



# BIPOC BRANDS

**GIRVIN**  
Strategic Branding & Design



Founded by Tim Girvin in 1973, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

- naming
- identity
- brand storytelling
- strategy
- websites
- environmental design
- messaging
- packaging
- print
- illustration
- type design
- marketing materials
- and more!

## BIPOC BRANDS

In GIRVIN's history as a brand agency, our work in support of Black, Indigenous and People of Color develops brand work for retail, fashion, beauty and haircare, humanitarian efforts and professional services which is represented in our client profiles as well as the communities they support.

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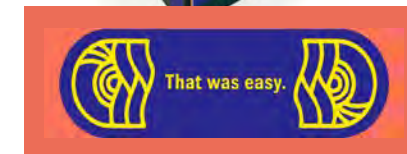
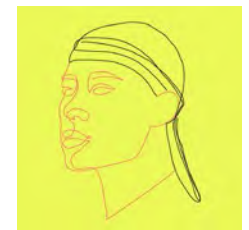
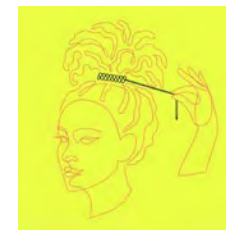
Luryx Duty Free  
Nutress  
Uwajimaya  
Entertainment Branding



**CHALLENGE:** YGN founder Monique Little approached GIRVIN to help better express her brand through its packaging and connect with her customer base—women and men who want to style and protect their naturally beautiful hair.

**SOLUTION:** We started with a gift box that would contain multiple product samples, and a sticker design to secure the outside of the box. Using her well-established color palette, we came up with dynamic patterning solutions and color combinations that solidified brand consistency and sparked new ideas for pattern applications. We expanded this updated brand language to include an illustration strategy and then applied it to packaging for individual products for retail.

**RESULT:** The new packaging strategy generated more interest for retail buyers, and after being on an episode of Shark Tank, Monique's business really started booming.





**CHALLENGE:** Dermasof, well known in the medical and cosmetic industries for over thirty years for post-surgery scar treatment, wanted to relaunch their brand and introduce new products. Their goal was to expand to new and younger audiences as well as professionals.

**SOLUTION:** GIRVIN created a new brand mark that combined the luxury, accessibility, and science of the products and brand legacy. As we designed the packaging and color systems for the Luxury and Premium lines, we also recrafted their story to better express their legacy and mission, which expanded from just scar repair to include preventive, corrective, and overall skin health.

**RESULT:** Dermasof's expansion and new upscale look allowed the company to more effectively reach to their target audiences and communicate who they are.



**CLIENT PERSPECTIVE:**

*"My products are being well received with the consumers, and I send many thanks to your team for the beautiful designs they did for Dermalife."*

**FOUNDER**

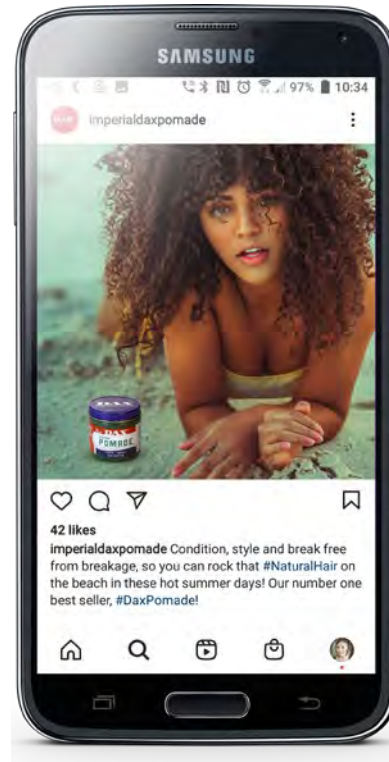


**CHALLENGE:** After 65 years, DAX decided it was time to update their brand and packaging to better reflect and connect with a wider audience, including the younger generations.

**SOLUTION:** Starting with a slight logo refresh to maintain brand equity, we then built out their extensive packaging lines to appeal to a wider audience while remaining authentic and recognizable to their loyal customers. We launched a new wave of social media and digital ads and supplied all sales support and updates for their Amazon page.

**RESULT:** A new look brought fresh engagement and more sales opportunities. DAX sales skyrocketed, up over 2000% YOY during our first year working with them.





**CLIENT PERSPECTIVE:** "Our rebranding has turned out perfectly. I appreciate all that GIRVIN has done for us."

DAVID JOY | GENERAL MANAGER



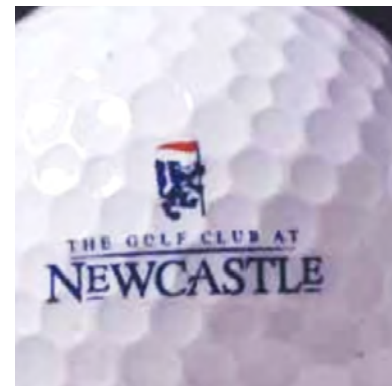
THE GOLF CLUB AT  
**NEWCASTLE**

**CHALLENGE:** Enterprising Asian marketing executive Scott Oki approached GIRVIN to align the brand relationship of the OKI Foundation and OKI Golf; his innovative vision was to rebuild the site of a former coal slag and city dumping grounds into a high-end golf course.

**SOLUTION:** GIRVIN created the opening brand strategy and visualizations program, which evolved from naming to identity design and print collateral.

**RESULT:** Using unique strategies of reclamation, the lands were cleaned and refurbished, and the course built in the high hills overlooking the city from ramparts beyond Mercer Island. Our design strategy elevated the course to new heights, accompanying an unparalleled view of Seattle with a brand that conveyed the highest quality experience.





**CLIENT PERSPECTIVE:** "The power of the Newcastle brand? Our buyers will hold onto this as their crown jewel—because it is. The vision and brand you helped create is timeless."

**NANCY CHO | CHIEF MARKETING OFFICER | OKI GOLF**

# TURTLE DUNES

GIRVIN



**CHALLENGE:** Leadership of the Fairmont Hotel and the guiding brand organization, GHI, approached GIRVIN for support of their golf club catering to customers from the Mexican market, particularly guests from Ciudad de México.

**SOLUTION:** GIRVIN worked with GHI and architectural planning, landscape developers, investors, and the founding team of Fairmont to develop the brand strategy and integrated communications of the Turtle Dunes brand. We created the “LIFE WELL PLAYED” messaging, along with the designs of the brand identity components, collateral, signage applications and website.

**RESULT:** Our strategic branding resulted in the creation of a high-end yet accessible and seamless extension of the Princess brand that brought a whole new dimension to the destination.



**CLIENT PERSPECTIVE:** “GIRVIN is distinguished as one of the most prominent branding and design firms on the West coast and is based in Seattle. They did our branding work for us in Bermuda and Acapulco...including creating the identity and communication pieces for both The Pearl and Turtle Dunes. Tim is also genuinely one of the nicest and most interesting people you will ever meet and very engaged in the Seattle business community.”

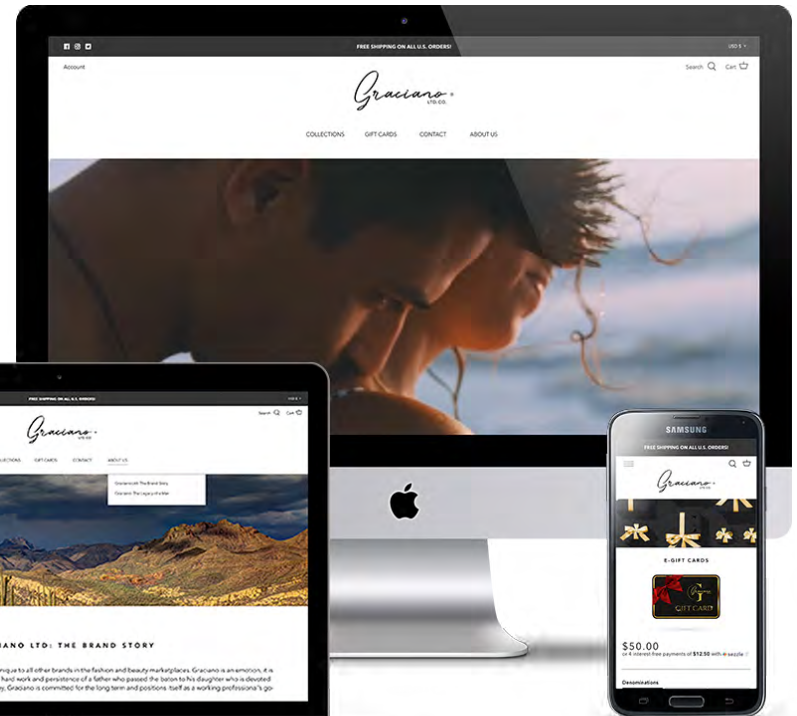
JENNY CHASE | GLOBAL HOSPITALITY INVESTMENTS LLC



**CHALLENGE:** Mercedes Sanders, founder of online retail platform Graciano, LTD.Co., recruited GIRVIN to revamp her website to reflect the care and quality of her products as well as communicate the legacy and people-first spirit of the brand.

**SOLUTION:** We held a kickoff session to gain a deeper understanding of Mercedes' vision and how the brand's values could translate into visuals. From there, we established a more definitive target audience and brand persona—based on the character of her father, after whom the company was named—that would translate visually across all platforms. Aligning with that, we created a new website design which included a new color palette, typography, imagery, and better navigation.

**RESULT:** The result was a clean, visually compelling site that made it easier to communicate the brand's story and products' quality, and more intuitive for consumers to purchase products.



**CLIENT PERSPECTIVE:**

*"Thank you so much, I appreciate your work. Our new website looks 100% better."*

**MERCEDES SANDERS | FOUNDER**



**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.

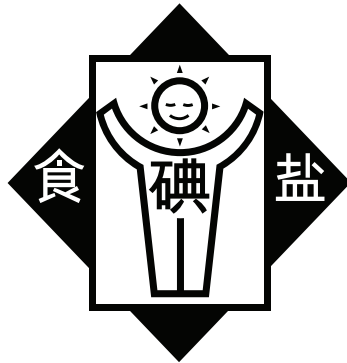
**SOLUTION:** We conducted extensive research with consumers, experts, and competitors in China to arrive at confirmed recommendations on changes needed. A new Chinese name for The North Face, along with a new logo incorporating the Chinese name, was designed to embrace a wider audience that encourages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



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."

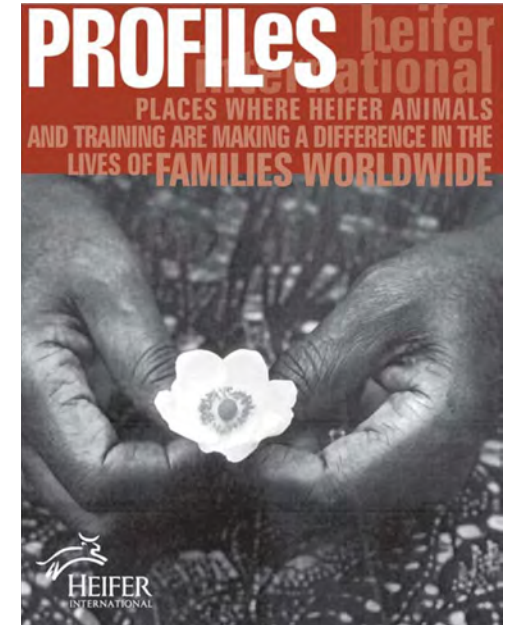
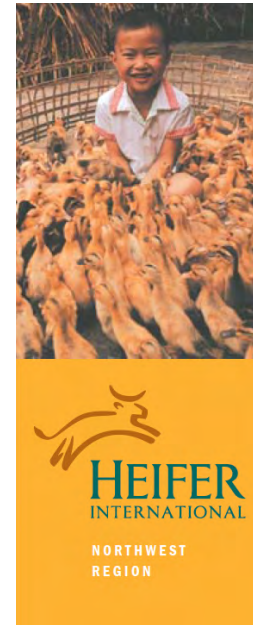
**CONSULTANT/ADMINISTRATOR | UNICEF/CHM & IDD 2000 CAMPAIGN**



**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**





**CHALLENGE:** Seattle-based Black artist, teacher, curator, and community leader Royal Alley-Barnes asked GIRVIN to help her transition from this legacy into an ongoing personal role as entrepreneur.

**SOLUTION:** Our efforts began with a BrandQuest® session to explore the premise of Royal's thinking and dreams for the future. With the outcomes from the session as our foundation, we built a simple typographic device suggestive of an energetic presence breaking out of a box, a visual manifestation of what she does and who she is (and in royal purple, of course): an open-thinker and invigorating presence, she knocks down barriers and has shaped the Seattle arts scene for decades. We applied this branding to letterheads and business cards—as crisp and refreshingly distinctive as Royal Alley-Barnes herself.

**RESULT:** Royal has been able to establish herself well in the role she's carved out for herself as an independent consultant and continues to proudly leave her mark wherever she goes.

**CLIENT PERSPECTIVE:** *"For me, my work is about finding the power of people. And in a place that they have made, to tell their stories and share in that power, these potentials and their visioning positivity. Tim and his team built their BrandQuest® workshop; they listened, carefully, in support of me building something special—a new venture for me, my story, what visual platform I could tell it from. And my new communication platform—logo and stationery—does just that, all in record time."*

ROYAL ALLEY-BARNES



**CHALLENGE:** The leadership for Sanzi Beauty was looking for a refreshed brand cohesion, and enlisted GIRVIN to help achieve a more dramatic statement on shelf.

**SOLUTION:** After a kick-off workshop to clarify goals and vision for how a refreshed look and Sanzi might be achieved, we focused on striking memorability: dramatically canted design elements, emphasizing the brand name ending in "Zi" as a visual mnemonic within a stacked structural arrangement, and softening gradations for presence both arresting and indelible. We wanted the visuals to match the dramatically distinct premise of the brand: all products are dedicated to 100% vegan-based ingredients for healthier, more lustrous and beautiful hair. We then applied the new branding to packaging as well as marketing materials.

**RESULT:** The Sanzi products' distinct branding and callouts on the packaging help them not only stand out on shelf but to tell their story and gain many happy customers who have been looking for the perfect "free-from" brand.



**CLIENT PERSPECTIVE:** "WOW...! Robin and myself are actually speechless to be chosen, you guys all design so many beautiful brands and you choose Sanzi! We are so appreciative of all of you and your hard work and it's an honor to be chosen. We're SUPER EXCITED...!"

**ROB & ROBIN | SANZI**



**CHALLENGE:** Dr. Tom Bombeli and Karin Bombeli had been seeing significant growth in their existing enterprise makingcosmetics.com and wanted to expand into a customized, ingredient-based, do-it-yourself cosmetic brand. They approached GIRVIN to help uncover the spirit of their ideal brand.

**SOLUTION:** Through a BrandQuest® kickoff session we narrowed down a demographic—30-60 year-old women and men seeking a holistically natural product with complete awareness of the ingredients and formula. Based on this audience, we proceeded to create an identity, customized typography, and a radiant floriate star symbol. We applied the new branding, including a naturally vibrant color palette, to primary and secondary packaging for the whole product line.

**RESULT:** Buiding the brand from the ground up, we were able to create consistency in every aspect, positioning Shenui as a premium and approachable product that exudes innovation yet is natural and healthy.



**CLIENT PERSPECTIVE:** *"Beautifully articulated, GIRVIN took our business plan and ideas and shaped them into what we believe exudes our brand at its core — our timeless brand expression — Shenui"*

**TOM & KARIN BOMBELI | COFOUNDERS**







**CHALLENGE:** GIRVIN, longtime consultant with MGM Mirage, was enlisted to aid their post-Hurricane Katrina revitalization efforts of the Biloxi entertainment complex, Beau Rivage. One component of the assignment was to rebrand the casino's contemporary, upscale Asian cuisine amenity.

**SOLUTION:** This restaurant brand, which was heavily influenced by Feng Shui and inspired by engaging all five senses, needed a name and identity. We came up with the name Jia, which is a Chinese name meaning "beautiful." The logo's swirl, while referencing the hurricane, also symbolizes the hope, support, and strength of the community. The bold color palette expresses the Chinese association of colors and meaning: red for luck, joy, and happiness; yellow for power and prosperity; and black for integrity and selflessness.

**RESULT:** The rebrand of this Asian fusion restaurant added a contemporary uplift to the space within the casino.



**CLIENT PERSPECTIVE:** "I'd like to thank you, Tim. Your insights proved both inspiring and thought provoking... This is a team in development and your approach to the business has supported my goals here and has given the team energy."

**KATHLEEN MCELVARR-GARRITY | EXECUTIVE DIRECTOR OF GRAPHIC ARTS**

**CHALLENGE:** The International District in Seattle is a place of profound history. The Wing Luke Museum was established in 1967, and is a cornerstone location in the historic “Chinatown” of downtown Seattle, celebrating the culture, art, and historical legacy of Asian Americans, Native Hawaiians, and Pacific Islanders. However, it was poorly represented as an experience.

**SOLUTION:** GIRVIN’s team met with staff members to discuss their concerns for an uplifted, higher quality depiction in support of an evolving strategy of elevated experience. The outcome was our creation of a customized, specially-ligatured font, with a “wing” brushstroke for implementation as a design system, including packaging and signage.

**RESULT:** During the time of its deployment, the design system accomplished the elevation of their rating in the community and its desirability as an attractive, safe spot for visitors to the Pacific Northwest, particularly those guests with historical interests.

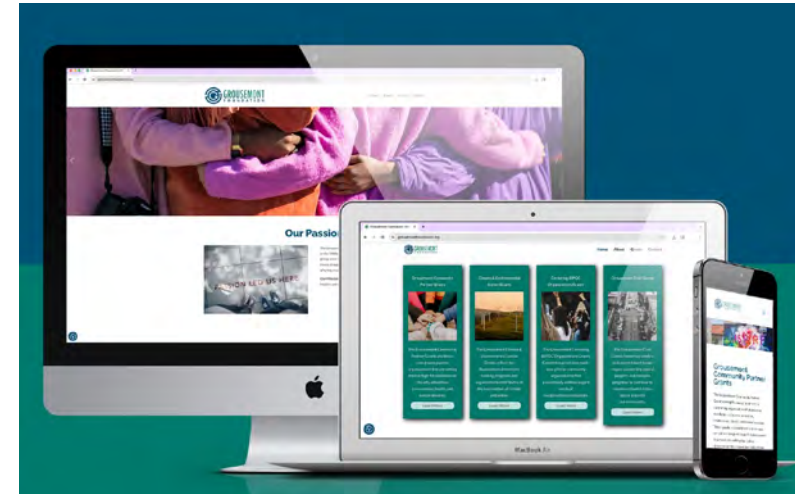




**CHALLENGE:** The family members of the Grousemont Foundation and Sound Philanthropy came to GIRVIN to help develop a core brand strategy, identity, messaging, visualization, print assets and a compelling digital presence.

**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.

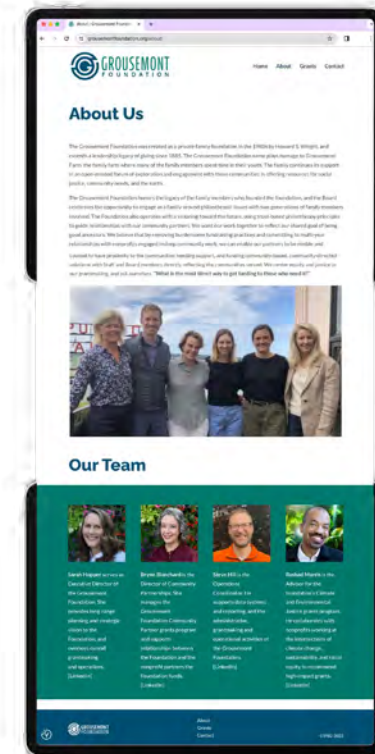
**RESULT:** Our strategic branding helped to better define the purpose and legacy of the Foundation for grant applicants, community members, philanthropic counselors to understand the Grousemont modeling for grant distribution.



**CLIENT PERSPECTIVE:**

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

**KORYNNE WRIGHT | SECRETARY**





**CHALLENGE:** Latin American Duty Free retail brand group, Top Brands International, located in Panama City, Panama, needed a new name and brand for their rapidly growing luxury shops situated across Latin America and the Caribbean. The name would have to be unique, memorable, and visualized in a way that is distinct from all other luxury-oriented retailers in their markets, as well as able to be copyrighted with an available URL.

**SOLUTION:** GIRVIN's Ideator®—a specially trained team of nomenclature experts—tackled the name development process, researched markets, and studied the romance languages of Spanish and Portuguese. We looked toward unique, ownable expressions that would speak to luxury in recognizably distinctive solutions. Through tiers of naming explorations, refinements, sharing, and evolutions, working in close collaboration with Top Brands International CEO and marketing leadership, we arrived at a solution that was unique, visually captivating, and memorable—Luryx: a crossroads or meeting place for luxury. We applied the new name and identity to signage, web, shopfronts, packaging, and merchandising.

**RESULT:** The new branding has been successfully deployed to more than 80 stores throughout Latin America and the Caribbean, as well as to culturally distinct country-oriented websites.

**CLIENT PERSPECTIVE:**

*"We worked with brand agency GIRVIN to help us arrive at a new naming solution for our Duty Free brand shops throughout Latin America and the Caribbean. Their Ideator® team helped us develop, collaboratively, a new name as well as our logo design package for implementation in all of our shopfronts, packaging and print materials. We're now up to more than 80 stores. A great creative, holistic solution that has served us very well."*

**DANNY YOCHAROS | CEO**





**CHALLENGE:** Nutress was looking for an uplift in overall brand character and visualizations as a fast track innovation to support hair care and hair damage repair for the tightly curled characteristics of African American hair. Their packaging and brand treatments were inconsistent and varied, confusing for consumers.

**SOLUTION:** We stabilized the brand with a landmark which played on an illustrative intimation of the hair quality, combined with an expression of the scientific nature of the offering—extending the brand language to include a disciplined, integrated typographic and tiered messaging system.

**RESULT:** The outcomes were continuing increase of sales, a coherent brand system visualization for product deployment and categorical distinction.

**CLIENT PERSPECTIVE:** *"I was in need of a new look for my haircare brand, one that reflected the unique position of Nutress as a longstanding brand built on truthfulness and quality ingredients. As a smaller firm, I didn't expect a world-class design firm like Girvin to consider working with a smaller brand such as mine. In addition, as a brand targeted mainly to women of color, I was concerned about whether they could embrace this unique space and deliver an authentic and relatable result.*

*To the contrary, the Girvin team embraced my project and helped me accurately articulate the brand's personality and from there, developed a broad choice of options that we worked to hone into a spectacular finished product.*

*I felt like I had the whole agency's creative genius applied to my design project! They took their time, made me feel valued and ultimately delivered both a design and brand statement that has been warmly embraced by current customers and positions the Company to expand our market position in the hyper-competitive space for multicultural hair products. I couldn't be happier.*

*In summary, Girvin helped me visually represent the essence and passion of the Nutress brand in a way that positions us for breakout success. "*

**REGGIE BROWN | PRESIDENT**



# UWAJIMAYA VILLAGE APARTMENTS

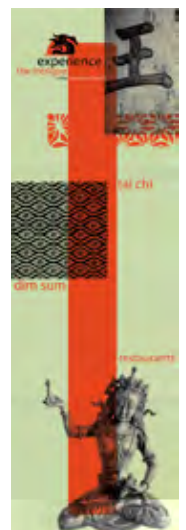
GIRVIN



**CHALLENGE:** The Moriguchi Family, founders of the premier Asian grocery retailers in the Pacific Northwest, partnered with the Lorig Property Management team to manage their properties for housing. Lorig came to GIRVIN to advance the potential of deepening sales marketing efforts for the mixed-use retail programming.

**SOLUTION:** From branding to print and signage, we created a uniquely Asian spin in tools that would position the property in the International District, a thriving community of Chinese, Japanese, Cambodian, Korean, and Vietnamese stores and retail. We used vibrant colors and a variety of patterns and motifs to unite and express the diverse cultures represented there.

**RESULT:** Our efforts brought the area's story to life, solidifying the community's character and drawing the interest and traffic of new residents and businesses.



the **Serpent** and the **Rainbow**

DANCES WITH WOLVES

LAST OF THE MOHICANS

the SOLOIST

EDDIE MURPHY RICHARD PRYOR

HARLEM NIGHTS



ANDRÉ DESHIELDS  
**HAARLEM NOCTURNE**

Latin Quarter 200 West 48th Street, NYC  
Telecharge (212) 239-6200

**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

Glory





THANK YOU

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