



PUBLIC SECTOR / NON-PROFITS



Daly City — MCC has developed a variety of materials for the City of Daly City, including support for the Redevelopment Agency and Mission Street merchants. **Newsletter ...** we redesigned the **Fog Cutter** to create a more visually appealing, reader-friendly newsletter for general communication to the public. We have produced 3 to four editions each year for a decade, including editing input copy and designing a new masthead logo. **Brochure ...** this second generation brochure, presented to all new residents, provides in one document 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 of many of the new residents), a short description of all City departments and the services they provide — and how to contact each one, and 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. **Report ...** we have also done the Daly City Annual **Water Quality Control Report ...** a large, multi-fold brochure provided to all City residents.



Moffett Field Historic Society Museum — MCC has developed a wide range of marketing materials for the Museum. **Web site ...** the web site provides an overview of the many historic displays, and includes information about the Museum's mission and the history of Moffett Field. **Brochure ...** the brochure was designed to be made available to both individuals and groups to promote visits to the Museum. **Marketing materials ...** from business cards with a brief introduction to the Museum on the back to various marketing materials promoting special events, we have supported the Museum in many ways.





PUBLIC SECTOR / NON-PROFITS

page 2



West Coast Conference — *image/marketing brochure ...* we created a 12-page full color general for use on all eight WCAC campuses. Great care was taken to provide a balanced presentation where each school ... and each sport ... received comparable treatment and priority. The cover graphic blended photographs of each campus into one composite picture. **Catalog ...** a products catalog in brochure format presented the WCAC logo products in a convenient form that included a tear-off mail back envelope. It was carefully designed so that, when the envelope was removed, the brochure remained complete.



Palo Alto — MCC has done extensive work for the City of Palo Alto, including: **Logo ...** a special and unique logo for the Enjoy! program of activities; **Catalog ...** the quarterly *Enjoy!* Classes and Activities; and **Brochures ...** for each of three community centers, and for athletic facilities and parks. For many years, MCC prepared the quarterly 64+ page *Enjoy!* catalog distributed to all residents to promote Community Services classes and activities. 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 doubled 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. A **mouse pad** was one of a number of items that applied the *Enjoy!* logo to extend the DCS branding.



San Carlos — **Brochure ...** an award-winning brochure was prepared to help the City of San Carlos market its two public facilities available for rental. A simple but attractive presentation was needed to appeal to a diverse audience for special events ranging from wedding receptions to meetings to parties for children.