



# NAMING

---

## OUR METHODOLOGIES

### **BrandQuest®**

A collaborative workshop for executive team members

### **Ideator®**

Our proprietary strategic naming process

### **BrandSpirit®**

In-depth analysis to find the core of your brand

### **BrandCode®**

Creating consistent branded sensory language across all touchpoints

### **TransparentDesign®**

Integrating consistent voice and messaging on all platforms

## THE POWER OF A NAME

No other brand element will so clearly reflect the core identity of your brand as will its name.

It will resonate your brand personality, your point of difference, and will be the prime influence on any brand symbol.

A name is a cerebral switch that triggers a brand's image in the customer's mind.

From strategic name development to name systems and architecture to trademark screening, GIRVIN has extensive experience in naming companies, products, and services.

## WHAT IS IDEATOR®?

Ideator® is GIRVIN's proprietary process of verbal discovery—a highly collaborative approach designed to deliver the greatest creative potential. Its primary purpose is to define a crucial element of a strategically driven brand: its name.

Naming at GIRVIN is performed by our Ideator® team, an inventive circle consisting of members representing all core capabilities of the firm—Ideator® provides a balanced complement of skills represented by writers, designers, strategists, and multi-lingual speakers.

## OUR METHODOLOGIES

### **BrandQuest®**

A collaborative workshop for executive team members

### **Ideator®**

Our proprietary strategic naming process

### **BrandSpirit®**

In-depth analysis to find the core of your brand

### **BrandCode®**

Creating consistent branded sensory language across all touchpoints

### **TransparentDesign®**

Integrating consistent voice and messaging on all platforms

## OUR NAMING PROCESS

Who are you? Your name should say it all.

We utilize a highly collaborative approach to achieve the greatest creative potential when developing brand names and identities. For each naming assignment, GIRVIN carefully composes our team of naming experts; following our proven Ideator® methodology, the team conducts brand and industry research, then generates potential naming candidates that best fit agreed-upon strategy and naming parameters.

## NAMING CRITERIA

Evaluating name candidates necessitates the use of a particular set of parameters unlike many more visual creative endeavors.

A name alone can't do it all. It can be challenging to assess a name candidate that has none of the trappings of established brands. To do so, we ask:

**Is it meaningful?** Does it relate conceptually to the brand's premise?

**Is it euphonic?** How does the name sound? Is it likable?

**Is it accessible?** Is it easy to say?

**Is it attractive?** Is the word form aesthetically pleasing?

**Is it memorable?** Does it stick in your mind?

# WHO WE'VE IDEATED WITH

GIRVIN



**Seattle BioMed**

GIRVIN created the brand strategy, naming and nomenclature system, and trend evolutions.



**Myrio**

GIRVIN named the IPTV Technology for Siemens.



**Seattle Humane**

GIRVIN renamed, branded, and created a new placemaking strategy for this Pacific Northwest animal shelter.



metropolitanmarket.

**Metropolitan Market**

GIRVIN named this Pacific Northwest grocery chain.



**A Foot Print Property**

GIRVIN named this new concept in small housing investments for Kauri Development.



**JIA Asian Restaurant**

GIRVIN named and branded this restaurant at Beau Rivage, Biloxi.



**WCP Solutions**

GIRVIN named this new concept in operational systems.



**Lumar Active**

GIRVIN named this sustainable surf clothing line.



**Tremor**

GIRVIN named this teen outreach software tool for Procter & Gamble.



**VoiceStream Wireless**

GIRVIN created the core brand name and logo design systems.



**WRQ VeraStream**

GIRVIN named the enterprise software for Walker Richer, Quinn technology.



**The Yogurt Culture Company**

GIRVIN named, branded, and created environmental design for this popup yogurt bar by Dannon.

# WHO WE'VE IDEATED WITH

GIRVIN



## Princeton Prime

GIRVIN named the operational systems for Princeton.



## Garden Botanika

GIRVIN named this national beauty brand.



## Cinnabon

GIRVIN created their original logo and product naming.



## Viztek

GIRVIN named this technology by JeldWen Asia Window.



## Eastern Congo Initiative

GIRVIN named and branded this charitable brand by Ben Affleck.



## Badlanders

GIRVIN named this brand for American Bullriders.



## Nintendo

GIRVIN created their product nomenclature as well as extensive branding and package design.



## GridWise

GIRVIN created this name for PNNL Electrical Systems.



## Tapestry

GIRVIN named and branded this conference by Tableau.



## Synchrony Health Center

GIRVIN named and branded this integrated weight loss program.



## Walmart

GIRVIN named and branded the sub-brands MoDRN and Viathon.



## Briazz

GIRVIN named this national cafe concept by Victor Alhadeff.

# WHO WE'VE IDEATED WITH

GIRVIN



**ViZn Energy**

GIRVIN named this zinc-based battery solution.



**Free 2 Go Wireless**

GIRVIN named the wireless brand for AT&T.



**Wall Data**

GIRVIN named the software enterprise and product nomenclature.



**Ameristar**

GIRVIN named various restaurants and venues throughout the Ameristar Casino and Hotel, as well as extensive environmental, print, and packaging design.



**Logan Drive**

GIRVIN named and branded the retail and clothing line for Jeff Brotman.



**Air Data**

GIRVIN named and branded the training and technical support program for McCaw Cellular.

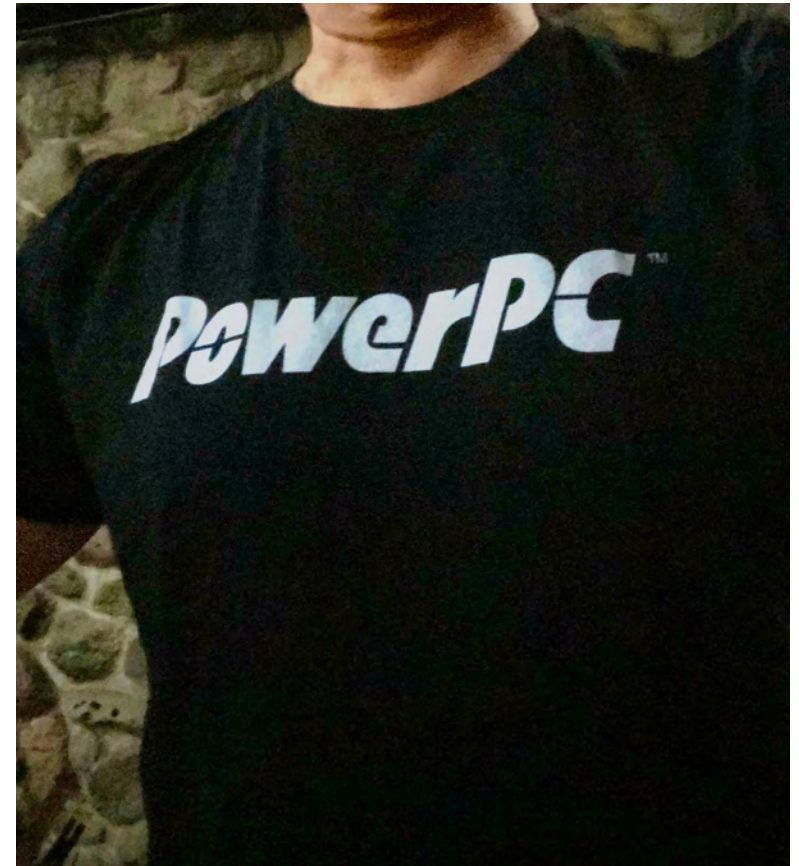


# PowerPC™

**CHALLENGE:** Nobuo Mii, Lineene Krasnow, and Lucie Feldstad approached GIRVIN to support a strategic shift in the development of a technology platform for IBM Microprocessors, based on the RISC (ReducedInstructionSetComputer) innovation for cooling processing time.

**SOLUTION:** Tim Girvin led a BrandQuest® innovation and strategic naming forum at Chicago O'Hare's Airport Executive Club at United's Terminal. Our team named the Power Architecture program and articulated the Power metaphor, for a newly refined system. In support of this new brand, we designed the logo for PowerPC™, as well as a customized brand font. We also branded PowerPersonal hardware and created the signature messaging "The Art of Intelligence". Beyond that, we designed the trade show booth at Comdex, along with collateral, video, and clothing for presenters.

**RESULT:** Getting in on the ground floor of this innovative technology brand was an honor, and gratifying to watch the brand take off to find its place in the legacy of technological advancement. The technologies of Power Architecture are still used today, from video games to rovers on Mars.

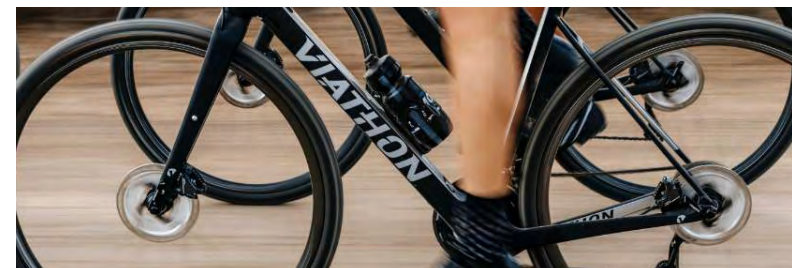


# VIATHON

**CHALLENGE:** A product development group within the Walmart corporate group approached GIRVIN with their idea for a line of high-quality yet affordable bicycles that would be sold only online, under their own as-yet-to-be-concieved brand name. Because these freshly designed road, gravel, and mountain bikes would stand independently from the Walmart brand, a ground-up approach was needed to breathe life into the concept.

**SOLUTION:** Even as bike frames were still in the design stage, we began working with the product development group to land on a name: Viathon. Next came the logotype design, including a custom typeface based on the brand mark. The brand colors evolved in parallel to color decisions on the frames themselves, and GIRVIN worked to integrate thematically aligned messages that appear everywhere from the website to the shipping boxes.

**RESULT:** Rollout saw a high production of superb carbon quality frames in time for the boom in bicycling for several years during the pandemic.







CLIENT PERSPECTIVE: "Thanks for your excellent partnership."

JENNIFER H | PROJECT MANAGEMENT



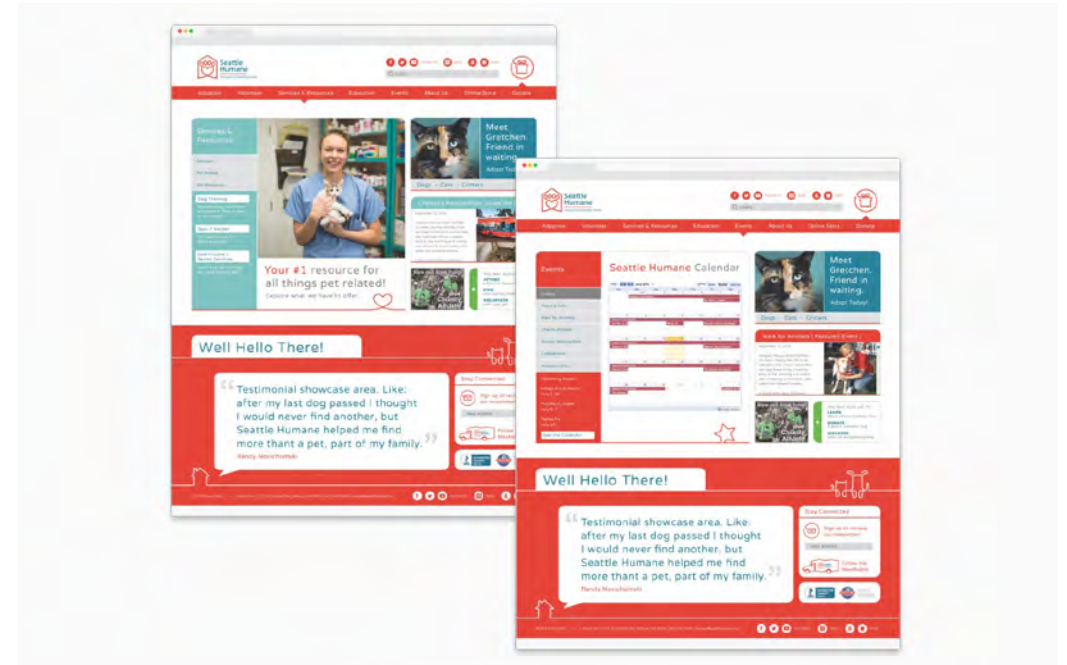
**CHALLENGE:** The Seattle Humane Society selected GIRVIN to refresh their brand in advance of a major campaign promoting the construction of an animal shelter and teaching hospital.

**SOLUTION:** GIRVIN rebuilt Seattle Humane's brand identity, opting for a shortened brand name—originally The Humane Society for Seattle King County—and selected new, brighter colors to better reflect the organization's brand attributes. We also created marketing materials for both internal and external uses. These included the organization's announcements, website, business papers, brochure, newsletter templates, flyers, vehicle wraps and brand style guide.

**RESULT:** Now widely known as simply Seattle Humane, and with the help of our energetic and pawpositive branding, their community presence and marketing reach has garnered more interest and support.

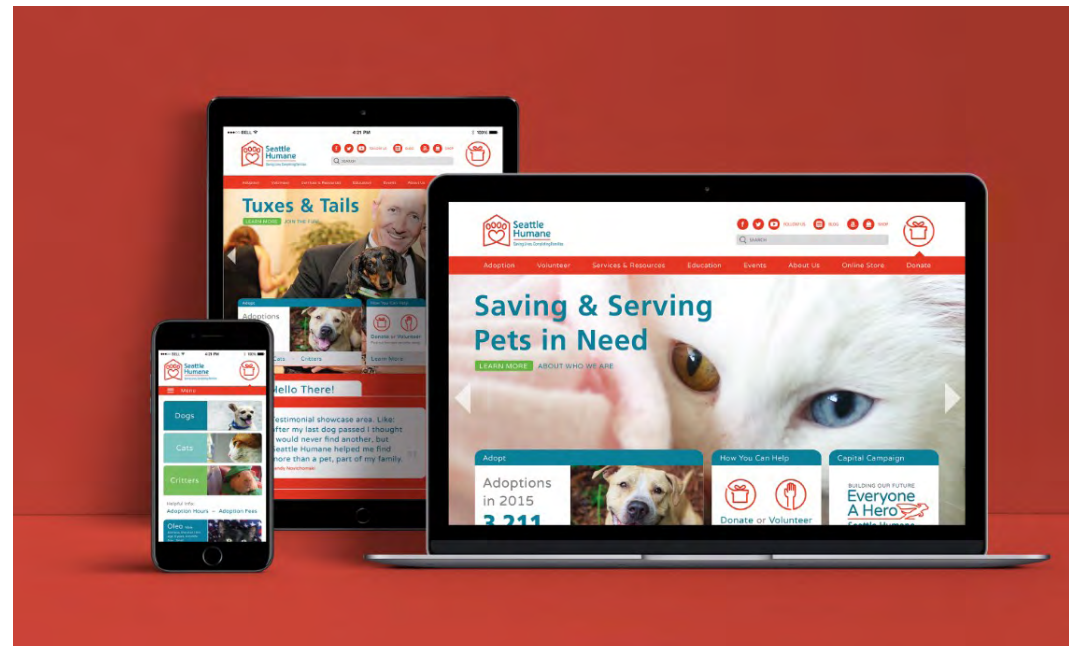






**CLIENT PERSPECTIVE:** "Tim Girvin and his passionate team of animal lovers created a happy, colorful new brand identity for Seattle Humane that reflects our core mission of saving animals' lives and completing families. We bring joy to the lives of people and pets, and we can't thank the GIRVIN team enough for capturing that spirit in our new brand."

**RHONDA MANVILLE | VP OF MARKETING**



# 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.







**CHALLENGE:** Nordstrom's Norsport label needed to be revamped in order to increase relevance and revenue in the growing women's contemporary active wear segment dominated by brands like Lucy, Tile 9, Lululemon, and Paiva. The new product line retained Norsport's utilitarian nature but injected a greater focus on fashion, which liberated customers to go straight from the gym to brunch.

**SOLUTION:** GIRVIN's task was to create a name that reflected the newfound sensibility of the line—it needed to feel subtly hip but not edgy, active but not overtly sporty; it needed to reflect athleticism and be short enough to be easily applied to clothing. Our solution, Zella, found its roots in "bella," Italian for beautiful; contemporizing it with a 'z' represents beauty with a zing! Additionally, the name recalls "gazelle" and harbors the suffix "-ella" (typically used to make a noun feminine).

**RESULT:** The rebrand was well-received as a support towards comfortable contemporary athletic wear as well as the athleisure trend that champions the marriage of function and fashion, and has since expanded to include men's and girl's lines.



# SIREN SONG

GIRVIN



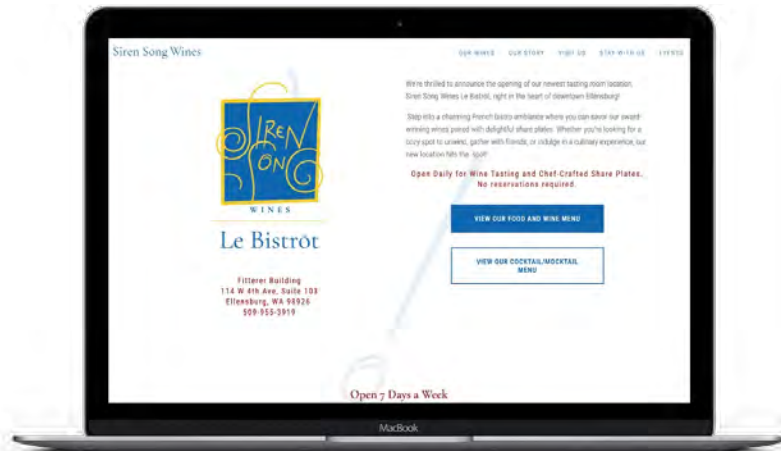
**CHALLENGE:** The founders of Siren Song were inspired by southern France, coastal living, vibrant interiors, and exquisite experiences—and enlisted GIRVIN to build that dream from the ground up for their Chelan, WA location.

**SOLUTION:** Beginning with a visionary workshop, we built the foundations for the brand strategy, identity, and guest experience. We then oversaw everything from interior design, furnishings, and collateral to wayfinding, wine labels, and website. More recently, we consulted in creating the naming and positioning strategy of their expanded locations—two of them new retail, dining, and shopping experiences, with exterior design treatments and signage; one, Le Bistrôt, is the newest outpost of Siren Song Wines—*un restaurant haut de gamme et un bar à vin* in Ellensburg, WA.

**RESULT:** Every color and texture, every step of the guest journey, is holistically integrated. Siren Song has emerged as one of the top wine-touring and culinary destinations of the Manson, Lake Chelan County viticultural areas of Washington State—with tours, cooking classes, tasting flights, and detailed tiers of experiences that attract tourists from around the world to their various locations. Customer response has been widely celebrated and documented in awards, social media, and published journalism.







**CLIENT PERSPECTIVE:** "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**





# WILD ALCHEMY CAFE

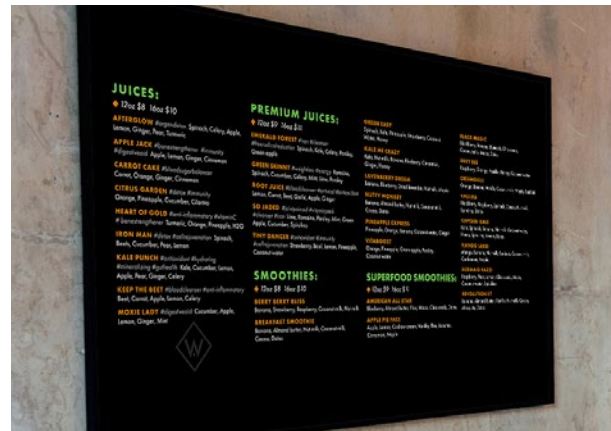
GIRVIN



**CHALLENGE:** Wild Alchemy founder Colleen Morgan and partner Alison Davis wanted to bring the principal of alchemy—the power of change, balance, symmetry, and equality—to the forefront of their organic café. They envisioned a mystical amalgam of nutrition, thoughtful plant-based deliciousness, preventive support, and healing manifestation.

**SOLUTION:** After a visionary BrandQuest® session, GIRVIN built a unified solution that encompassed a naming strategy, identity, brand patterning, signage, and print—all for a transformative and cohesive look.

**RESULT:** The new integration of brand identity, disciplined visualizations and café interiors triggered a northeastern US evolution boosting the expansion of store locations. Consumer response has been phenomenal.



**CLIENT PERSPECTIVE:** "Yes, it's been a great success! Our customers love the new brand. And...there is so much more in store :) I believe in you and your team!"

**COLLEEN MORGAN | FOUNDER**

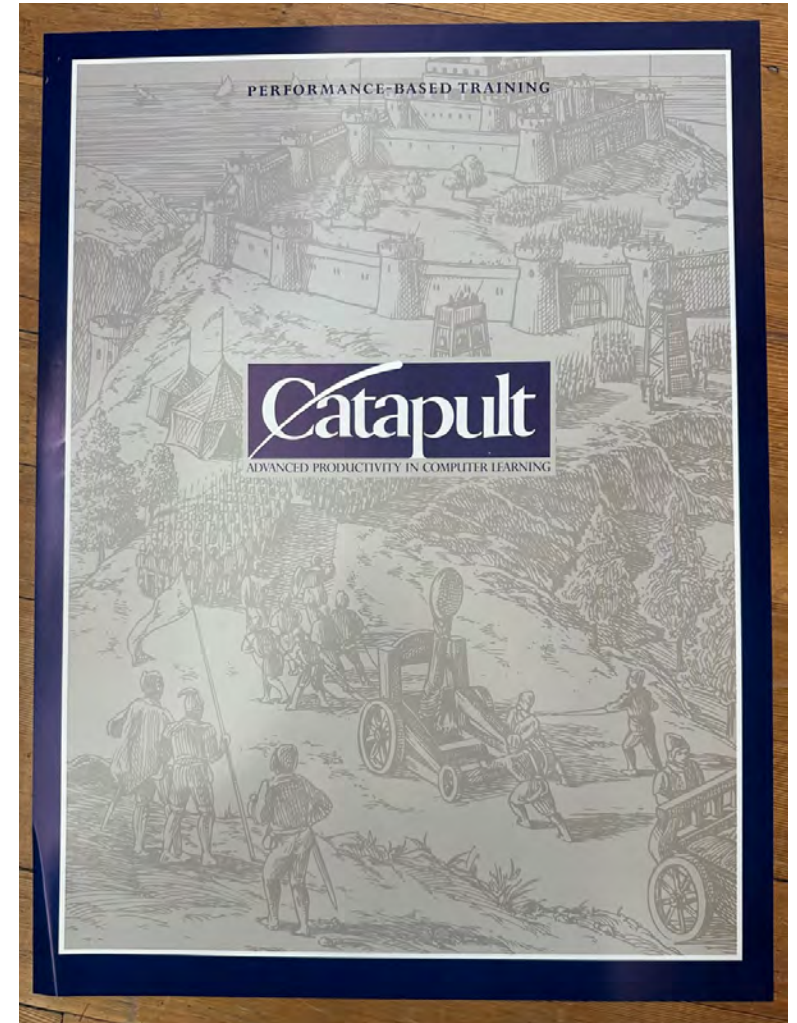




**CHALLENGE:** Victor Alhadeff—a premier PNW entrepreneur with a legacy of such enterprises as ENI Exploration, Egghead University, and Briazz Cafes—was creating an expansion of the Egghead learning platform, which needed a name.

**SOLUTION:** GIRVIN named this learning platform Catapult—launching learners to new levels. We also designed the Catapult logo as well as all of the digital and print systems, including educational booklets, a signage system, posters, and promotional collateral.

**RESULT:** Catapult was deployed in retail learning environments as well as online and print educational systems as a prominent provider of training for uses of major desktop-computer software programs. It was then acquired by IBM, in their Skill Dynamics Division. At present, Catapult is located in Seattle, San Francisco, Los Angeles, Boston, and Washington, DC—with more than 2,000 training courses.



# PUGET SOUND ENERGY

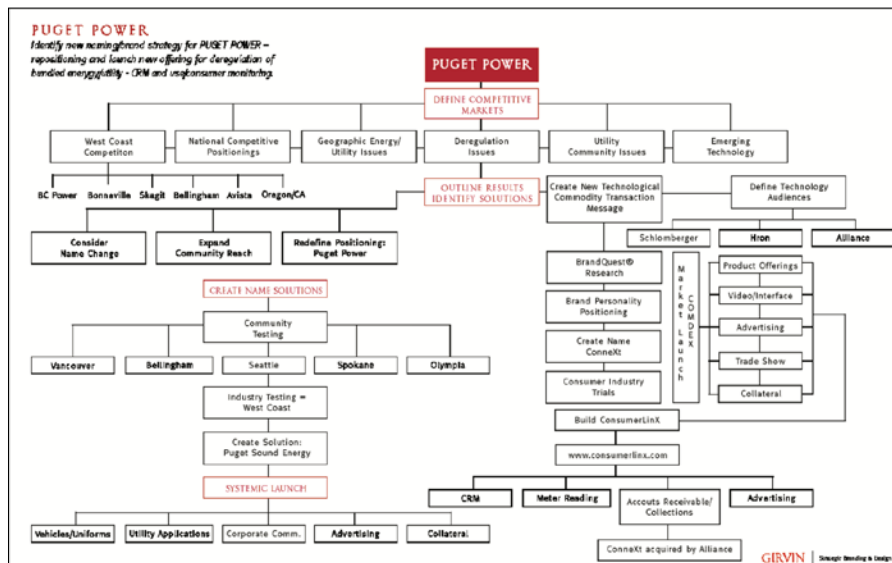
GIRVIN



**CHALLENGE:** When Puget Sound Power & Light merged with Washington Energy Company, they needed a name for the newly combined business.

**SOLUTION:** Tim Girvin worked with leadership to examine their merger and expansion of their market reach and to understand the expectations for naming and marketing within this evolution. Using market research and focus-group trials, GIRVIN named this newly formed alliance Puget Sound Energy, also simply referred to as PSE. We introduced the diamond-shaped branding and designed the logo.

**RESULT:** Puget Sound Energy is now the single largest producer of renewable energy in the Pacific Northwest.



PUGET  
SOUND  
ENERGY

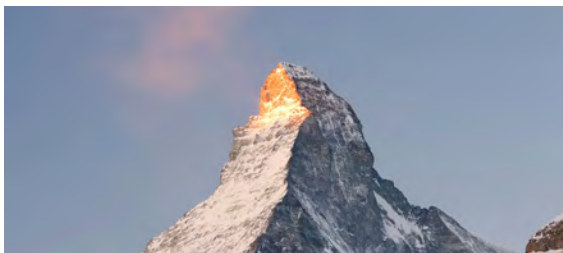


# magic

**CHALLENGE:** Maestrani, Swiss chocolate manufacturer with a 150-year legacy, was acquiring the Magic Chocolate brand from Dr. Bronner's, for whom they had been producing the chocolate. It was to become a new brand but they also wanted to leverage the equity of the fans of the Dr. Bronner's chocolate to claim a spot in the US market. They approached GIRVIN for help with a brand strategy as well as naming, identity, and packaging evolutions.

**SOLUTION:** After a BrandQuest® in Switzerland, we got to work on naming and packaging design, starting with positioning and naming strategies. After much debate, it was decided that the "Magic" name would stay—but with a different frame of mind: built around the magical moments of satisfaction and delight in the amazing taste as well as in celebration of the surprisingly transparent and discoverable process of production, distribution, and earth-conscious practices. Staying, too, was the brightly colored packaging and holographic foil—we updated the color palette and created a new layout that was less cluttered and emphasized flavor and category (dark vs oat milk chocolate). We designed the branding language and logo around happiness and uplift, utilizing the bouncing forms of lowercase letters and a smiling crescent moon. This aligns with the internal- and external-facing messaging which we co-developed along with the positioning.

**RESULT:** Magic is now both owned and produced by Swiss chocolate legend Maestrani. Once production was underway, rollout—online and in select organic-oriented markets like Town & Country—was met with great enthusiasm.





**Magic is**  
asking for the moon  
and finding the stars  
\* \* \*  
a glimmer of  
something greater  
\* \* \*  
a Swiss chocolate treat  
that feels as good as it  
tastes, made with  
Regenerative Organic  
Certified® cocoa & sugar



**CLIENT PERSPECTIVE:** "Wonderful thanks to the GIRVIN team for guiding us through these two amazing workshops!"

**VALENTIN HAAG | DIRECTOR OF MARKETING**





# THANK YOU

Seattle | Tokyo

206.674.7808  
[info@girvin.com](mailto:info@girvin.com)

[www.girvin.com](http://www.girvin.com)