



FOUNDATION BRANDING

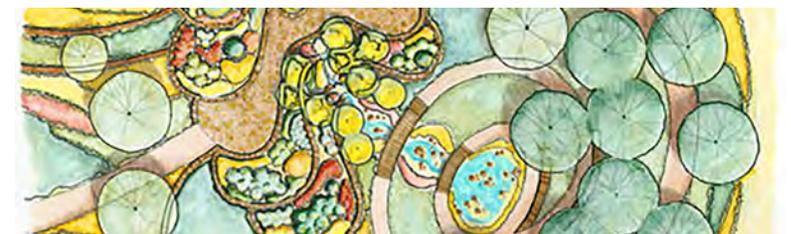
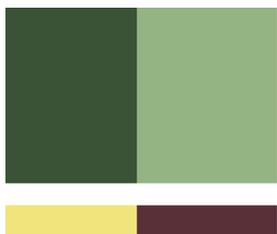
GIRVIN
Strategic Branding & Design



CHALLENGE: The Board of the newly established Lorna Jordan Foundation approached GIRVIN to help visualize the philanthropic legacy of the late Seattle-based environmental artist Lorna Jordan. Lorna was passionate about art, the environment, and bringing communities together—so naturally, her installations brought art to public spaces and utilities such as ecological reserves, watersheds, and water reclamation plants to express an engaging systems aesthetic.

SOLUTION: GIRVIN began with a community summit to gather valuable insights into Lorna's life, personality, and legacy from some of her closest friends and coworkers. The outcome from that was a foundational melding of Lorna's values and the Board's goals for the Foundation. Informed by these values and Lorna's vibrant and complex life, we created a brushstroke brand mark with movement and energy and a color palette based on nature and empowerment. We also moved toward practical application on a stationery set.

RESULT: This resulted in the visual backbone of the new foundation, which was continued to the website.

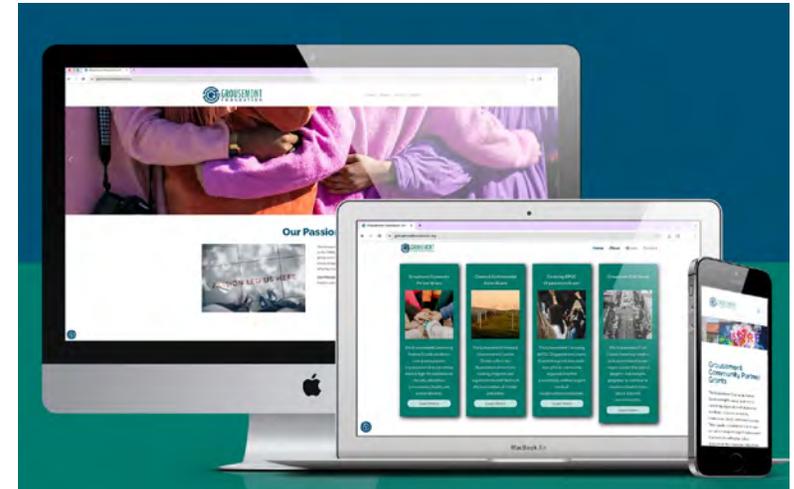




CHALLENGE: The family members of the Grousemont Foundation and Sound Philanthropy came to GIRVIN to help develop a core brand strategy, identity, messaging, visualization, print assets and a compelling digital presence.

SOLUTION: Working closely with the founders, we built two exploratory workshops: one session was created to define the messaging and personality characteristics for identity visualization and on-brand textual expressions; then a kickoff investigation and team planning session to define, benchmark, and strategically articulate the website. We implemented our brand development—including logo, color palette, messaging, and visuals—to the website, which we coded.

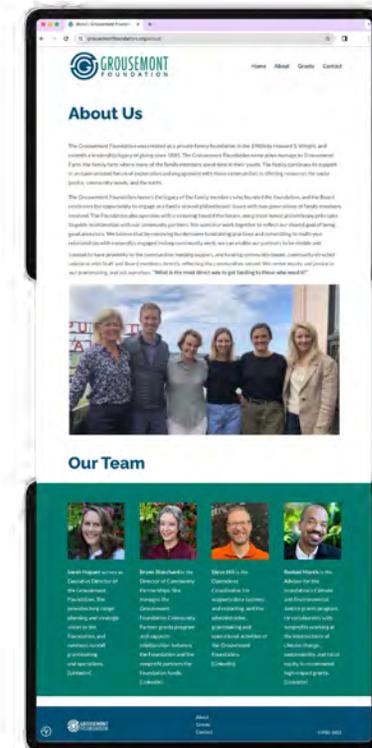
RESULT: Our strategic branding helped to better define the purpose and legacy of the Foundation for grant applicants, community members, philanthropic counselors to understand the Grousemont modeling for grant distribution.



CLIENT PERSPECTIVE:

"[The website] looks clear, professional, and easy to navigate. Thank you all for this important body of work!"

KORYNNE WRIGHT | SECRETARY





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

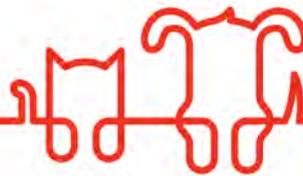
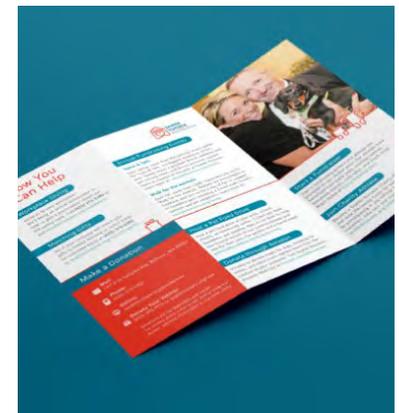


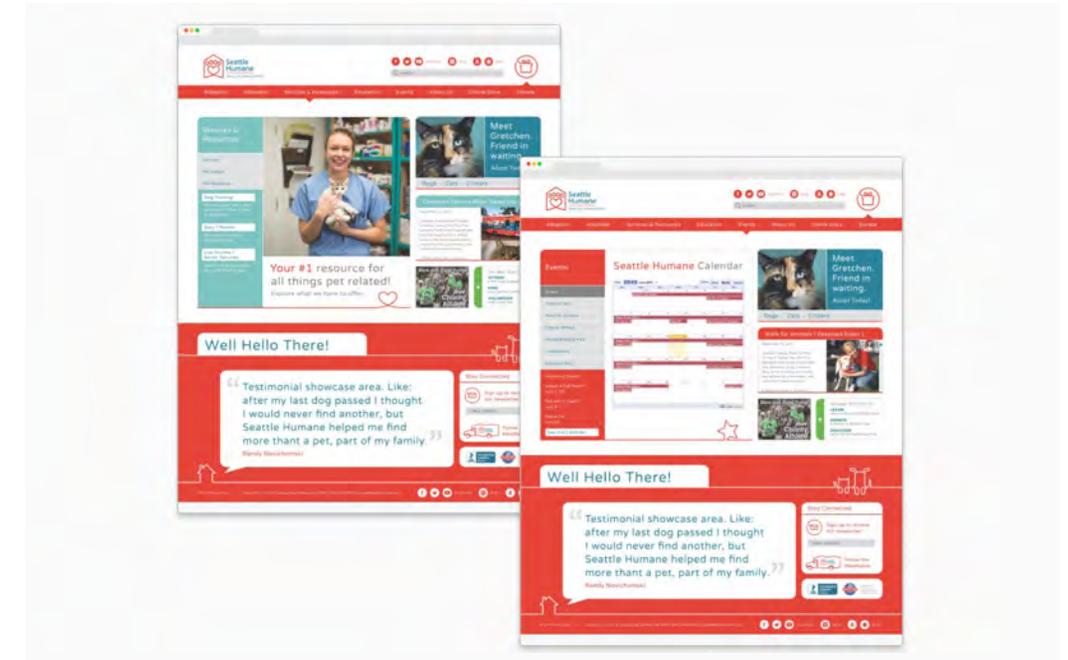


CHALLENGE: The Seattle Humane Society selected GIRVIN to refresh their brand in advance of a major campaign promoting their educational alliance as a veterinary and training facility with Washington State University in their construction of an expanded animal shelter and teaching hospital.

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.

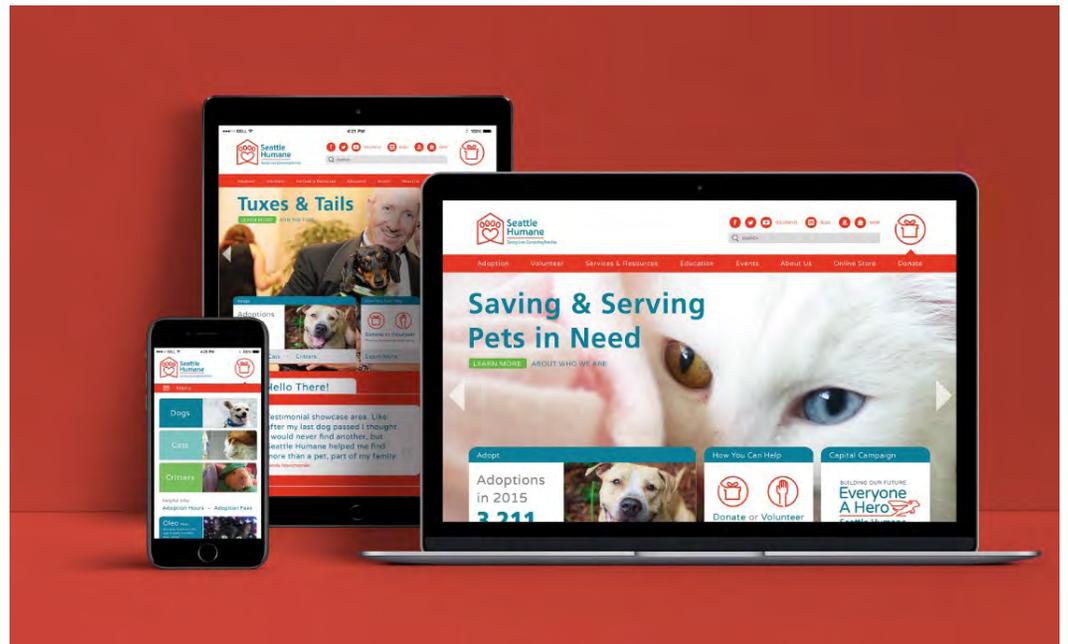
RESULT: Now widely known as simply Seattle Humane, and with the help of our energetic and pawstive branding, their community presence and marketing reach has garnered more interest and support.





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

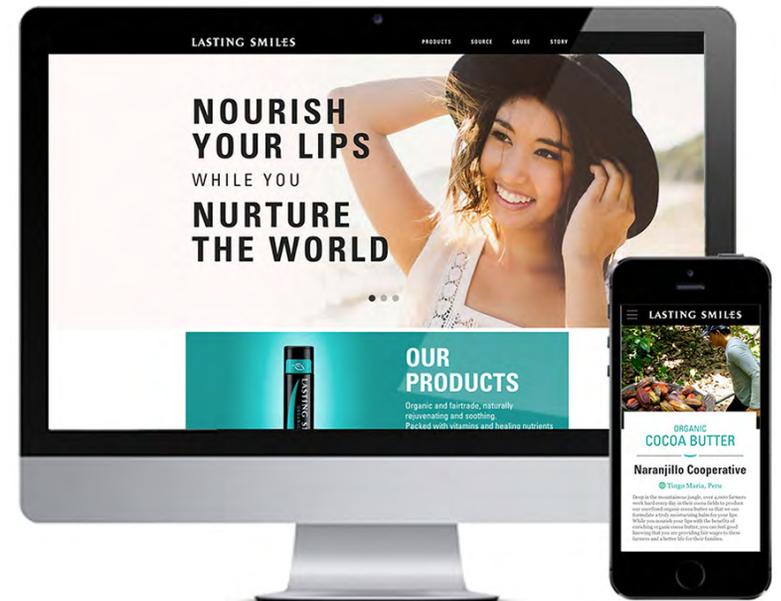




CHALLENGE: Zoe Mesnik-Green, the ideator and founder of StartMark Brands, originated a business plan to create a “give back” product in the form of lip balm supporting Smile Train, an international children’s charity providing cleft lip and palate surgeries. She approached GIRVIN for a brand strategy and visuals.

SOLUTION: We built the brand from scratch, starting with a core strategy, voice, and positioning. From there, we created identities for both StartMark and Lasting Smiles lip balm and extended the design language to packaging, shelf merchandising, and web.

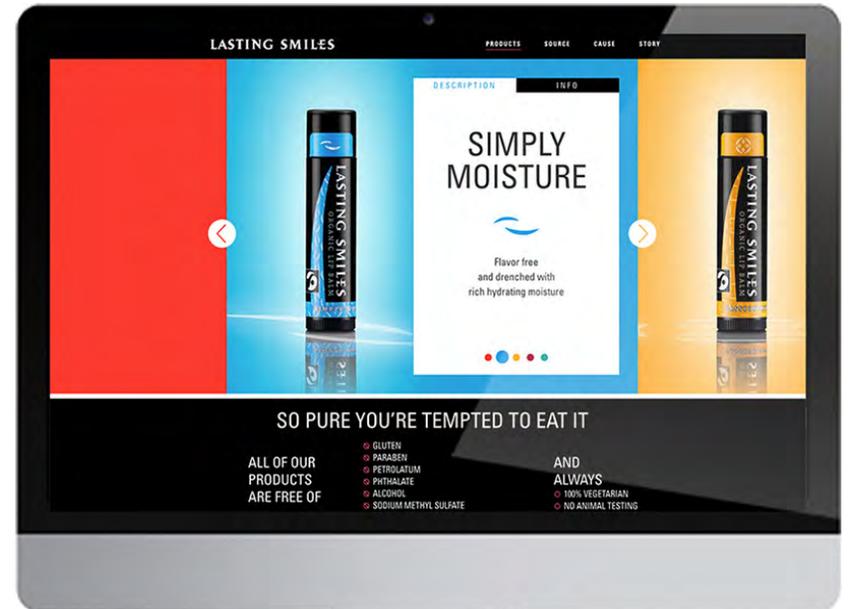
RESULT: Our branding, messaging, and efforts toward making key introductions to Whole Foods and Nordstrom helped her vision become a reality.





CLIENT PERSPECTIVE: "Everything looks fantastic! I am so thrilled. A million thanks. THANK YOU, THANK YOU for all your amazing work!!!"

ZOE MESNIK-GREENE | FOUNDER

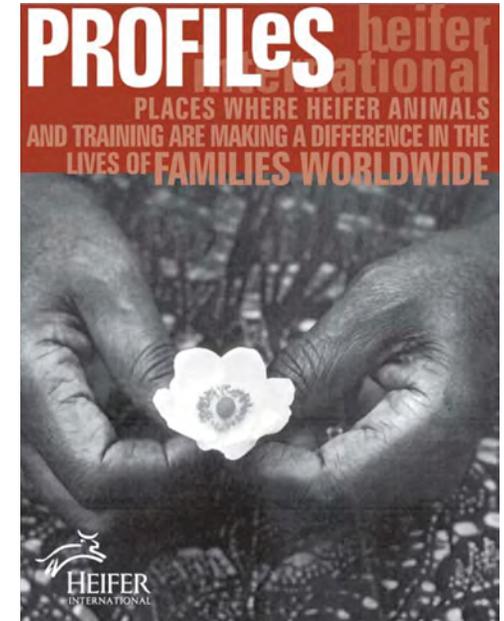




CHALLENGE: Heifer International, established in 1944, gave the gift of livestock to families in need—and has since become an organization that helps build self-reliant communities worldwide through education and resources. They approached GIRVIN for a comprehensive analysis of the brand’s mission, core values, and visuals.

SOLUTION: We began by creating a strategy to shift the perception of Heifer to recipients, donors, partners, and affiliates—starting with a more straightforward naming structure. To visually support the efforts to realign public perception, we designed a new Heifer International logo and branding system, as well as guidelines for consistency of visual communication across platforms. We also extended the branding to web and print applications.

RESULT: The refreshed branding and messaging resulted in a positive turn in perception, generating more widespread interest, donations, and organizational growth.



CLIENT PERSPECTIVE: *"I know I told you this before, but your team was a delight to work with.*

Thanks for everything you and your team accomplished for us—we're global, we're integrated, we're consistent, and people love the brand."

TOM PETERSON | COFOUNDER



EASTERN CONGO INITIATIVE

CHALLENGE: Ben Afflek had a vision for change through a supportive and collaborative community initiative to advance the self-sustaining character of the Eastern Congolese. He referenced "an Eastern Congo vibrant with abundant opportunities for economic and social development, where a robust civil society can flourish." GIRVIN worked with Ben Afflek and consultant Whitney Williams to support the development of his Eastern Congo philanthropic effort.

SOLUTION: The mission of ECI believes that "local, community-based approaches are essential to creating a sustainable and successful society in Eastern Congo." Based on their core values, we began developing the strategy of the inner brandcode, positioning, and story of the initiative by gathering Afflek's thinking into a coherent platform for message, naming, and expression. In partnership with Affleck, Williams, and the teams in the Congo, we developed the name, identity, and visual format for web application.

RESULT: With a coherent message and branding, the organization was able to gain more backing and begin their efforts as a unified presence with their boots on the ground.





CHALLENGE: Challenged by gaining mind-share in the mature bottled water category and competing with large existing players like The Coca Cola Company, Athena Partners sought a partnership with GIRVIN'S design and marketing teams to successfully brand and launch this cause-related effort to fight cancers afflicting women. Our challenge was to make the packaging stand out in the store aisle—Athena wanted to look like part of the crowd, but be the strong frontrunner.

SOLUTION: The positioning of Athena needed to speak about making healthy personal decisions, being strong, waging the war against the disease and coming out a winner. To match these strong, powerful sentiments, we developed the "Warrior" persona. For the packaging, we used vivid blues and strong teals, empowering the bottle to stand out on a store shelf, while integrating the pink ribbon reminds consumers of the important cause. We also developed the new, hopeful tagline "Victory Starts Here."

RESULT: Supporting Founder and CEO Trish May's vision, we built a brand premise and voice, wrote core elements of the positioning and messaging, and designed the brand from scratch. We created the product packaging, shelf set merchandising, and made key introductions to Whole Foods and Nordstrom in support of her efforts.



CLIENT PERSPECTIVE:

"Thank you again for lending so much of your head, heart, and hands to our efforts."

TRISH B. MAY | FOUNDER AND CEO



UNICEF/CHINA

CHALLENGE: In 1996, Tim Girvin worked with his youngest brother Matt on the development of an icon that would be comprehensive to the two- and-a-half billion people in the Chinese market for an explanation of iodized salt. IDD (cretinism or iodine deficient diets) was a huge challenge to the diverse Chinese population. Millions of people were affected by IDD.

SOLUTION: Tim worked with his brother on creating an emblem for the Ministry of Health in China. This symbol was placed on salt packaging as hologram to indicate "non-pirated" salt. There were illegal "imitators" selling salt that wasn't legitimate and didn't contain iodine.

RESULT: The Girvin-designed logo for iodized salt, was later formally adopted by the National Salt Corporation as the symbol of iodized salt. Based on an estimated production of 6 million tons of iodized salt each year, 6 billion one-kilo bags of salt are sold each year with this logo on the bag. By the year 2000, IDD was eliminated, saving millions of lives and ending needless pain and suffering.



CLIENT PERSPECTIVE:

"The national logo has provided the safety trademark to regulate all salt in china for consumers to identify iodized salt from counterfeit salt in the entire market. It's a rare achievement for the country of 1.2+ billion people – it has eradicated non-iodized salt and allows the Chinese people to experience the healthful brain development that is crucial to China's evolution as a nation."

CONSULTANT/ADMINISTRATOR | UNICEF/CHM & IDD 2000 CAMPAIGN

MATTHEW GIRVIN

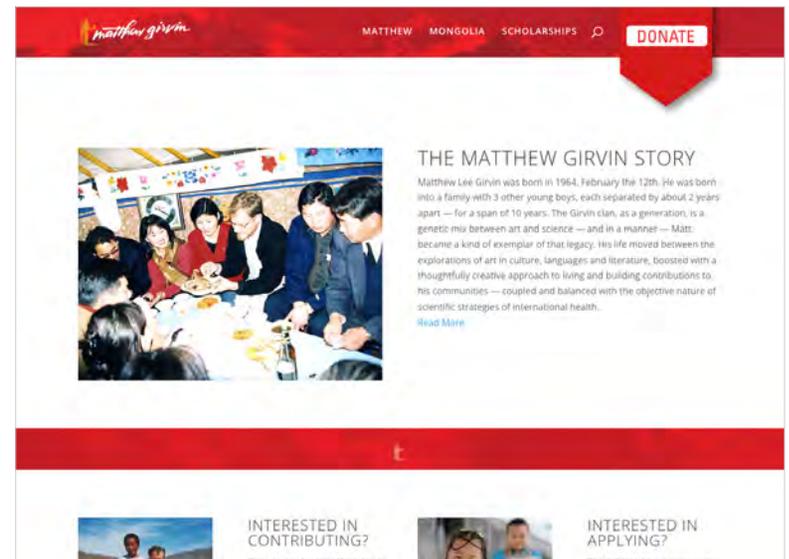
MEMORIAL SCHOLARSHIP



HISTORY: Matthew Lee Girvin was born in 1964, February the 12th. He was born into a family with 3 other young boys, each separated by about 2 years apart—for a span of 10 years. The Girvin clan, as a generation, is a genetic mix between art and science—and, in a manner, Matt became a kind of exemplar of that legacy. His life moved between the explorations of art in culture, languages and literature, boosted with a thoughtfully creative approach to living and building contributions to his communities—coupled and balanced with the objective nature of scientific strategies of international health.

As a young man, he shined a strong sense of “rightness.” This showed itself as a moral impetus—it was about doing what was right for yourself, doing right for others, and teaching people that code. In talks we shared as brothers, he would question: “is that right?” And that quest for “rightness”, the core codes of humanitarian wellbeing and rights, is something that was a drive that moved through every phase of his life. From his early years, in Spokane, school student leadership and political action were a foundation. From there, he went on to expanding his explorations, visioning his personal, forward-looking world. With his studies at Stanford, the hope was for “international business.” But in conversations with him, there was a hope for more.

A grander contribution.



THE GERE FOUNDATION

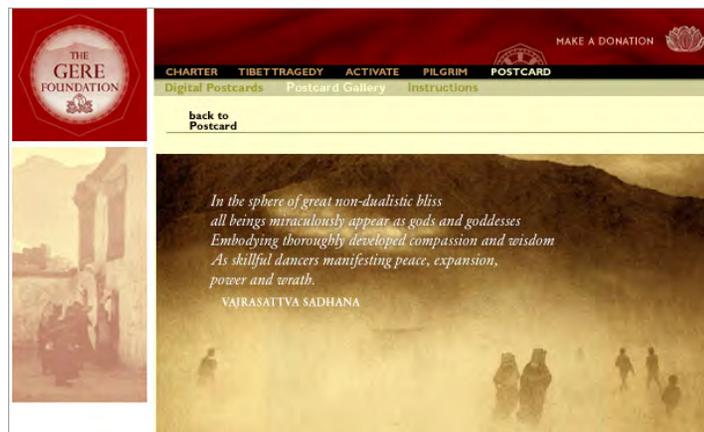
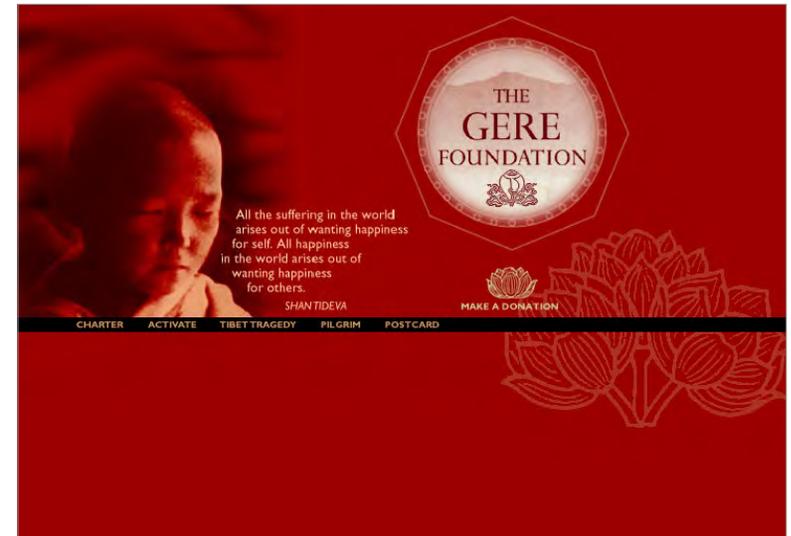
GIRVIN



CHALLENGE: Actor Richard Gere's compassion for the turmoil endured by the Tibetan people is the driving force behind the charitable organization, the Gere Foundation. Its mission is to gather contributions and fund projects, which support the health, welfare, culture and spiritual identity of the Tibetan community-in-exile and the Dalai Lama

SOLUTION: GIRVIN determined that the website needed to pivot upon an emotional connection with its audience.

RESULT: With photographs from Gere's personal experiences, GIRVIN constructed an environment layered with images and insight into the actor's humanitarian concern. The audience ranges from novices seeking to learn more about Tibet, to those who are keenly aware of the Tibetan plight.





THANK YOU

Seattle | Tokyo

206.674.7808
info@girvin.com

www.girvin.com