

DESTINATIONS

BRANDING ENTERTAINMENT, EXPERIENCE STRATEGY & PROMOTION

GIRVIN

Seattle | San Francisco | New York | Tokyo

CONTENTS



INTRODUCTION, 1

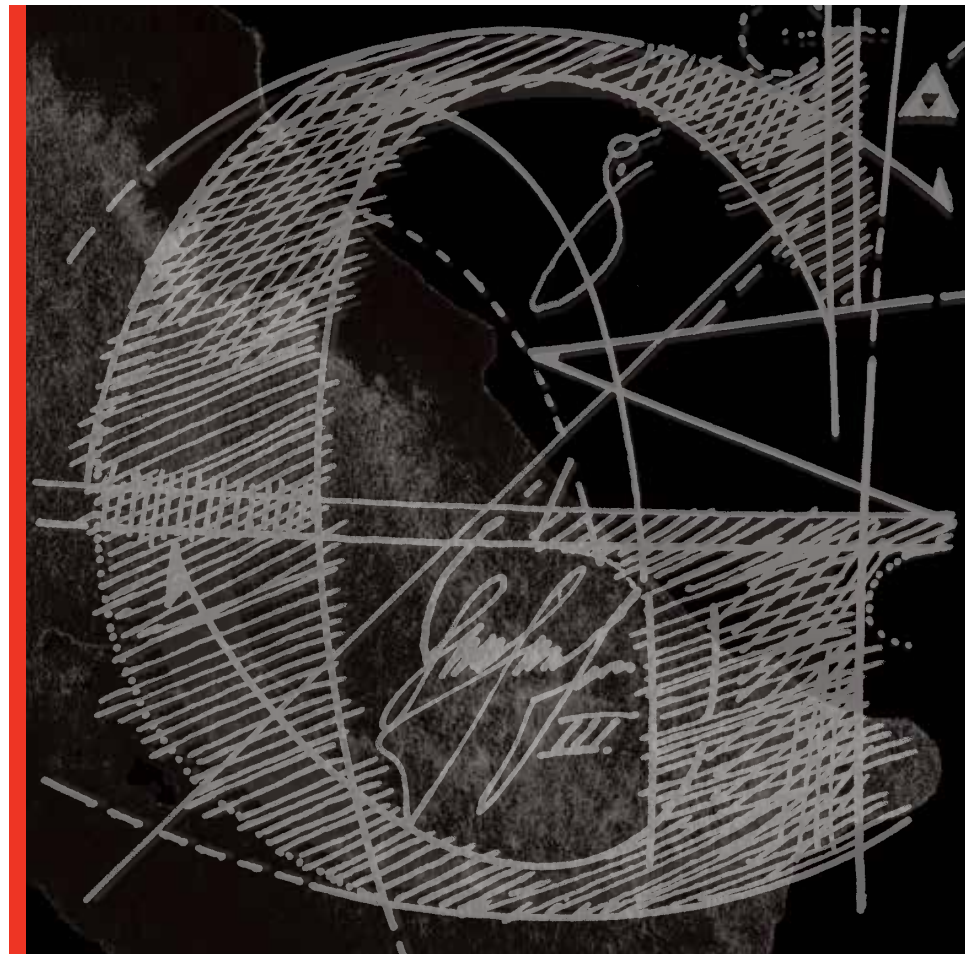
BELLAGIO, 4

DISNEY, 6

FAIRMONT HOTELS, 8

COWICHE CANYON, 10

SIREN SONG, 12



INTRODUCTION

GIRVIN's legacy comprises more than 40 years of thorough and successful brand storytelling. From defining the ethos to detailing a distinguishing experientiality*, we, as strategists and designers, ensure a consistent and uniquely voiced brand narrative across all touch points.


Tim Girvin

*experientiality — states of holistic experience.

BELLAGIO

A \$3 BILLION MASTERWORK

CHALLENGE

Support the vision of an upscale Italianate experience that captures the culture without superficial duplication—and answer, on every solution, to Steve Wynn, Chief Visioneer.

RESULT

GIRVIN's team was tasked with visually storytelling the layers of experience at Bellagio, then the most costly resort in the world, built for \$1.6 billion. Our teams successfully infused the spirit of a Lake Como environment with branding programs that still exist to this day, as Steve Wynn says, "to the continuing presence (success) of our amenity design systems, packaging, signage, menus and experience offerings."



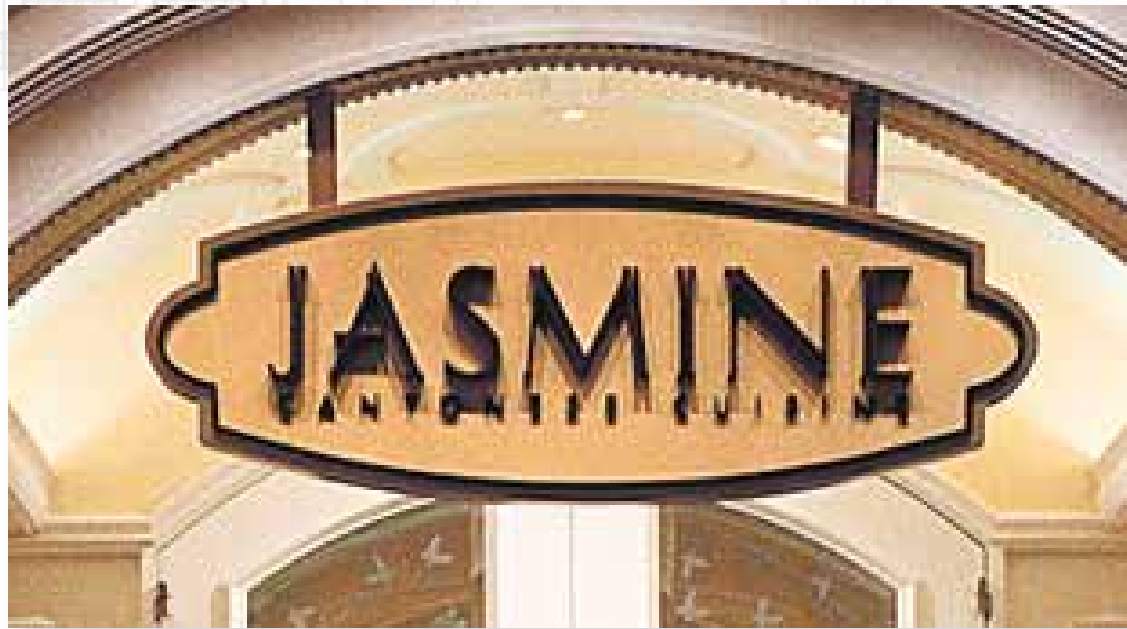
LAKE COMO THEMING

BELLAGIO

STORYTELLING INTERPRETATIONS

Wynn.

NAMING



BUILDING A NEW WORLD OF WONDER
VISUAL POSITIONING

"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 Executer | Bellagio Hotel

DISNEY HOTEL | ANAHEIM

TELLING A VISIONARY TALE

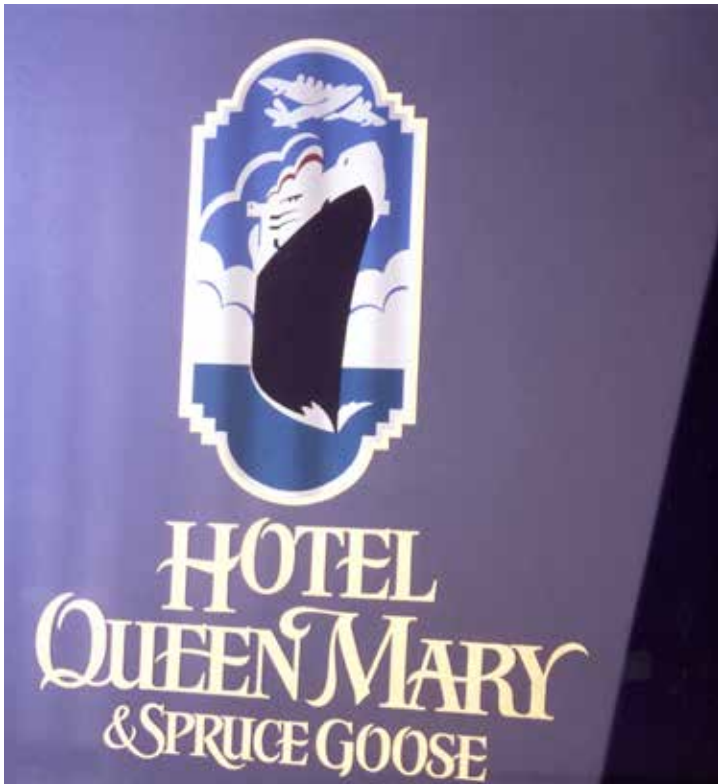
CHALLENGE

Fulfill branding challenges of the massive enterprise including naming, branding, and all touch points of the guest experience.

RESULT

GIRVIN met with the leadership teams on hotel management to newly polish the detailing of experience. An onsite guest comment offers—“It’s the little details that count, it’s not only the big picture of the place, but the small touches, that’s what I really remember.” What can we call a water-misted, luminous projection system that’s really great? “GIRVIN created the name and logo for Fantasmic as a nightly celebration, and as a magnetic brand experience that’s still in play to this day.”





ANAHEIM



TOKYO



"Both with my former company and my current company, Girvin has, over the last 10 years, provided us with the best in client service, including rapid follow-through, on-time and on-budget project completion and a comprehensive and detailed finished product. Tim is ingenious and is able to grasp even the most complex of design problems and provide an innovative, user-friendly and workable solution in beautiful style. I have worked with Girvin across two continents, from the U.S. and Japan, and his ability to create considering the nuances of individual cultures in a way that speaks to each of those cultures is a sign of a true artistic genius. Finally, Tim and his entire team are honest, fun to work with, dependable and most importantly, among the most talented I have ever, in my 22 year career, had the pleasure of working with. They are the best!"

Bette Zaret
Director of Marketing / Disney Institute

FAIRMONT HOTELS

THE PEARL | HAMILTON PRINCESS | PRINCESS DIAMANTE

CHALLENGE

Help reposition each of the Fairmont properties and revamp the Hamilton Princess brand for immediate sale.

RESULT

GIRVIN's teams from Seattle and NYC worked with a family ownership group (Global Hospitality Group | Goodman Investments) on two of their managed properties: the Fairmont Princess in Hamilton Bermuda and Acapulco. The Hamilton repositioning (Historic splendour + Modern Luxury) and renewed brand supported the sale of the property in under a month. GIRVIN created the Princess Diamante positioning for the entire grouping of assets, collectively linking them as one gigantic hospitality experience.



STRATEGY SHIFT

PRINCESS
PYRAMID TURTLE DUNES PEARL PRINCESA MARQUES



FIND THE HEART, THE SOUL OF THE PRINCESS, THE PACIFIC “PEARL” OF THE DIAMANTE, THE NEW GOLD COAST OF ACAPULCO.



FINDING A NEWLY POLISHED PEARL IN AN EXTANT RESORT

A new Mexico
A new Story
A new Vision



PRINCESS DIAMANTE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890QÑ&!?:;, ” “ ’ ‘ — —



ASSET POSITIONING

THE *Fairmont*
HAMILTON PRINCESS



WHERE WE ARE | WHERE WE'D LIKE TO BE

TRADITIONAL	CONTEMPORARY
GRAND	ICONOCLASTIC
COLONIAL	EFFICIENT
BERMUDIAN	CHERISHED
PRIVATE	COMMUNITY DRIVEN

THE PEARL PROPERTY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890?Ñ&!?:;, ” “ ’ ‘ — —

“GIRVIN is distinguished as one of the most prominent branding and design firms on the West coast and is based in Seattle. They did our branding work for us in Bermuda and Acapulco...including creating the identity and communication pieces for both The Pearl and Turtle Dunes. Tim is also genuinely one of the nicest and most interesting people you will ever meet and very engaged in the Seattle business community.”

Jenny Chase
Global Hospitality Investments LLC

COWICHE CANYON

BUILDING A NEW VISIONING FOR FOOD AND ENTERTAINMENT IN YAKIMA, WA.

CHALLENGE

Create memorable positioning and visualization for a world-class chef in a quiet stretch of Washington State—for a completely unique expression for mid-state culinary experiences.

RESULT

Our teams built a bold, bespoke design package that was built-out as a series of nodal design systems, including a kit-of-parts logo, custom font, signage system and packaging expressions for a memorably detailed identity program. We designed all interiors, identity, signage and packaging.





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



"We are delighted with the work. You and your team are very special."

Mike Snyder
Co-founder, Cowiche Canyon Kitchen & Ice House

SIREN SONG | LAKE CHELAN

A BRAND BUILT FROM EXPERIENCE STRATEGY

CHALLENGE

Bring the dream of coastal living, southern France, and vibrant interiors to life in central Washington.

RESULT

Our team conducted a dream-building workshop to move from a generalized vision to a highly defined strategy, involving a locational specificity. This created an organized materiality and the development of a bespoke, dimensional layered color scheme, room by room, built for each experience and tied to each bottled product, for an aligned packaging strategy and identity program. Siren Song is heralded as one of the best vineyards, entertainment venues and culinary experiences in Lake Chelan, WA.





"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
Siren Song Wines

3131 WESTERN AVENUE

SUITE 501

SEATTLE, WA 98121

P 206 674 7808

GIRVIN.COM

Thank You!