

MIKE COBB CREATIVE

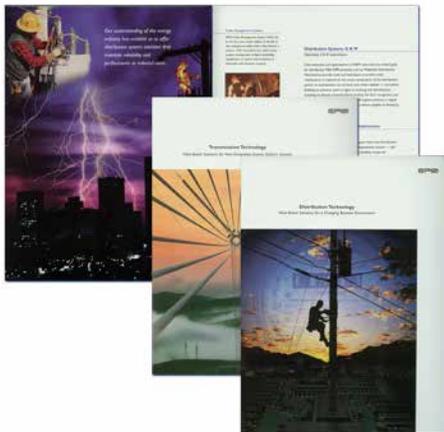
Creative
Marketing
Communications
& Design



TECHNOLOGY



AWT — MCC developed a wide range of materials for AWT ranging from their logo and company identity to advertising, marketing brochures, CD labels, and display booth design. **Logo ...** AWT technology provides weather systems information to guide ships at sea. Our logo has green and blue colors that reflect the sea, combined with graphic elements based on the symbols for isobars and isotherms found on weather maps. **General Brochure ...** This second generation general AWT brochure combines strong nautical photos with examples of their weather map information, testimonial quotes, and photos of shipping scenes (including a ship in a storm), all with a ghosted weather map in the background. **Target Market Brochure ...** A special brochure was developed targeting the yachting market, using market-specific photos in a design that parallels the general brochure. This brochure was sized to have a pocket for an informational CD.



Electric Power Research Institute — Brochures ... These high-end brochures were written and designed for EPRI. They feature dramatic photographs, drop quotes, and a very clean, direct design.

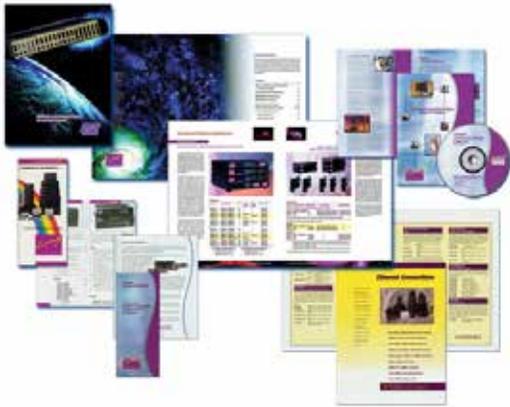


Sun Microsystems — International Newsletter ... We provided copy, design, production, and coordinated mailing distribution for a Sun Microsystems newsletter with international distribution.



TECHNOLOGY

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Canary Communications — We produced a variety of materials for Canary, a manufacturer of electronic components, including trade advertising, data sheets, brochures, CD labels, and product catalogs. **Product Catalog.** Our initial product catalog for Canary used a dramatic outer space symbols for a strong visual impact to draw attention to their many products. This was a 24 page printed catalog which include numerous product photos and extensive specification and performance data. **Brochure with CD Catalog** Experience with the printed catalog with constantly changing product line led us to suggest that the second generation catalog be created on an easily updated CD which could be distributed in a special (general) brochure with a pocket for the CD. The CD has a large number of hyperlinked product data sheets in pdf form, some of which are very detailed. The CD label reflects the overall design theme. **Product Brochures** Over a period of many years, we produced a number brochures and individual data sheets for Canary, including a large format fold out brochure, derived from the CD version, designed for distribution at trade shows.



Envision — The Envision **logo** and resulting **business system** design were designed to appeal to the architectural and design communities that are the target markets for the service. The **brochure** used die cut cover art to graphically illustrate the unique service provided by the company.



Lattice 3D — MCC's strong technical background was very valuable in **presenting and describing Lattice3D's complex technology.** **Logo/Business System** We updated and modernized the pre-existing Lattice3D logo and applied it to a complete new business system using the striking swirling yellow and green graphics that were the basis for their initial brochure. This graphic approach established a strong visual branding for the company. **Brochure** The initial 11 x 17 Lattice3D brochure was written, designed, produced, and printed in just over one week (to meet a trade show deadline)! The brochure included a dramatic graphic that schematically illustrated the Lattice3D technology. **Data Sheets** We designed, written, and produced dozens of product data sheets for Lattice3D, all of which continued the graphic branding of the Company. **Trade Show Display** We designed a trade show booth display that combined a very strong, illustrative graphic with a schematic representation of the technology derived from the initial brochure