



HEALTH & WELLNESS

GIRVIN
Strategic Branding & Design

Seattle Cancer Care Alliance

Fred Hutch • Seattle Children's • UW Medicine

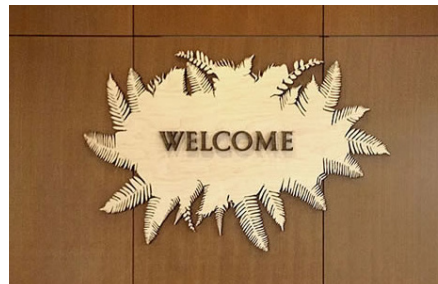
Proton Therapy Center



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.



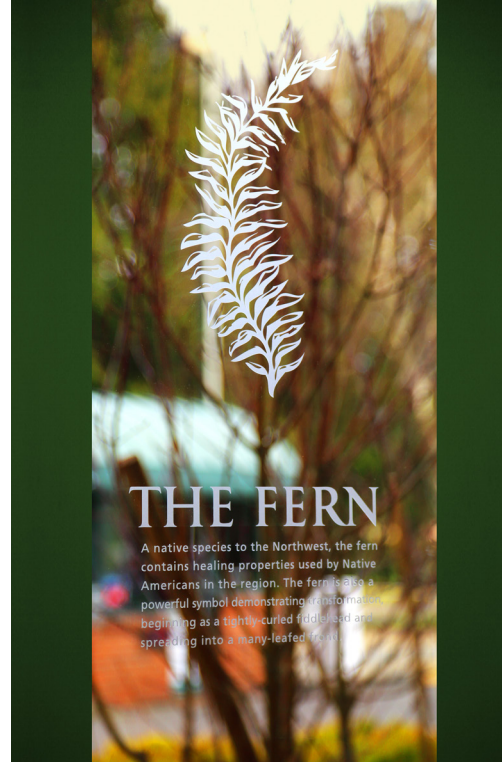
SCCA PROTON THERAPY - CONTINUED

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 transformation, beginning as a tightly-curved fiddlehead and spreading into a many-leaved frond.

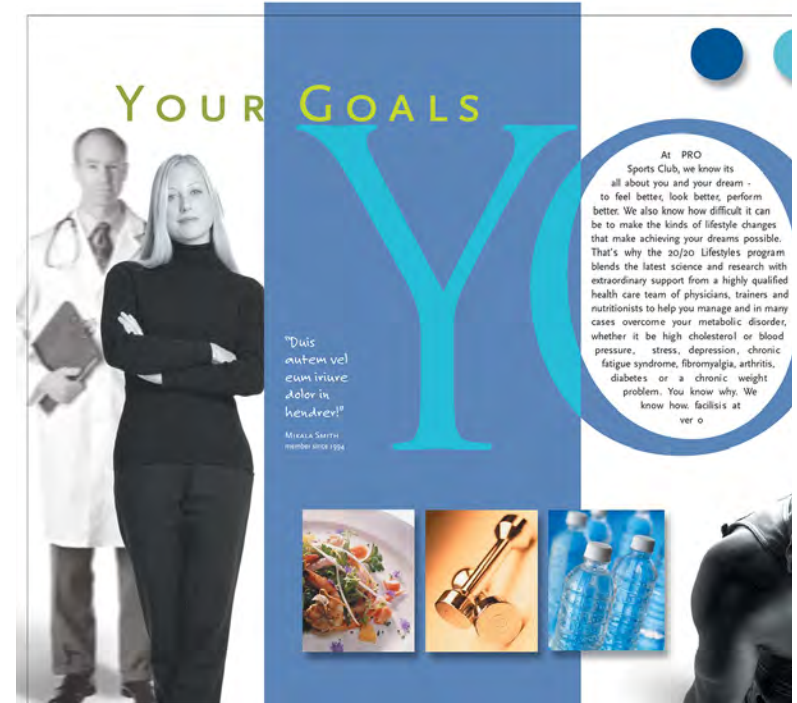


PRO Sports Club

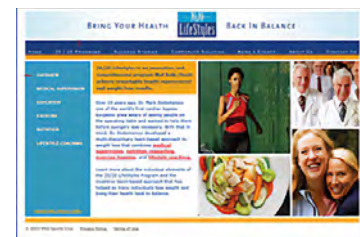
CHALLENGE: PRO Sports Club—the preeminent athletic membership organization based in Bellevue, WA—came to GIRVIN for program and product naming solutions, event branding, packaging, and web design—and then again for their 20120 Lifestyles program.

SOLUTION: We partnered with PRO Sports Club for 20 years as strategists, naming consultants, and branding resources, creating their website, packaging, marketing, and environmental design for events and new programs. They came to us when they launched their 20120 Lifestyles program—a holistically balanced life visioning program that goes beyond exercise and diet into customized maintenance and goal setting, fitness coaching, and medical, psychological, and nutritional counseling. When 20120 launched, the new program became so successful that PRO Sports Club needed it to become its own independent brand—our work on 20120 expanded their success through web, packaging, and print.

RESULT: Our initial work for PRO Sports Club boosted their already impressive growth and user experience; and then our work for 20120 helped put the new brand on the map of major lifestyle programs.



20/20 LifeStyles



CLIENT PERSPECTIVE: "Thank you all so very, very much for your hard work and commitment to this project! The results speak for themselves—a beautiful, professional, functional site."

LISA NESHYBA | WEB PROGRAM COORDINATOR



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.

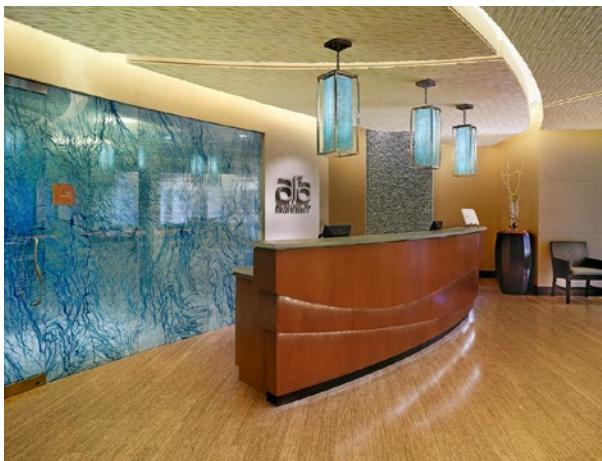




CHALLENGE: The Ameristar development team and spa consulting group needed a new model for a group of spa installations to be implemented throughout their entertainment complex.

SOLUTION: Our role began with the brand definition process, a BrandQuest® workshop, to find the heart of the proposed spa positioning. We named the concept, as well as created the opening BrandCode® that was to be expressed in the interiors and graphic marketing language for the environment.

RESULT: Through consistent brand application in rollouts to multiple Ameristar resort locations, Ara Spa has become a must-do destination within the resort, elevating the overall resort experience.





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

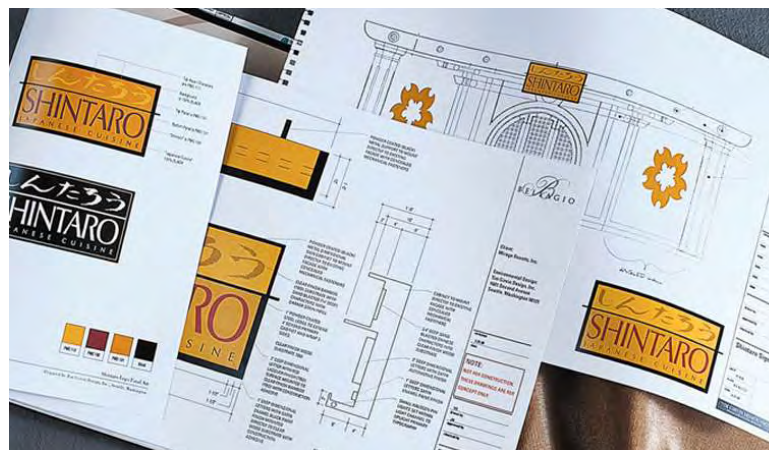
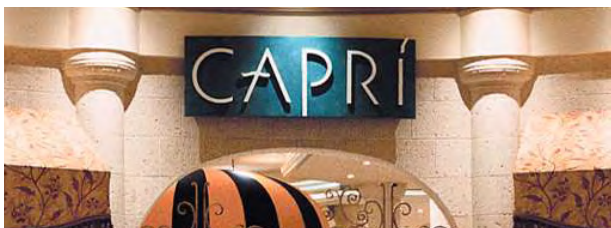
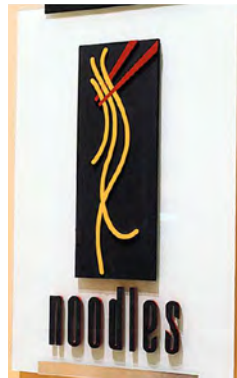


CHALLENGE: Mirage Resorts wanted to communicate luxury to guests and visitors of Steve Wynn's foundational vision for the \$1.6 billion Bellagio Hotel. Steve Wynn's directive was to impart a feeling of Italian-influenced opulence rather than ostentation to differentiate itself on the Vegas strip.

SOLUTION: We developed casino-wide identity programs, collateral and signage solutions for 19 restaurants and 15 retail stores, as well as packaging solutions for in-room amenities and the Bellagio Art Collection.

RESULT: Showcasing our keen application to holistic design elegance and exacting attention to detail, the design strategies and solutions integrated with the entire Bellagio experience, and are still contributing to success of the Bellagio experience today.





CLIENT PERSPECTIVE: "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 EXECUTOR

CANYON RANCH

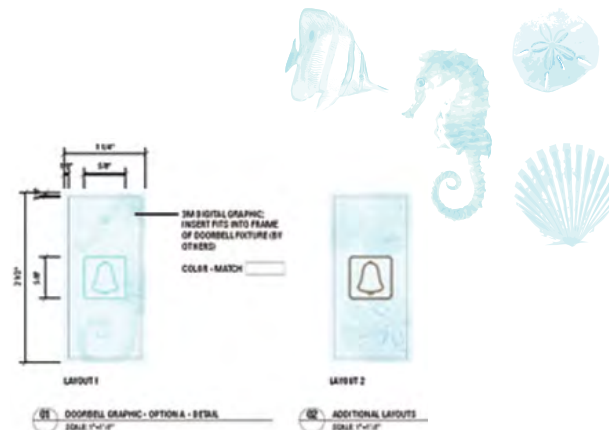
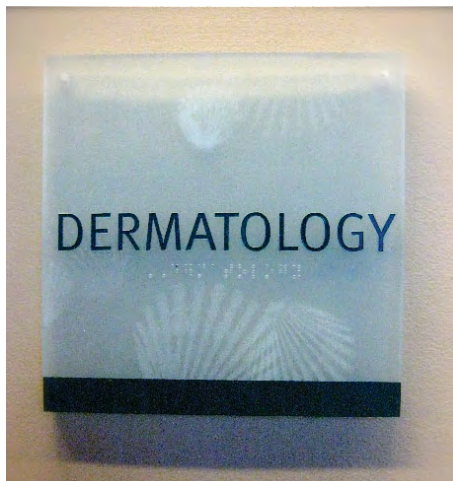
GIRVIN

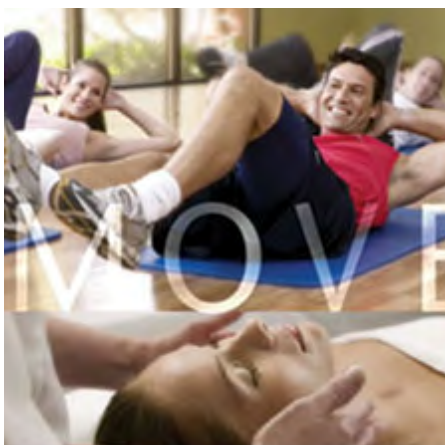
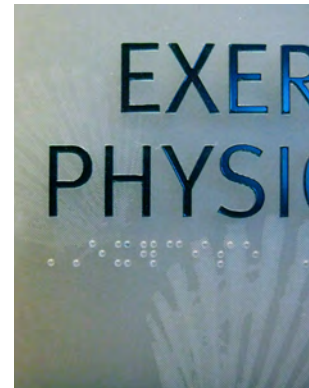


CHALLENGE: The development team for WSG in Miami, together with the consulting leadership and construction teams for Canyon Ranch, asked GIRVIN for guidance in visualizing and detailing ventures into this category of experience design with a new concept called "Canyon Ranch | Living."

SOLUTION: We worked with leadership at Canyon Ranch to better understand the theories and practices of brand development into the various layers of their healthful offerings, exploring the challenges of creating meaningful ways of discovery. This led to building a brand around "discovery" and evoking the healing and healthful character of the property, and into wayfinding, interior expressions, and marketing.

RESULT: Collaborations between GIRVIN, Arquitectonica and Rockwell Associates emerged to further the Canyon Ranch vision into a destination of healing and discovery.





CLIENT PERSPECTIVE: "We were positioning a brand new product under our highly valued brand. GIRVIN created the visual, verbal and emotional communication of our brand message that so effectively positioned our product in the market. I have since hired GIRVIN again on other projects, and will do so again on future strategic efforts."

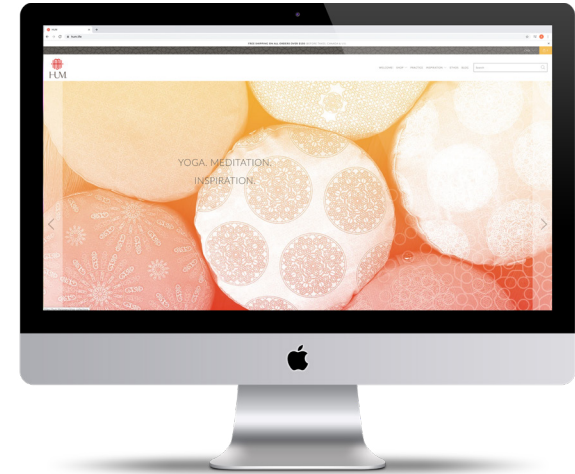
LISA PICARD | EXECUTIVE VICE PRESIDENT

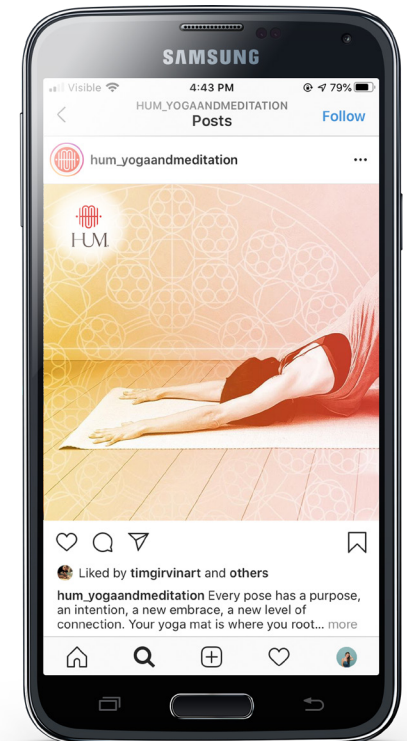
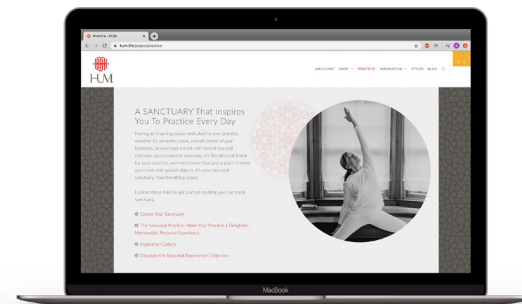


CHALLENGE: Sarah de Joybert came to GIRVIN to create a yoga and meditation home practice brand from the ground up. She had a vision of warm, inviting colors, textures, content, and offerings to aid others in thoughtfully engaged practice.

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

PROCTER&GAMBLE SPAS

GIRVIN

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[spa joule]



CHALLENGE: Procter&Gamble approached GIRVIN to brand two new spas.

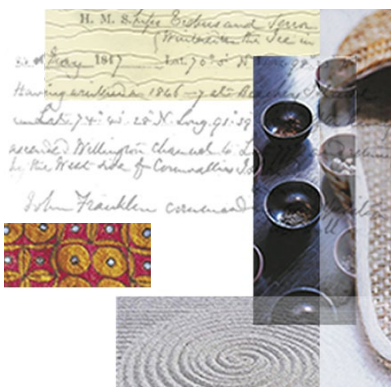
SOLUTION: After holding collaborative BrandQuest® workshops, Spa Joule and Spa Lore were born. Spa Joule is the Science of You; its naming strategy is literally a unit of energy, which is where its equity lies—reinforcing the unisex brand's serious science proposition and energizes the experienter. Spa Lore reaches into the anthropology of healing and rejuvenating natural ingredients. The Spa Lore brand and product names reference global customs and beauty traditions; the packaging shapes and graphics evoke a sense of heritage and tradition, lending authenticity to the line.

RESULT: These two brands reach toward very different audiences—science and technology, humanistic and natural—with contrasting spaces that both encapsulate and holistically communicate safety, effectiveness, wellbeing, and trustworthiness.



PROCTER&GAMBLE SPAS - CONTINUED

GIRVIN



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.

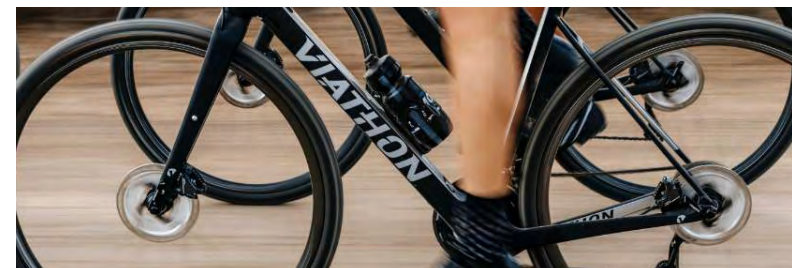


VIATHON

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

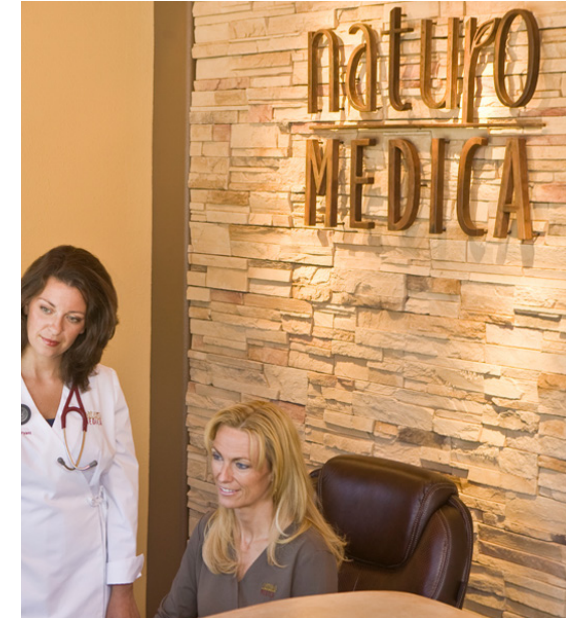
naturō MEDICA

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

MARTA MONTENEGRO

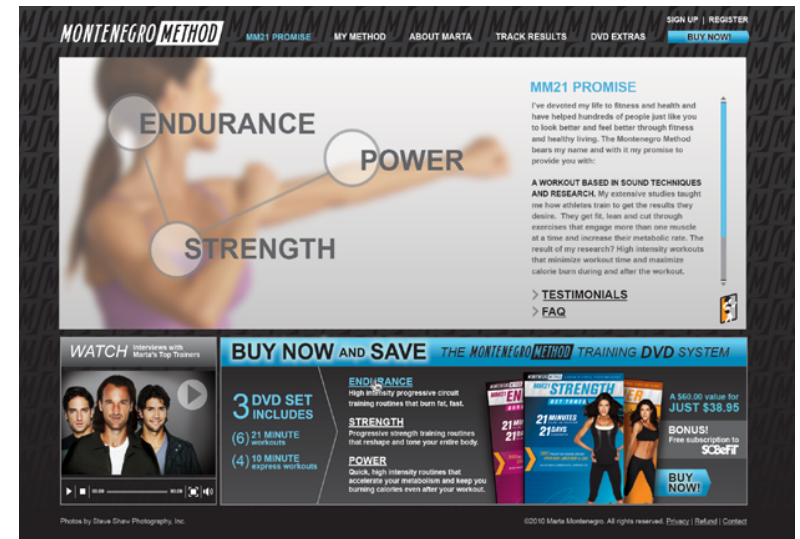
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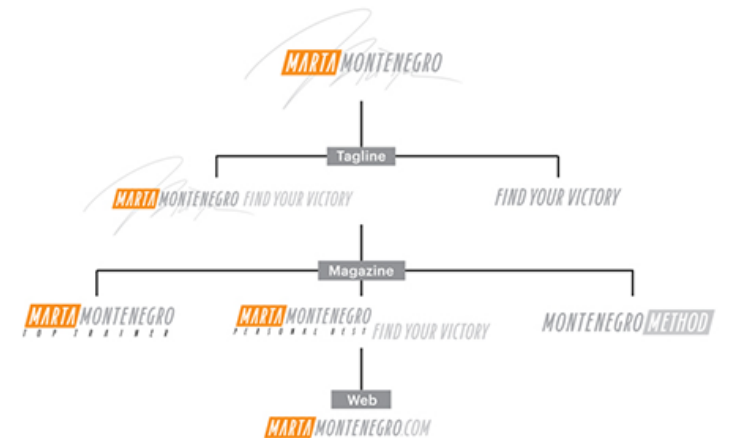


CHALLENGE: Marta Montenegro—business woman, financial strategist, journalist, and attache for the Venezuelan embassy—was also a fitness advisor who built her own specialized training facility, book, and magazine (SoBeFiT) based on healthy lifestyles in the South Beach area of Miami where she lived. The SoBeFiT magazine was distributed nationally and continued to grow. GIRVIN was brought on as brand consultants to refocus her core positioning and build strategies for her personal MM branding organization.

SOLUTION: We developed a strategy for the evolution of her brand's story and product development, then designed the logo, icon, lockup systems, and patterning for Marta Montenegro's core brand, and expanded the brand language to clothing, websites, print, marketing, and more. Tim even flew down to LA to direct photo and video shoots for her programs.

RESULT: The story of Marta Montenegro as a celebrity, certified fitness expert and trainer, nutritional guide, sports medicine and rehabilitation consultant, and editor in chief and publisher of SoBeFiT was just beginning—since our collaboration, her programs and publications have seen great growth and success.





CLIENT PERSPECTIVE: "I just wanted to THANK YOU for not just coming here with your experience and professionalism but also with your heart. I know that that is something that you don't sign in any contract, but it is what victory means for me."

MARTA MONTENEGRO | CEO



MONTENEGRO METHOD

MARTA MONTENEGRO
PERSONAL BEST FIND YOUR VICTORY

MARTA MONTENEGRO
TOP TRAINER

SEATTLE ATHLETIC CLUB

GIRVIN



CHALLENGE: The Seattle Athletic Club, an athletic facility in the Pike Place Market in Downtown Seattle was perceived as run-down and out of date. The owners at the time, Western Athletic Club based on San Francisco, were on the search for an improvement strategy to enhance the membership rosters and the vibe of the multiple locations that it owned in the Pacific Northwest.

SOLUTION: Club leadership brought in GIRVIN to support an overarching customer perception shift of the exercise, training, dining, massage, and wellness programs experience with a refreshed identity. We holistically integrated this new identity across merchandising, built environments, print, and digital media. This was expanded as a program along with lobby and interior renovations, club amenity upgrades, and membership drives, along with GIRVIN-branded local, national, and international Squash, Personal Training, and Running tournaments.

RESULT: The result was a dramatic uplift in membership and, more critically, an improvement in the overarching vibe and cultural shift of the brand.





THANK YOU

Seattle | Tokyo

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