



OUTDOOR LIFESTYLE

GIRVIN
Strategic Branding & Design

VIATHON

CHALLENGE: A product development group within the Walmart corporate group approached GIRVIN with their idea for a line of high-quality yet affordable bicycles that would be sold only online, under their own as-yet-to-be-concieved brand name. Because these freshly designed road, gravel, and mountain bikes would stand independently from the Walmart brand, a ground-up approach was needed to breathe life into the concept.

SOLUTION: Even as bike frames were still in the design stage, we began working with the product development group to land on a name: Viathon. Next came the logotype design, including a custom typeface based on the brand mark. The brand colors evolved in parallel to color decisions on the frames themselves, and GIRVIN worked to integrate thematically aligned messages that appear everywhere from the website to the shipping boxes.

RESULT: Rollout saw a high production of superb carbon quality frames in time for the boom in bicycling for several years during the pandemic.





SELECTED COLOR APPLICATION:

2347C 97% Black 50% Black White 172C

2347C 172C

VIATHON	VIATHON
VIATHON	VIATHON
VIATHON	VIATHON



CLIENT PERSPECTIVE: "Thanks for your excellent partnership."

JENNIFER H | PROJECT MANAGEMENT



CHALLENGE: The K2 / Olin ski team, on Vashon Island, was looking for a partner to upgrade the product skins for their equipment lines, based on trends and insights from skiing community interviews and outdoor insights.

SOLUTION: Tim Girvin led team reviews and on-site working sessions, as well as factory and development team discussions for the specifics of the application technology and fabrications.

From these sessions we built core insights, strategic targets and foundations for all movements forward—both consumer reviews, technical planning and fabrication approaches as well as trend worthy color ways and brand identity treatments.

RESULT: Product sales met the KPIs for units sold and are widely sold at retail in ski equipment shops as well as ski resorts throughout North America.



BRIAN HEAD RESORT

GIRVIN



CHALLENGE: The core design system that our team built is still in play for one of the top resort areas in the North Cascades, boosted with high snowfall and a detailed implementation of the design system for crew gear, guest clothing and amenities.

SOLUTION: Growing from its indigenous tribal roots in the Fremont Tribal Nation, this resort became the highest elevation in Utah, and built around the incorporated town of Brian Head. At the direct request of the leadership of the resort executive team, Tim Girvin innovated a brush drawn alphabet and lettering system that is integrated into all signage, amenities and ski-route way finding, ski patrol and teachers, employees and guest amenities.

RESULT: The resort has grown from an opening of simple skier rope tow amenities to an extensive array of eight lifts and, at the highest elevation of a ski resort in Utah, is unrivaled in snow depth and skiing conditions. GIRVIN's design system is extensively deployed in the holistic experience of guests.





CHALLENGE: Create an overarching identity for a Cascadian gem of skiing territory.

SOLUTION: Now a major destination in the Mt. Baker Snoqualmie Wilderness area with more than 1100 acres of terrain. As with many resort destinations, branding becomes a challenge. Circumstantial and momentarily opportunistic reflection of varying marketing initiatives. GIRVIN's approach was to build one core solution, classically disciplined as a heavier, hard-working solution that coupled a sports-styled italic custom font built by GIRVIN's typographic experts, along with a s-stroked device as a flow-out illustrative statement.

RESULT: The core design system that our team built is still in play for one of the top resort areas in the North Cascades, boosted with high snowfall and a detailed implementation of the design system for crew gear, guest clothing and amenities.

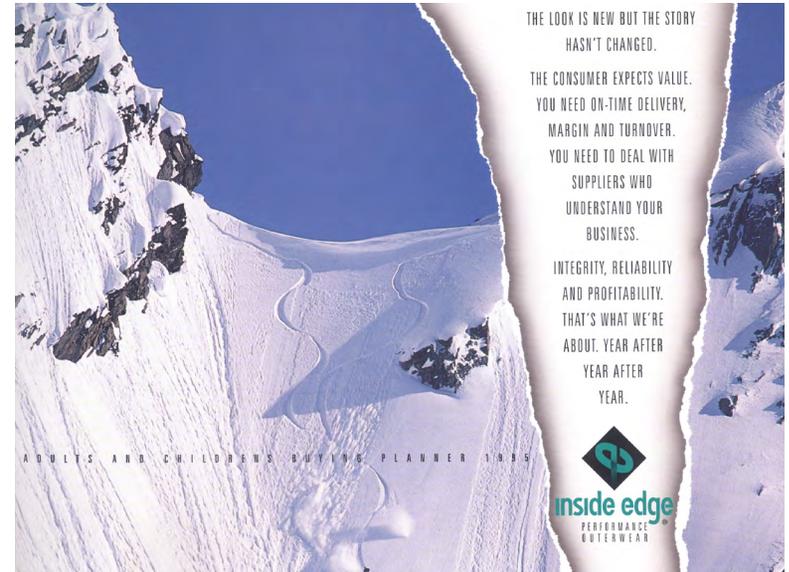




CHALLENGE: There are two key expectations here—bring Pacific Trail into the current culture of family-focused outdoor branding—and two, introduce a new product grouping for technical gear.

SOLUTION: Tim Girvin led a team workshop, a BrandQuest® innovation and strategic naming forum at the corporate HQ for both redefining Pacific Trail’s outdoor brand soul, as well as naming foundation for a new name for their technical gear. Designing brand identities, palettes and associated imagery that support these foundational criteria.

RESULT: Pacific Trail / Inside Edge carry on its legacy in sales and retail presence to this day.



Eddie Bauer



CHALLENGE: Develop a better, more outdoors-driven approach to guest experience, signage and merchandising for Eddie Bauer.

SOLUTION: Tim Girvin led a series of leadership workshops—including the CEO of EB—during our projects, particularly in Chicago. We identified a new outcome based on a more tactile and customized approach to entry sequencing and signing / merchandising, built on a hand-crafted Greene & Greene Brothers methodology of hand-tooled house design experience details from their classic California construction in the early 1900s—Japanese detailing in customized joints, leather strapping and uses of wood. We also applied this thinking to Eddie Bauer NYC in detailed metal fabrication and layered surface plates, engraved, as well as embossed treatments and baked porcelain enamel.

RESULT: According to the CEO, these enhancements were immediately perceived and commented on by customers and employees, “it makes the experience of shopping more real” and similar deployments of signing and merchandising programs were deployed in other US stores.





CHALLENGE: With VF's global growth, The North Face in China maintained an untapped audience with huge potential for further development. GIRVIN was tasked with extending The North Face brand to a Chinese audience.

SOLUTION: We conducted extensive research with consumers, experts, and competitors in China to arrive at confirmed recommendations on changes needed. A new Chinese name for The North Face, along with a new logo incorporating the Chinese name, was designed to embrace a wider audience that encourages consumer engagement.

RESULT: Our expertise laid the groundwork for expanding The North Face brand to China and beyond; to maintain consistency and brand equity for this new expression, we developed a comprehensive Brand Standards Guideline book for robust print and digital advertising campaigns.



CLIENT PERSPECTIVE: "Really appreciate your efforts and the output! It's been our pleasure to work on this strategically important project with you and your team."

VERA XIONG | THE NORTH FACE | CHINA



CHALLENGE: Nordstrom's Norsport label needed to be revamped in order to increase relevance and revenue in the growing women's contemporary active wear segment dominated by brands like Lucy, Tile 9, Lululemon, and Paiva. The new product line retained Norsport's utilitarian nature but injected a greater focus on fashion, which liberated customers to go straight from the gym to brunch.

SOLUTION: GIRVIN's task was to create a name that reflected the newfound sensibility of the line—it needed to feel subtly hip but not edgy, active but not overtly sporty; it needed to reflect athleticism and be short enough to be easily applied to clothing. Our solution, Zella, found its roots in "bella," Italian for beautiful; contemporizing it with a 'z' represents beauty with a zing! Additionally, the name recalls "gazelle" and harbors the suffix "-ella" (typically used to make a noun feminine).

RESULT: The rebrand was well-received as a support towards comfortable contemporary athletic wear as well as the athleisure trend that champions the marriage of function and fashion, and has since expanded to include men's and girl's lines.



THERM-A-REST®



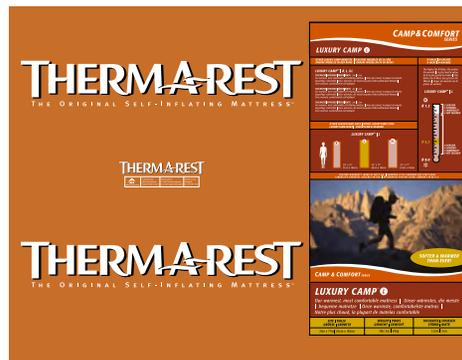
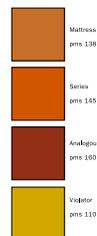
CHALLENGE: Therm-a-Rest sought out GIRVIN to consult on development of strategic positioning, identity program and packaging design for their innovative product line, as well as to frame the corporate presentation in the outdoor marketing arena.

SOLUTION: Using our proprietary BrandQuest® facilitated workshop tools, we camped out together to listen, explore, learn and define a marketing attitude for the Therm-a-Rest product line. Our team worked closely with their leadership and marketing teams to build a new messaging framework, as well as product strategies and outcomes. The identity and design were expressed consistently throughout all media, packaging and product marketing.

RESULT: Our expertise supported Therm-A-Rest's current top-of-the-line customer demand with a continuously high rating by consumers, with citations for innovation, durability and comfort, as well as new product development which GIRVIN's teams planned and moderated in during our innovation summits with the brand teams.

CLIENT PERSPECTIVE: "I want to thank all of the Girvin folks who have done a great job in creating exciting new Therm-a-Rest models and revising the packaging to call attention to these new models. The market research that has been done on this project indicates that Therm-a-Rest is known by 93% of specialty sporting goods customers. With these improvements, I expect this percentage to continue to grow and provide for strong Therm-a-Rest sales in the future. This project provides a great example of what is needed for each of our brands to remain a leader in their specialty area. I believe that the new Therm-a-Rest logo that your team created retains enough similarity to the old logo to be recognized by Therm-a-Rest's millions of loyal customers while indicating that there is something new and exciting in the package."

JOHN BURROUGHS | PRESIDENT



GIRVIN IN THE GREAT OUTDOORS

CHALLENGE: GIRVIN's legacy is in answering the questions of brands that need to transition, they have newly emerging audiences, shifting trends, attribute or product shifts with the advent of new leadership, and evolving strategies.

SOLUTION: The core answer we offer is research and insights based studies—in onsite insights, team interviews, focus sessions or customer interceptions at retail or online, user explorations, procession and navigational structuring and team-workshops which we call Soul Summits® or BrandQuests®, each session is custom-built to examine questions and challenges for the brand teams—including moderation and recommendations and outcome arrays which building GIRVIN's strategies for brand evolutions, messaging, experience and design deployments.

RESULT: In defined KPI measures, we consistently beat the calculations of expectation in the highest percentage of our client relationships and the solutions we supply.

In a legacy of more than a half century of continuous creativity, outdoor experience is genetic for Tim Girvin and his teams at GIRVIN—we ski, snowboard, climb, hike, surf and camp to savor the astonishing power of nature in the PNW as well as other parts of the world.



GIRVIN has worked as an ongoing brand consultant for Dick's Sporting Goods in supporting the creation of new private label brands in newly-defined audiences and business categories for beverage containers, outdoor equipment and clothing.



GIRVIN's team worked on the building of a new international brand inside the portfolio of containment-based products at Pacific Market International's Shanghai office, in addition to their ownership of extant brands: Aladdin and Stanley. The Ideator® naming and product innovation built naming solutions, identity, messaging and brand guideline systems still in play today, after nearly two decades of continuous growth, since 1999.



Our leader, Tim Girvin free-climbing an aplitic cleft in the Joshua Tree Wilderness Area, AZ and surfing on the Washington Coast



When GIRVIN's team worked on the evolutionary treatments of Pacific Trail's identity design program, and Inside Edge, we also consulted on their new ownership's brand, London Fog.



THANK YOU

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