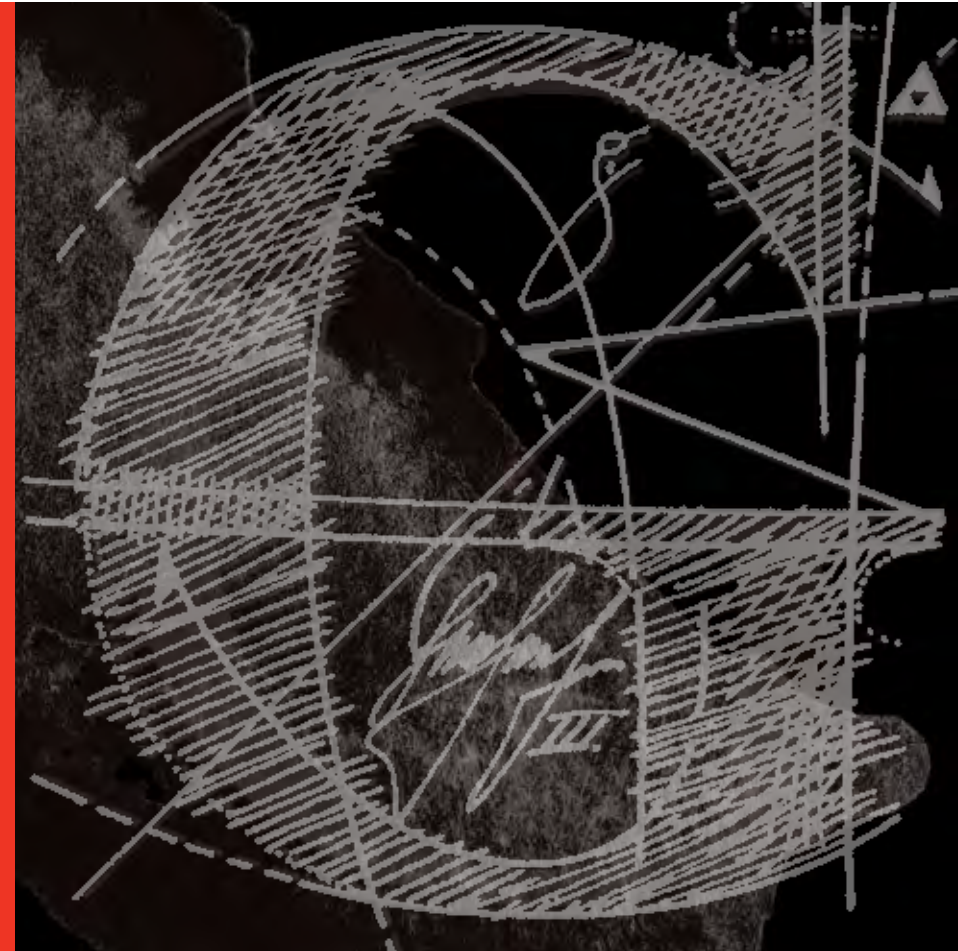




# DESTINATIONS

BRANDING ENTERTAINMENT, EXPERIENCE STRATEGY & PROMOTION

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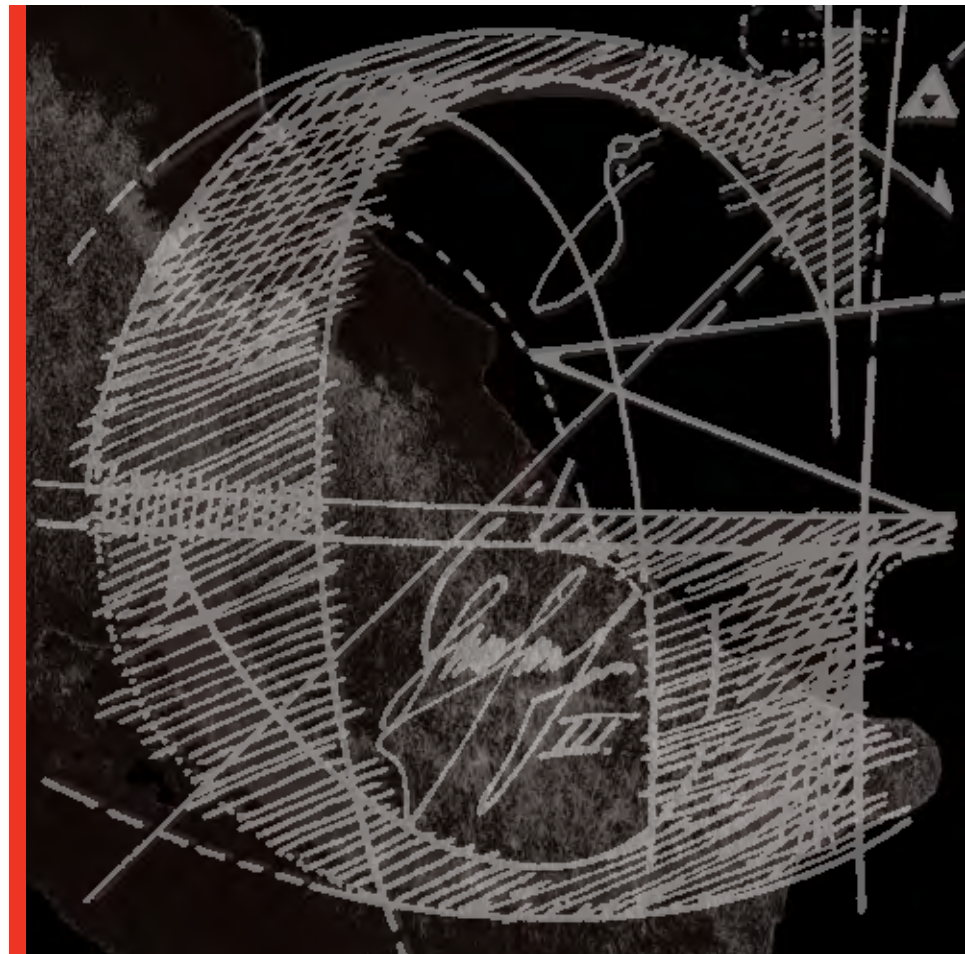
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## INTRODUCTION

**GIRVIN's** legacy comprises more than 45 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

Wynn.  
STORYTELLING INTERPRETATIONS

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

*A new Mexico  
A new Story  
A new Vision*



PRINCESS DIAMANTE FONT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
&1234567890QÑ&!?:,, ” “ ’ ‘ — —



FINDING A NEWLY POLISHED PEARL  
IN AN EXTANT RESORT



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*

## SALUMERIA ROSI

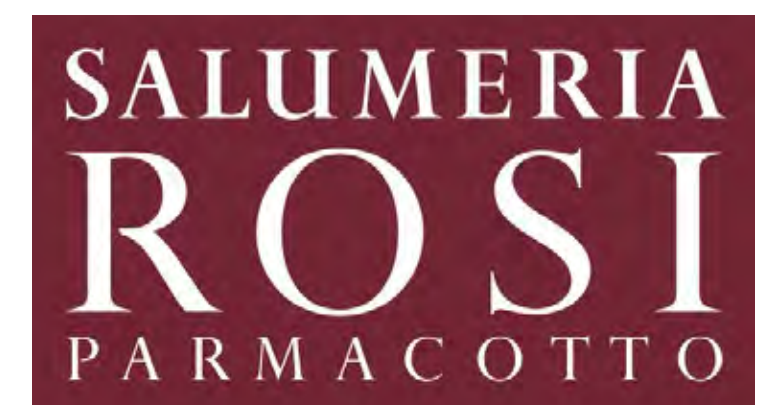
DEFINING THE STORY OF THE ROSI CLAN AND THEIR LEGACY IN BUILDING PARMACOTTO.

### CHALLENGE

The Rosi family, represented by their marketing director for the U.S., approached GIRVIN in 2007 to begin the strategic exploration of a concept of a retail salumeria, for in-room dining and take out, in NYC.

### RESULT

Working with management, the Rosi family members, and the operational team, GIRVIN's group created the marketing story, the brand history, strategic recommendations, the logo and applications, signage and shopfront treatments.





"The Rosi family worked with the girvin group and tim girvin himself, since the very beginnings of our idea – the dream of a new salumeria. Our vision is based on the classical, traditional qualities of parma history in cured meats, savory offerings, fine wines and excelling service experiences for our guests, at our new location in nyc. Not only did they help us with our development strategy, in creating our brand, but as well, our storytelling, logo and shopfront signing to help express the spirit of our brand. Our work with them 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 / Salumeria Rosi

## 50TH PARALLEL ESTATE WINERY

BUILDING A NEW BRAND FOR THE KROUZEL  
WINEMAKING CLAN IN LAKE OKANAGAN, BC.

### CHALLENGE

Curtis Krouzel, a first-generation Canadian from Winnipeg, had a deeply held dream to create a world-class winery. Having arrived at name 50th Parallel, himself and his wife needed an overall brand strategy to help bring the visual elements to life. So, they engaged with GIRVIN to conduct a BrandQuest® workshop.

### RESULT

Beginning with the BrandQuest® session, the GIRVIN design team then developed the 50th Parallel logo, label design and illustration. The couple's architect found ways to incorporate the brandmark into the developing structure.





"The one stop international shop for the best in industry creative brand and marketing skillset is cultured from GIRVIN design in Seattle, Washington, USA. Tim Girvin leads the team enriched and delivers a flare and holistic grace to every element that will be the essence of 50th Parallel Estate."

**Sheri-Lee & Curtis Krouzel**  
Founders | 50th Parallel Estate

# AMERISTAR | INVENTING RESTAURANT EXPERIENCES [THE SAINT CHARLES STREET] TAKING THE HIGHROAD | VISUALIZING GRANDEUR

## CHALLENGE

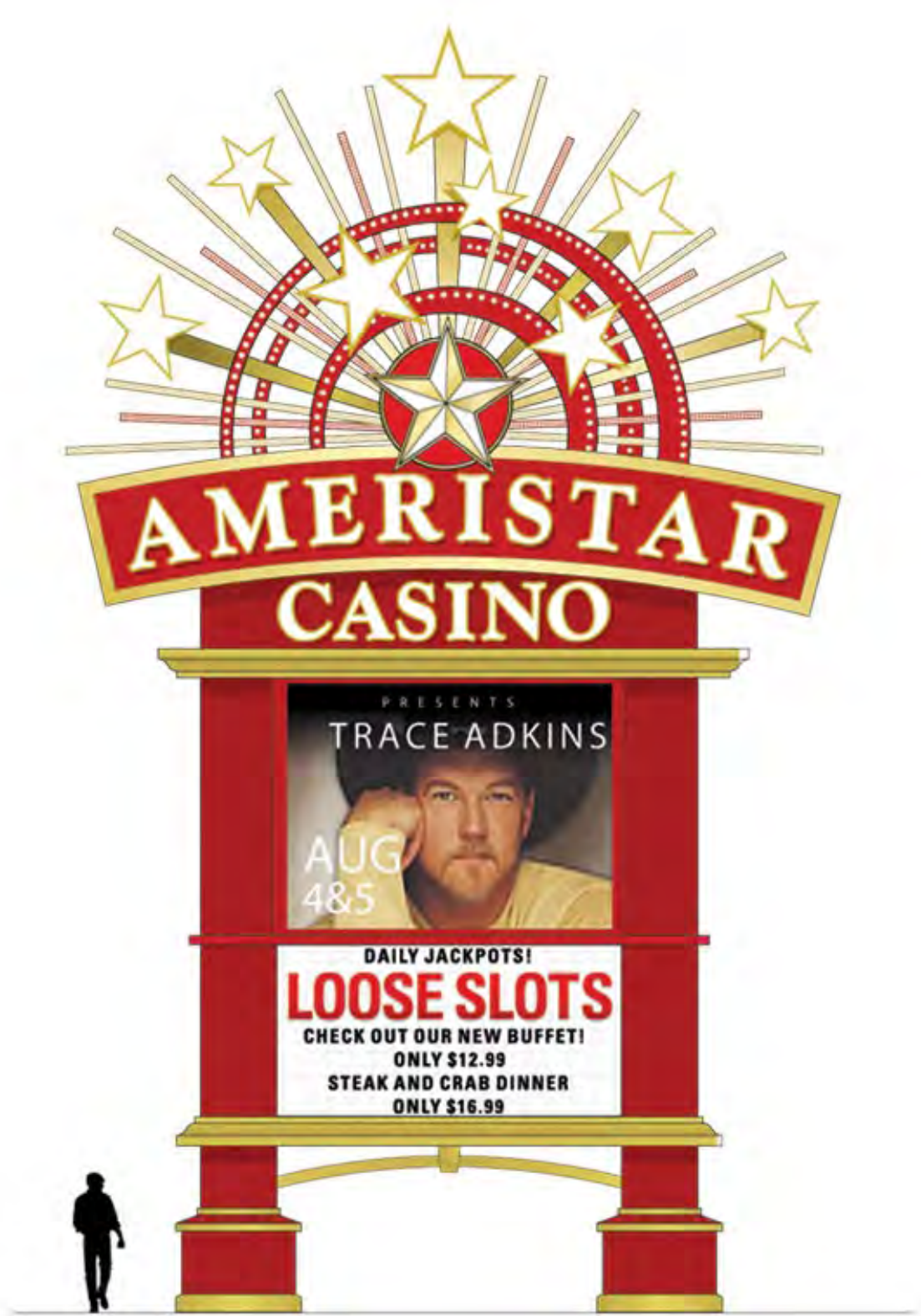
Under the leadership of Craig Neilson, Ameristar Casinos grew to operate seven distinct properties across the U.S., from the arid Nevada sites in Jackpot to a deep southern region like Vicksburg, Mississippi to the mountains of Colorado with Blackhawk. Craig and his team recognized the need to exercise a consistent level of quality across the properties while imbuing each site with the region's local flavor.

## RESULT

Over a period of years we worked with Ameristar management and architects to apply the concept of storytelling to each space, looking for allegories that speak to the heart and desires of the guest, that captivate and resonate with them for lasting associations with the pleasure of a stay at Ameristar.

---





"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 Neilson**  
CEO | Ameristar Casinos

# THE GOLF CLUB AT NEWCASTLE

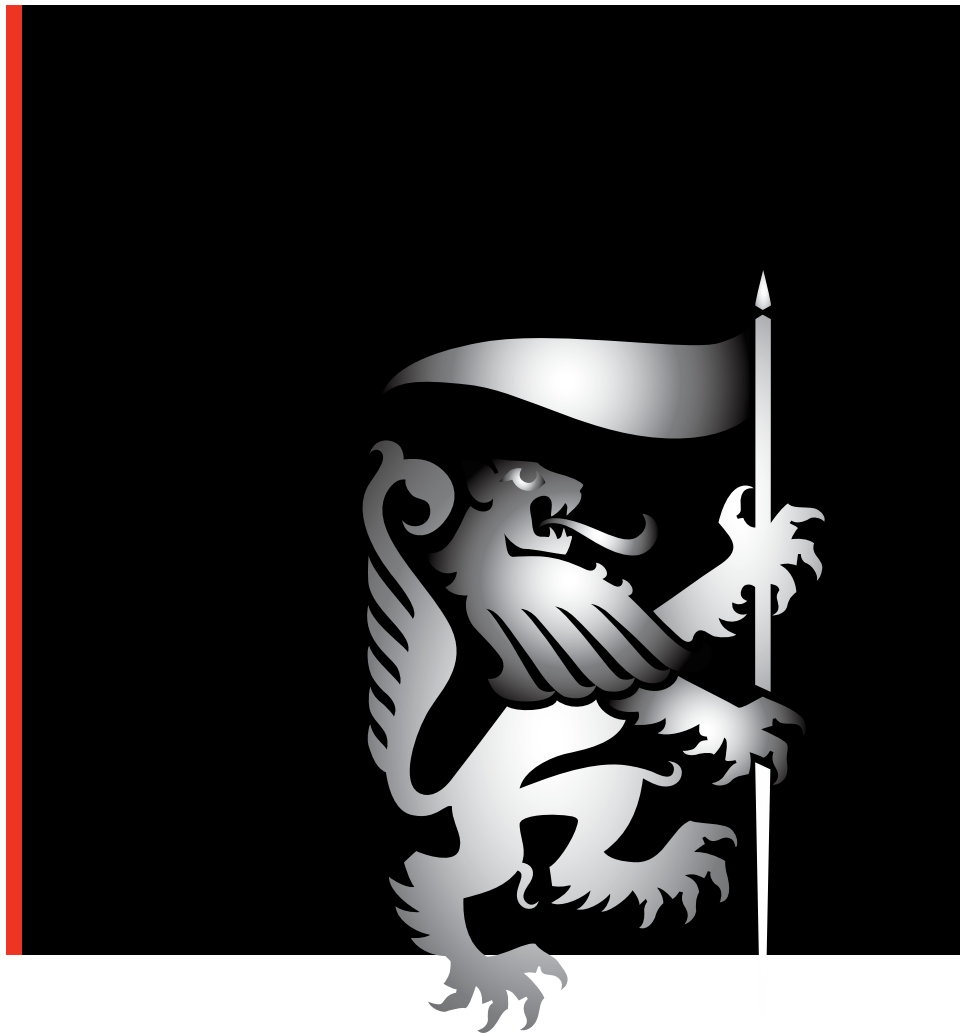
## THE PINNACLE OF A COLLECTION

### CHALLENGE

The key ask in this collaboration was to create a brand visualization system—from front of house to the back of the golf courses in a site that was, originally, coal mining sites and toxic dumps—then repurposed to luxury meeting sites, and two golf courses.


### RESULT

GIRVIN's team closely collaborated with owners Scott and Laurie Oki in fulfilling a vision of a new brand, heraldic system, bespoke fonts and amenity programs and course signage.





THE GOLF CLUB AT  
NEWCASTLE




THE GOLF CLUB AT  
NEWCASTLE


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*The Grand Opening*  
THE NEWCASTLE  
GOLF CLUB



BUILDING A NEW STORY



IMAGINE





THE GOLF CLUB AT NEWCASTLE  
COAL CREEK



THE GOLF CLUB AT NEWCASTLE  
CHINA CREEK

Imagine incredible views.  
Topography that challenges without  
punishing.  
And a location that is just moments  
from the center of commerce.

IMAGINE

*The Grand Launch*  
*The Golf Club  
at Newcastle*  
1995

CREATING LUXURY  
IN ABANDONED  
COAL YARDS

# THE TURTLE DUNES AT ACAPULCO

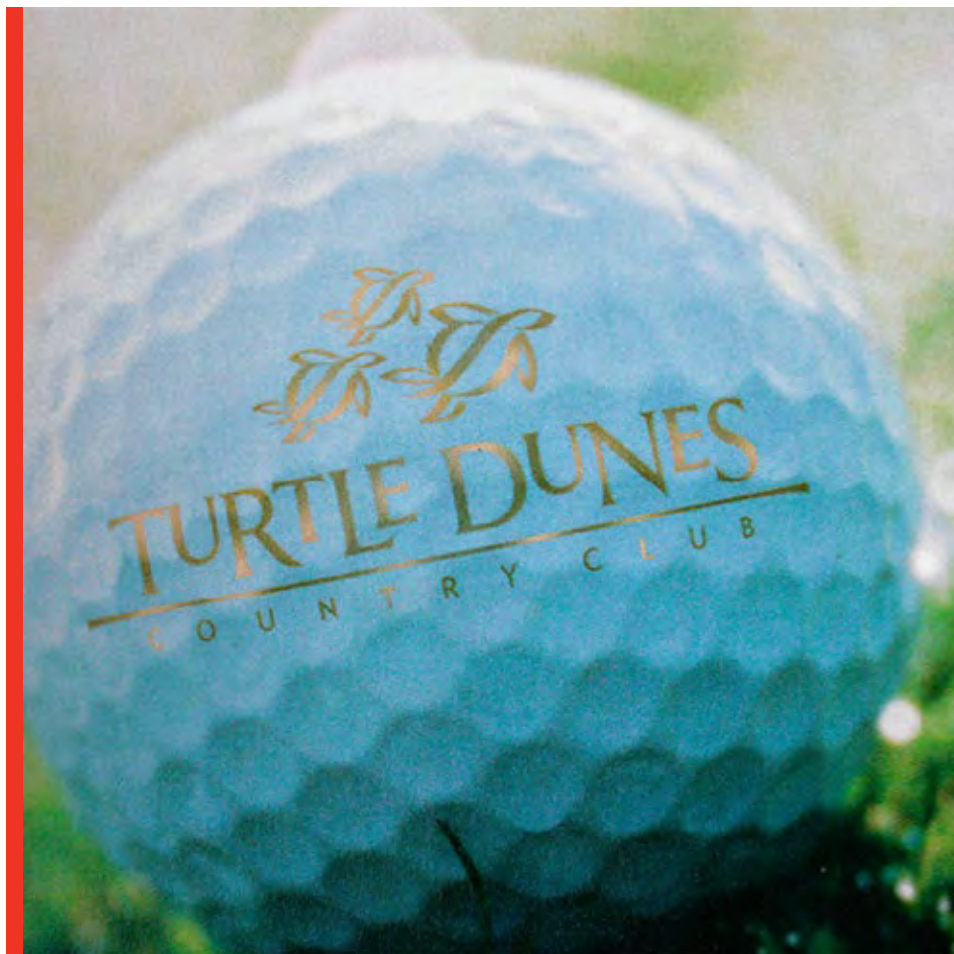
## ACTIVATING LAND VALUES

### CHALLENGE

A long-abandoned and under-leveraged site, GIRVIN's team activated a golfing environment for the Chase Poole investment family to support their vision of a world-class golfing course at Diamante. Name, brand, signing, alphabet, website and collateral.

### RESULT

Name, brand, signing, alphabet, website and collateral.



LIFE SHOULD BE ENJOYED NOT ENDURED. SPENT ON THAT WHICH WILL OUTLAST  
IT EMBRACED BY GRACIOUS HOSPITALITY. SURROUNDED BY FAMILY AND FRIENDS  
EVER RESPECTFUL OF OUR BEAUTIFUL LAND.



LIFE WELL PLAYED

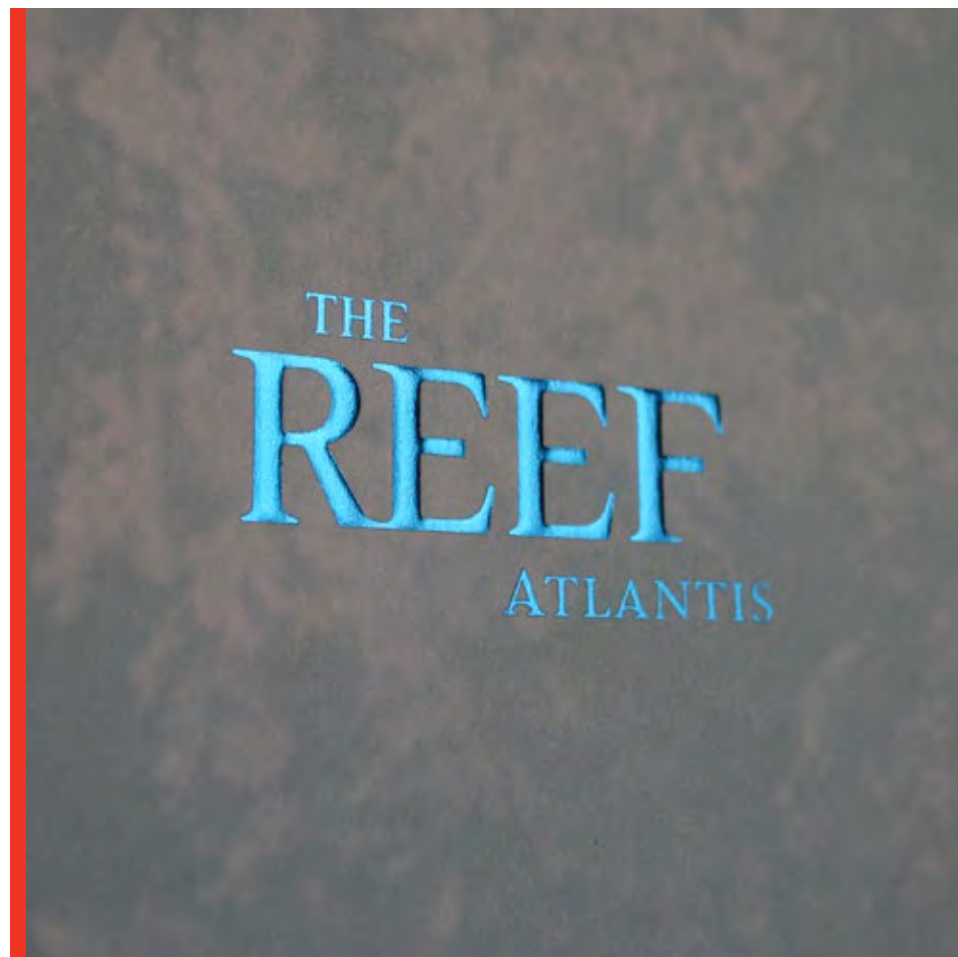


STORYTELLING A NEW PROPERTY CONCEPT MARKETING AND PLANNING MESSAGING

# KERZNER | THE REEF

## COLLATERAL MAGIC | BRAND STORYTELLING

### A COLLECTION



#### CHALLENGE

The Atlantis boasts a string of properties that offer varying degrees of accessibility to tiers of spending demographics. While a great deal of attention is paid to the overarching marketing of the Atlantis property, their marketing team asked us to support rebooting and activating new sales materials for The Reef.

#### RESULT

We flew down, shot it, wrote it, built it. Print, website, advertising.

**ATLANTIS**  
PARADISE ISLAND, BAHAMAS®  
CONVENTIONS | MEETINGS | INCENTIVES

ARTICULATING A NEW VISION



COPYWRITING A REFRESHED STRATEGY

"A great company and a great brand and, most of all, some really great people. I'm so glad you (and the GIRVIN group) have come into the folds of the kerzner family and I know you will continue to be a part of things here because you are such a great fit! I have really enjoyed working with you!"

**Laurie Frake**  
Marketing Executive Vice President | Kerzner

# HALEKULANI HOTEL

## SIGNING THAT FITS RENEWAL | HONOLULU

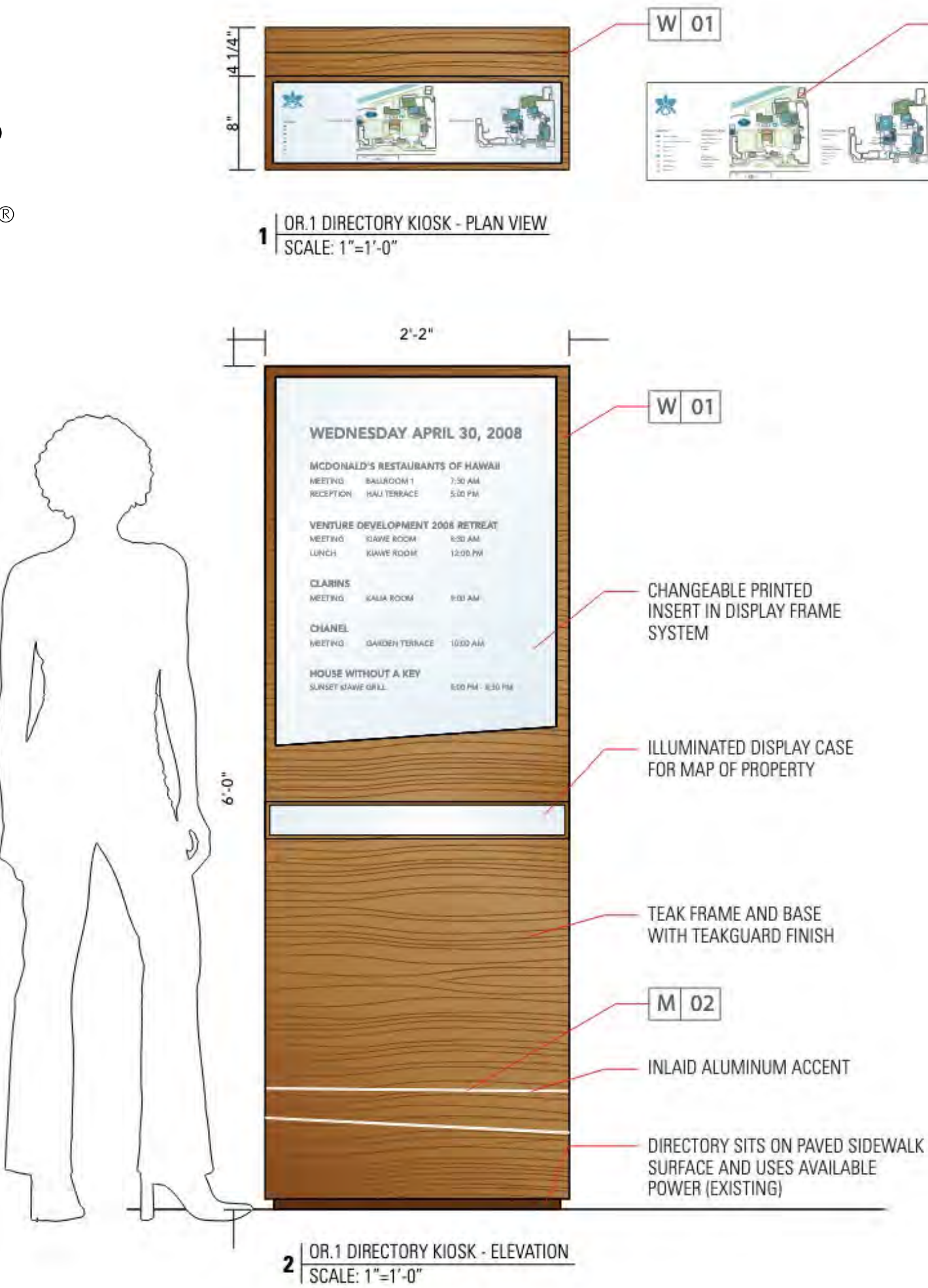
### CHALLENGE

Uplift the brand Halekulani.

### RESULT

Halekulani, a premier luxury hospitality brand in Honolulu, HI was looking for an experiential uplift, in brand design systems and guest processional navigation and visualizations—and GIRVIN's team tuned the brand presence, distinct signage solutions and color / materials deployed in support of the evolved interior design programs.





# GRAND HYATT KAUAI

## LUXURY GUEST GUIDANCE SYSTEMS | KAUAI

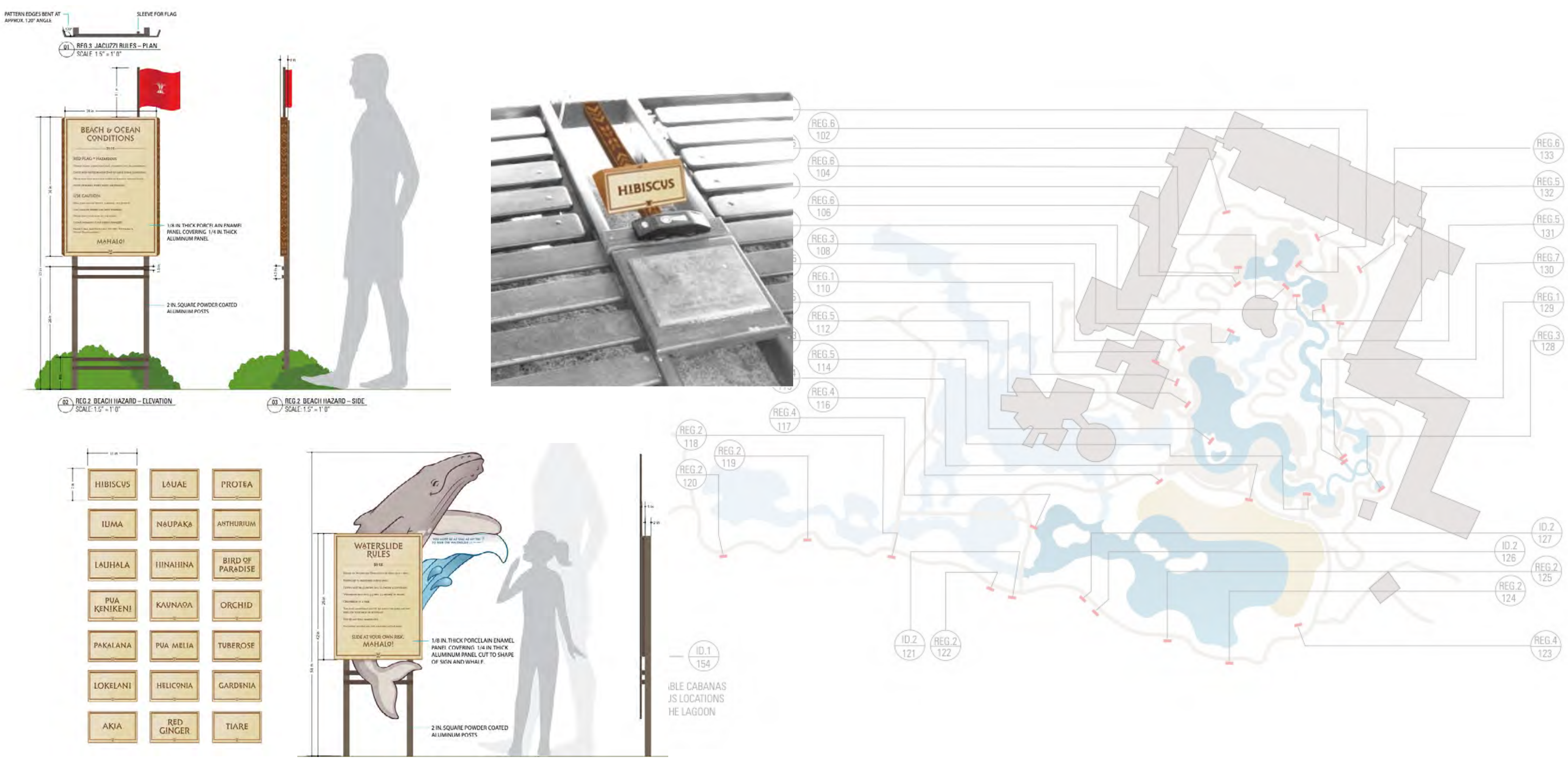
### CHALLENGE

Uplift brand experience at the luxury Hyatt Kauai property.

### RESULT

Discipline the design program and integrate experience visualizations at the property.





# CHARLESTOWN

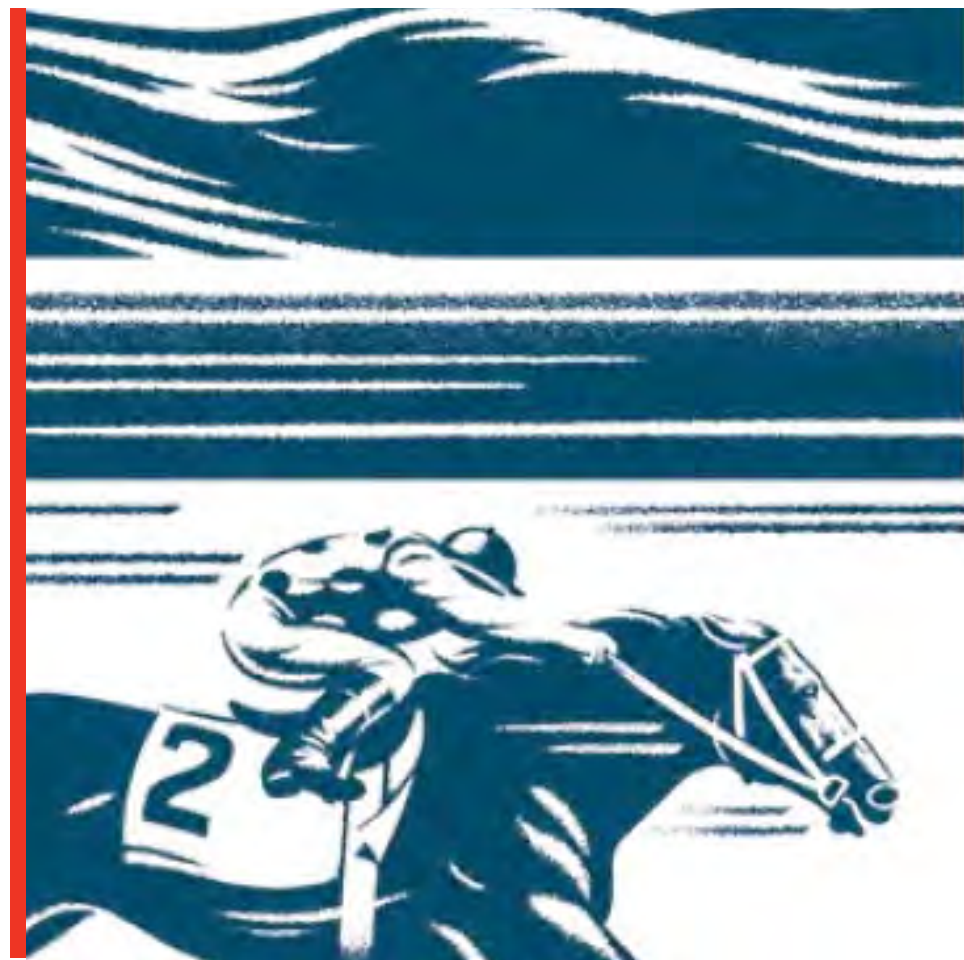
## CHARLES TOWN RACING & SLOTS | WEST VIRGINIA

### CHALLENGE

We were hired to create a distinctive and memorable name and brandmark identity for the main restaurant as well as an integrated menu system.

### RESULT

Focusing on the lively, upscale and friendly atmosphere of Charles Town Racing & Slots, the new dining experience was named "Skyline Terrace." With gourmet menu items, 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.





## BEAU RIVAGE + JIA

PAN-ASIAN EATERY | BEAU RIVAGE RESORT & CASINO

### CHALLENGE

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 re-brand the casino's contemporary, upscale Asian cuisine amenity.

### RESULT

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.





# BOYD GAMING | THE BORGATA

## NAMED & BRANDED

### CHALLENGE

Challenge Ignite the dining experiences at the launch of this Atlantic City, NJ property.

### RESULT

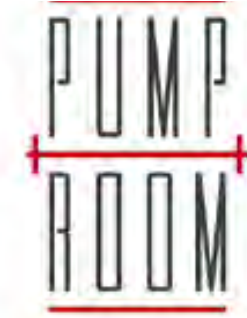
GIRVIN collaborated with Boyd CEO Robert Boughner and Borgata F&B executives in naming venues, and supporting the organization as well as branding of most of the dining properties at the Borgata.

HOTEL CASINO & SPA





CHAMPENOIS



THE LIVING ROOM



AMPHORA LOUNGE

TESORO LOUNGE



THE SALON



# CANYON RANCH

## TRANSFORMING WORLDS | TUSCON > MIAMI

### CHALLENGE

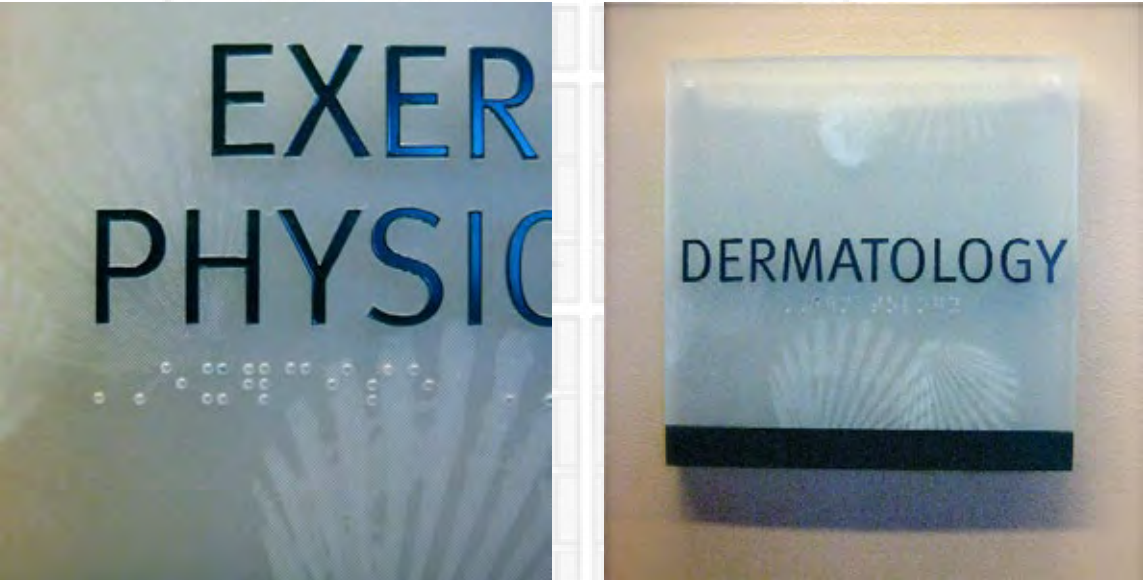
Transporting & rebranding a vision from Tucson to Miami.

### RESULT

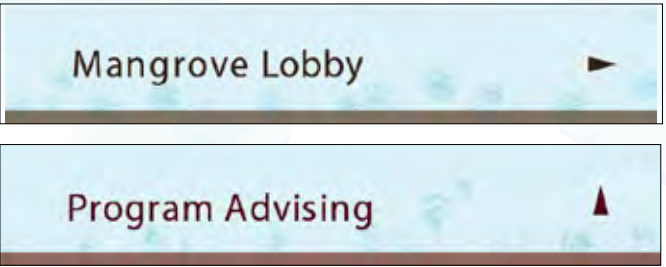
Aligned with the development team, as well as the core leadership team from the legacy, prestigious Canyon Ranch health complex in Arizona, Arquitectonica and the Rockwell Group, GIRVIN synchronized efforts to align brand, video, collateral, signage and environments as well as condominium ownership to support this massive conversion and renovation of a premier Miami Beach hotel.



VIDEO & MARKETING MESSAGES



WAYFINDING STRATEGY



STAIRWELL 2



STORYTELLING  
BRAND POSITIONING



3131 WESTERN AVENUE

SUITE 501

SEATTLE, WA 98121

P 206 674 7808

[GIRVIN.COM](http://GIRVIN.COM)

Thank You!