



# HEALTH & WELLNESS

**GIRVIN**  
Strategic Branding & Design



Founded by Tim Girvin in 1976, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

- naming
- identity
- brand storytelling
- strategy
- websites
- environmental design
- messaging
- packaging
- print
- illustration
- type design
- social media
- marketing materials

## LET GIRVIN TELL YOUR STORY

At GIRVIN, we believe that every brand has a story, a soul—and our mission is to find that spark and coax it into brilliant life. That's why we'll do a deep dive into your brand—its past and your vision for its future—so we can focus on strategically building a unique creative direction that is meaningful to you, your audience, and your long-term market presence. For us, a successful brand is founded on a story that creates a powerful, memorable visual articulation and emotional connection transcending trends.

## METHODOLOGY & APPROACH

In our pursuit of embracing creative action and solutions for each client's unique needs, we have evolved proprietary processes for accelerated business results.

**BrandQuest®** A customized and collaborative team brainstorming workshop that builds consensus among executive team members regarding company vision, mission, values, positioning, and character. This assures a holistically framed team buy-in that allows for acceleration and effective integration into the next phase of brand evolution.

**Ideator®** Our proprietary naming process is a verbal exercise to define one of the most crucial elements of a strategically driven brand: the name. We use a highly collaborative and strategic approach to achieve the greatest creative potential when developing product names, brand names, and taglines.

**BrandSpirit®** Brands are created by humans, for humans. We find the emotional core and essence of the brand to serve as the source of strength for compelling marketing messages, striking visualizations, and captivating alignments for the brand's representations to market.

**BrandCode®** This organized approach to a brand's foundational touchpoints formalizes guest and consumer encounters with all that the brand story can offer its relationships. This "code" will be utilized to express the visual, verbal, audible, and tactile language of an individual brand for a coherent brand program.

**TransparentDesign®** Our integrative service builds seamless communication of your brand's messaging across all media formats—from print and environmental to digital and broadcast platforms. This transparency of designed expression creates audience trust that there is a strategic and directorial focus on all aspects of branding implementation.



## Seattle Cancer Care Alliance

Fred Hutch • Seattle Children's • UW Medicine

## Proton Therapy Center



**CHALLENGE:** Seattle Cancer Care Alliance Proton Therapy wanted to create a more engaging, uplifting, and calming environment for patients and staff that communicated accessibility and trust.

**SOLUTION:** Working closely with Make it Matter and SCCA Proton Therapy, GIRVIN built a metaphorical healing design language centered around the fern. That language was then applied to the environmental graphics and installations at key points in the patient's journey within the exploratory, healing, and recovery cycle at the facility. We also coordinated all interior materials and furniture selections.

**RESULT:** A complete holistic experience in an uplifting and rejuvenating environment fostered feelings of safety and wellbeing in patients of all ages—there is an almost universal record of strikingly different patient experiences, completely unique to other cancer treatment facilities. Those who had experienced proton therapy at other locations voiced that the uplifting interiors and unified graphic programs of SCCA made a difference in their treatment and recovery.





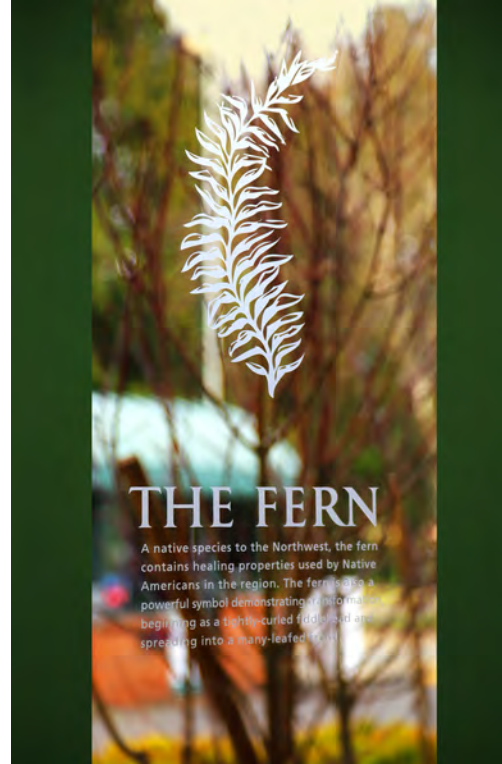
# SCCA PROTON THERAPY - CONTINUED

GIRVIN



**CLIENT PERSPECTIVE:** "The GIRVIN team has been phenomenal. They captured the essence of the Center's mission with an iconic Pacific Northwest symbol, the fern, and enhanced the patient experience with up close and personal, life-sized images of the Pacific Northwest. We treat cancer patients. But the non-invasive nature of our treatment and the environment we have created with GIRVIN is transporting and rejuvenating patients and staff."

**BETSY GREER | DIRECTOR OF BUSINESS DEVELOPMENT & MARKETING**



## THE FERN

A native species to the Northwest, the fern contains healing properties used by Native Americans in the region. The fern is also a powerful symbol demonstrating information beginning as a tightly-curved fiddlehead and spreading into a many-leaved frond.





**CHALLENGE:** Dermasof, well known in the medical and cosmetic industries for over thirty years for post-surgery scar treatment, wanted to relaunch their brand and introduce new products. Their goal was to expand to new and younger audiences as well as professionals.

**SOLUTION:** GIRVIN created a new brand mark that combined the luxury, accessibility, and science of the products and brand legacy. As we designed the packaging and color systems for the Luxury and Premium lines, we also recrafted their story to better express their legacy and mission, which expanded from just scar repair to include preventive, corrective, and overall skin health.

**RESULT:** Dermasof's expansion and new upscale look allowed the company to more effectively reach to their target audiences and communicate who they are.







**CHALLENGE:** Premchit Prateap Na Thalang is a wellness practitioner representing a legacy of hundreds of years of familial healthcare, nutritional and preventative whole wellness expertise. She came to GIRVIN to launch Experience | Premchit—a series of customized offerings for guests to enjoy comprehensive one-on-one consulting, wellness access and learning, as well as actual products.

**SOLUTION:** We co-wrote and coordinated all print materials for the launch of the brand, as well as website and packaging development.

**RESULT:** The successful launch of a luxurious consulting and wellness resort experience for travelers in Thailand.





**CLIENT PERSPECTIVE:** "The GIRVIN team has done a marvelous job of bringing to life my philosophy of wellness through my website, presenting the key elements of natural therapies, holistic approach, sharing knowledge, personal responsibility and personal enjoyment, in a way that creates an enjoyable and interesting user experience. My website was designed with an attractive and harmonious blend of words, pictures and symbols, to accurately convey my personality, philosophy and view of wellness in life, in a way that is much more dimensional than just the information and images on the screen. Thank you for doing a great job."

**PREMCHIT PRATEAP NA THALANG | FOUNDER**

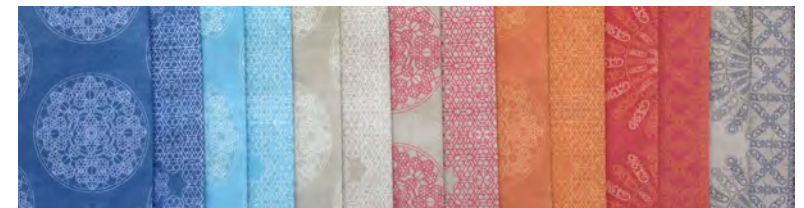
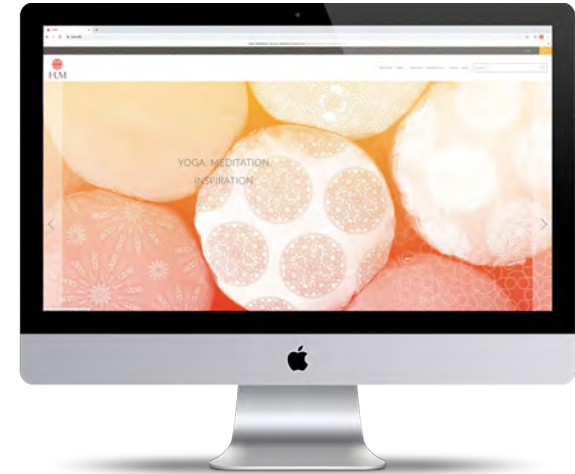




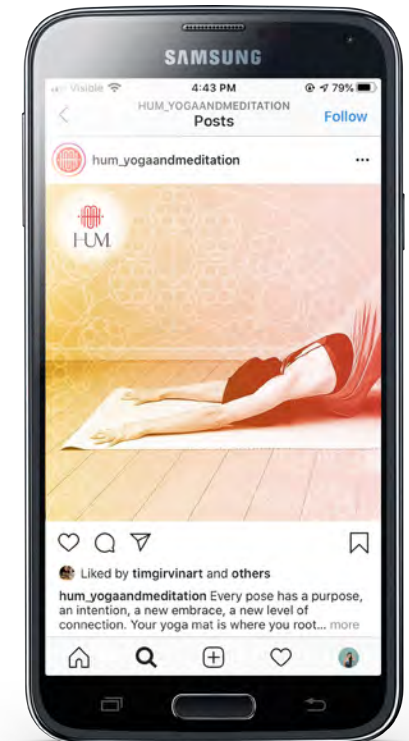
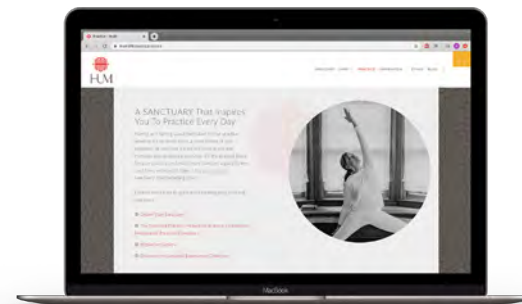
**CHALLENGE:** Sarah de Joybert came to GIRVIN to create a yoga and meditation home practice brand from the ground up. She had a vision of warm, inviting colors, textures, content, and offerings to aid others in thoughtfully engaged practice.

**SOLUTION:** We created a visual language of meditative medallion patterns with welcoming and inspiring colors, aiming to evoke feelings of peace, joy, vitality, and hope. We applied this visual language to every touchpoint of the brand: website, digital marketing and collateral, social media, textiles, packaging, and other yoga and meditation accoutrements.

**RESULT:** This holistic approach to the brand language resulted in a jump in engagement for social media, website traffic, and sales.







**CLIENT PERSPECTIVE:** "I am so happy with this work, and really appreciate the depth and texture that has been created here. It feels unique. It's meaningful. It's beautiful. It's an inspiring and evolutive process to work with GIRVIN!!!"

**SARAH DE JOYBERT | FOUNDER**



# inSpa

**CHALLENGE:** Seeking to make the spa experience more accessible, inSpa recognized the allure of a simple offering on high-demand spa services but needed help with a strategy to remove the mystery and intimidation of going to a spa.

**SOLUTION:** GIRVIN's strategy focused on making everyone feel like an insider. From the simple, descriptive name to the streamlined displays and packaging, the entire retail environment became crisp and easy to navigate. Splashes of vibrant color in a custom mural, along with the casual yet professional interior approach, set inSpa apart and created a welcoming and pampering (not pressuring) environment for their target audience.

**RESULT:** A long-standing brand program and strategy of welcoming and accessibility that's expanded its mission and footprint to multiple locations.





## naturō MEDICA

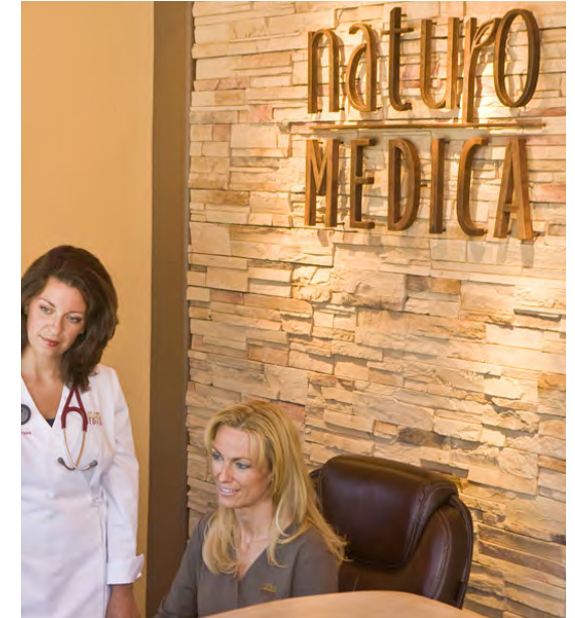
**CHALLENGE:** Three remarkable visionaries created NaturoMedica as a new concept in nature-focused healing. As they were expanding their web model to create more profound connection between practitioner and patient with online retail and consulting presence—they tasked GIRVIN to express and extend their new brand paradigm into a physical space.

**SOLUTION:** Through an extensive BrandQuest® exploration workshop, we built up their core strategy, story, messaging, and brand ideologies for healing—which created a foundation upon which we built the visual brand identity and vocabulary, environmental design, collateral, and website consulting.

**RESULT:** We established a holistic brand experience that is still in use today, successfully and seamlessly bringing wellness to the Issaquah community.





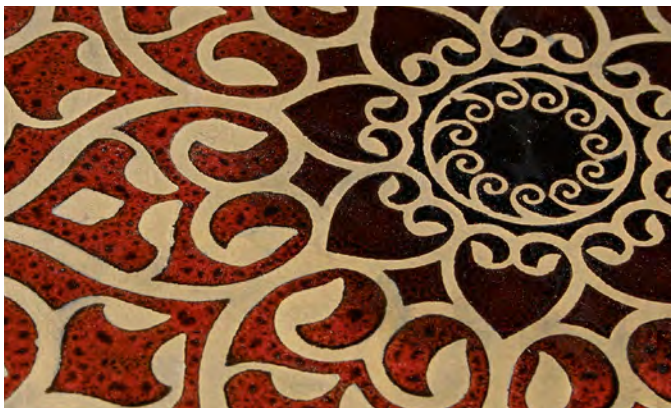


## NaturoLOGIE

**CLIENT PERSPECTIVE:** "We spent a full day in BrandQuest® where the entire GIRVIN team facilitated the process of beginning to translate our vision into a meaningful brand. The people at GIRVIN really listened to what we were saying and helped us develop a brand that is unique to us. Every day we have customers commenting favorably on some aspect of our brand, whether it be the logo, the brochure or the clinic environment itself. People consistently talk about how our brand is an accurate reflection of the personality of our clinic. We could not ask for more.

Often, my experience with people like Tim, is that they do not live up to the hype surrounding them. This has not been the case with Tim Girvin. Tim and the rest of the team at GIRVIN surpassed our expectation in every way, capturing the unique essence of our brand with everything that they touched."

**JILL MONSTER, ND | CHAIRMAN AND CEO**





# HOST DEFENSE

**CHALLENGE:** Paul Stamets, renowned author, scientific researcher and passionate believer in the power of fungi to benefit the health of humans and ecosystems, wanted to develop a brand for his growing collection of mushroom-based products for human wellness.

**SOLUTION:** Beginning with an all-day collaborative BrandQuest® session, the GIRVIN and Fungi Perfecti teams laid the groundwork for what would become the Host Defense product line of mushroom-based supplements. We created a comprehensive system of packaging and sales support materials for a family of over a dozen new products.

**RESULT:** This created a solid foundation for one of the best-documented and longest-standing mushroom supplement companies in the USA in a market for mushroom-based wellness that was just beginning to revive and gain popularity.



**CLIENT PERSPECTIVE:** "This is a work of art, a tour-de-force, the best of cooperative creativity. I am so proud. Thank you."

**PAUL STAMETS | FOUNDER**



# THANK YOU

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