

# MIKE COBB CREATIVE

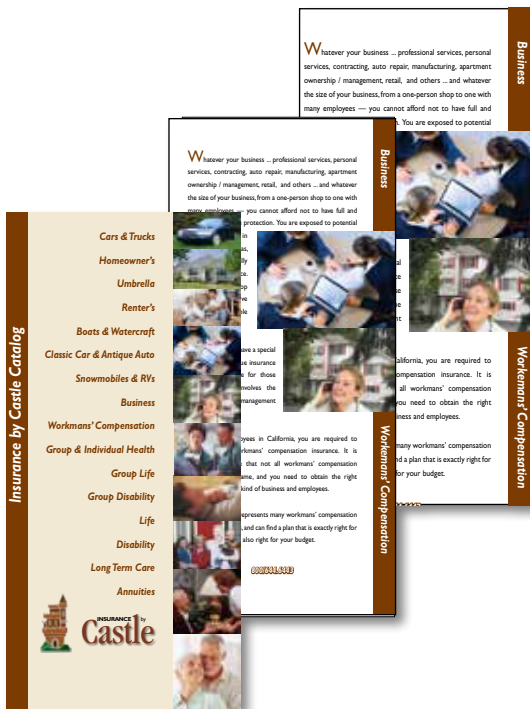
Creative  
Marketing  
Communications  
& Design



## COLLATERAL MATERIAL



**Vita** — The 24 page, full color Vita brochure is a very high-end publication designed to present this top quality company. The many features of this elegant brochure include dramatic photographs, strong themes expressed with graphic type, triangular die cuts (the shape taken from their logo) to index the various sections, and a V-shaped pocket also derived from their logo.



**Insurance by Castle** — This 24 page catalog of insurance services is one of many collateral materials provided to this leading independent insurance broker. Others included directly, special promotion flyers, other specialized brochures, and more.



## COLLATERAL MATERIAL

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**Canary Communications** — Our work for Canary included a full product line catalogs and numerous product data sheets. Our first catalog was a 24 page, full color, book format publication. At our suggestion, we later produced a three fold general booklet with a pocket for a CD which contains data sheets for

every Canary product. Hyperlinks enable users to easily navigate the CD, and all information is presented on downloadable pdfs. In addition to the CD pocket, the brochure has a vertical pocket for data sheets, flyers, or other information. This approach was suggested by MCC to eliminate the problems associated with print materials becoming too quickly obsolete because of product line changes. Also illustrated is one page from the hundreds of pages of data sheets on the CD and a map-fold product brochure designed for handout at trade shows.



**Palo Alto** — The Parks brochure was a large format (27" x 19") presentation of each of Palo Alto's more than 30 parks. One side of the brochure doubles as a poster which provided a colorful map of the City with a photograph and location for each park, including icons to indicate available services. Part of the press run involved printing this one side on poster paper ... many of the resulting posters were framed in offices throughout the City. In addition to the copy and design, we provided most of the photographs for this brochure



## COLLATERAL MATERIAL

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**Daly City** — This Welcome to Daly City brochure is presented to all new residents ... it provides, in one piece, a complete summary of key information about the City. It has a number of special features, including a cover and welcoming letter in four languages (reflecting the multi-ethnic nature of the community), extensive use of icons (because English is not the first language for many residents), a short description of all City departments and the services they provide — and how to contact each one, with a large and detailed street map (unfolded, the brochure is 27" x 19"). The map locates all City facilities together with schools, transportation, and hospitals. Tables summarize the services and amenities available at each facility.



**Moffett Field Historic Society Museum** — This brochure for the Moffett Field Historic Society Museum is one of a wide range of collateral and other materials developed for this unique community resource. The brochure provides a visual snapshot of the history of Moffett Field together with a selection of photographs of the extraordinary displays. Many of the display photographs were taken by MCC. Other materials provided for the Museum include business cards, event flyers, and a web site.





## COLLATERAL MATERIAL

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**Lattice** — To meet a trade show deadline for a new client, in just over one week, we provided the concept, copy, design, production, and printing of this brochure, which featured a very unique background graphic and a dramatic schematic representation of the function and benefits of Lattice3D products. The graphic became a strong branding element for a wide variety of marketing materials: a general brochure, a presentation folder, numerous data sheets, and other materials, including a trade show booth design.



**Redwood Villa** — The Redwood Villa brochure is a full color, four-fold that creates a very relaxed and upbeat look for this quality residential facility. It includes photos and floor plans of the residential units, a brief description of all services, and testimonials from very satisfied residents. We kept the type size a bit larger for ease of reading by an older audience.



**OICW** — We created three interrelated brochures for the Opportunities Industrialization Center West ... an organization dedicated to help people, especially young people, get the training needed to prepare them for employment in the business world. Photographs showed people in training and at work. Ghosted photos in the background ... as an example, shaking hands on the cover ... added emphasis to the success orientation of the program.