

HIGHER LEARNING BRANDING EDUCATION

BY
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GIRVIN
Strategic Branding & Design

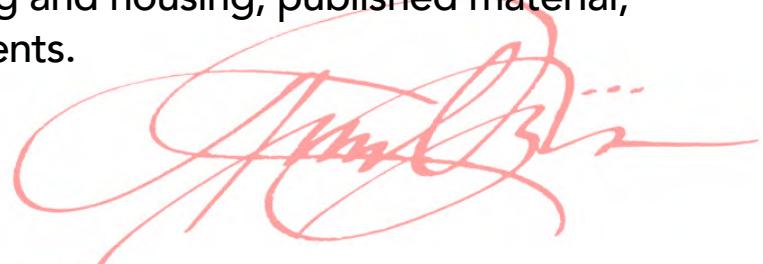
INTRODUCTION

GIRVIN

GIRVIN's work with educational brand development and marketing began at The Evergreen State College where I mixed custom font design, calligraphy and illustrative content for the earliest catalogues for TESC promotion, 1970—I also partnered on the creation of the mountain, moon and tree college icon that survives to this day, more than a half century later.

GIRVIN later worked on other early marketing programs for St. Martin's College, Lewis & Clark College, The Cooper Union for the Advancement of Science and Art, various PNW Elementary Schools, and the King and Los Angeles County Library Systems. Throughout my life, I have taught—early in my career at The Evergreen State College—and then lectured at—not only at The Evergreen State College—but at Brigham Young University, California College of the Arts, Hokkaido University, Everett, Salt Lake City and Fort Wright Community Colleges, Seattle Pacific University, Seattle University, University of Washington Foster School of Business, Western Washington University, and Whitman College.

Our booklet portrays the interplay of students in the learning life, corporate alliances, research and university partnerships, as well as dining and housing, published material, and core design packages for educational environments.

A red ink signature of the name "GIRVIN" in a flowing, cursive script. The signature is written in a single, continuous line with varying line thickness and ink saturation, giving it a handwritten appearance.



CHALLENGE: Bastyr's marketing efforts were outdated and weren't fully supporting the ongoing innovations that continued to morph strategy and tactical direction for the University. They approached GIRVIN to help redefine their mission and energize the University's marketing, messaging, and overall visualization.

SOLUTION: We first focused on aligning business strategy with tactical planning, messaging, and foundations for communications in newly imagining the character of the University. Reinforcing the bridges between their internal and external community members, we created a new brand system, including an official identity seal and medieval herbal illustrations procured from the GIRVIN rare book collection. We applied this new brand language to a redesign of their massive website with extensions to print and marketing collateral recommendations.

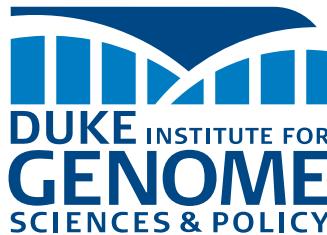
RESULT: These brand, design, and messaging transitions supported Bastyr as the largest university for natural health arts and sciences in the US.

The website homepage features a large banner image of a student in a classroom. The navigation bar includes links for Admissions, Education (selected), About Bastyr, Research, Services, Library, Our Mission, Jobs, and Contact. A dropdown menu for 'Education' lists Overview, Academic Degree Programs, Student Research, Clinical Training, Accreditation, and Faculty. The 'NEWS' section shows a photo of graduates and links to the 27th Annual Commencement and Scratching the Surface. The 'UPCOMING EVENTS' section lists the Evening at Bastyr (September 28), Bastyr Sponsors 2008 Summer Concert Series (September 30), and Evening Alumni Dinner (September 30). The 'SPOTLIGHT' section includes 'In Their Own Words' (a photo of a woman) and 'Message from the President' (a photo of a man). The footer contains links for Home, Visit Us, Site Map, E-Newsletter, and Printer Friendly.



CLIENT PERSPECTIVE: "The Bastyr University leadership team worked closely with GIRVIN on the University brand initiative. GIRVIN's team listened carefully to the various stakeholders and connected with the people of our diverse community. The result of GIRVIN's work was a fresh, powerful message and new approaches to how Bastyr University conveys its story. GIRVIN kept us moving and helped us make progress each day with a mix of soul-finding, path creation and building new ways of seeing and experiencing the Bastyr University brand."

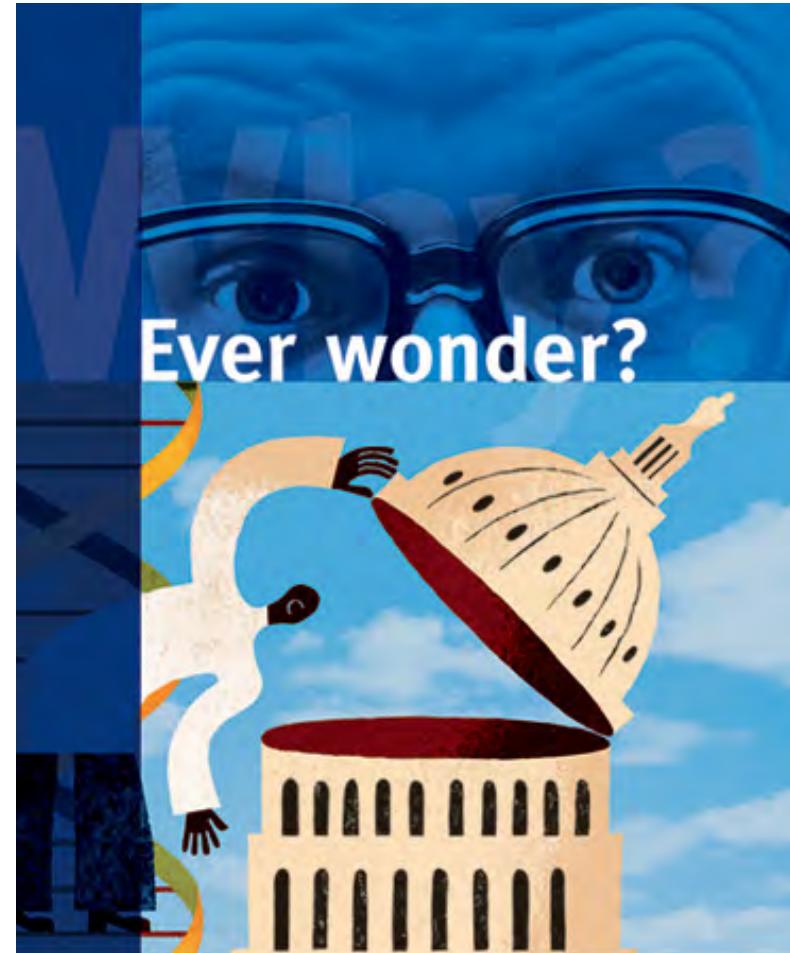
GREGORY GOODE | CHIEF OF STAFF



CHALLENGE: The Institute for Genome Sciences & Policy is a University-based learning lab and research engine that fuels the study of life through interdisciplinary investigations, using genome sciences and policy together to understand and improve human health, life and experience.

SOLUTION: The Institute hired GIRVIN to collaborate with the executive leadership team to determine the strategic direction of the enterprise, including vision, mission and values. In addition to helping define their strategic direction, our team also began work to develop a cohesive visual system for the brand.

RESULT: With input from a cross-section of Duke University administration, faculty and graduate students, we built a new brand strategy that extended to brand positioning and personality definition. We also defined design direction, including layout, color palette, typography, photography and illustration style, tone and manner of language and detailed marketing messages. GIRVIN work continued in creation of a new brandmark, typographic architecture for the Institute's centers and programs, business papers, Web site and marketing collateral.



CLIENT PERSPECTIVE: "This has been great fun and a real pleasure to work with GIRVIN. The result is exactly what we hoped for. Your team is amazing, as I suspected on that day nearly two years ago when I visited GIRVIN for the first time. My instincts were right."

DR. HUNTINGTON WILLARD | DIRECTOR

OUTRAGEOUS LEARNING

GIRVIN

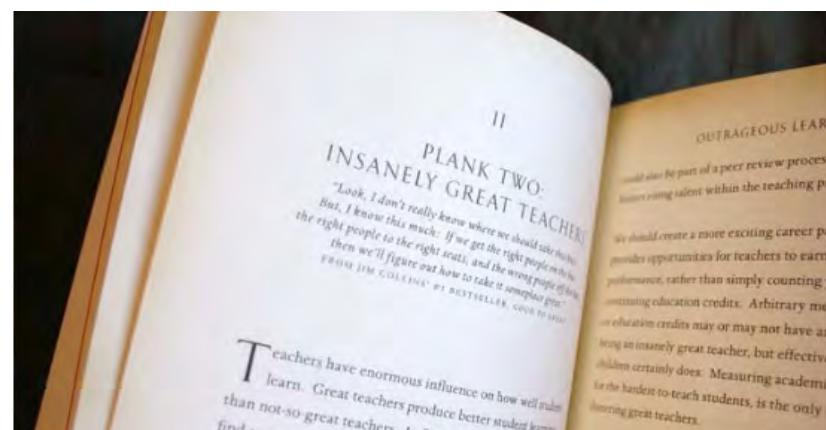
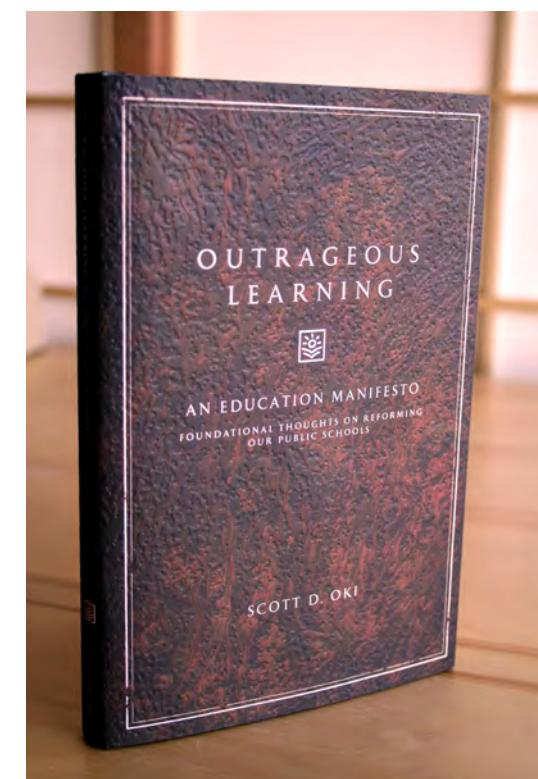
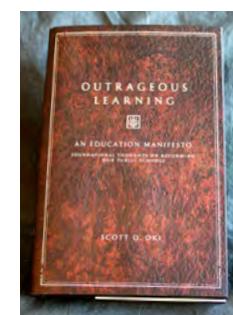


CHALLENGE: GIRVIN worked closely with Scott Oki and the programming team at the Washington Policy center to build a website that bridged Oki's strategic content for his book Outrageous Learning, his tactical planning and the plank learning platform metaphor, his implementations of forum and community discussions, and his touring presentations. The site distinctly merged the educational and building messages of the outrageous learning program.

SOLUTION: While the nature of the book is complexly detailed, the structuring of the site is simplified. GIRVIN kept the visuals restrained so the site would be easy to navigate and the book easy to purchase. The look and feel is integrated across the publishing field, presentations and all merchandising.

RESULT: GIRVIN's role as design director for the entire program—from the beginning brand development to the later outcomes in the site design—focuses on thorough management of the messaging and strategic communications of Scott Oki's vibrant and powerful inspirations, strategies and tactical approaches for finding solutions.

The website homepage for Outrageous Learning. The header features the book cover and navigation links: HOME, ABOUT THE AUTHOR, BOOK EXCERPTS, DISCUSSION FORUM, and PURCHASING. A sidebar on the right includes a 'Join us on this Journey' form, a 'Scott's speaking schedule' section with dates and locations, and a 'Scott's speaking schedule' section with dates and locations.





CHALLENGE: GIRVIN worked with the development team to rebrand this grouping of for-profit campuses for trades-related education.

SOLUTION: We created their overarching brand mark, as well as lockup identities with various institutions within the campus, and designed and developed their website.

RESULT: Though it recently closed its campuses due to Covid (given the hands-on nature of its educational programs), we were honored to have helped shape a proud institution that established the career trajectories of health workers, electricians, chefs, and more.

The website features a dark blue header with the college's logo and navigation links for Programs, Admissions, Financial Aid, Job Placement, About Us, and Contact Us. A sub-navigation menu for the "HEALTHCARE" program is expanded, showing options like Business, Criminal Justice, Healthcare, Information Technology, Legal, Administration, Massage Therapy, Medical Assisting, Limited Radiography, Medical Billing, Medical Claims & Billing, and Pharmacy Technician. The main content area includes a banner image of students, a "What does a career in healthcare mean?" section with text and a "GO!" button, and a sidebar with a "GO!" button and a paragraph about the healthcare industry's growth.



HEALTH CAREER INSTITUTE

PIONEER PACIFIC
COLLEGE

The website features a dark blue header with the college's logo and navigation links for Programs, Admissions, Financial Aid, Job Placement, About Us, and Contact Us. A sub-navigation menu for the "HEALTHCARE" program is expanded, showing options like Business, Criminal Justice, Healthcare, Information Technology, Legal, Administration, Massage Therapy, Medical Assisting, Limited Radiography, Medical Billing, Medical Claims & Billing, and Pharmacy Technician. The main content area includes a banner image of students, a "What does a better life out there for you. We'll help you find it." section with a "GO!" button, a "Why Choose Pioneer Pacific College?" section with a "GO!" button, and a "25 GREAT CAREER OPPORTUNITIES. LET US HELP YOU FIND YOURS!" section with a "Select your career here!" dropdown and a "GO!" button. The footer includes copyright information and links to privacy policy and non-discrimination policy.



WASHINGTON SCHOOLS
RISK MANAGEMENT POOL

CHALLENGE: Washington Schools Risk Management Pool (WSRMP) is a community of member school districts that pool their liabilities in order to make safe learning environments an affordable, reliable reality. They came to GIRVIN with a challenge of how to communicate what they do in a way that both exhibits their passion and spotlights the end beneficiaries—the students—in an area of service where language tended to be dry and inaccessible.

SOLUTION: We designed a logo lockup system, built with customized typography; then we created the core styling of the website, a print brochure, and tradeshow booth design that quickly yet thoroughly explained the mission and values of WSRMP while making clear the benefits of joining the one hundred or so public school districts that had already banded together in the cause of safe schools.

RESULT: As new relationships for WSRMP are largely kindled at trade shows, our booth design and informational brochure not only attracted more attention than at any other trade show before, but positively impacted their growth as an organization.



• WS • RMP • WASHINGTON SCHOOLS
RISK MANAGEMENT POOL
PROTECTING SCHOOLS SINCE 1986

• WS • RMP • WASHINGTON SCHOOLS
RISK MANAGEMENT POOL
THREE DECADES PROTECTING SCHOOLS





Seattle Humane

Saving Lives, Completing Families

CHALLENGE: The Seattle Humane Society selected GIRVIN to refresh their brand in advance of a major campaign promoting their educational alliance as a veterinary and training facility with Washington State University in their construction of an expanded animal shelter and teaching hospital.

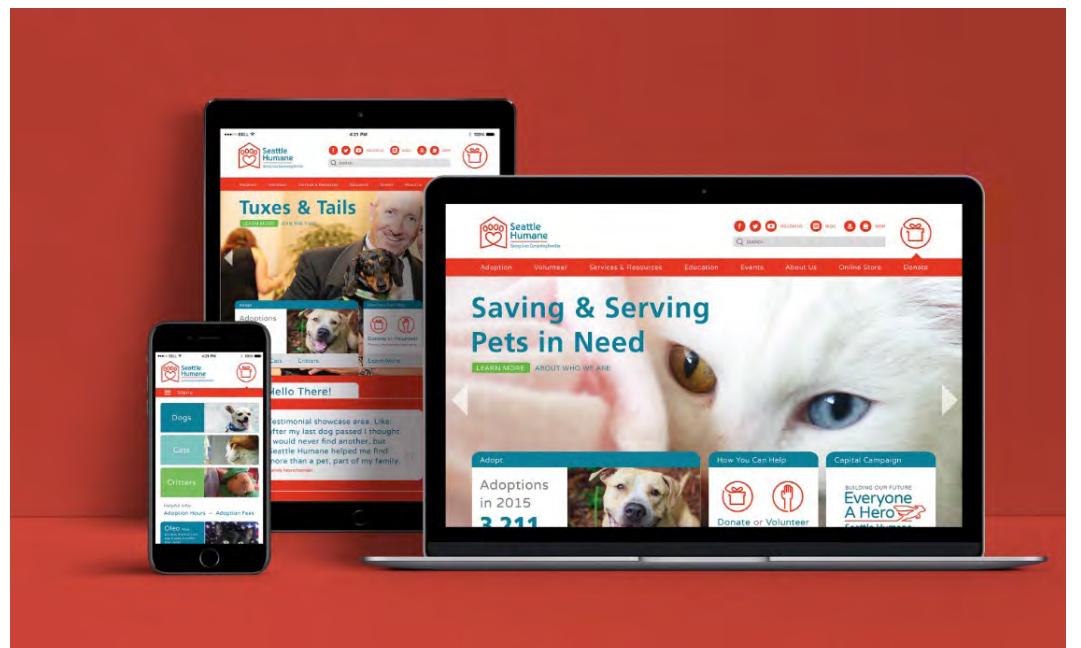
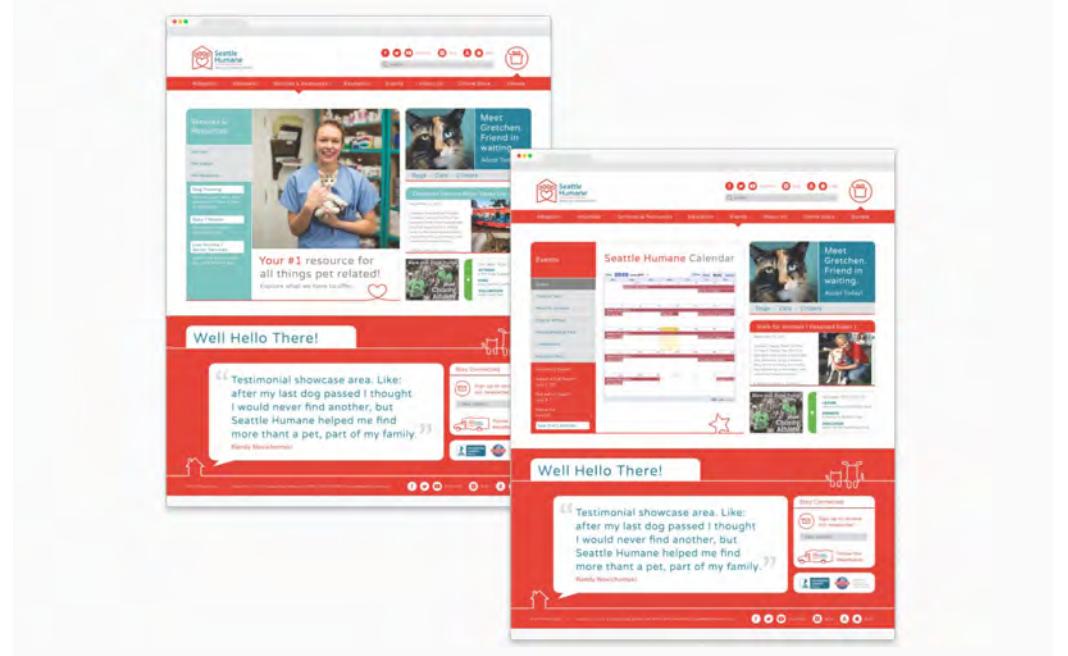
SOLUTION: GIRVIN renamed and rebuilt Seattle Humane's brand identity, opting for a shortened brand name—originally The Humane Society for Seattle King County—and selected new, brighter colors to better reflect the organization's brand attributes. We also supported regional research, Board retreats, created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

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



SEATTLE HUMANE - CONTINUED

GIRVIN



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



CHALLENGE: Jeff Raikes, co-founder of the Raikes Foundation (as well as the president of Microsoft Business and formerly the CEO of the Gates Foundation) asked GIRVIN to lay the visual groundwork for the humanitarian brand that he and his wife, Tricia, envisioned—community empowerment in education, housing stability and strategically-impactful, holistically-inspired philanthropy.

SOLUTION: After individual interviews with Jeff and Tricia, we kickstarted the transformation with an exploratory BrandQuest® workshop to examine and define the soul of the Raikes Foundation, their team's vision, story, design strategy, and attributes. From this, we gathered a series of phrases that found expression on an opening and processional wall, applied like graffiti—striking calligraphic power words from the lexicon of Raikes' core language. We also deployed custom brand fonts, and signage applications for the property as an integrated experience.

RESULT: The philanthropic organization now has a powerful strategy and onsite visualization system to support place-making storytelling, in its quest for expansive educational empowerment, agency to support youth-oriented engagement and equity advancement in an integratively-expressed on-site Identity. Experiencers grasp the Raikes's promise to galvanize their mission, impart energizing purpose to their staff and confidence to their beneficiaries.





CLIENT PERSPECTIVE: "Thanks for putting together such a compelling presentation—and strong range of options—for Jeff and Tricia. They were obviously energized and enthusiastic about the possibilities."

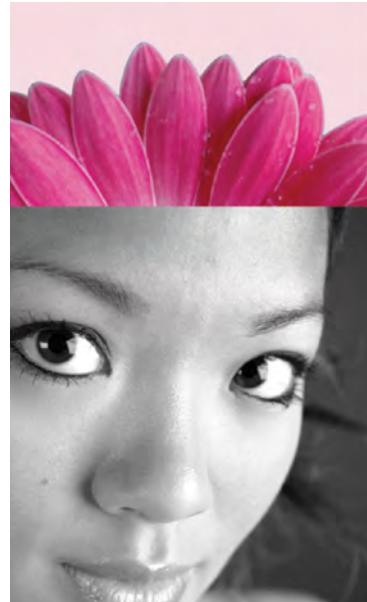
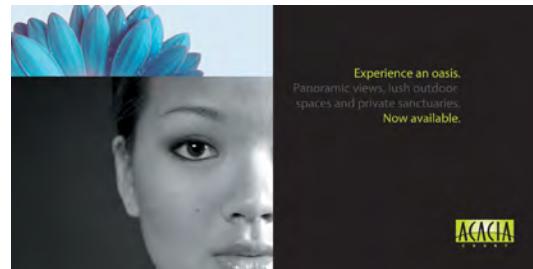
DAVE BOWERMASTER | BRAND DIRECTOR





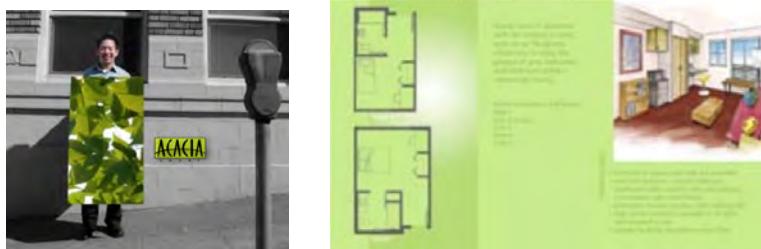
CHALLENGE: The University of Washington wanted to create three distinct housing initiatives for students and enlisted GIRVIN to update current marketing as well as create new branding programs.

RESULT: UW has partnered with Lorig Property Management for more than a decade. Working closely with Lorig's team and university constituents, we created signage, marketing, logos, and web applications for these properties, appealing to new and returning students.



Step into an oasis. And never leave the high energy neighborhood of Seattle's University District. Here you'll find panoramic views, lush outdoor spaces and private sanctuaries that provide the ultimate in retreat while sacrificing none of the conveniences

ACACIA
COURT

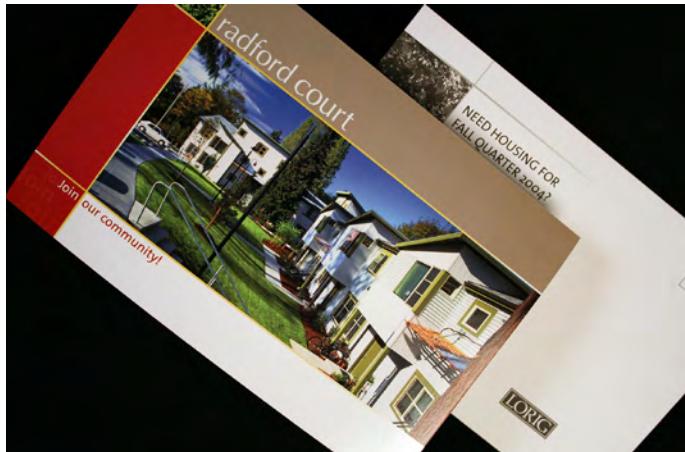


CHALLENGE: **Acacia Court:** Acacia Court is a student housing development constructed for current UW students as well as incoming international students. It's a 98-unit mixed-use development made up of single-dwelling studio apartments and common kitchen areas set in the heart of Seattle's University District. GIRVIN was brought in to differentiate the residences from other options available to appeal to new and returning students.

SOLUTION: To launch the opening and rally interest, we created a print campaign to promote the opening of the new Acacia Court, including a mailer postcard, banner signage, and a brochure featuring the amenities of the apartments. We also created a multi-page website.

CHALLENGE: **Radford Court:** We were tasked to create a presence and upgrade the visual and marketing integrations of the Radford Court housing program while retaining the original logo.

SOLUTION: Our role was to vitalize the visual presence and maximize the messaging. We created a tiled color and grid visual language that extended to all expressions from print collateral and marketing to their website.



CHALLENGE: **Nordheim Court:** We were hired to create an integrated identity, signage, and marketing system for a new singl-student housing initiative that was exciting and modern, but also respectful of the University of Washington and its environment.

SOLUTION: Inspired by the architectural elements of the buildings themselves, Nordheim Court was designed with a contemporary look and high-energy graphics that appealed to the target audience. The brand was rolled out in a number of different media, all carrying over the theme of "Bold. Vibrant. Connected."

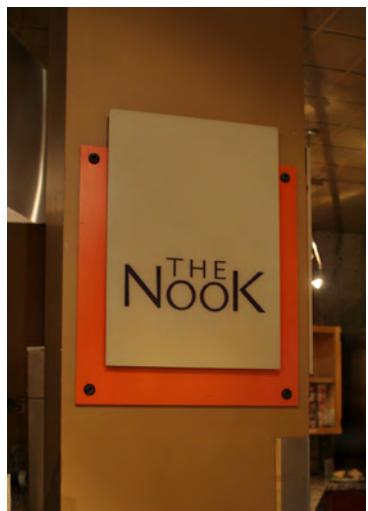


CHALLENGE: GIRVIN was challenged to create an integrated logo, signage and naming system for a residence hall dining facility that highlights a variety of different intimate establishments in one location. The focus was on creating a surrounding with a familiar feel to differentiate this private residence hall facility from that of a general campus dining experience. Online design experience was part of the creative challenge.

SOLUTION: We developed a comprehensive branding program for the location that represents each individual restaurant as part of a "quiet" graphics system and interior design program that is integrated throughout the facility but emphasizes feelings of contemporary and youthful vitality in the color treatments, naming and signage displays. We created the signs to match the "living room" feel and architecture of the residence hall, with online presence as an obvious component to the expression for guests. Beyond that, we also developed distinct signage and graphics programs for other dining facilities around the UW campus.

RESULT: Inspired by the language format of the internet, our branding solutions came to life through the signage applications and naming that bring a fun and fresh feeling to ian's Domain. The University of Washington serves nearly 15,000 meals a day, serving an enlarged populace of nearly 50,000 people. Before, a substantial number of meals and services were procured outside the campus. With the implementations of the dining programs, this internal service quotient expanded by nearly 25%.







THANK YOU

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