlights a variety of different intimate establishments in one location. The focus was on creating a surrounding with a familiar feel to differentiate this private residence hall facility from that of a general campus dining experience.

Online design experience was part of the creative challenge. A comprehensive development of a logo design treatment for the location represents each individual restaurant as part of a "quiet" graphics system. A system and interior design program is integrated throughout the facility but emphasizes feelings of contemporary and youthful vitality in the color treatments, naming and signage displays.





The designs were developed to match the “living room” feel and architecture of the residence hall. The University of Washington serves nearly 15,000 meals a day, serving an enlarged populace of nearly 50,000 people. Previously, a substantial number of meals and services were procured outside the campus. With the implementations of the dining programs, this internal service quotient expanded by nearly 25%.





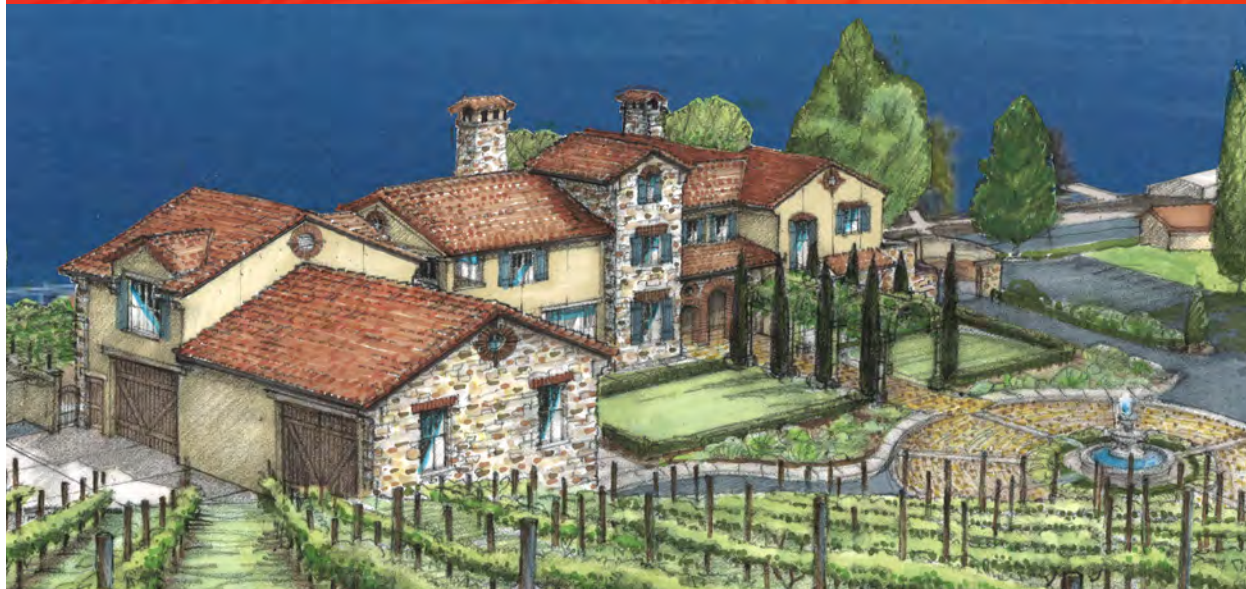
The Schwartz Brothers wanted to create a seafood restaurant that incorporated a fresh dining experience with a retail “fresh from the docks” experience as well. This new restaurant was located in Chandler’s Cove, in Seattle, Washington and was named Chandler’s Crabhouse. GIRVIN partnered to position this new crabhouse “fresh” concept, designing a complete identity that included a new name, customized alphabet, brandmark, signage and an integrated interior mural conception.

The GIRVIN design team also established an impressive art collection for the restaurant’s interior acting as art buyers for the space.

*“GIRVIN | Strategic Branding & Design is a fabulous group. The GIRVIN team was instrumental in creating the Cucina! Cucina! Italian Cafe logo and overall ‘fun’ Cucina! feeling. In addition, the Schwartz Brothers Restaurants logo is fabulous, as well as the work created for Chandler’s Crabhouse and Fresh Fish Market. I can’t remember ever working with a more talented group of designers. I would be happy to recommend their services to anyone seeking creative, new, dramatic, exceptional work. They’re the best!”*

*John H. Schwartz | Schwartz Brothers Corporation*





Every brand starts as a flame, a moment of dreamt magic. Our clients, Kevin and Holly Brown, had an inspiration — imaginings of southern France, coastal living, beautiful interiors and exquisite experiences. GIRVIN listened to and built on that dream.

GIRVIN's role at Siren Song was interiors and furnishings, as well as brand strategy and brand design. To find that soul, our teams built a workshop to examine, explore and "thinkshop" possible directions and coordinate catalysts and metaphors of experience strategy. Every brand is emotional — it's made by, and for, humans — so thinking about brands and their journeys involves a study of intention and possibility — the dreams of people and their desires to build communities, mindshare and enterprise offerings.

GIRVIN shared and collaborated on ideas, then built books from these ideas that led to working out room functions, expectations, color systems, room schemes, customized paint finishes, carefully selected details, millwork, and masonry. These inspirations built labeling concepts, sculptural inspirations, icons and explications to guest journey — all integrated, all singing the song of the Siren.







*"Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the "place" experience for our new Vineyard Estate and Winery. We are THRILLED with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."*

*Holly & Kevin Brown | Founders, Winemaker and Chef,  
SIREN SONG*



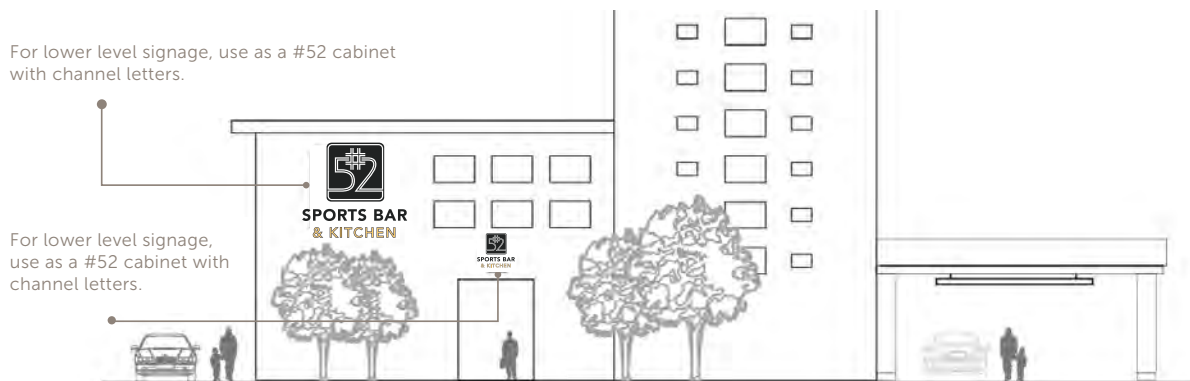


*"I have loved working with Girvin and am delighted to do so through eternity with IHG."*

Karen Malody | Foodservice Consultant, Owner and Principal, CULINARY OPTIONS

GIRVIN's role for IHG at #52 Sports Bar & Kitchen entailed interiors and furnishings, as well as brand strategy and brand redesign. We explored a more accessible and modern take on the sports bar theme and developed an identity that is distinctive yet also compliments the Holiday Inn brand. This brand is built from the spirit of athleticism, the concept of motion, speed and energy, an approach that is inclusive to all without gravitating towards any one specific sport.

The color palette, customized paint finishes, and carefully selected details that are applied to everything from furniture and flooring to menu and wall art are inviting, fun, and appealing to all genders and age groups. The experience becomes an environment where all Holiday Inn guests can enjoy and feel comfortable, a place that is welcoming to families as well as to business travelers.







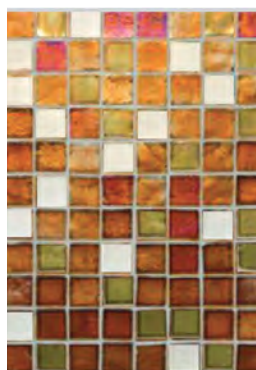


*Toast to Toast Restaurant Pilot Concept*

*Holiday Inn: Long Beach, California and Peachtree, Georgia*

In collaboration with Culinary Options, GIRVIN worked with the team at IHG Holiday Inn to develop first one, and then two locations for restaurant pilot concepts to test the workability of a hotel restaurant amenity that is warm and welcoming to both business and family travelers while also being able to deliver hospitable service by a minimum of full time employees.

Holiday Inn had found that while having a restaurant located in the hotel lends gravity and personality to each location, guests often chose to leave the hotel to dine and relax. To encourage a higher number of guests to enjoy the restaurant, while also giving the franchisees and franchise development team something more compelling and profitable to operate, this new foodservice concept was developed.





Both sites make use of technology to reduce labor, including digital menu screens, and simple menu offerings with flavor innovations driven by comfort. Each location also combines bright color hallmarks with warm natural materials to signal pathways, demarcate spaces and encourage the options of social mixing or private relaxation.

As the concept for physical restaurant space took form, GIRVIN also worked to develop the name, design the identity, and menus for what became Toast to Toast, a sandwich specialty quick serve establishment catering to business and family travelers both coming and going, all enjoying the Holiday Inn brand of hospitality.

The final concept is captured in a set of guidelines that allow for consistent rollout and adaptation to new locations.







Identity development, packaging, in-store graphics and neon treatments, exterior signage, point-of-purchase display and collateral for specialty coffee chain. In collaboration with Olson/Walker Architects, Tim Girvin Design designed the exterior and interior graphics, neon applications, vehicular signing, identity, packaging and all collateral materials for this growing chain of fresh coffee retail outlets.

This was originally called Stewart Brothers and the whole identity was designed around a classic vignette and monogram treatment. Unfortunately, a legal brief came in from Chicago claiming that Stewart Brothers was invading the territory of Stewart Brothers, another food group in Chicago. Hence, Seattle's Best Coffee. They retained our SBC monogram sealed in an symbolic elliptical coffee bean. GIRVIN is not responsible for Seattle's Best Coffee type.



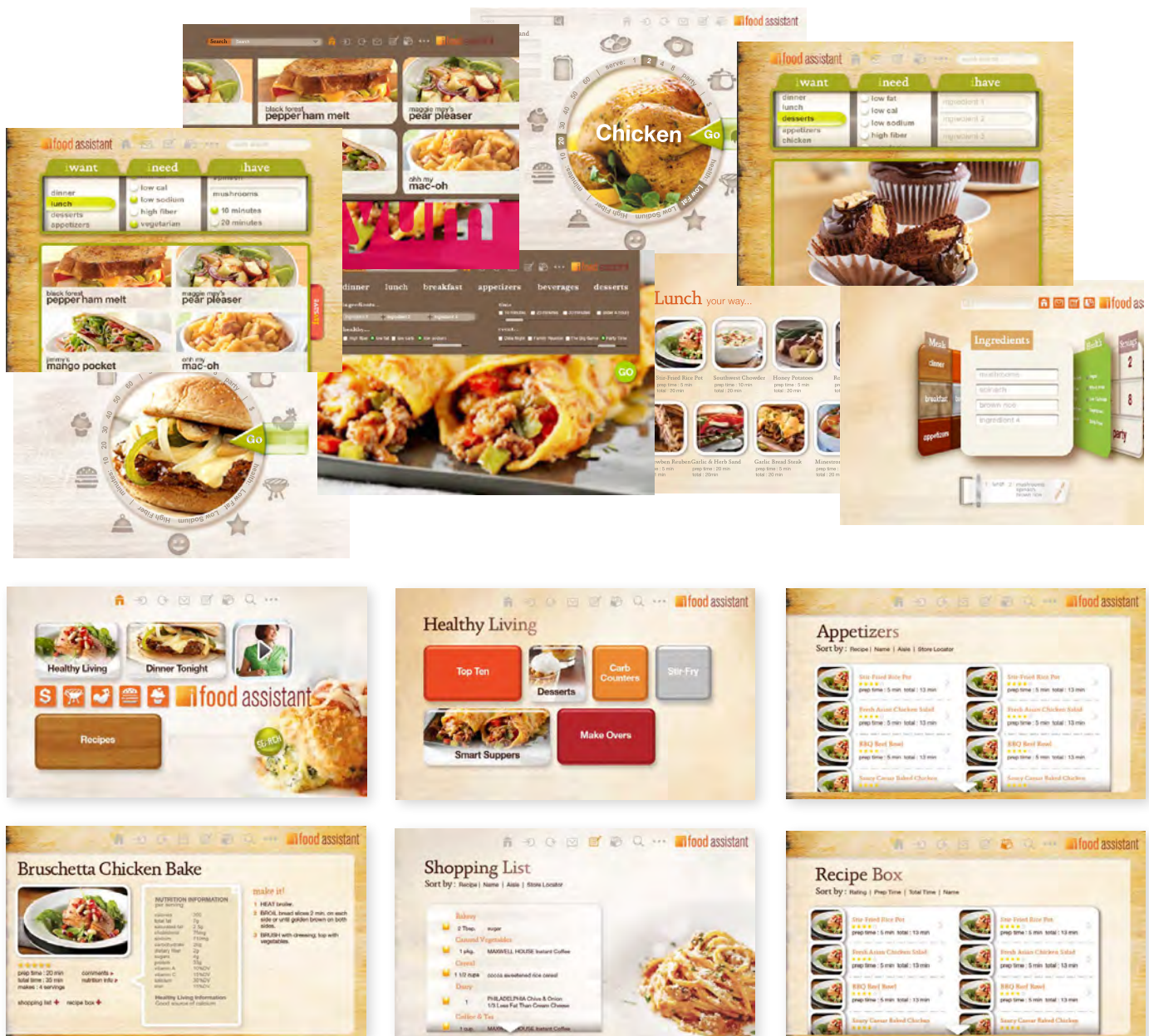
From a list of nearly 50 GIRVIN generated names, Alhadeff and his sandwich café team selected the name Briazz. The selection of the name helped to drive the spirit and direction of the brandmark design. In conjunction with the brandmark and name, GIRVIN collaborated with Briazz to determine the sandwich café's color palette and look and feel. In the course of five years, Briazz grew to include 40 stores in Seattle, San Francisco, Chicago and Los Angeles. The Briazz brand became one of the strongest to take root in the food service industry in the last 5 years.



*"I would like to congratulate you and your entire team on the truly unbelievable job you have done in creating a corporate identity for Briazz. Your staff is bright, hardworking, dedicated and has the courage of its convictions. This is no "yes" group telling the customer what they want to hear, but a group of professionals passionately presenting their professional recommendations."*

Victor Alhadeff | CEO | Briazz, A Sandwich Café





GIRVIN built a model for Kraft to examine a new interface between the concept of Kraft Foods' offerings and the relationship to healthier eating possibilities that are accessible to the digital and non-digital personal diet and cooking preparation worlds.

*"We had a meeting this afternoon with some senior folks on the web and content team... It went awesome. Jen & Theresa both IM'd me with a giant WOW after we got off the call. Your work was loved today—not only for its creativity, but for the ideas it sparked for what amazing things could be within our reach. You all should be so proud of everything. Thank you all so much for your hard work and creativity!"*

Tracy Sherva | Group Manager, Culinary Resources & Strategy, KRAFT FOODS

## RESTAURANT IDENTITIES

BROILER  
ZONE



*Princi*

KETTIE

BUFFALO  
*Grill*



FARALLON



NEWPORT  
SEAFOOD GRILL



GIRVIN has a long history in diverse national, restaurant design consulting opportunities.

Above is an additional selection of identities created by GIRVIN in the food industry.



TYPEFACES

Projetto Italiano

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

48 Hours

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Nordstrom

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1201 Third Ave.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Vignelli

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bardessono

a b b c d e f g h i j k l m n o p q r s t u v w x y z

With strategy,  
Spirit informs;  
Mind creates;  
Eye refines;  
Hand renders.

## CONTACT

3131 Western Avenue  
Suite 501  
Seattle, WA 98121-1028  
p 206 674 7808  
[info@girvin.com](mailto:info@girvin.com)  
[girvin.com](http://girvin.com)

Tim Girvin  
Principal  
[girvin@girvin.com](mailto:girvin@girvin.com)  
c 206 890 0621  
p 206 674 7900



Thank  
you!