

A low-angle, black and white photograph of several skyscrapers reaching towards the sky, creating a sense of height and urban density. The buildings are arranged in a circular pattern around the center of the frame.

FINANCE BRANDS

GIRVIN
Strategic Branding & Design

WASHINGTON CAPITAL

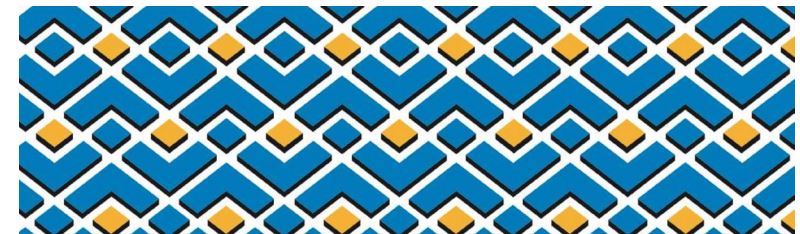
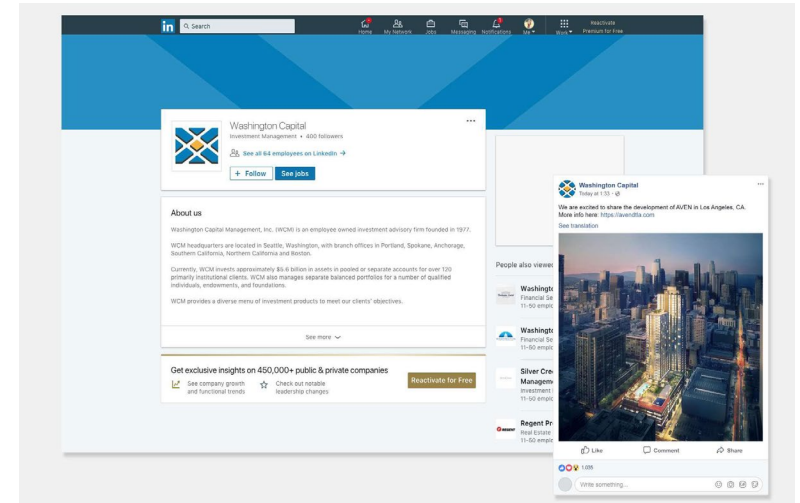
GIRVIN



CHALLENGE: Seattle-based investment advisor Washington Capital approached GIRVIN for a brand refreshment that reflected their company's reputation and growth as well as their commitment to the communities they serve.

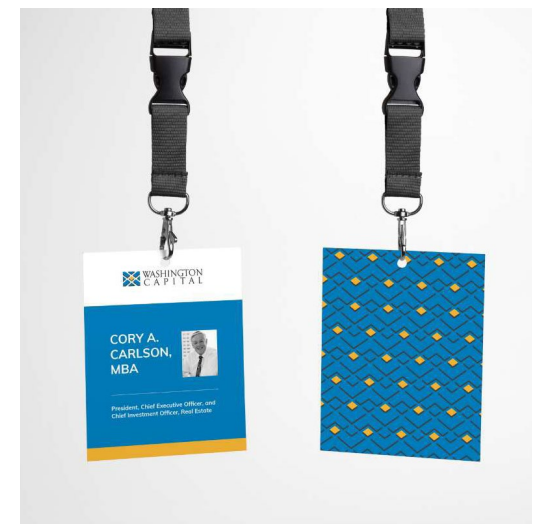
SOLUTION: As we designed the new logo icon, two metaphorical symbols emerged from the resulting shapes of the reflecting "W" in Washington: first, a top view of a community with buildings fitting together like a puzzle, emphasizing teamwork; second, the shapes lend themselves to stepping stones, creating a pathway to success. From there, we extended the new identity into brand patterning, refreshed their marketing materials and digital presentations, and created a new brand guide that easily communicates the visual transition for their team members.

RESULT: The upgraded brand rollout in print, web, and across every touchpoint in between has been widely celebrated and deepens their connection with audiences and clients.



WASHINGTON CAPITAL - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "We are really happy with our new brand identity and have received a lot of positive feedback."

PAUL RAVETTA | VICE PRESIDENT, DIRECTOR OF MARKETING

PLAZA HOME MORTGAGE

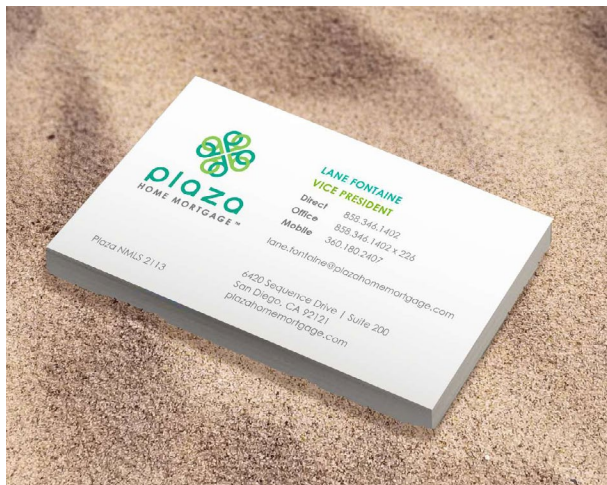
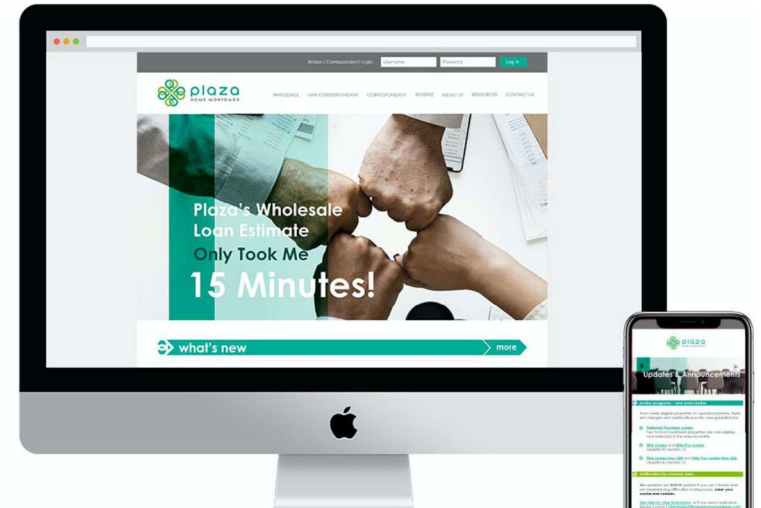
GIRVIN



CHALLENGE: GIRVIN's challenge was to unite and rebrand Plaza Home Mortgage's authentic heritage with their commitment to client service and improved technology, as well as to communicate their approachability.

SOLUTION: Taking inspiration from San Diego's fair climates (and the Plaza team's own love of surfing), GIRVIN undertook to breathe a sunlit sense of welcome into the brand. We updated the brand colors and logo to reflect their savviness, friendliness and community-oriented, people-first attitude. With the foundation established, we supported the new identity and brand personality with a reimagined corporate identity, print collateral, website and digital assets, and a new brand guide to support systemic design thinking. A well-designed brand makes a welcoming place to come home to.

RESULT: The upgraded brand rollout in print, web, and across every touchpoint in between has been widely celebrated and deepens their connection with audiences and clients.



CLIENT PERSPECTIVE: "Our new logo illustrates what we do every day: bringing together programs, technology and expertise to consistently deliver for our clients."

PHILIP YEE | CMO

RCHAIN

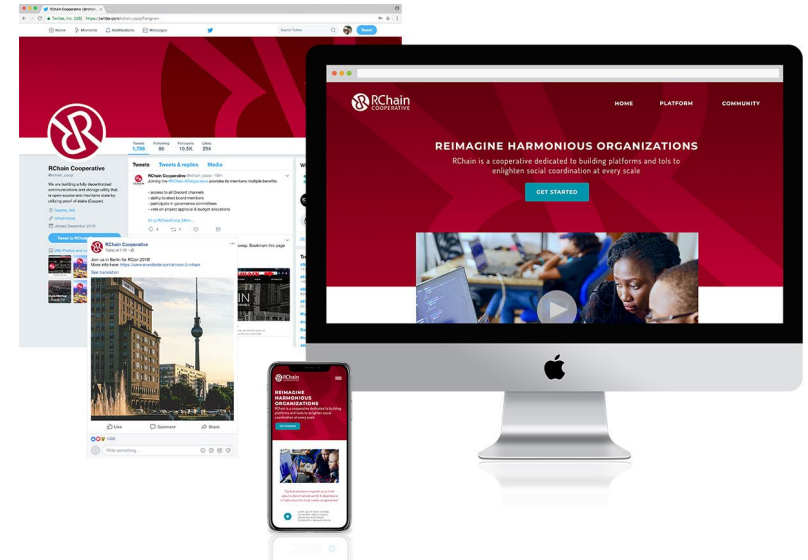
GIRVIN



CHALLENGE: The blockchain platform RChain approached GIRVIN to help them reimagine their identity and to implement new branding across various media.

SOLUTION: After an investigatory BrandQuest® workshop, we built a brand strategy to discover the visual code of the new global, transparently inspectable, cooperative blockchain. We created a revitalized identity and color palette, then developed a pattern language, or BrandCode®—a recognizable set of imagery, messaging, color systems, and typography that support a holistically integrated brand design program. This led to the creation of app visuals, print and digital systems design direction, as well as branding their first app RSong.

RESULT: Our systemic branding efforts helped the client reflect their strong brand story and confidence in their services, attracting more investors and financial backing.

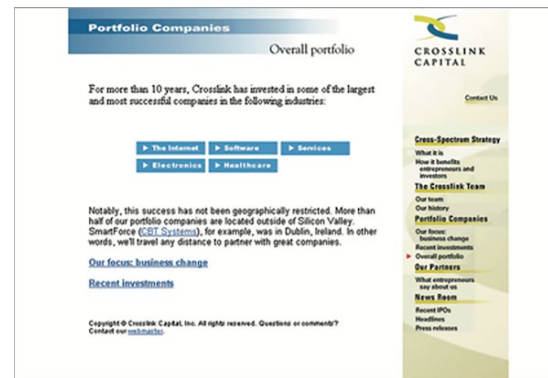
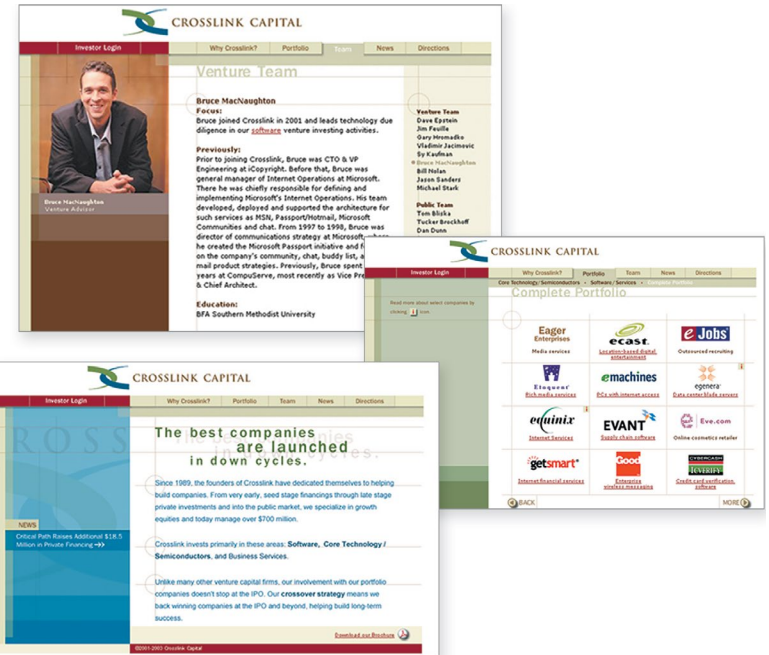




CHALLENGE: GIRVIN has consulted with Crosslink Capital over the past decade. The initial effort focused on defining a new direction for personality, visual branding and web presence. The consulting is on-going and continues with the creation and addition of new content as Crosslink evolves.

SOLUTION: Their representation services are innovative as a venture investment firm, continuously focusing on start-up enterprises. GIRVIN is deeply engaged in the nature of their internal growth and management as ongoing counselors and guides to future growth and success for their constituent teams.

RESULT: Like other VC firms of the Internet era, Crosslink positioned themselves as the VC for the "new economy." When the Internet market declined, Crosslink realized they had serious marketing challenges on their hands. GIRVIN analyzed other VC firms' websites and found that Crosslink sounded like many of the others. GIRVIN worked with Crosslink to reposition themselves to appeal to both investors and start-up companies based on sustainable business values, not fluff. Crosslink is now talking about the companies they invest in—the companies they help build.

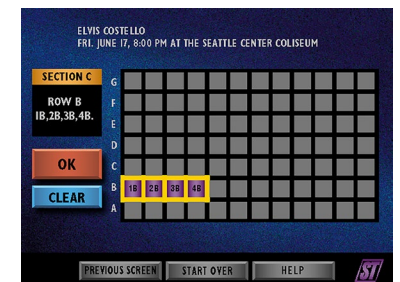
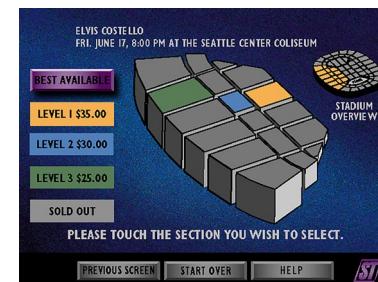
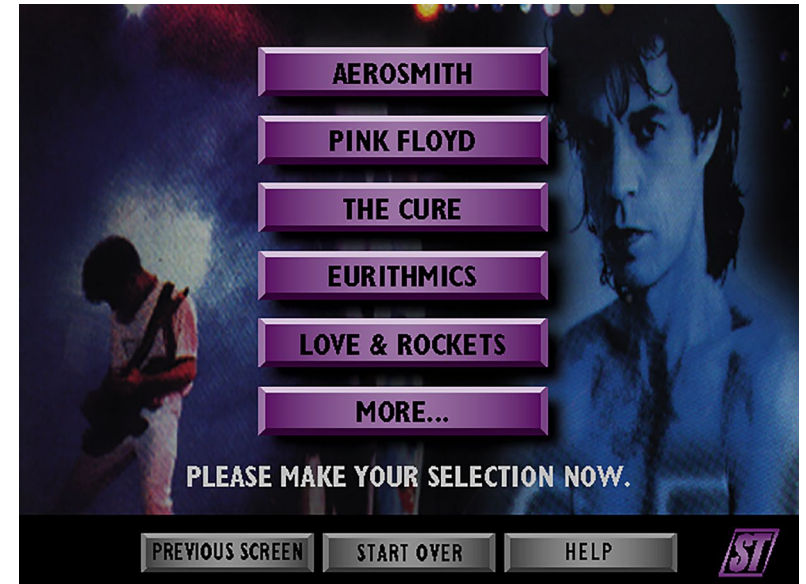
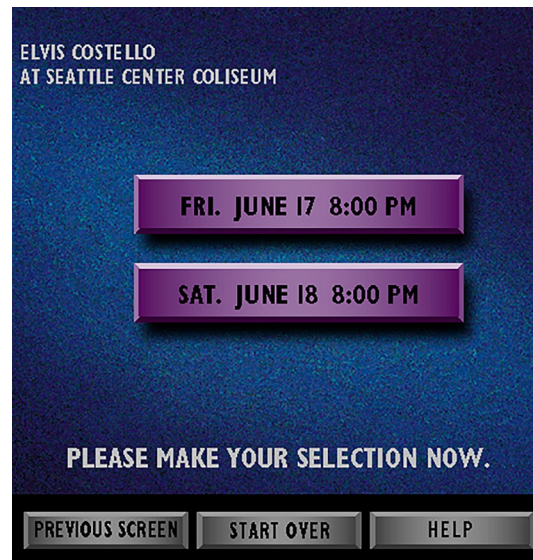


SUPERTERMINAL

CHALLENGE: Rebrand the Paramount Theatre and ticketing operations.

SOLUTION: As the President of the Board of Seattle Theatre Group [STG], Tim Girvin worked with Apple, then Microsoft technologist and philanthropic investor Ida Cole, the owner of The Paramount Theatre, downtown Seattle to build a new alliance with Ticketmaster and Ticketron to create a new ATM | Ticket purchasing device.

RESULT: GIRVIN's solution was to define and deploy a new consumer-tested strategy for ATM UX, an approach that is more "entertaining," colorful and interplayed with performance substrate visualizations, the ticketing ATM is still onsite at the Paramount Theatre.



CLIENT PERSPECTIVE: "GIRVIN's team has been a go-to branding resource for dozens of projects, including the branding for The Paramount Theater, a powerhouse performance environment in the PNW which I own. For our ticketing ATM, we innovated a specialized technology, and GIRVIN's team created a uniquely, entertainment-positioned UX. Bold. Colorful. Dynamic. And distinct to our property."

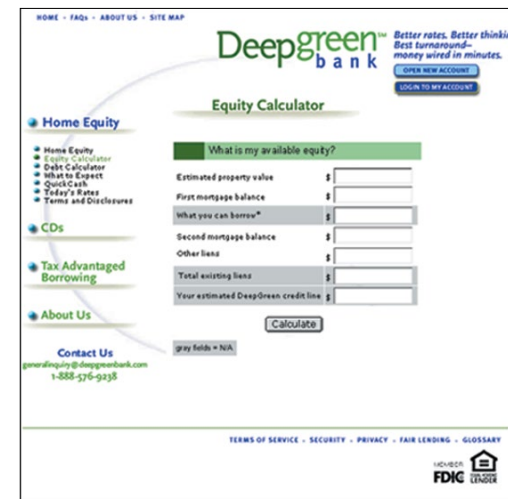
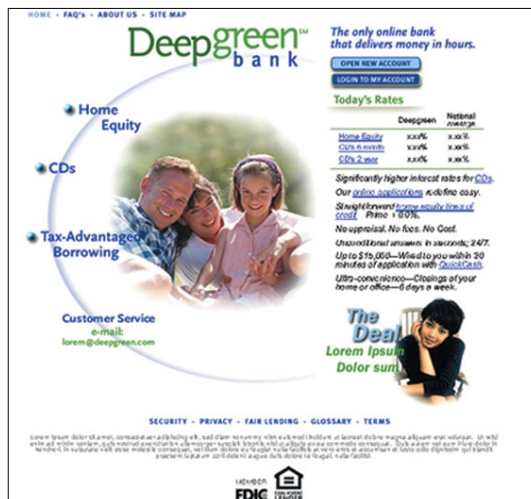
IDA COLE | CEO | THE PARAMOUNT
FORMERLY EVP APPLE + MICROSOFT



CHALLENGE: An emerging technology for banking was innovative in its entirely state-of-the-art paperless online offerings—a stark differentiation at the time. They approached GIRVIN to help build their new brand.

SOLUTION: GIRVIN came up with the name “DeepGreen”, created and designed integrative systems, and supported the coding and UX in an early online brand program.

RESULT: DeepGreen Bank | Financial was widely successful during its operational run, particularly as a first stake-in-the-ground online financial technology. Their legacy registered \$5 billion in home equity for more that 65,000 customers.

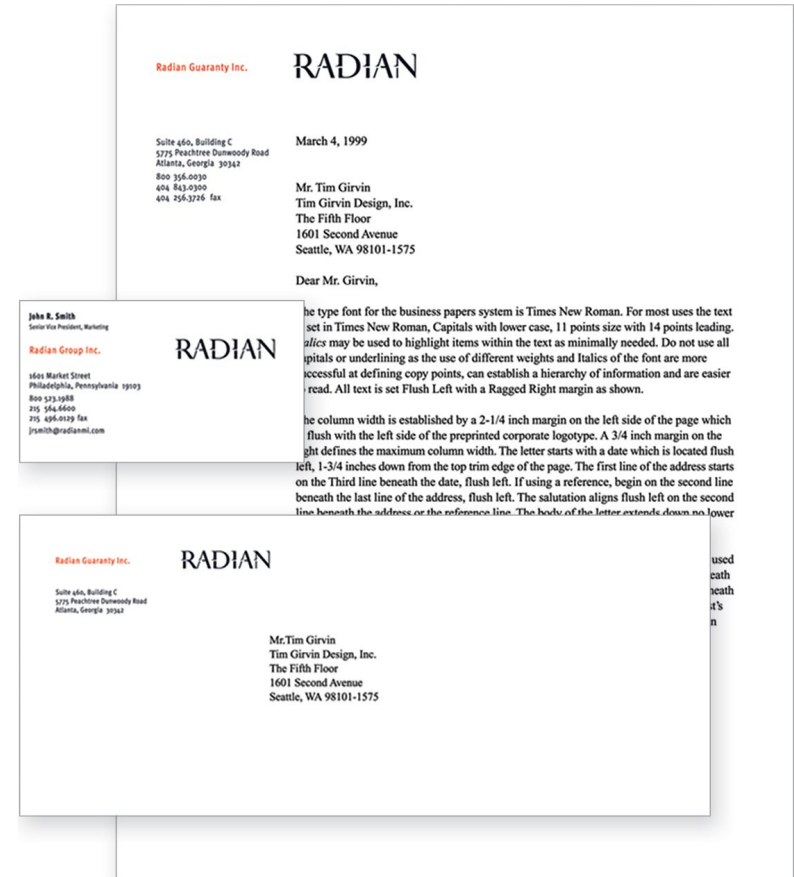


RADIANT

CHALLENGE: Initiating several acquisitions in the mortgage insurance industry and becoming the second largest mortgage insurance company in the United States, the newly named Radian Guaranty Corporation was at risk of losing mind share and market share during their transformational phase. They needed their new name and identity to be delivered quickly to the target market.

SOLUTION: GIRVIN worked with the executive leadership team to evolve Radian in a refreshed identity that reflected the industry's traditional sense of stability, but also gave the identity energy and spark to speak to the new paths Radian was paving.

RESULT: The identity was outlined in a graphics standards manual and was deployed integratively all collateral, business papers, calendars, merchandising coffee mugs, pitch deck and presentation templating.



CLIENT PERSPECTIVE: "Radian was an existing brand that was tired. We needed to uplift our brand narrative, make it tightly relevant and newly "present" for our customers. GIRVIN's team swooped in and made it happen, still running hard in the markets and a big success in its continued growth and evolution. GIRVIN was right in there, in the heat of our transformation."

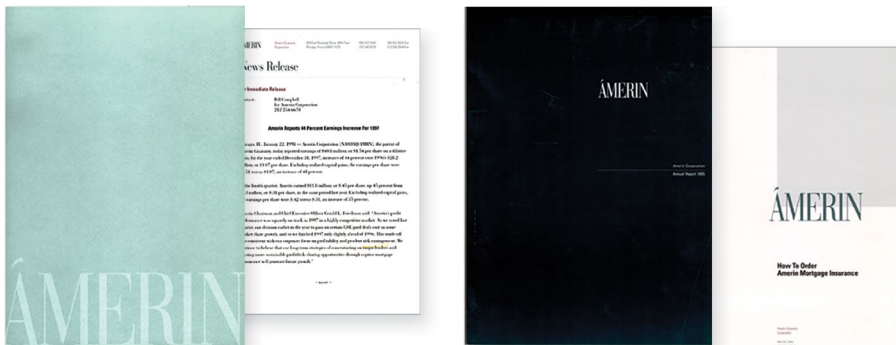
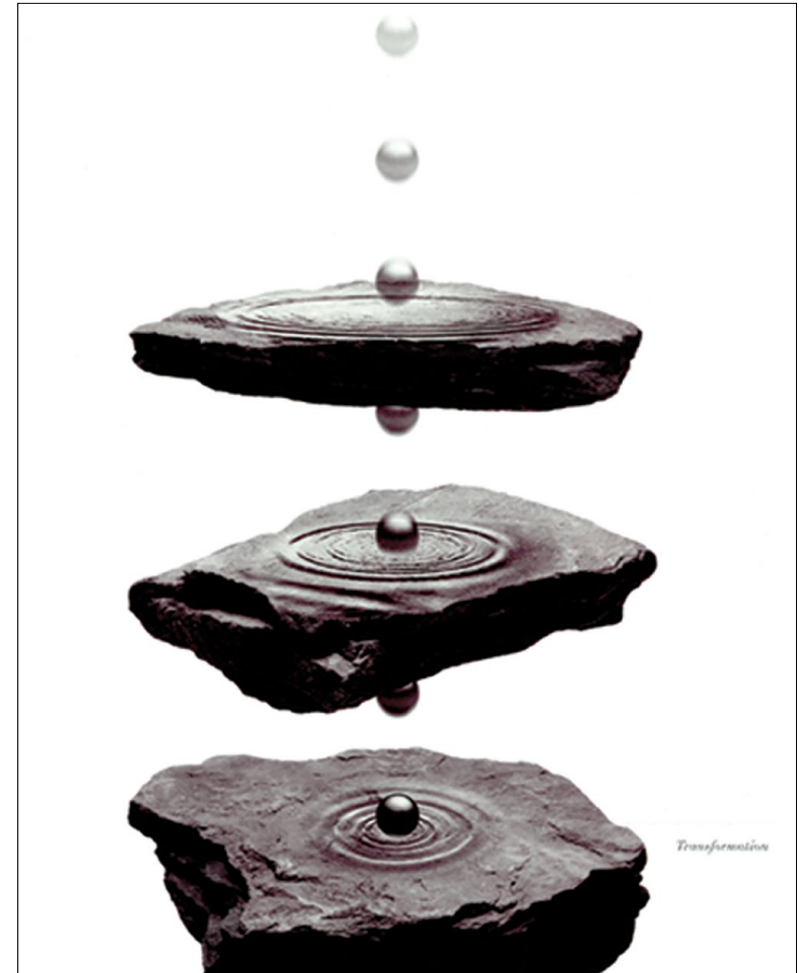
PHILIP YEE | 30 YEAR PLUS FINANCIAL SERVICES EXECUTIVE

AMERIN

CHALLENGE: Understanding Amerin and its role in the mortgage insurance industry in order to create a more holistically upscale brand image, as a concierge banking, loan and mortgage organization in Chicago. The Chairman spoke of the elemental simplicity of Japanese gardens and how their company was changing the industry in a similar, reductive manner, stripping the business process down to its essential elements.

SOLUTION: Our task was to visualize this process in an definitively unique and elegant way. GIRVIN workshopped the leadership team, to define next-tier imagery ideas along the lines of a fine art project rather than the usual corporate art approach. The use of stark, simple fields of color helps to establish Amerin's attitude of simplicity and restraint while emphasizing the corporate color range. Copy is positioned sliced flush to the edge of the bar as a way of conveying the cutting-edge nature of Amerin's business stance.

RESULT: This was inherently a launch and newly expressed design approach, thematically integrated—collateral, art installations and interiors, to respond to the aesthetic of keeping the imagery, typography and environments open, spare and clean. The way it turned out, Amerin's President, Stuart Braufman was quoted as saying the annual report was "perfect."



CLIENT PERSPECTIVE: "I've worked with Tim and his team for decades of collaborations. He's a listener, he pays attention to the need, the marketplace and our clients and the story that we're trying to tell.

Amerin is a major success story. "

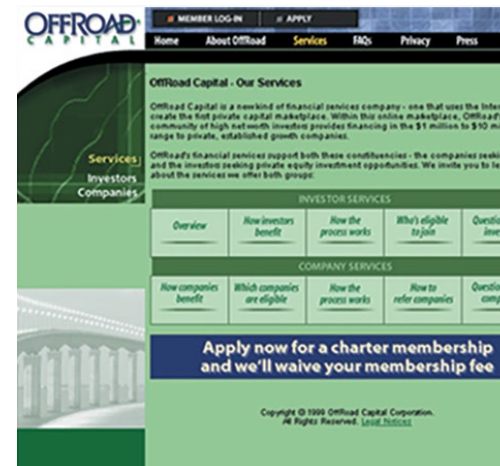
PHILIP YEE | 30 YEAR PLUS FINANCIAL SERVICES EXECUTIVE



CHALLENGE: A start-up revolutionary image. "Take us on the road...out into the market. We need unique, different. Because, this is where we're going: we will be a private investment firm focused on atypical and idiosyncratic companies, business models and markets that are misunderstood by others or exhibiting substantial growth."

SOLUTION: Our strategic and creative teams workshopped with OffRoad Capital, knowing their foundational expertise as a group of private capital market intermediaries for high net worth investors, to develop their brand strategy for this niche market. GIRVIN's work resulted in a naming architecture, corporate brandmarks, business papers, collateral and their entire online presence.

RESULT: This opening legacy has boosted OffRoad into the present, still running as partners to develop a deep understanding of specific situations or market dynamics and craft creative, mutually-beneficial capital solutions.



ECASH

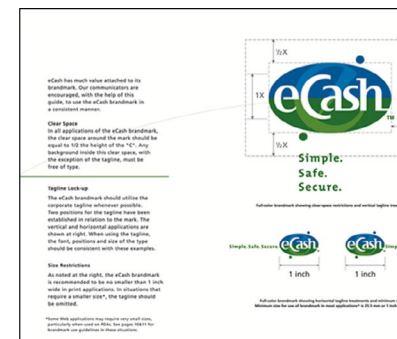
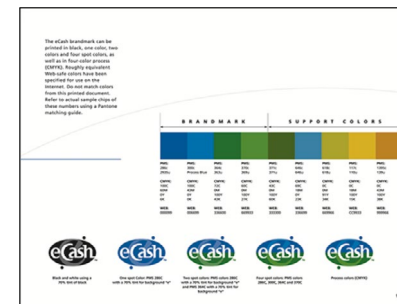
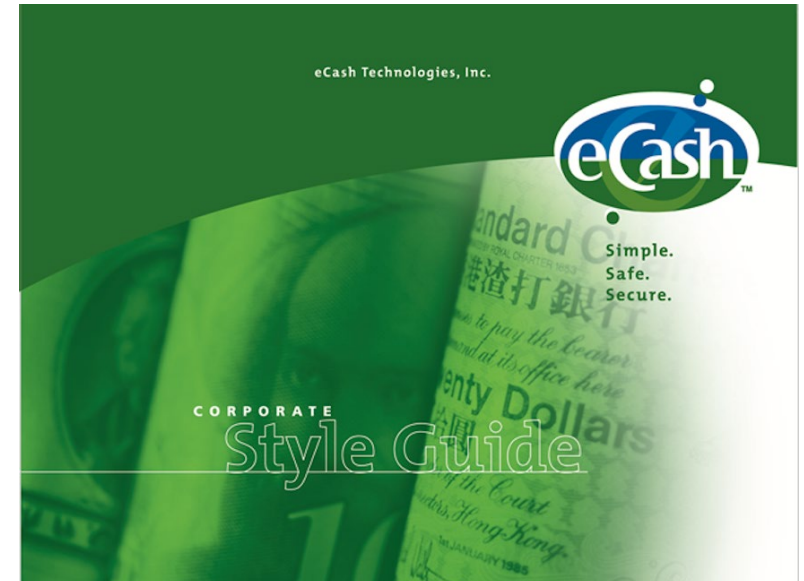
GIRVIN



CHALLENGE: When eCash came to GIRVIN, they were searching for help in communicating their technology story to consumers, which is all about digital cash transactions. The two-tiered marketing strategy included presentations and content for co-branded partnerships as well as end-consumers. Partnerships included banking institutions and merchants such as Yahoo!, Amazon.com, and larger global banks, such as Deutsche Bank.

SOLUTION: GIRVIN knew that the brand's success would lie in its ability to be easily recognized by a global audience with emphasis on stability, security and trust. Because eCash is a technology product, the brand needed to also have the progressive feeling of new technology.

RESULT: With a hard-working, descriptive name already in place, GIRVIN created a brand strategy, brandmark, sub-brandmark, tagline, brand standards guide, corporate video and PowerPoint presentations.





CHALLENGE: First Manufacturers Hanover, Chemical Bank, then Chase Manhattan and finally Chase Mortgage, all utilized GIRVIN's work in creating a series of mortgage campaigns that spanned years of applications and evolution. Chemical | Chase approached GIRVIN's team to assist them with the creation of a series of marketing campaign materials to build groupings of visual vocabularies for communications over the period of nearly eight years.

SOLUTION: In this application, our solution was to address the home mortgage and finance portion of the business with a seal-like treatment: "Powerful. Personal. Progressive."

RESULT: Along with a partnership positioning with the lending institution, a business papers system that extended the brand messages as tools for the sales and marketing teams, and sell sheets that clearly explained how Chemical | Chase can assist home buyers with one of their most complex and important life purchasing decisions.

CLIENT PERSPECTIVE: "This is historical in the banking, lending and mortgage industry, but it's right on what I was looking for: a string of iconic devices that not only call attention to our service offerings and brand stance, but are merchandisable elements that pop for our brand narrative. And they worked, people noticed them, we used them everywhere. They worked. And GIRVIN works, too—they get it, and they get it done."

PHILIP YEE | 30 YEAR PLUS FINANCIAL SERVICES EXECUTIVE

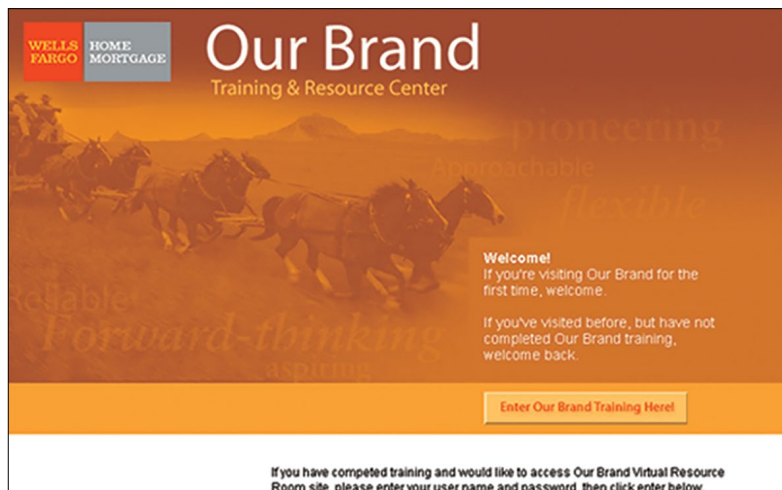


**WELLS
FARGO**

CHALLENGE: When Norwest Mortgage bought Wells Fargo Bank, the company chose to operate under the Wells Fargo brand. The challenge was how to position the new brand that now had equal prowess in technology and customer service.

SOLUTION: GIRVIN guided the client team through a BrandQuest® process to clearly identify the most compelling brand attributes to bring forward in marketing communications. Using the stagecoach as an icon and a metaphor, GIRVIN created a vast portfolio of marketing collateral that expresses the American dream of home ownership. To assist with implementation, GIRVIN also developed a website for training other designers and marketing professionals within the organization on how to express the brand.

RESULT: Wells Fargo successfully launched the official name change with all key marketing communications completed and in place, on time and within budget.



WELLS FARGO

HOME MORTGAGE

Applications

- Brand Identity Standards
- Applications
 - Stationery
 - Business Cards
 - Scenic Business Card
 - HMC Photo Business Card
 - Letterhead
 - Envelopes
 - Literature
 - Signage
 - Advertising
 - Premium Items
 - Merchandising
 - Internet
 - Tutorials
 - Approval Process
 - Our Contacts

Scenic Business Card

Business Cards are often the first representation of our brand. The Wells Fargo Home Mortgage logo, stagecoach photo, typography and color all support our brand while communicating the essential information our clients and customer need.



Size
• 3 1/2" X 2"

Typography
• Name: Myriad MM 700 Bold 7.8/
9.5, Black
• Title: Myriad MM 400 Regular 7.8/
9.5, Black
• Address: Myriad MM 400 Regular
7.8/9.5, Black
• email: Myriad MM 400 Regular 6.3/
7, Black
• Paper
• 110-lb. Hammermill Regalia, Alpine
White, Pasted Cover Ink.

This scenic business card is offered to all team members who are not Home Mortgage Consultants. HMCs have special cards printed with photos and without photos for their use.

Downloads

- QuickPress Template
- Scenic Business Card Template

WELLS FARGO

HOME MORTGAGE

High Trust Sales & Marketing Tools

Our History

Our Brand

High Trust Sales & Marketing Tools

General Prospecting & Marketing Materials

- Fast Flyers
- Brochures
- Note Cards & Pads
- Labels
- Rate Sheets & Flyer Paper
- Folders
- Reference Materials
- Recruiting Materials
- Visual Aids
- Certificates

Prospecting Referral Sources

- Prospecting Consumers
- Strategic Partner Planning
- Pre-contract Marketing

Visual Aids

Annual Planning Guide Electronic Presentation (free download)

Do Dozens of Dollars a Minute Quick Doc Rule CD 7004 (\$2.30 each, 1 per kit)

Jack, the Wells Fargo Dog, Virtual Pet and Screen Saver CD NFL 9667 (\$3.00 each)

Our Brand, The Foundation for Your Success NFL 6121 (\$7.00 per VHS cassette)



CLIENT PERSPECTIVE: "I wanted to take this opportunity to thank you and your teams for the wonderful job you have been doing. Last week I had the privilege of presenting the brand strategy and tactics at the sales conference. Both presentations were very well received. The Brand presentation was a real hit. The audience loved the 'new look' and the Day 1 deliverables they will be receiving for the name change. There was such excitement over the video that we played it again during our formal dinner the following evening. It made me very proud to be a part of this team. I know how hard you are working and I can only echo the sentiments I heard continually during the Sales Conference. You are making a huge difference to the organization and the deliverables you are producing are very much appreciated."

JOY GRIFFITHS | EXECUTIVE VICE PRESIDENT OF MARKETING AND OPERATIONS



WELLS FARGO

HOME MORTGAGE

Our Brand is Authentic

HISTORY

BRANDING

TOOLS

OUR BRAND

help

Our Brand is Authentic We're fortunate to be part of a company filled with history-making events. Our colorful characters, true stories, symbols and icons are universally recognized.

Since 1852, Wells Fargo has played a pivotal role in helping Americans realize their dreams. As you'll see, this extraordinary history is the foundation on which Our Brand is built.

Most companies rely on fabricated brands created without any basis. We rely on our extraordinary real-life history to set us apart.

The Wells Fargo brand you're about to discover is absolutely 100% authentic.



Wells Fargo San Francisco Office circa 1856.

WELLS FARGO

HOME MORTGAGE

Our Brand is Authentic

HISTORY

BRANDING

TOOLS

OUR BRAND

help

The Stagecoach Period Exchanging gold was just one of the problems the miners faced. They sorely lacked a fast, reliable way to send mail and money home. They also needed a safe way to bring their families out west.

At the time, mail and people bound for California had to go by sea and their routes were limited. They could sail all the way around the tip of South America. Or, they could travel by ship to Panama, across the isthmus by canoe and mule, and then by another ship to San Francisco. Either way, this difficult journey took six months!

Again, Wells and Fargo created the solution. Connecting east and west, people and possessions, the golden age of the Wells Fargo stagecoach had begun.



How about a little Stagecoach Period trivia?

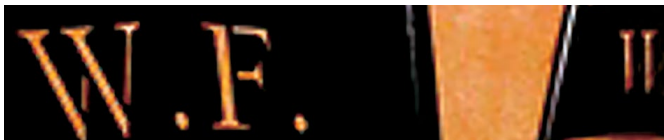
What color were the original Wells & Fargo stagecoaches?

What heroic canine helped keep customers and their possessions safe?

True or False Wells Fargo was a star of stage and screen?

Do you know what made Wells Fargo truly the best?

What "iron horse" replaced the stagecoach lines?

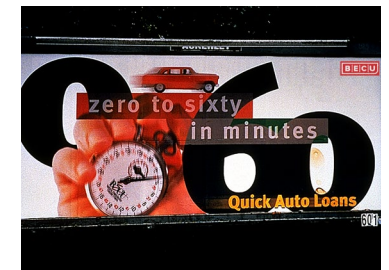
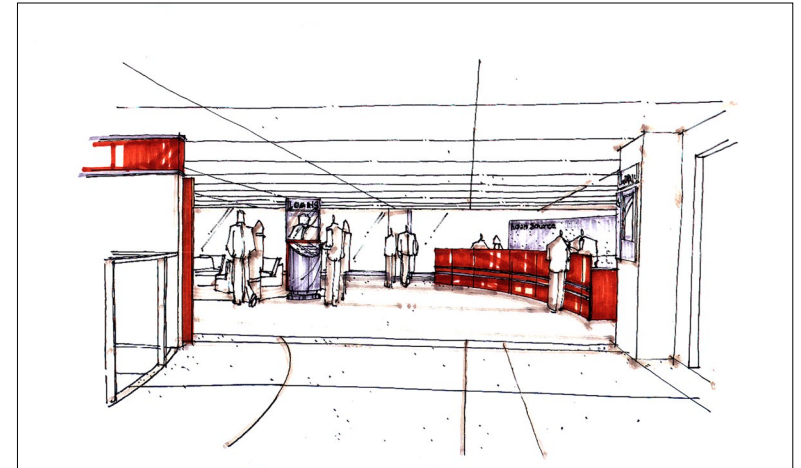




CHALLENGE: GIRVIN engineered, with the founding leadership team of BECU, a brand expansion program—to explore the potentials of newly positioning this community-based, Boeing Employees-built financial group.

SOLUTION: Our teams partnered with various segments of the organization to progressively consider shifting from a solely internally focused employees credit union, to a new banking group that was open to all.

RESULT: The design team, along with strategic marketing members, worked from every sector to explore, define and expand the networks of extended community—working with creating new interiors, design language, voice, visualization standards, billboards and power message graphics, newsletters and collateral systems, and naming and launching new product like the Prime Alliance brand that GIRVIN ideated from an internal business plan.



COUNT ON BECU

"Not for profit. Not for charity. But for service."

This is the principle on which credit unions are founded, and what makes them different from other financial institutions in the community.

Credit unions are established and operated by members for mutual financial benefit. Dividends are paid to members, not stockholders. And everyone profits from fair treatment, and very often, the favorable rates and services that are available elsewhere.

THE PRIME ALLIANCE ADVANTAGE

Prime Alliance is an even more value to BECU member by offering a unique service to members only quick, convenient 24-hour access to auto loan decisions at the time of purchase.

■ Now the credit you need to purchase a new or used car or truck is available immediately from an organization you can trust - your credit union. ■ There's no additional charge to you for this service. It's simply another one of the privileges you enjoy as a credit union member.

It is business to serve you.

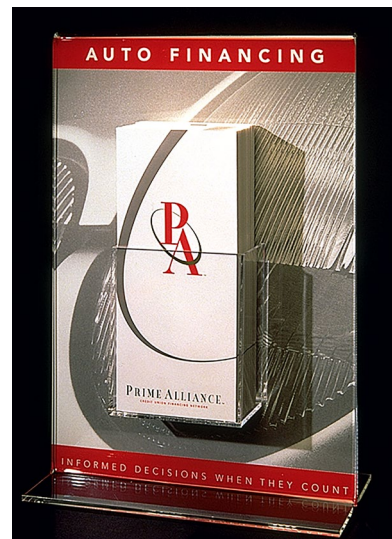
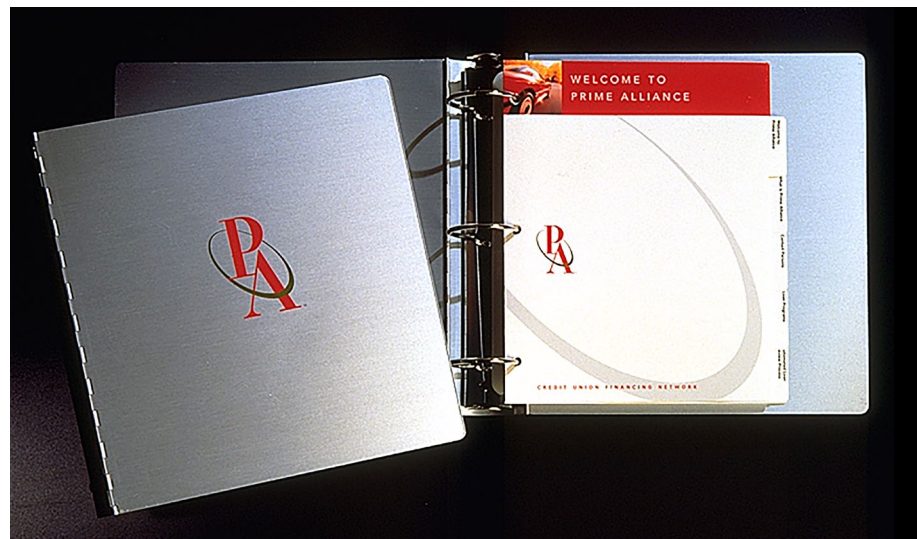
Prime Alliance Puts You in the Driver's Seat.

- 1** Stop around at any of the more than 60 participating Prime Alliance auto dealers in the area until you find the car or truck you want.
- 2** Complete a Prime Alliance credit application for the auto dealer who will submit it directly to BECU for you.
- 3** A Prime Alliance representative will receive your application immediately and tell you the maximum dollar amount you're qualified to borrow. (If more information is needed to make a credit decision, you'll be asked to contact BECU.)
- 4** Review your loan terms with the dealer, complete and sign the loan documents, and drive the deal.
- 5** Take the keys to the car and happy driving! We'll contact you later to make sure your transaction went smoothly.

Convenience
Prime Alliance is uniquely designed to provide immediate auto loan approval. Apply at any participating Prime Alliance auto dealer for the financing you need on the spot. Or if you prefer, submit your request at a BECU office or through Online Access, then visit a Prime Alliance dealer to choose your car. No unnecessary delays. You can negotiate your auto purchase with confidence - and drive away in your car of choice the same day.

Cooperation
A dealer must first meet Prime Alliance's strict criteria. Through continuous and thorough monitoring we ensure that relevant information is clearly communicated between all parties involved - you, the credit union, and the dealer. This is committed to make your auto purchase a successful and enjoyable experience.

Control
Through Prime Alliance, your automobile financing is provided by an organization created to serve your best interests. You're assured of receiving fast, easy credit decisions - all of which help to eliminate the uncertainty that often comes with making a new or used automobile purchase. Instead, you're well informed and prepared to negotiate your best deal. That's in the driver's seat.





THANK YOU

Seattle | Tokyo

206.674.7808
info@girvin.com

www.girvin.com