

# SCIENCE & TECH

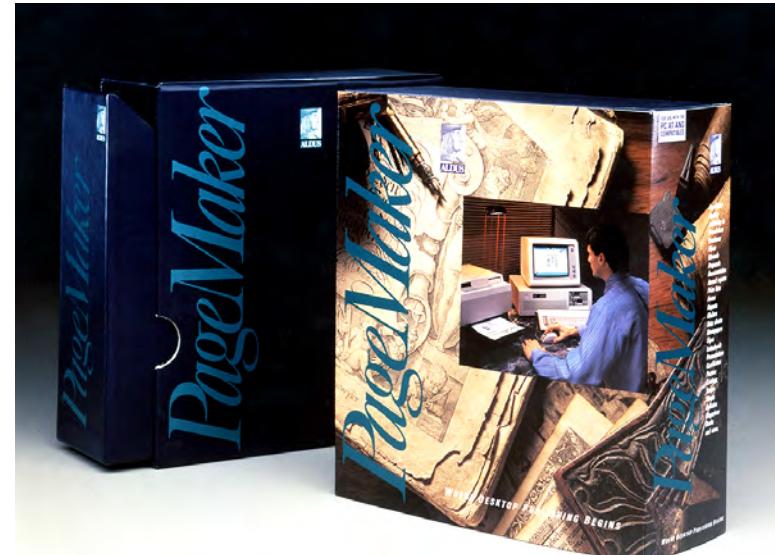
**GIRVIN**  
Strategic Branding & Design



**CHALLENGE:** Paul Brainerd, inventor of the phrase "desktop publishing," came to GIRVIN to brand his startup company, Aldus Corp.

**SOLUTION:** We created the corporate identity and print materials, as well as the identity and packaging for their first product, PageMaker.

**RESULT:** Aldus became the largest and most successful desktop publishing company of its time in the world.



**CLIENT PERSPECTIVE:** "My relationship with Tim goes back to 1985 when our small start-up company (about 10 people), Aldus Corp., needed a design firm to design the software packaging and logo for a new product called Aldus PageMaker. I can remember meeting with two to three different design companies in Seattle. The design/branding of our product was critical because the product would be used by people who appreciated and valued good design. I can still remember meeting with Tim and being impressed that this young designer in Seattle had been designing the spring sale shopping bags for Bloomingdales in New York City! He did impressive work with calligraphy and type. I liked his sense of style... very understated yet strong use of color and form. Anyway, we hired Tim and his team. We launched Aldus PageMaker in July of 1985 and sales of the product took off. One factor in that success was Tim Girvin's package and logo design. Our product stood out from our competition and the design appealed to our customers. PageMaker became the best-selling desktop publishing software application on the Macintosh and eventually on the PC."

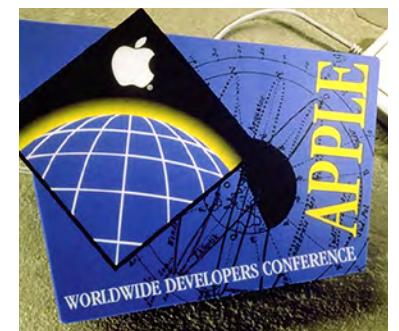
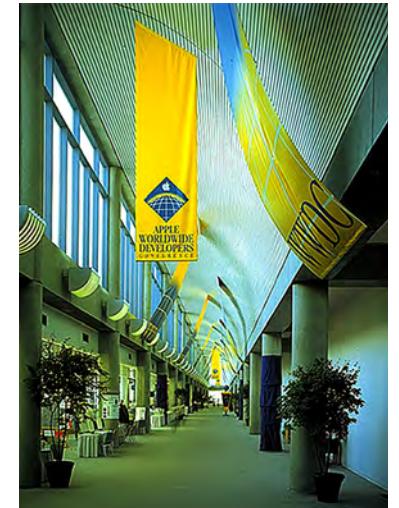
PAUL BRAINERD | FOUNDER | QUOTE FROM A SEATTLE BUSINESS MONTHLY ARTICLE BY TIM APPELO 8/1/08



**CHALLENGE:** Each year, Apple holds a World Wide Developers Conference. Apple came to GIRVIN to develop branding, signage, marketing, and more for several of these conferences from 1992–1999.

**SOLUTION:** GIRVIN knew the importance of creating anticipation and excitement for the show's attendees and ensuring all show materials were cohesive in their visual and verbal language. We developed the theme, identity, signage, information communication program, print materials, icons and nomenclature for various venues and arenas within the conference venue, screen graphics and animations, and merchandise programs including shirts, bags, pens, booklets, and binders.

**RESULT:** The result was a variety of materials—cohesively detailed—that set the stage and excitement for an outstanding conference. GIRVIN designed the on-site event signage, participant amenities, pre-marketing, and collateral as the event agency of record for seven years, before the WWDC programs were taken in-house at Apple.



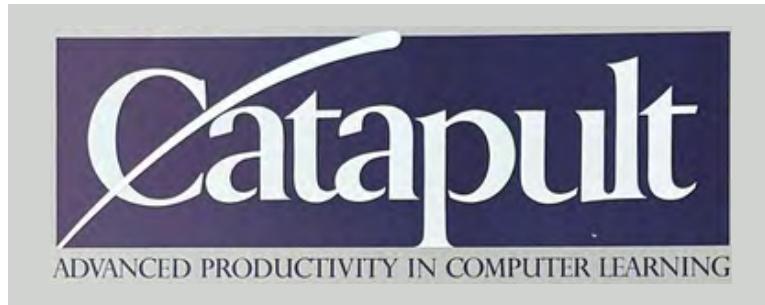


**CHALLENGE:** After giving a presentation on brand development, Tim was approached by a team of librarians from California. They had a vision to create a collective presence for the largest consortium of libraries in the US and a tool to access information 24/7.

**SOLUTION:** GIRVIN set to work on a strategy and a name for this tool—Ask Now—which would be part of the 24/7 Reference nationwide cooperative—the 24-hour service attached to the expansive proposed network of libraries nationally. We then created an identity that matched the fundamental authenticity, lively spirit, and intelligence of the learning-focused team of librarian scientists leading the information access programming; and designed an interface that focused on building simplistic tool access in two languages.

**RESULT:** The success of the tool was outstanding: with 5 million users accessing the site per month.

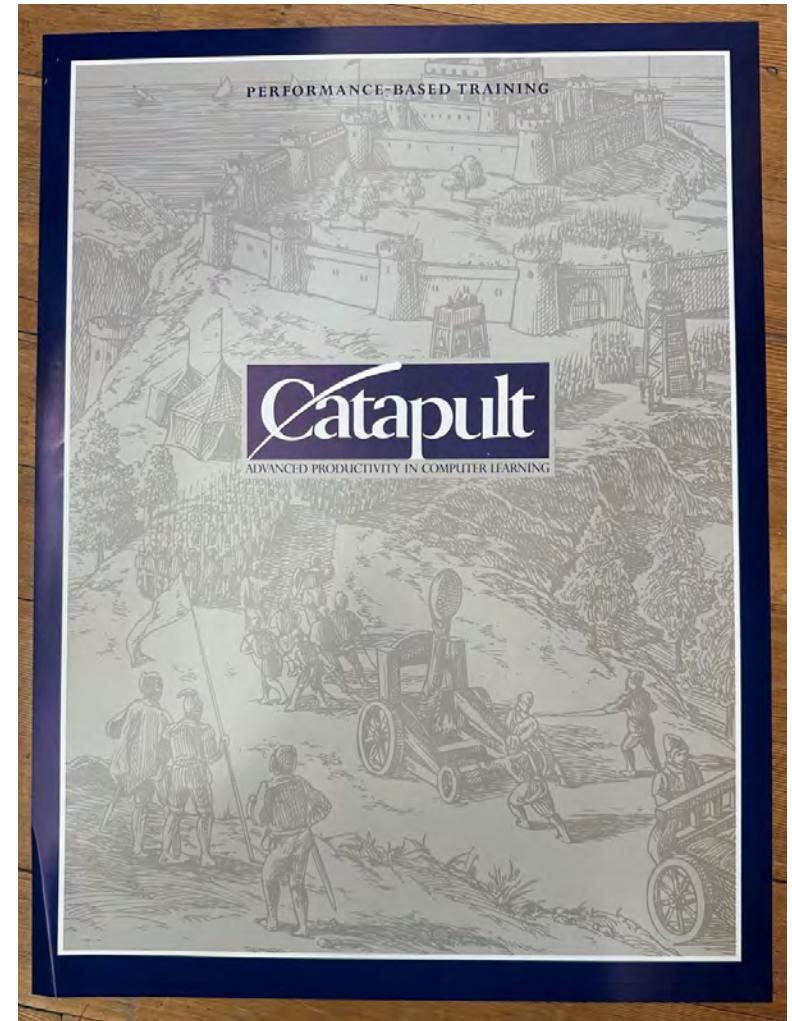




**CHALLENGE:** Victor Alhadef—a premier PNW entrepreneur with a legacy of such enterprises as ENI Exploration, Egghead University, and Briazz Cafes—was creating an expansion of the Egghead learning platform, which needed a name.

**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.



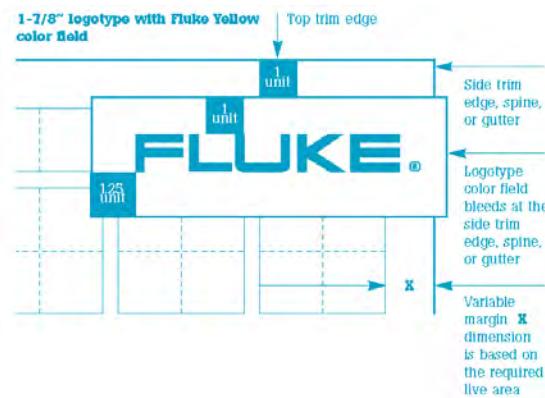
# FLUKE

**CHALLENGE:** Fluke was looking for a global brand refresh in corporate marketing and tuning to support more fully understanding their customers, the place of Fluke technology in their working lives, and how to visualize and express integrated systems design, worldwide.

**SOLUTION:** GIRVIN partnered with the executive team at Fluke and psychographer Daniel Wurz to examine the deep metaphors and psychical profiles of Fluke users worldwide—using the Myers Briggs profiling analysis to discover Fluke's persona. Extrapolating concrete characteristics from that, we redrew the logo, built a new color palette around Fluke Yellow (PMS 123), implemented a new typographic system, and defined their dynamic photographic style.

**RESULT:** Fluke's emboldened and human-centered branding generated more enthusiasm for the tech brand's products and loyalty from their audience.





**CLIENT PERSPECTIVE:** "Tim Girvin and his capable, creative staff have demonstrated an innate ability to distill the marketable essence of a brand into something that truly connects with the market. GIRVIN was instrumental in helping Fluke Corporation achieve an "ownable" identity – a graphical look and feel that we could call our own – along with a system to help us manage it throughout the world. Thanks for the opportunity, and pleasure to work with you. It's been an eye opener"

BOB VIRKELYST | DIRECTOR OF CORPORATE COMMUNICATIONS

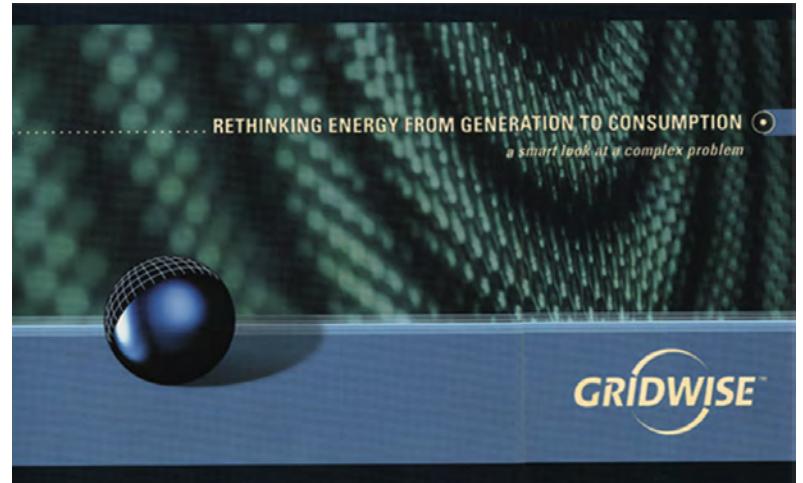




**CHALLENGE:** Research group Battelle was interested in creating a revolutionary enterprise for the development of intelligent management of industrial and consumer energy use. The engineering and development team engaged GIRVIN to aid in marketing this enterprise to a wide audience.

**SOLUTION:** We named this new technology—Gridwise—and helped define the strategy of the visual program. This effort extended to identity planning, brand creation, marketing messages by audience, brochures, website development, merchandising, and brand standards.

**RESULT:** Gridwise is still around today, identity intact, successfully deploying innovations in flow, use, and management of power.



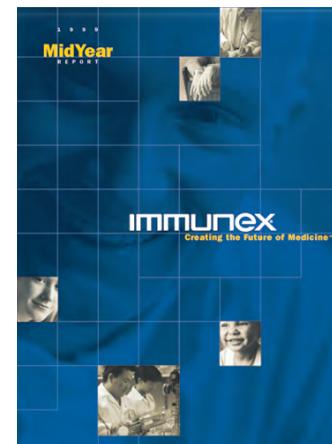
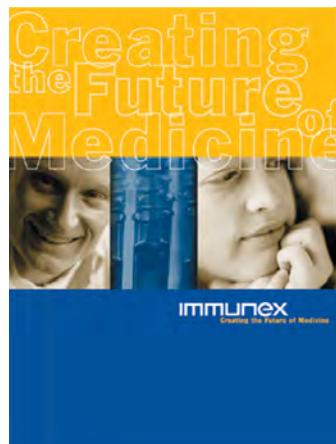
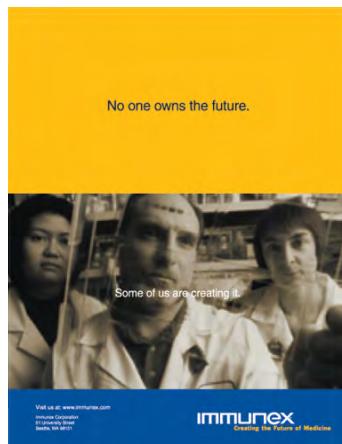
# IMMUNEX®

**Creating the Future of Medicine™**

**CHALLENGE:** Immunex Corporation, a biopharmaceutical company that applied new systems science to protect human health, hired GIRVIN to develop a new global strategy for the brand.

**SOLUTION:** After conducting a strategy workshop to help solidify the organization's brand character, positioning, and personality, we refreshed the corporate brandmark and related collateral to ensure an integrated brand presence for the company. In addition, we developed a brand standards guide to offer color palette, tagline, and typographic guidelines for both internal and external design teams.

**RESULT:** Our evolutionary design strategy contributed to success of Immunex in the market of therapeutic immunological products, and has since been acquired by Amgen.



**CLIENT PERSPECTIVE:** "The brand book has come a wonderful way and I am really, really pleased. I think that you guys have done a fabulous job here in pulling this together."

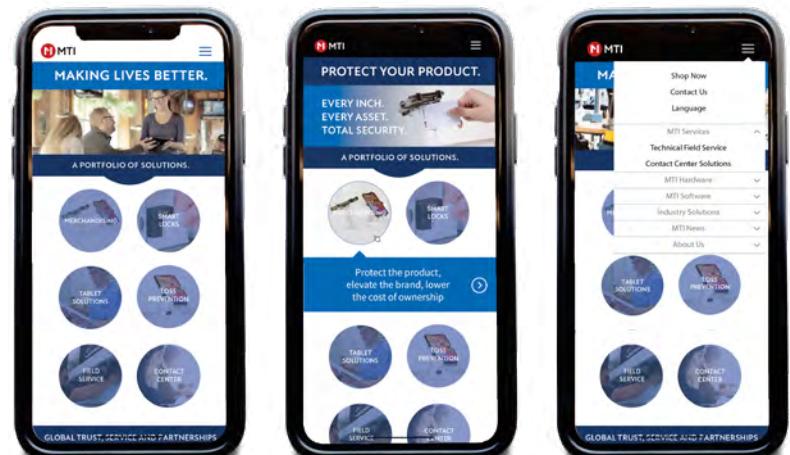
**CATHY KECK ANDERSON | CORPORATE RELATIONS MANAGER**



**CHALLENGE:** MTI was in the midst of transition and needed support envisioning a refreshed tier of intuitive messaging that aligned with their larger positioning. Their site also needed a new coding solution that supported quick responsiveness for their marketing team as well as visually cohesive and human-centric design.

**SOLUTION:** GIRVIN closely collaborated with MTI's CEO and a team of marketing executives to support the new positioning of MTI as a human-relevant brand—making lives better for their community of technicians, sales members, and retail constituents. Our solution was a cohesive branded site that more clearly communicated MTI's key positioning through the use of people-forward imagery and incorporating the color "true blue"—an important color to the MTI team as a metaphor for their "blue sky thinking."

**RESULT:** The new friendly color palette and people-first design thinking allowed for a more intuitive, responsive, and welcoming presence online.





**CHALLENGE:** ACME Brains, Inc. co-founder Mary Jesse and her team were working on an exciting new AI offering. With the rapidly evolving AI landscape and upcoming AI conference, Mary approached GIRVIN to quickly solidify their positioning and initial branding as a stake in the ground for their first product, nexie—a personalized AI model that uses a proprietary Personal Context Engine which enables users to privately and intuitively store, access, and organize information.

**SOLUTION:** GIRVIN held a BrandQuest® to get to the heart of nexie and what the ACME Brains founders envisioned communicating through its platform. Soon, a metaphor emerged to express the soul of nexie: the secret garden—a private, personalized place of nurturing growth, personal cultivation, exploration, friend-like counsel, and creativity. Their niche in the market, we discovered, organically bridges the gap between privacy, functionality, and personalization. From there, we designed the nexie logo as well as a quick solution for the ACME Brains logo.

**RESULT:** We were able to deliver their first-up branding package in time for their pitch at the conference in Seattle, which was received with excitement and interest, and the launch of the beta version of nexie into the competitive AI companion market.



**CLIENT PERSPECTIVE:** "I've worked with Tim Girvin and his teams for decades, and he always delivers. Expert at listening to me and my teams, strategically focused, tactically precise results. His Soul Summit workshop organized our thinking, aided in message and positioning, and designed our first stake in the AI market. And again, GIRVIN delivers."

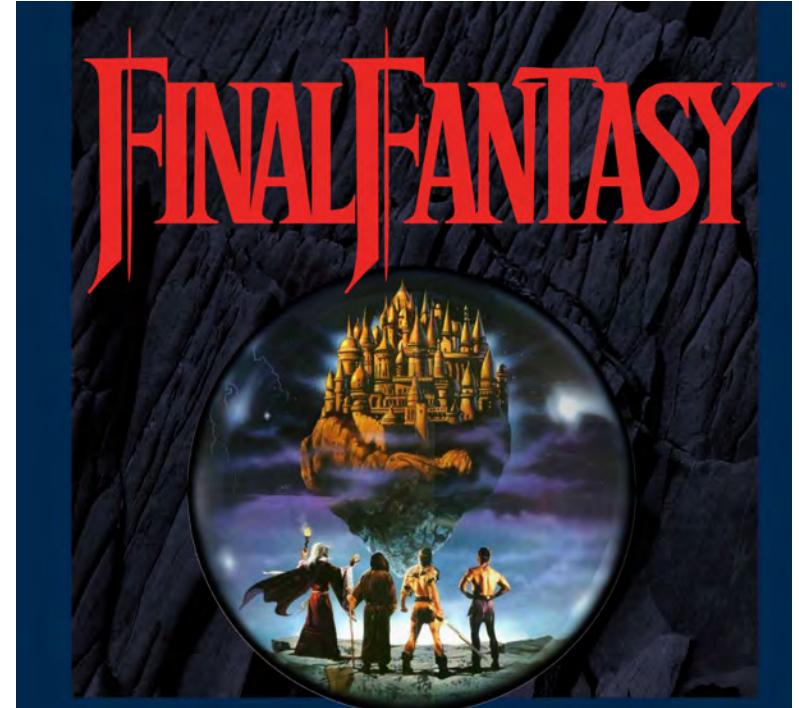
MARY JESSE | CO-FOUNDER

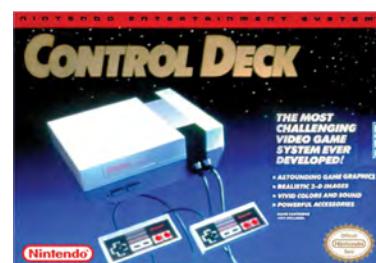


**CHALLENGE:** Our years-long relationship with Nintendo began with a simple assignment: to design a Christmas card for CEO Minoru Arakawa. Soon, the Nintendo team realized they needed a packaging design partner to help in the early adoption of their new Gameboy system.

**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.







**CHALLENGE:** The originator of the T9 text transposition technology, Tegic Communications, came to GIRVIN for branding consultation.

**SOLUTION:** We partnered with Tegic Communications to brand and position the T9 tech tool, then continued on to create testing models for consumer profiling, relationship explorations, and messaging reviews. When the company was acquired by Nuance, GIRVIN continued to partner with Nuance on naming, messaging, design and strategy deployment. We also were given the opportunity to work on the XT9 One Mobile Developer Program. The key piece of the program was a website portal that needed to be relevant to developers and quick and easy to use and communicate with the Nuance company and other developers to obtain vital information and tools. We developed the One Mobile portal site, including brand elements to extend the brand language and provide developers with a rich learning environment.

**RESULT:** Our branding and interactive design put T9 on the map, making communication more efficient and easier to access for the developers.

One Mobile Developer API Program

Welcome Back!

Here you will find development resources and support materials that will assist you in your development efforts. Take advantage of expanding your knowledge or leveraging the ideas of other developers through our community forum. We always welcome our partner's feedback. Feel free to contact us and let us hear from you. Stay updated through our monthly partner newsletters. There you will find out new program information and developer updates.

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new topic mark all read

Topic	Replies	Views	Created	Last reply
where can I download the SDK?	0	99	by admin 1 min 11 sec ago	by admin 1 min 11 sec ago
how do I use the XT9 API?	2	12	by admin 01/12/2009 - 09:20	by admin 01/12/2009 - 09:20

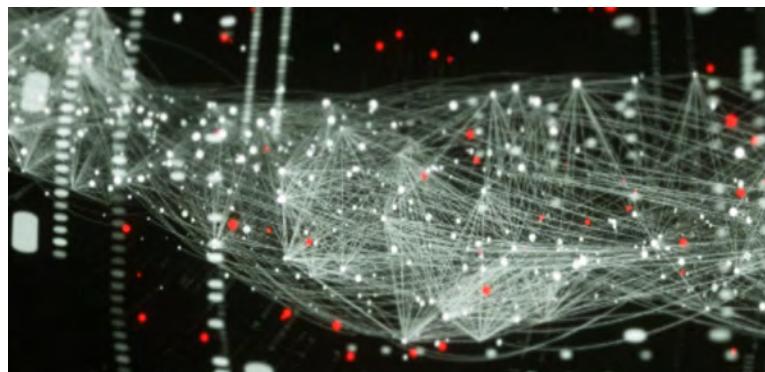
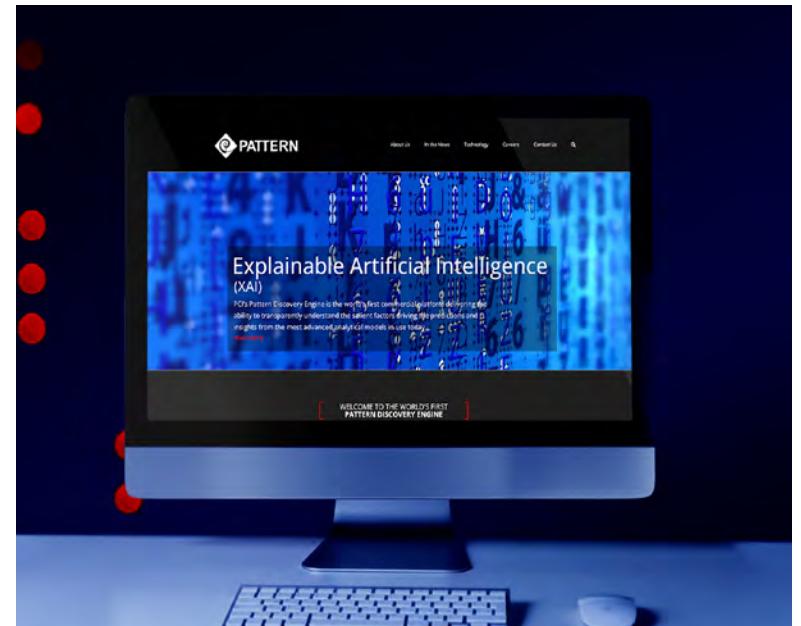
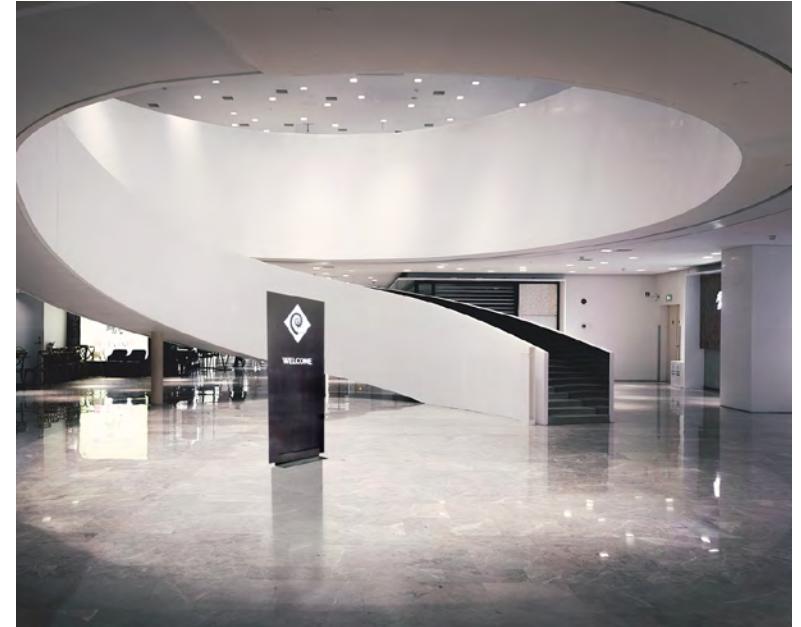
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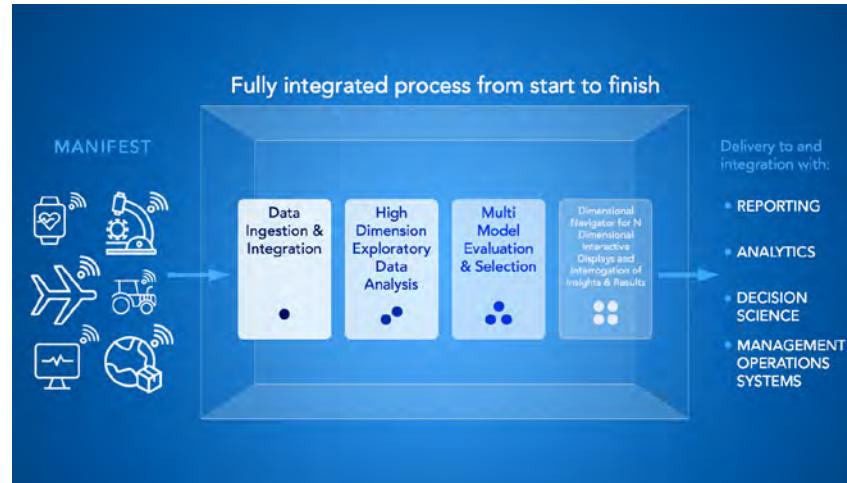


**CHALLENGE:** After supporting the initial unveiling of their proprietary Pattern Discovery Engine™ in 2018, GIRVIN was later tasked by Pattern Computer to launch into the next phase of their reach into public awareness that would punch up the “wow factor.”

**SOLUTION:** At the start, GIRVIN was there to launch Pattern with an identity, initial website, icon system, brand standards guide, and print collateral in support of their brand launch event—including business cards, stationery system, and signage. In support of Pattern’s growth and the far-reaching implications and affects of their completely new way of discovering patterns within the fields of medicine, aerospace, economics, AI and more, we updated the logo, redesigned their website, and created other digital collateral such as infographics, video art direction, and a presentation deck.

**RESULT:** The dynamic redesign clearly and professionally communicates who they are and the immediacy and impact of their work; this has elevated their presence and reach to important investors, gaining funding and supporters of their future-forward technology.





**OUR VISION & MISSION**

Solving the most pressing health and societal problems as the global leader in pattern discovery.

Our CEO, Mark Anderson, has built a long and distinguished career successfully forecasting some of the most significant technological and economic trends across the globe. He created his success on an ability to discern just trends that will influence future conditions or events. With the rapid expansion of data, he knew that the ability to analyze and interpret that data in a meaningful way that harnessed the power of computers—was power. And he formed this company to do just that: developing the world's first Pattern Computer system.

What we could apply our abilities toward any domain, our founders and employees universally expressed desire to focus first in the field of medical research, as it presents the most daunting yet immediate promise for life-changing and life-saving contributions to society—understanding the most pressing health and societal problems as the global leader in pattern discovery.

**OUR VALUES**

WE EMBRACE & LIVE 5+ CORE VALUES

<b>Talent</b> We hire world-class talent, with uncompromising integrity and professionalism.	<b>Collaboration</b> We collaborate to share ideas, inspire innovation and recognize the power of teamwork.	<b>Communication</b> We commit to open, honest and collegial communications.
<b>Excellence</b> We pursue bold ambitions, encourage unconventional thinking, and deliver technological breakthroughs through engineering excellence.	<b>Responsibility</b> We seek to be a responsible partner with our communities to create a healthier, smarter and safer world.	<b>Fun</b> And we absolutely love what we do!

**CLIENT PERSPECTIVE:** "The investor meeting went extremely well—we blew them away, tons of new interest and existing investors upping their investments. The deck looked incredible, only offset by a low-res projector that I couldn't swap out in time. We got high marks for both presentation quality and content, and GIRVIN's team was instrumental in us appearing so professional."

**CMO | PATTERN COMPUTER**





## Pacific Northwest NATIONAL LABORATORY

**CHALLENGE:** The executive leadership, scientific officers, and HR team of Pacific Northwest National Laboratory (PNNL) approached GIRVIN as were considering a shift in messaging as well as transforming their reception area into a warmer, more welcoming exhibition of their success stories.

**SOLUTION:** We conducted a series of BrandQuest® workshops interviewing PNNL scientific leaders in order to produce a series of messaging constructs, including the resulting “PNNL science and technology inspires and enables the world to live prosperously, safely, and securely.” A newly defined vision also emerged: “We transform the world through courageous discovery and innovation”—which also informed our approach to the visualizations for in-person and online brand implementation and experience.

**RESULT:** Our work helped solidify PNNL’s core messaging which translated into an engaging and thoughtful space transformation, elevating the overall brand and creating an environment that is welcoming and inspiring for everyone at PNNL.



**CLIENT PERSPECTIVE:** “Brand and Tim Girvin are synonymous to me, having hired and worked with Tim and his team at both my previous companies. Creative, inspiring, evolutionary, and the ultimate visionary in all things branding, Tim Girvin possess the absolute talent, experience, and knowledge to take any brand to the next level. In addition, he has the business acumen to understand your needs, expectations and overall goals on how to increase, sustain and maintain, your brand and its equity in the market place.”

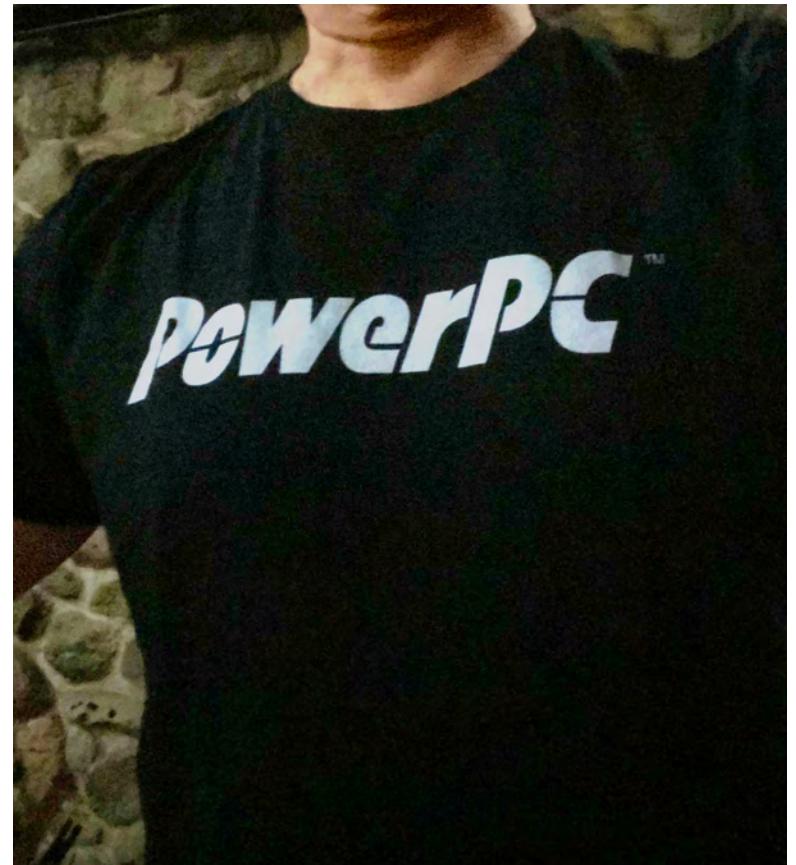
**PATRICIA MOSLEY | DIRECTOR OF BRAND MARKETING**



**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.

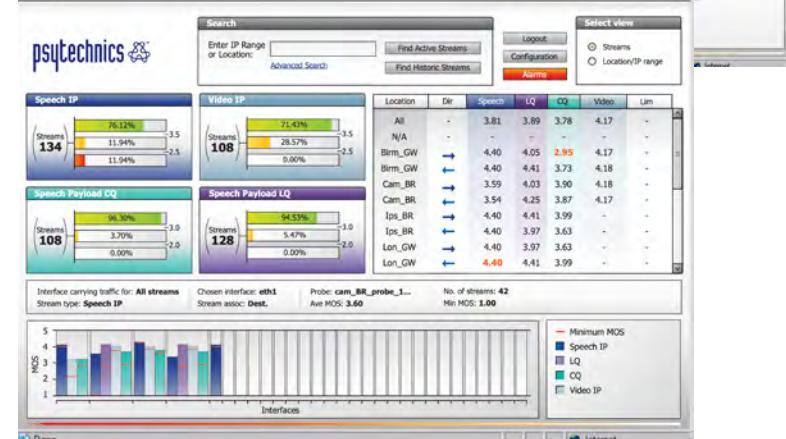
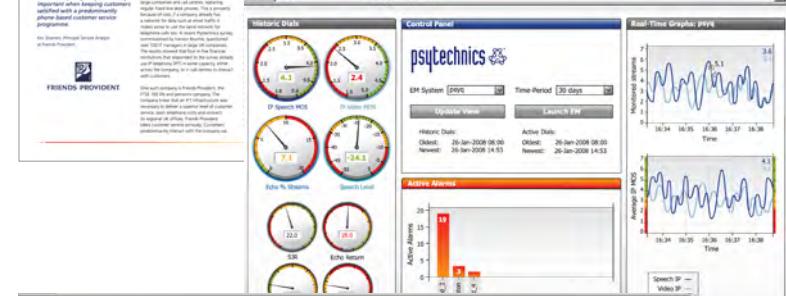




**CHALLENGE:** London-based technology company Psytechnics approached GIRVIN for help building a new interface that would be more user-friendly and quickly scannable for the journeymen using their systems remotely.

**SOLUTION:** Using tools and information gleaned from an insightful BrandQuest® session, we developed a new brand vocabulary—including the identity, color palette, brand patterning, and guidelines for their usage—built out into new marketing collateral. We also created their new interface with visual components and software usability tools that were easier to access and intuitively readable, such as highly recognizable dials, large numerals, and bright, alertive colors for quick recognition.

**RESULT:** Our branding and interactive design efforts paved the way for Psytechnics to branch out from England to distribute internationally as an official authorized partnership with Microsoft.





**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 philanthropic brand.

**SOLUTION:** We started 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 designed the identity, the R monogram, custom typefaces, and signage applications for the property.

**RESULT:** The philanthropic organization now has a powerful identity to galvanize their mission, impart energizing purpose to their staff and confidence to their beneficiaries.

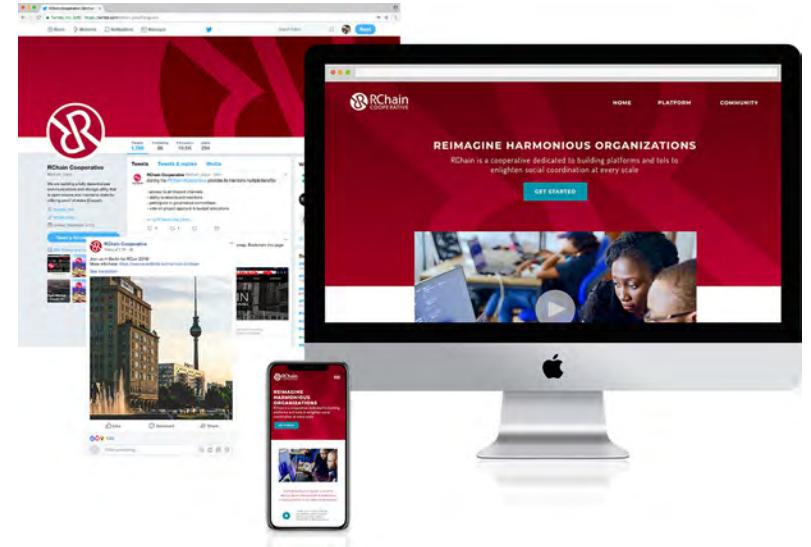




**CLIENT PERSPECTIVE:** "Thanks for putting together such a compelling presentation—and strong range of options—for Jeff and Tricia. They were obviously energized and enthusiastic about the possibilities."

DAVE BOWERMASTER | BRAND DIRECTOR





**CHALLENGE:** The 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:** World-class language learning brand Rosetta Stone came to GIRVIN to develop a Kids identity program that would fit neatly into the overall brand structure while establishing a fun, memorable experience for the young audience.

**SOLUTION:** We created a dynamic logo and developed an appropriate color palette that integrated seamlessly into the existing brand architecture. Alongside the identity, we designed category icons that fit within the magnifying glass of the logo to distinguish learning subjects. Working with Rosetta Stone's developers, we also established a system of app icons that distinguish between enterprise and consumer sectors.

**RESULT:** A fully integrated and complimentary yet distinct Kids learning segment brought a whole new client profile, boosting the already growing education app sector to new heights of success.





**CHALLENGE:** Tableau founder, Christian Chabot, engaged GIRVIN to bring to life his vision of data as art and Tableau's mission: "we help people see and understand data." In short, we were to give life to data through storytelling.

**SOLUTION:** We combined and built on the foundational ideas to visualize Tableau's spirit of "unleashing the potential of data and sparking the process of discovery for everyone" and the powerful yet simple notion of "fast, easy, beautiful"—forming a pattern of visual storytelling, seen both in the identity and brand patterning. The arrangement of plus symbols in the identity and patterning is a graphic representation of the relationship between science and art; colors (data) in harmony. We established the brand values, leadership voice, presentation style, and website. Later, we also branded Tableau Public and named and branded the annual forum Tapestry.

**RESULT:** Our holistic branding strategy helped to establish Tableau as the industry giant it is today through a cohesive, more personable brand presence that consistently tells a compelling brand story across all platforms. The development of tangible things like site design, presentations, and identity has helped further the foundational vision that Chabot embraces today.



**+tableau+<sup>+</sup>public**

# TABLEAU - CONTINUED

GIRVIN

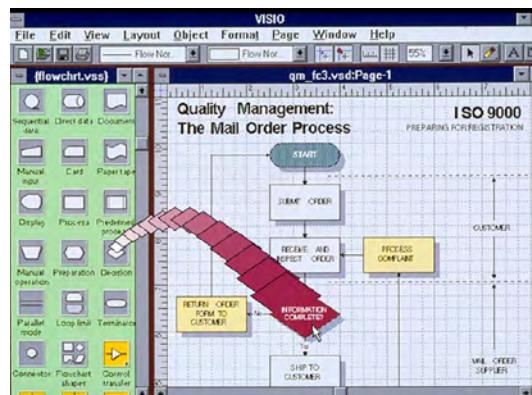
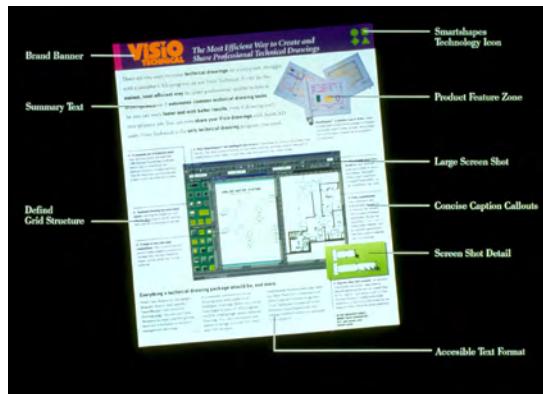




**CHALLENGE:** Visio was in its infancy as Shapeware when the company hired GIRVIN to design its new brand and ultimately create a strong visual direction for Visio.

**SOLUTION:** We created all of the business communication materials and the packaging system for new suites of products. We also completed a Corporate Standards Manual for international applications.

**RESULT:** Eventually, the strength of our Visio packaging was strong enough that Shapeware changed the corporate name from Shapeware to Visio. Since that time, the company grew significantly and opened offices throughout the United States, Europe, and Japan.



**CLIENT PERSPECTIVE:** "GIRVIN has done a terrific job developing a visually compelling brand image and carrying it through our entire product line."

**JEREMY JAECH | CO-FOUNDER**



**CHALLENGE:** Wall Data needed a more impactful brand presence, enlisting GIRVIN to help tune their positioning and visual branding.

**SOLUTION:** We created Wall Data's brand strategy, nomenclature system, collateral, tradeshow booth, packaging, online and product interfaces, and annual reports. Besides the creative differentiating line "Dance with a new partner," which was the basis for dance-motivated conceptual spins on a series of product offerings, including Rumba, we also participated in the launch efforts for Salsa and Arpeggio.

**RESULT:** GIRVIN created the signature positioning and early marketing program for the Wall Data brand, which helped take the small company of less than 10 people to a company that ultimately sold at nearly \$100 million and had worldwide recognition and market share.



**CLIENT PERSPECTIVE:** "TGD was instrumental in creating for Wall Data a superior brand image for our flagship product family—Rumba. GIRVIN is supportive, reactive and easy to do business with."

**JIM SIMPSON | CEO**

**CLIENT PERSPECTIVE:** "The Analyst Kits were received with high praise from everyone. The design was exquisite! We're extremely thankful to everyone at TGD for making this happen in such a short time frame. This was one of the first intensive projects the SALSA Business Unit has taken to completion with TGD and it was a fabulous success."

**WENDY LIND | MARKCOMM MANAGER, SALSA PRODUCTS**





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  
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# THANK YOU

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