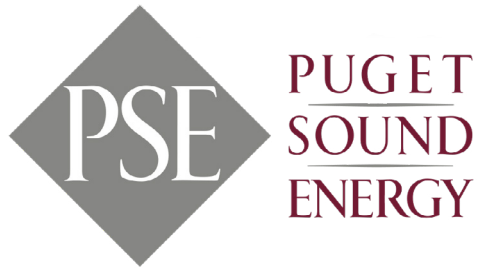


An aerial, high-angle photograph of a solar farm. The solar panels are arranged in a grid pattern, with rows and columns of panels separated by metal support structures. The perspective is from a high angle, looking down at the panels, which creates a strong sense of depth and repetition. The lighting is even, highlighting the texture of the panels and the metallic frames.

ENERGY

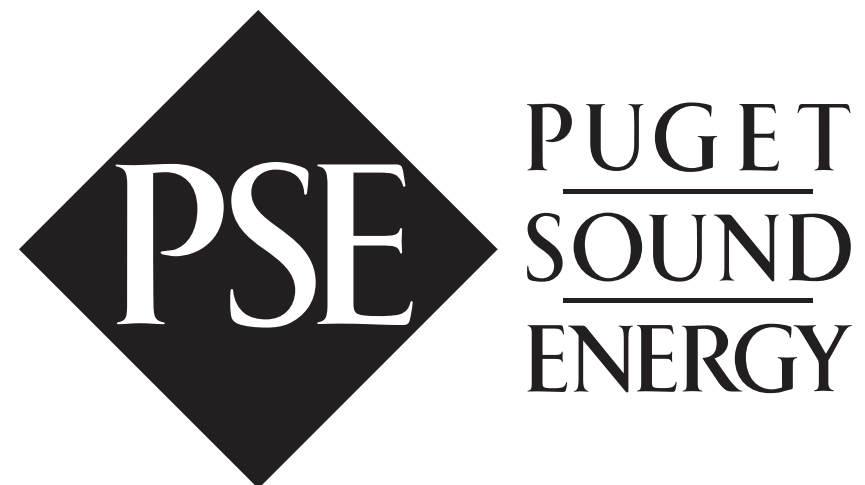
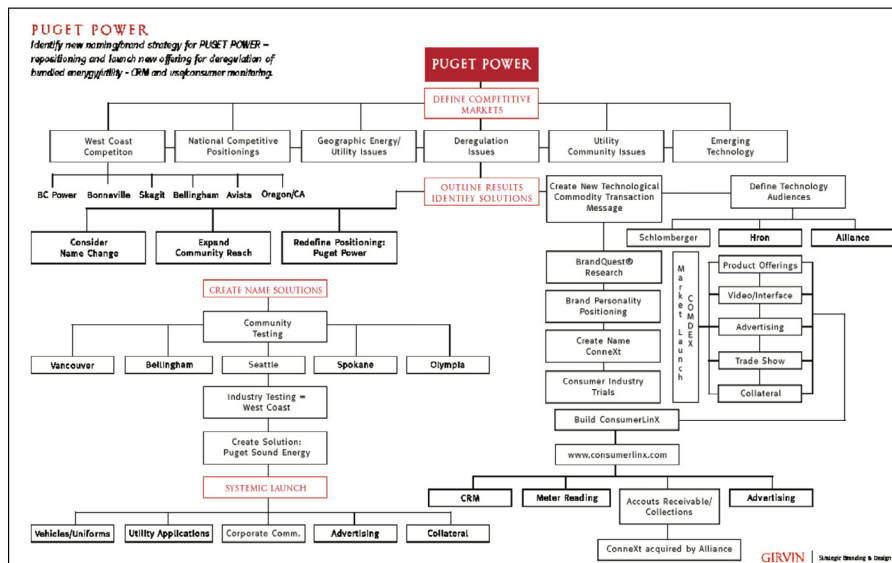
GIRVIN
Strategic Branding & Design



CHALLENGE: When Puget Sound Power & Light merged with Washington Energy Company, they needed a new name for the newly combined business.

SOLUTION: Tim Girvin worked with leadership to examine their merger and expansion of their market reach and to understand the expectations for naming and marketing within this evolution. Using market research and focus-group trials, GIRVIN named this newly formed alliance Puget Sound Energy, also simply referred to as PSE. We introduced the diamond-shaped branding and designed the logo, design systems and vehicular graphics.

RESULT: Puget Sound Energy is now the single largest producer of renewable energy in the Pacific Northwest.

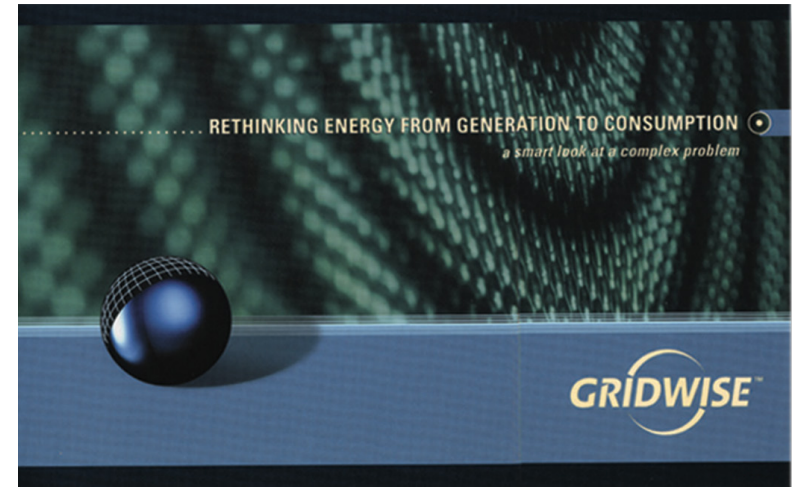




CHALLENGE: Research group Battelle was interested in creating a revolutionary energy-based technology enterprise for the development of intelligent management of industrial and consumer energy use—particularly in staggering energy flow, power battery and storage, wind power, distribution and utilization.

SOLUTION: The engineering and development team engaged GIRVIN to aid in marketing this enterprise to a wide audience. 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—and its core technology are still in play, its identity is intact, successfully deploying innovations in flow, use, and the management of power grids.



CONNEXT®

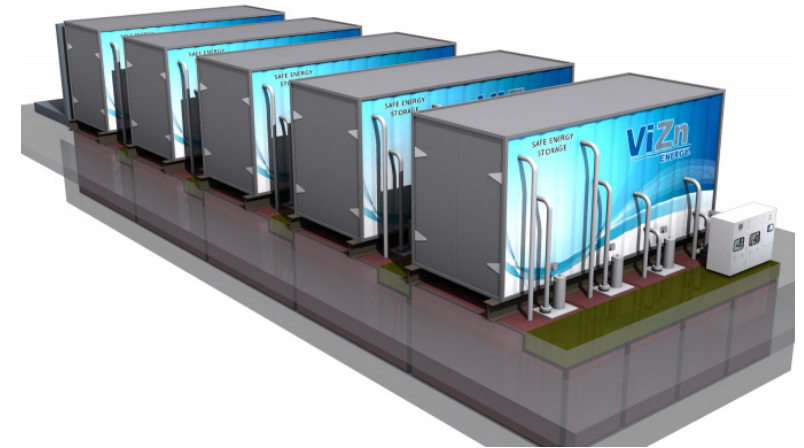


CHALLENGE: Puget Power was looking for holistic brand and industrial design support for a new energy UX technology—an unnamed industrial / consumer interface for energy use, warnings, outages, and energy management.

SOLUTION: GIRVIN worked with executives at Puget Power and aligned partner technology teams on the development of an innovative consumer and industrial energy management solution. This technology was to be launched in partnership with power groups that included Schlumberger, Duke Energy and others.

RESULT: Our team worked with the leadership of Puget Power analyzing the competition, conducting consumer and executive research, as well as research into industrial use. We provided brand strategy and corporate visioning, as well as naming programs for ConneXt and ancillary product architecture. GIRVIN named ConneXt, created the corporate identity, national advertising, capabilities brochures, business papers, tradeshow booth and all corporate videos as well as an industrial design modeling for the future-state tool. ConneXt attributed GIRVIN's work as pivotal to their success in communication with, and acceptance in the utilities industry. The technology is now integrated into a variety of industrial / consumer energy use analysis tools.





CHALLENGE: The executive founding team of Zinc Air was looking for a new positioning and name for their Zinc-Iron battery technology.

SOLUTION: GIRVIN's Ideator® team, a specially trained brand innovation and naming group at GIRVIN, pursued unique nomenclature strategies, built on the discrete foundation of their offering--batteries use a non-toxic, non-flammable alkaline electrolyte. This makes them safer for deployment near populated areas and critical infrastructure. We named, branded and developed the marketing framework for the energy offering—ViZn Energy—marketing its technology for microgrids and utility-scale solar and wind projects.

RESULT: ViZn Energy received the Frost & Sullivan Entrepreneurial Company of the Year Award for its innovations in energy storage. And they also were awarded the

Intersolar Munich-Energy Storage Award Winner for "Excellence in Innovation; Safety and Market Focus" They have relocated to new headquarters and production facilities, and ViZn Energy Systems continues to develop their uniquely proprietary safe, long-duration, and high-power zinc-redox flow batteries for grid-scale energy storage, focusing on renewable energy integration and grid modernization.

The background features a complex, abstract line drawing in a light gray color on a dark gray background. The drawing consists of various geometric shapes, including circles, arcs, and intersecting lines, some of which are filled with fine hatching or cross-hatching patterns. The overall style is reminiscent of a technical or architectural sketch.

THANK YOU

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