

THE

Writing Master's

INVITATION, AND INSTRUCTION.

<i>Come Yeuths, this Charming Sight behold</i>	<i>no Late Yeuths, and Ill Display</i>
<i>With Laurel, Planch's Sea of Gold.</i>	<i>Tell us here, let a Certain Way.</i>
<i>If You would win this glorious Prize.</i>	<i>He that in Writing would Improve.</i>
<i>Do as Your Master shall advise.</i>	<i>Must first with Writing fell in Love.</i>

EVENTS & COLLATERAL

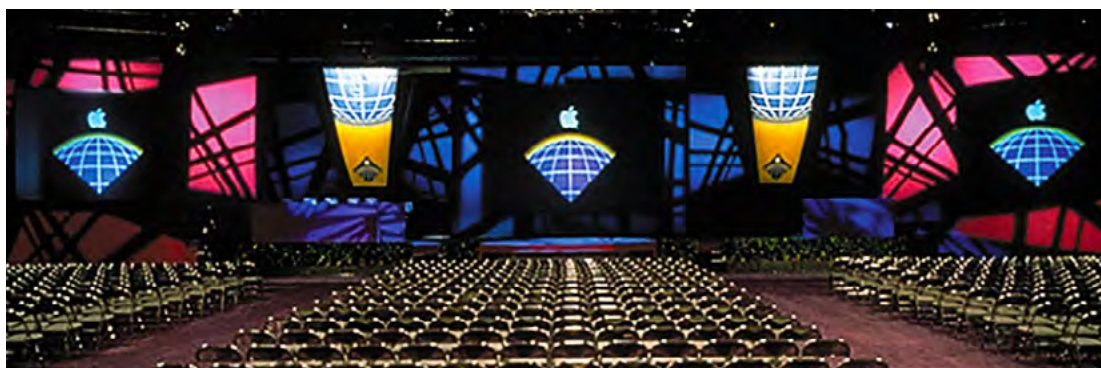
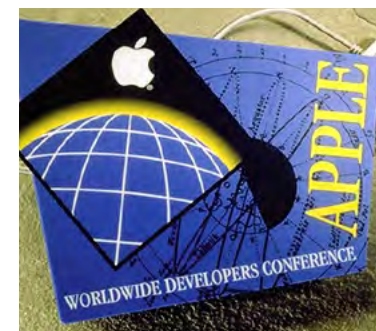
<i>Three things bear mighty Sway with Men,</i>	<i>Who can the least of these Command?</i>
<i>The Sword, the Scepter, and the P E N;</i>	<i>In the First Rank of Fame will Stand?</i>



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.

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.

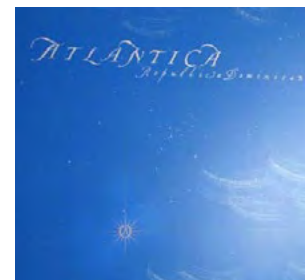
RESULT: The result was a variety of materials—cohesively detailed—that set the stage and excitement for an outstanding conference. GIRVIN designed the on-site event signage, participant amenities, pre-marketing, and collateral as the event agency of record for seven years, before the WWDC programs were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





CHALLENGE: Pierre Schnebelen, legendary builder of more than 40 luxury destinations worldwide, commissioned GIRVIN to manage all communications for his masterwork. A development of phenomenal scale and vision, Atlantica, was imagined as a “fly-in, yacht-out” luxury resort enclave in the Dominican Republic.

SOLUTION: Working in partnership with the fund group Laurus, GIRVIN created a strategy workshop that including marketing and development management teams from Paris, Los Angeles, NYC, and the Dominican Republic, to market and define the property, brand management and all collateral.



CLIENT PERSPECTIVE:

“I wanted to let you know that I am personally very pleased with the response and creativity that Girvin has continued to give CBEL on the many projects that have come up so quickly for you in our start up operations for sales and marketing.”

JENNIFA D’ARCAVEN | COO | COSTA BAYANA ESTATES LTD



**CYSTIC FIBROSIS
FOUNDATION**



CHALLENGE: Every year the Cystic Fibrosis Foundation holds a gala dinner and auction event for their patrons. It is their single largest fundraiser for research efforts to eliminate this deadly disease. For many years, GIRVIN was privileged to provide our design expertise to assist in making these event a resounding success.

SOLUTION: For many years, GIRVIN was privileged to provide our design expertise to assist in making this event a resounding success.

RESULT: By creating thematically styled events for this group, in a carefully arranged sequence of mailings and pre-event efforts, we helped to build standing room only for this special evening. Creating a powerful identity that included landmark, illustration and color selections that integrated with the event's save-the-date cards, invitations, menu, auction catalog and thank you cards, GIRVIN helped the Cystic Fibrosis Foundation to raise over \$3.6 million to fight the disease.

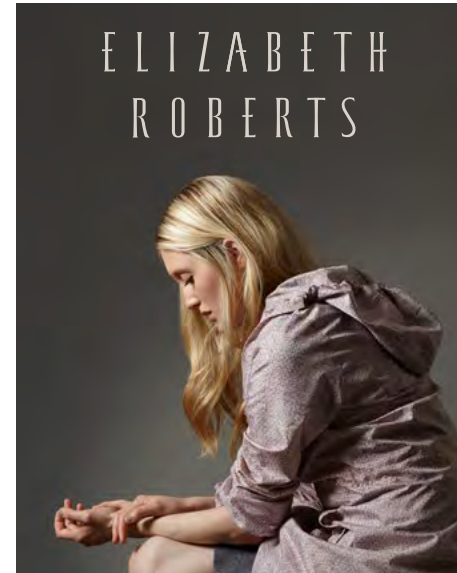


ELIZABETH ROBERTS

CHALLENGE: Elizabeth Roberts is a fashion designer, an emerging designer working nationally and internationally in creating outerwear with an emphasis on protective detailing. She is working on mostly bespoke couture, customized clothing offerings.

SOLUTION: GIRVIN's team utilized BrandQuest® as a search and exploratory tool in newly defining the soul of the Elizabeth Roberts US enterprise, GIRVIN organized and orchestrated a photo shoot in building a lookbook of new stylistic appraisals for preselling forthcoming seasons. For the logotypography, GIRVIN's team built a custom font, monogram badge, for titling, hangtags and related collateral.

RESULT: Elizabeth Roberts received the recognition among her customers and new relationships in her purchasing communities, located in the upscale neighborhoods of Lake Washington, Madison Park, Medina and Hunts Point.



Romantique Vest
Pleated Skirt
ELIZABETH ROBERTS SPRING 2016



A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

CLIENT PERSPECTIVE:

"I reached to GIRVIN's team to get help defining who I was, how the look of my clothing could be distinguished, and uniquely defined. He really got me, my history; and coincidentally, my foundation in 'armor' and protection."

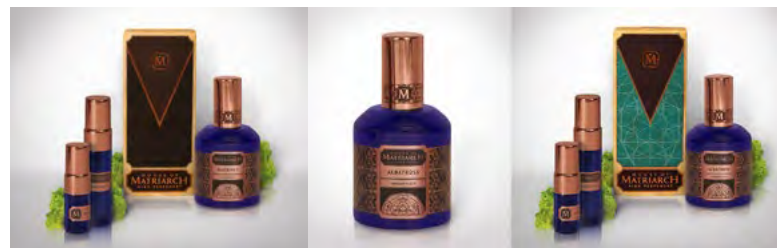
ELIZABETH ROBERTS | FOUNDER DESIGNER



CHALLENGE: The House of Matriarch High Perfumery believes in the transcendent power of fragrance and its ability to connect us to the past, present, and future. GIRVIN was tasked to translate this mystical ideology into a fully realized brand.

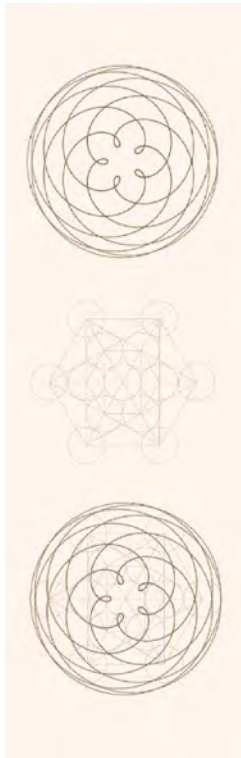
SOLUTION: We started with a BrandQuest® to dive into the soul of Matriarch and manifest an entire design language and organizing system built on astrological charts and 18th century illustrative techniques. From there, we expanded into all new marketing collateral, product design, print and packaging, display units, social media, video art direction, and website.

RESULT: Our strategy, high-end branding, and connections successfully introduced House of Matriarch into Nordstrom stores across the country.



HOUSE OF MATRIARCH - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "Thank you so much for rallying the troops to get these done. We SOOOOOO appreciate you guys! Everything is looking great and we are whistling as we work!"

CHRISTI MESHELL | FOUNDER

ATLANTIS

PARADISE ISLAND, BAHAMAS®

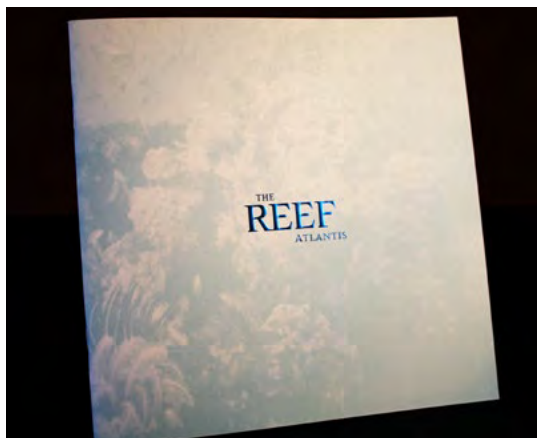
CONVENTIONS | MEETINGS | INCENTIVES



CHALLENGE: Kerzner's The Atlantis boasts a string of properties that offer varying degrees of accessibility to tiers of spending demographics. While a great deal of attention was paid to the overarching marketing of the Atlantis property, their marketing team asked GIRVIN to support rebooting and activating new sales materials for The Reef as well.

SOLUTION: For Atlantis corporate and event sales, we became an advertising agency, building a core strategy, messaging and visualizations platform and design system—also placing ads and designing all of the attendant collateral. We flew down for on-site research and planning; the result was a sleek new program for print, web, and advertising.

RESULT: Our rebranding and repositioning efforts for these properties resulted in a more cohesive overarching brand system with messaging and visuals that were more accessible and attractive to their target audiences.



CLIENT PERSPECTIVE: "A great company and a great brand and, most of all, some really great people. I'm so glad you (and the GIRVIN group) have come into the folds of the kerzner family and I know you will continue to be a part of things here because you are such a great fit! I have really enjoyed working with you!"

LAURIE FRAKE | MARKETING EXECUTIVE VICE PRESIDENT

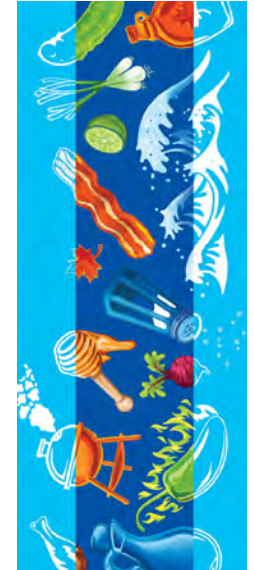
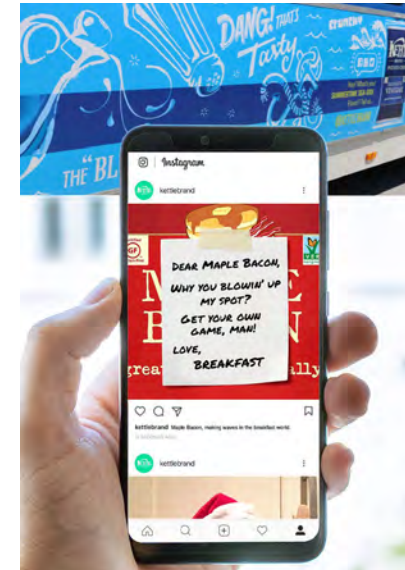


CHALLENGE: As the creators of the original “Kettle Chips” hand-lettered logo, GIRVIN was honored when we were approached by Kettle to return as the design consultant for the Kettle Brand. They were looking for an energetic new look and feel to support their already established packaging.

SOLUTION: We dove in, creating bold colors and flavor-forward, hand-drawn typography and illustrations. The new illustrative brand language was used to share facts about the company and products on packaging and print in a fun, relatable and organic way. To support new product development, we led product ideation workshops and built environmental applications, packaging, and revived their social media presence.

RESULT: With a more authentic and fun voice, Kettle’s social community engagement quadrupled and 700k new fans were added in the first year. Since then, Kettle social has been shared by countless digital influencers and featured on national television.





PNB PACIFIC NORTHWEST BALLET

CHALLENGE: Develop campaign themes for our productions as Pacific Northwest Ballet's Agency of Record.

SOLUTION: Tim Girvin worked with founders Kent Stowell and Franca Russell to develop campaigns and thematic art for five years of marketing promotions, onsite standees, posters and merchandising for sale.





CHALLENGE: Design a presentation for a Oscar® judges review, that is metaphorical to the key narrative characteristics of the film, with a gift offering and collateral.

SOLUTION: GIRVIN's team met with the executives at Paramount and pitched the idea of a chocolate box, which we coordinated, boxed, procured and designed for the Oscar® reviewing community.

RESULT: The film won Academy Awards® for Best Picture, Best Director and Best Actor from 13 nominations at the 67th Oscars.

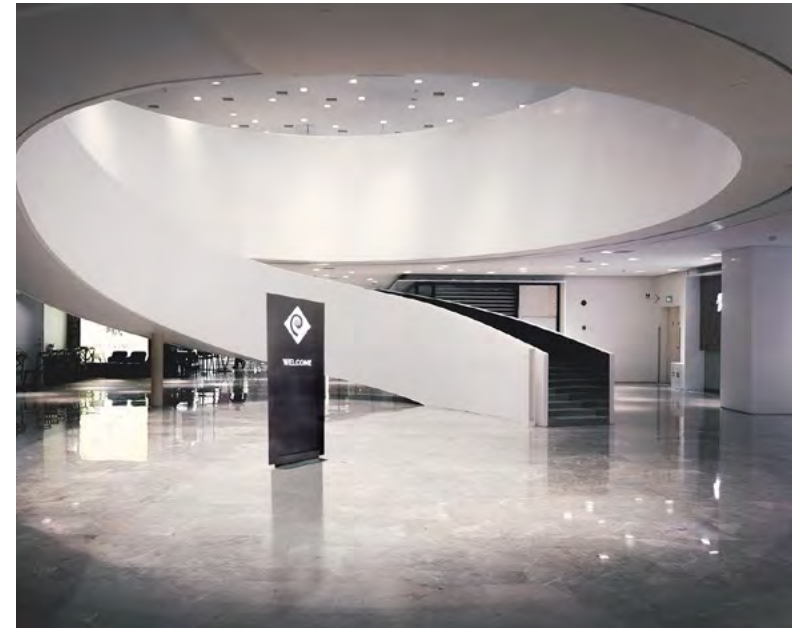
CLIENT PERSPECTIVE:

"When we start to develop print advertising strategy for a film, we usually create a film logo to give us an essential sense of creative direction. For probably close to a decade or more, we have used Tim Girvin and his group as consultants to capture this first creative position. Film logos are tricky things; they have to read fast, they have to position the film from a marketing perspective, but to somehow bring some fresh new detail that gives us a stronger and more unique position in the market.

Tim is one of the best people we work with to reach into a film and pull out an array of ideas that are thought through, work in the myriad applications we have to consider and truly do capture the essence of a film's identity. It's movie branding. That's what it is all about, and he does it especially well."

LUCIA LUDOVICO | SENIOR VP, CREATIVE ADVERTISING | PARAMOUNT PICTURES CORPORATION

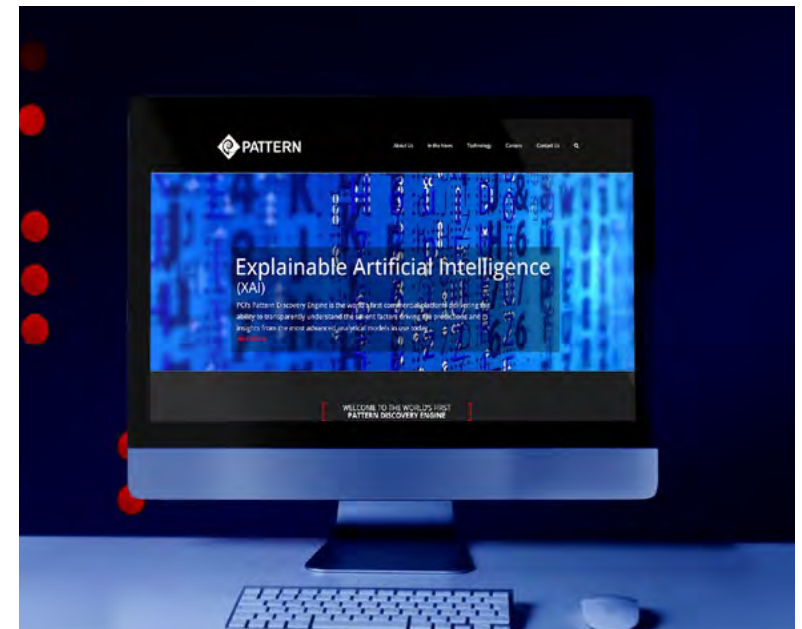
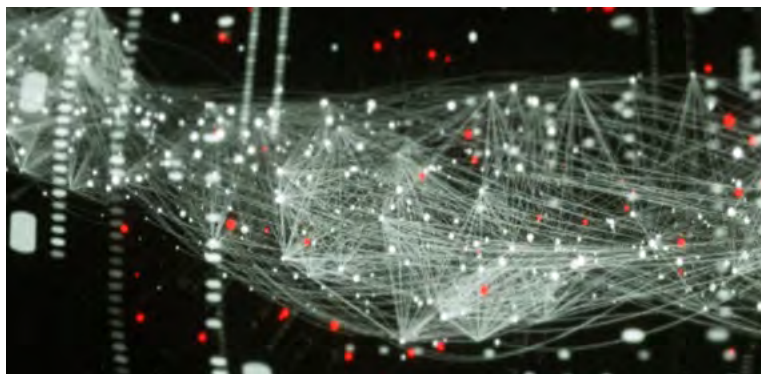


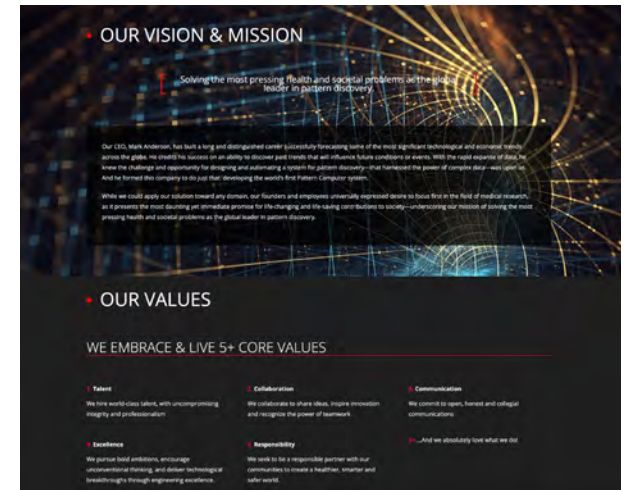
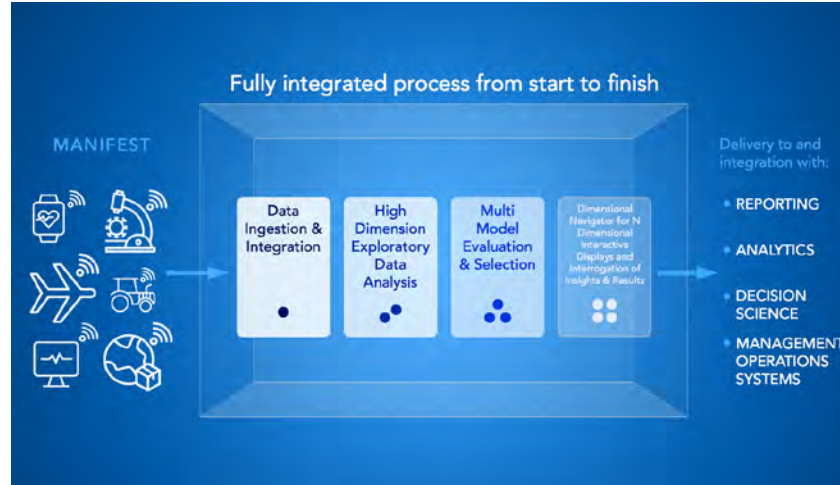


CHALLENGE: After supporting the initial unveiling of their proprietary Pattern Discovery Engine™ in 2018, GIRVIN was later tasked by Pattern Computer to launch into the next phase of their reach into public awareness that would punch up the “wow factor.”

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.





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

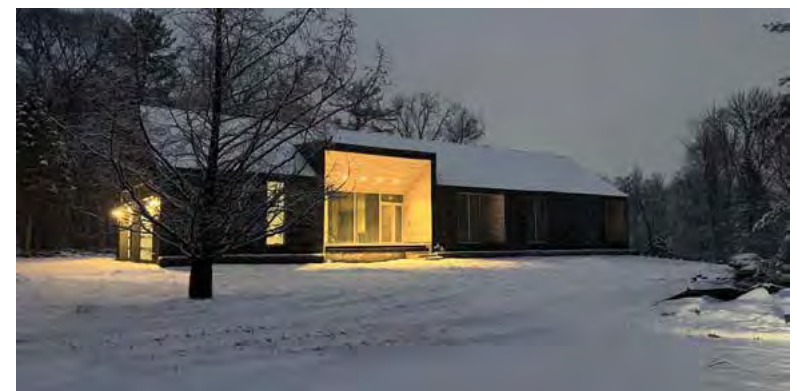


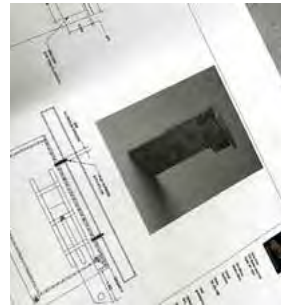


CHALLENGE: Asian art curator, scholar, retailer and longtime client Sandra Collins first approached us for an identity and strategy for her gallery in Rochester Hills, Michigan. Decades later, she came back on a personal quest to infuse her identity into her new house to make it a home.

SOLUTION: Then, as now, we took time to listen to her vision. Pulling inspiration from her own artistry, we were able to craft meaningful personal and professional storytelling that felt uniquely "her."

RESULT: In her work, we integrated Sandra's story through all expressions of identity, visual merchandising, signage, print, and advertising. In her home, we began with a custom-designed mailbox at the foot of her driveway that complemented the modern simplicity of her new house. From there, we took inspiration from the landscape to develop a luxurious yet restrained stationery set. Indoors, we oversaw the installation of a sketch come to life: an inlaid metal dragon sculpture.

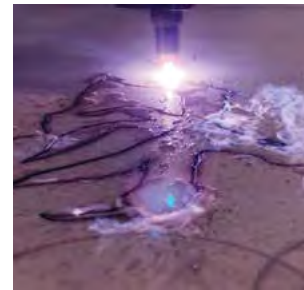




CLIENT PERSPECTIVE: "Over 40 years ago, when I met Tim Girvin, little did I dream that we would journey together through life collaborating on various projects. There were years when we did not keep in touch but whenever our paths did cross, projects were creative, challenging and rewarding.

For my recent and most personal project, Tim was asked to design signage for the grounds of my new house, stationery and an artistic piece to be inlaid into a winding area of white ash flooring. It was very important to me to make a statement of my personal direction at this point in my life. Discussing ideas with Tim and his team, we came up with signage that reflected my contemporary house and with stationery inspired by the surveys done of my 4-acre property. The image of a 5-clawed, 8-foot dragon cut into quarter inch stainless steel was selected for my artistic symbol and using different grinders, the details emerged into a most powerful, writhing piece of steel; the dragon was born and my house became my home."

SANDRA COLLINS

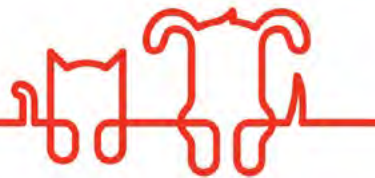


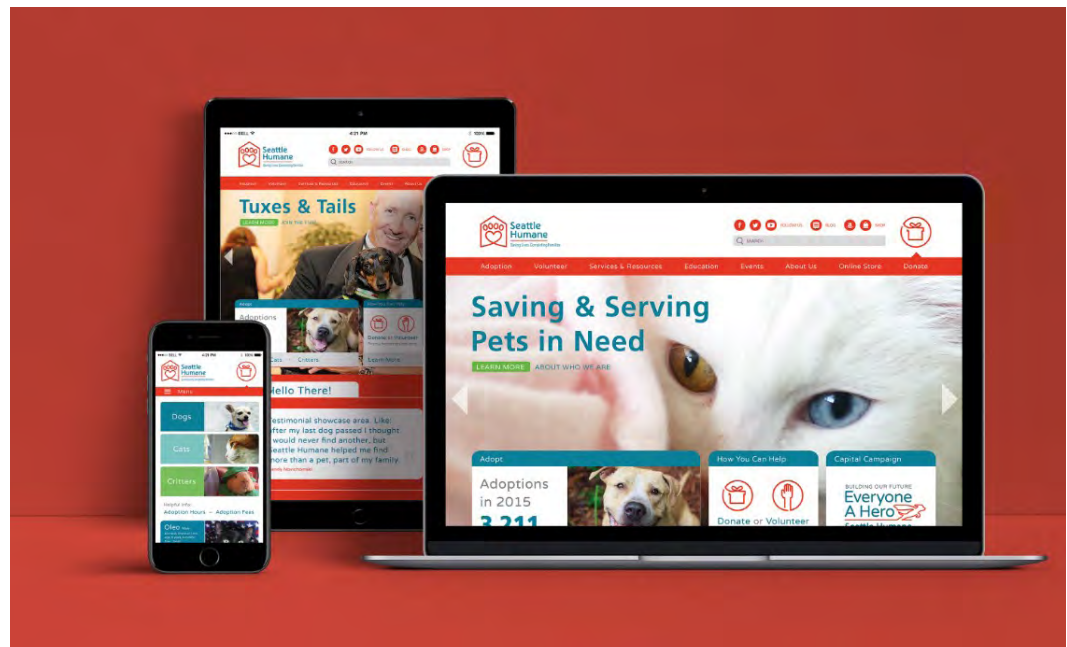
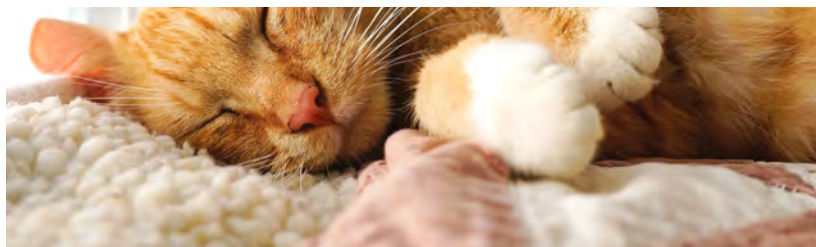


CHALLENGE: The Seattle Humane Society selected GIRVIN to refresh their brand in advance of a major campaign promoting their educational alliance as a veterinary and training facility with Washington State University in their construction of an expanded animal shelter and teaching hospital.

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.

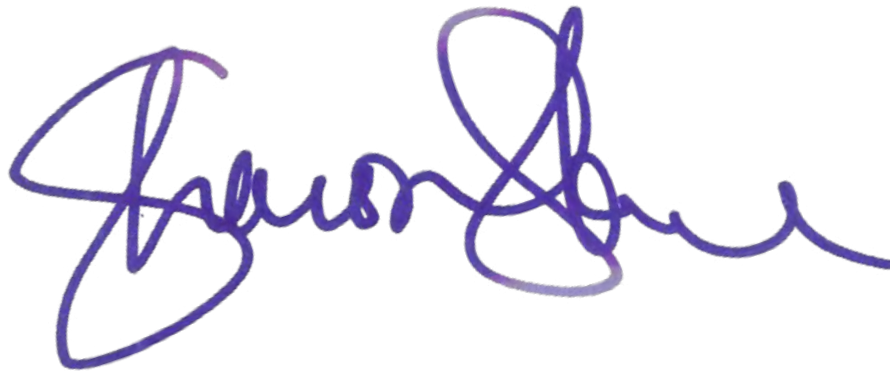
RESULT: Now widely known as simply Seattle Humane, and with the help of our energetic and pawitive branding, their community presence and marketing reach has garnered more interest and support.





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."

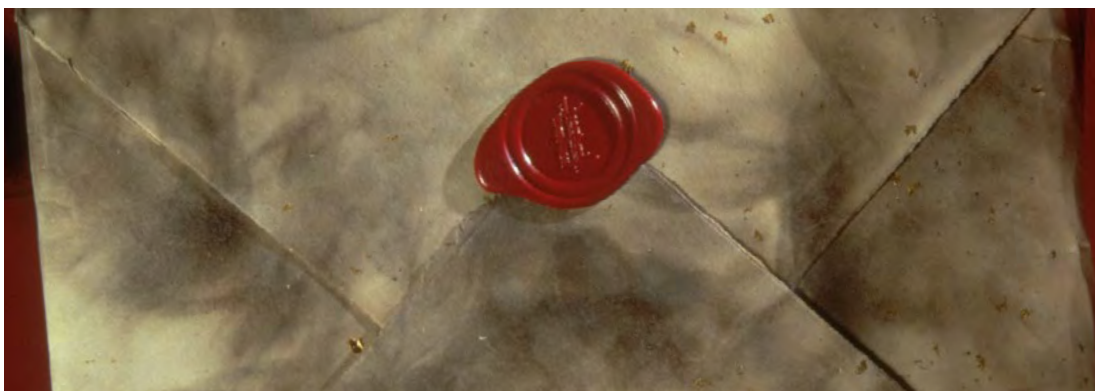
RHONDA MANVILLE | VP OF MARKETING



CHALLENGE: "I want the most amazing wedding design package there is, to be shipped to my friends all over the world."

—Sharon Stone

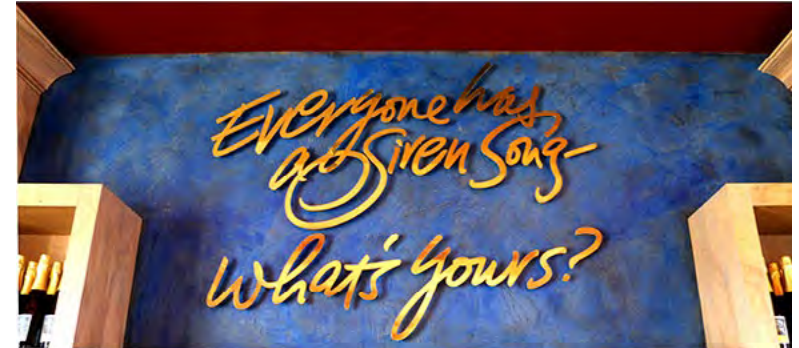
SOLUTION: Tim Girvin has designed dozens of events, wedding and party invitations in his history of packaging experiences for guests. Working with CEO Sherry Lansing, and EVP Creative Studio Leader Lucia Ludovico at Paramount Studios led to a close collaboration with actress Sharon Stone in creating a complexly orchestrated and entirely bespoke mix of handmade paper, hand-lettered, letter press-printed invitations on three different stocks of rare paper, hand-smoked envelopes and letterhead with a custom house wax seal.



CLIENT PERSPECTIVE:

"Tim, everything is perfect, I love the smoky feel of everything, the type, the silk, the feather, the paper. No one has ever received anything like this; it's perfect for me."

SHARON STONE



CHALLENGE: The founders of Siren Song were inspired by southern France, coastal living, vibrant interiors, and exquisite experiences—and enlisted GIRVIN to build that dream from the ground up for their Chelan, WA location.

SOLUTION: Beginning with a visionary workshop, we built the foundations for the brand strategy, identity, and guest experience. We then oversaw everything from interior design, furnishings, and collateral to wayfinding, wine labels, and website. More recently, we consulted in creating the naming and positioning strategy of their expanded locations—two of them new retail, dining, and shopping experiences, with exterior design treatments and signage; one, Le Bistrôt, is the newest outpost of Siren Song Wines—*un restaurant haut de gamme et un bar à vin* in Ellensburg, WA.

RESULT: Every color and texture, every step of the guest journey, is holistically integrated. Siren Song has emerged as one of the top wine-touring and culinary destinations of the Manson, Lake Chelan County viticultural areas of Washington State—with tours, cooking classes, tasting flights, and detailed tiers of experiences that attract tourists from around the world to their various locations. Customer response has been widely celebrated and documented in awards, social media, and published journalism.

GATHER • DISCOVER • SAVOR



Vineyard Estate
& Winery

GATHER • DISCOVER • SAVOR

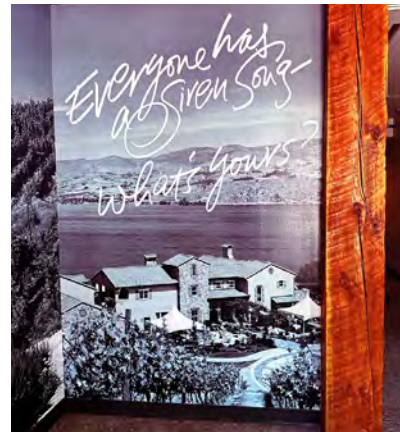
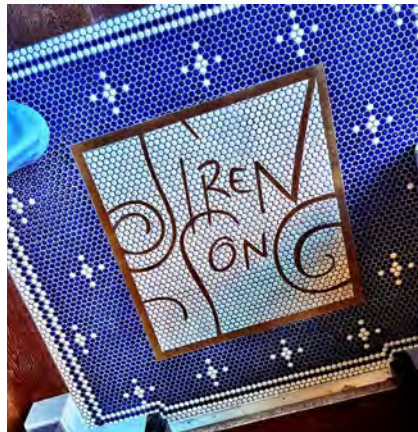
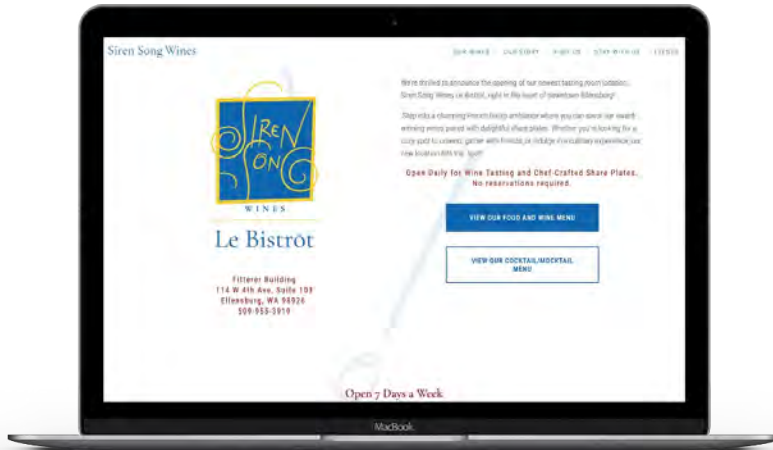


Le Bistrôt

GATHER • DISCOVER • SAVOR • SHOP



Brasserie
& Marché



CLIENT PERSPECTIVE: "Thanks and gratitude go out to the GIRVIN strategic branding team for their stellar work rebranding Siren Song. Tim and team developed a comprehensive brand strategy and palette to encompass Siren Song wines, as well as the 'place' experience for our new Vineyard Estate and Winery. We are THRILLED with the work and their commitment to helping us refine and extend the brand. It reflects our irresistible attraction to European food and wine influences juxtaposed against the deep blue gem that is Lake Chelan! Tim's hand drawn logo and siren graphic artifacts connote the artistry and musicality that also inspire the winemaker."

HOLLY & KEVIN BROWN | FOUNDERS





THANK YOU

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