



AUTOMOTIVE BRANDING

DRIVE YOUR HEART OUT

GIRVIN



CHALLENGE: Young entrepreneur Parker Brown approached GIRVIN for support in the buildout of his Chelan-based “driver’s only” brand vision that celebrates the love of cars and the open road.

SOLUTION: We crafted a hand-drawn logo around the premise of speed and forward motion, then built design and merchandising systems of branded items for destination-related sales. Our brand storytelling exemplified the action verb as a core element, with a brush-drawn heart to create an ecosystem of brand assets for a multiplicity of product uses—from clothing and key rings to decals and destination maps.

RESULT: Once our branding work was finalized, Parker had the green light to create merchandise and sped off to launch a website and open his first brick and mortar location.



DRIVE YOUR HEART OUT - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "I just wanted to say how much I appreciate what you and your team have done to evolve Drive Your Heart Out. It now feels very real that what my mom and I have been working toward can really come to life.."

PARKER BROWN | FOUNDER

EUROTRACK ADVENTURES

GIRVIN



CHALLENGE: Longstanding client Tom Roberts—race car driver, author, and flow philosopher—wanted to create a race car driving training program for Porsche owners for driving the Nürburgring, with the Nordschleife configuration as one of the most challenging courses in the world, in Nürburg, Germany.

SOLUTION: GIRVIN, taking visual inspiration from the driving track and speeding cars, created the identity design for EuroTrack Adventures.

RESULT: Our branding set off some exciting adventures as Tom began hosting groups of eager drivers going to the Nürburgring.

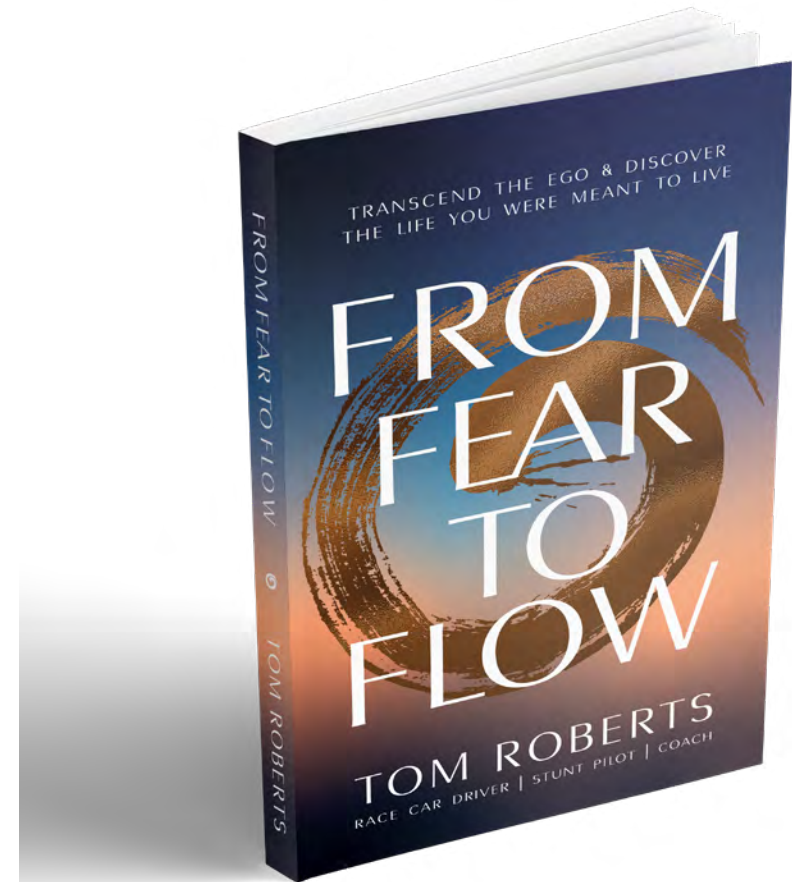
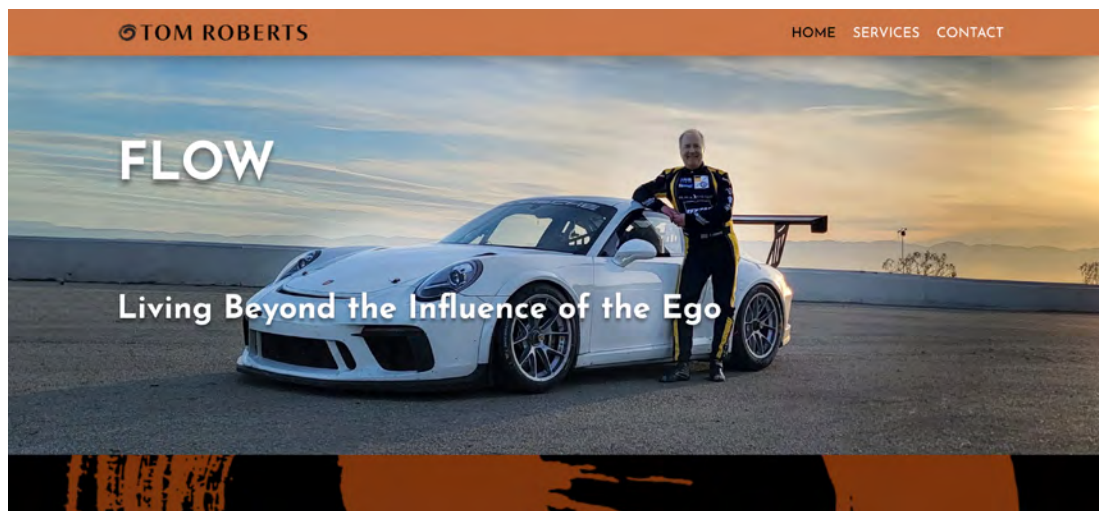


FROM FEAR TO FLOW

CHALLENGE: Tom Roberts—race car driver, stunt pilot, coach, speaker, author, and studier of neuroscience—came to GIRVIN with an idea to build a brand around the concept of the flow state. Over the course of many meetings, planning became more concrete and concepts for a book or series of books fell into place.

SOLUTION: We developed a visual language around a modified enso mark—a Zen circle of enlightenment that reflects the transformative experience of being perfectly empty yet completely full—which was also meaningful as a visual representation of flow without being a closed circle—it has a defined beginning and end. Along with that, we created the logo and a corresponding alphabet. When Tom finished writing his book, we applied the branding to a book cover design as well as a multipage website.

RESULT: From book to website, and beyond (thinking future Flow endeavors), Tom now has a cohesive brand and tool set to explore wherever the flow state takes him next.



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CRIME STOPPERS

GIRVIN



CHALLENGE: The Pierce County Sheriff's Office wanted to explore a new way of engaging with people and generating more awareness of and information for how to get into contact to provide tips and leads to help their investigative efforts. They developed a Tacoma-based non-profit dedicated to assisting law enforcement in solving crimes and needed branding for this volunteer-based organization.

SOLUTION: We developed the Crime Stoppers identity and applied vehicular graphics as callouts for generating leads in their investigations.

RESULT: The Crime Stoppers are still going strong and continue to help law enforcement protect the streets Pierce County.





CHALLENGE: Nissan wanted to explore improvements to the Nissan badge, with particular attention to the logotypography.

SOLUTION: GIRVIN worked alongside the industrial design team for Nissan in Harajuku, Tokyo, Japan to visualize improvements to the logotype, type scaling, and band and ring treatment scaling.

RESULT: The improved badge was deployed and continues to represent the Nissan brand on cars worldwide.



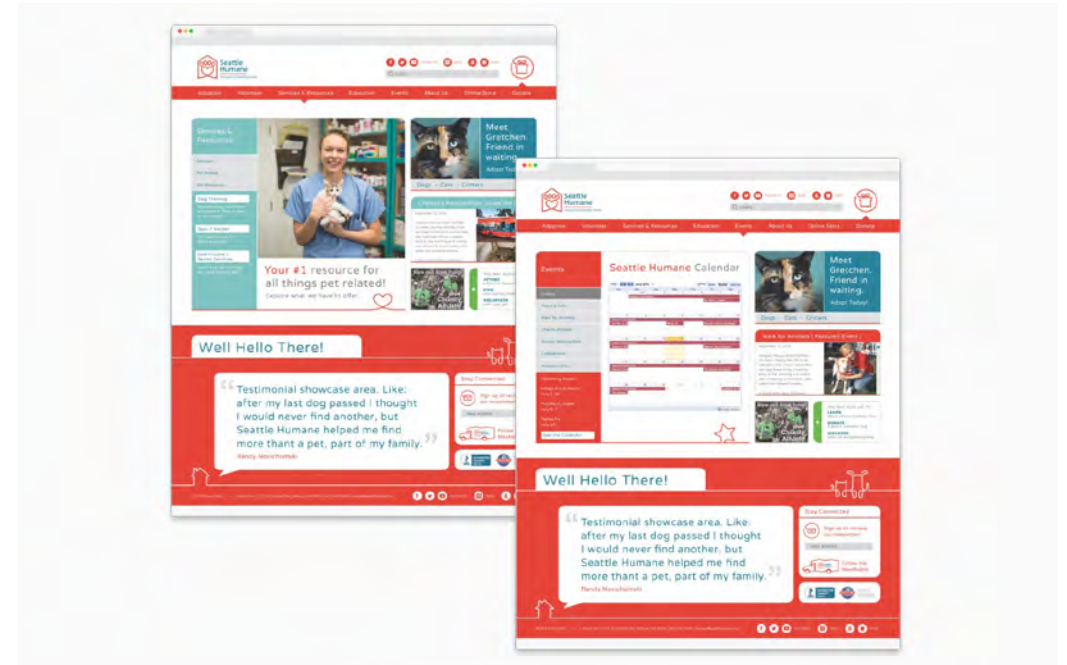


CHALLENGE: The Seattle Humane Society selected GIRVIN to refresh their brand in advance of a major campaign promoting the construction of an animal shelter and teaching hospital.

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.

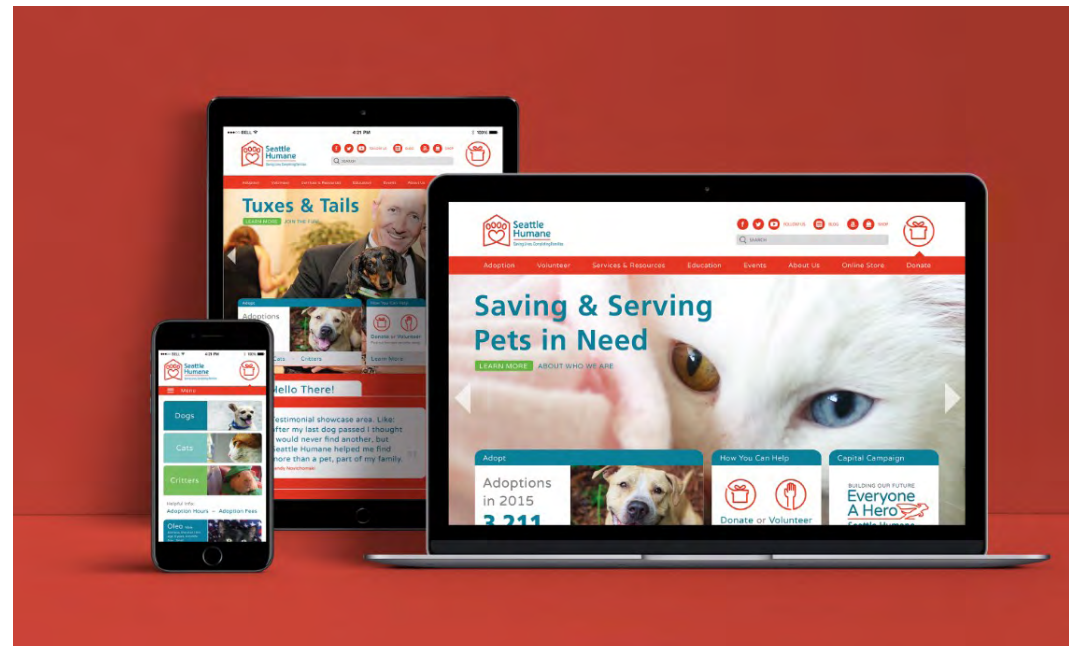
RESULT: Now widely known as simply Seattle Humane, and with the help of our energetic and pawpositive branding, their community presence and marketing reach has garnered more interest and support.





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



KETTLE BRAND

GIRVIN

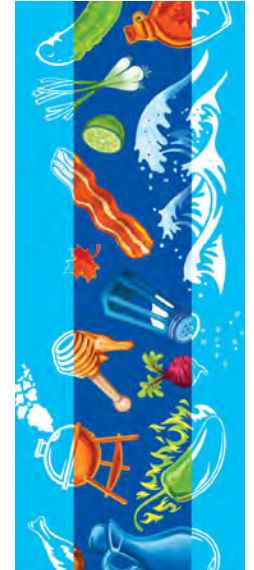
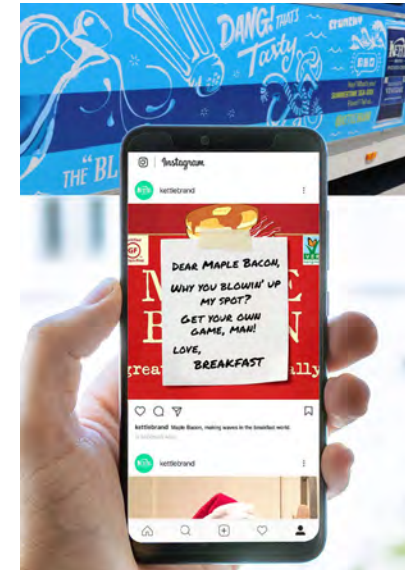


CHALLENGE: As the creators of the original "Kettle Chips" hand-lettered logo, GIRVIN was honored when we were approached by Kettle to return as the design consultant for the Kettle Brand. They were looking for an energetic new look and feel to support their already established packaging.

SOLUTION: We dove in, creating bold colors and flavor-forward, hand-drawn typography and illustrations. The new illustrative brand language was used to share facts about the company and products on packaging and print in a fun, relatable and organic way. To support new product development, we led product ideation workshops and built environmental applications, packaging, and revived their social media presence.

RESULT: With a more authentic and fun voice, Kettle's social community engagement quadrupled and 700k new fans were added in the first year. Since then, Kettle social has been shared by countless digital influencers and featured on national television.





MOTION PICTURES - FILMS FOR SPEED

GIRVIN



CHALLENGE: From film marketing to motion picture identities, GIRVIN has been tasked with capturing the essence of speed for various film enterprises.

SOLUTION: GIRVIN supported Paramount Studios in the marketing of their powerhouse film production team—Don Simpson and Jerry Bruckheimer—and worked sequentially on their brand design package as well as a succession of film properties: first under the aegis of SBC, then—after Don Simpson's death—transiting the twin lightning bolts to the single strike of Jerry Bruckheimer Films, again following the speeding road.

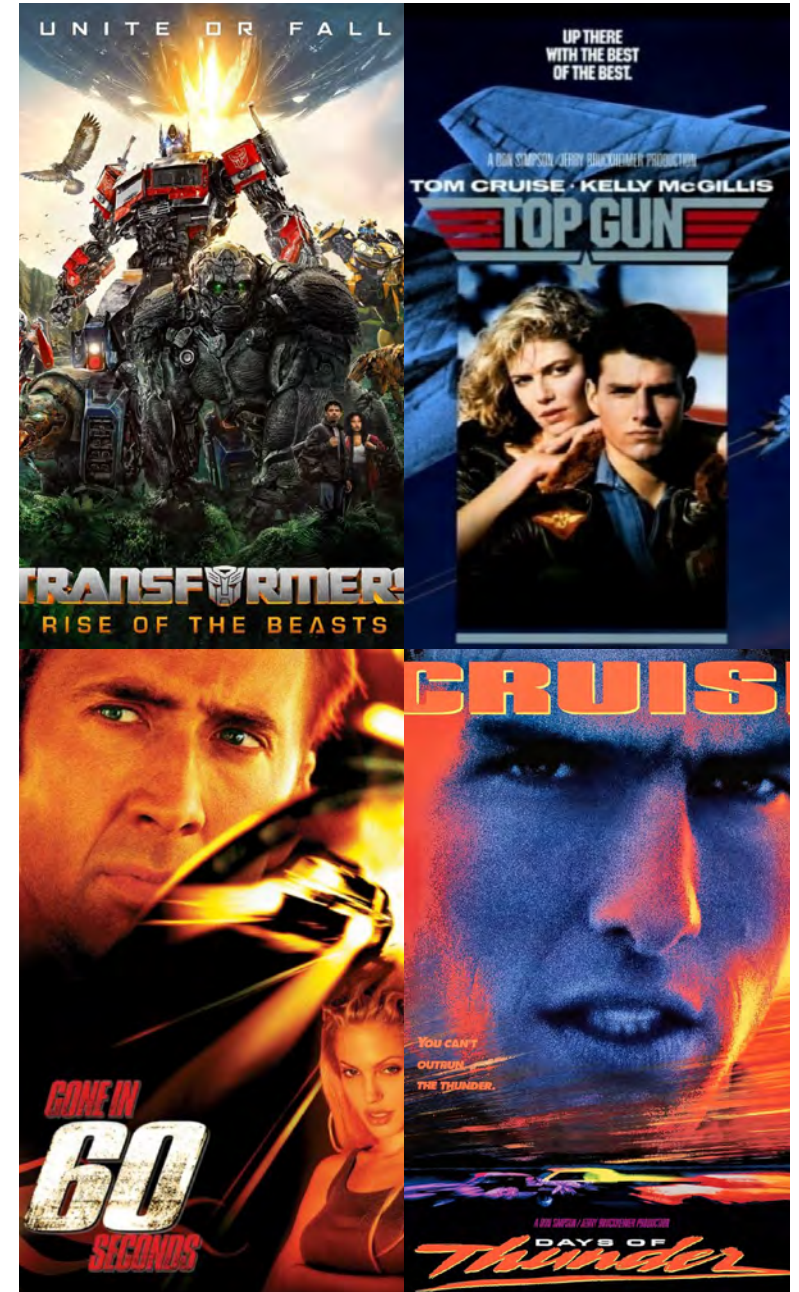
Tim has acted as designer or creative consultant on the following films supporting the premise for racing, cars, and speed.

Transformers: GIRVIN designed the core structure of the Transformer's logotype in 2011, then worked as designers on Rise in 2023.

Top Gun: Tim worked with Tony Seiniger, Don Simpson, and Jerry Bruckheimer on the original design package for Top Gun, designing the logo on the lot at Paramount Studios.

Gone in 60 Seconds: Tim worked with Jerry Bruckheimer on the design package for this film, a customized italic, as a packed lockup.

Days of Thunder: Working directly with Tom Cruise, Don Simpson, and Jerry Bruckheimer, Tim developed the design package for this film and created the hand-drawn brush script.



TOMLINSON LINEN SERVICE

GIRVIN



CHALLENGE: Tomlinson Linen Service has been providing laundry and linen services to the Pacific Northwest since 1916—from their facilities in what is now called the South End of the Lake Union district of Seattle. Building off of the legacy of their family's business, the Tomlinson brothers sought to recreate the classic character of their first company in Seattle.

SOLUTION: GIRVIN's longtime partnership with them—having also created their New Richmond Laundry brand decades ago—uniquely positioned us to understand their vision. Combing through archives of family photographs, we were able to recreate the design with a hand-lettered alphabet founded on their original family crest.

RESULT: Our work newly catalyzed the Tomlinson presence in Seattle and the surrounding areas, returning to the streets with truck graphics telling of a unique heritage that had not been seen for a century.



CLIENT PERSPECTIVE: "Tomlinson Linen, Tim Tomlinson, the Tomlinson family and Tim Girvin have a long history. He and his team designed our earlier fleet of trucks, for New Richmond Linen Service and then our new brand, Tomlinson Linen Service, a family operation since 1916. His team created our logo, truck livery, colors and our "GoGreen" mark for our environmental cleaning orientation. Our collaborations have been in place for more than 30 years."

TIM TOMLINSON | CO-OWNER, VICE PRESIDENT



CHALLENGE: Our years-long relationship with Nintendo began with a simple assignment: to design a Christmas card for CEO Minoru Arakawa. Soon, the Nintendo team realized they needed a packaging design partner to help in the early adoption of their new Gameboy system.

SOLUTION: Collaborating on product positioning and identification, we designed the product group palette, seals, packaging, copy, merchandising, trucks, and collateral for both US and European applications. Our history with Nintendo saw us eventually assist in the launch of four discreet gaming platforms, as well as work on the design, advertising, and product launches of over 350 individual game packages.

RESULT: We understood that in order for the packaging to be successful it needed to capture a gamer's sense of fun, action, and adventure—and according to the CEO, the packaging of the games alone had significant impact on sales. Our identity work on games such as Zelda, Final Fantasy, and more helped define a generation of gamers and continue to influence fans decades later.







THANK YOU

Seattle | Tokyo

206.674.7808
info@girvin.com

www.girvin.com