

MIKE COBB  
CREATIVE

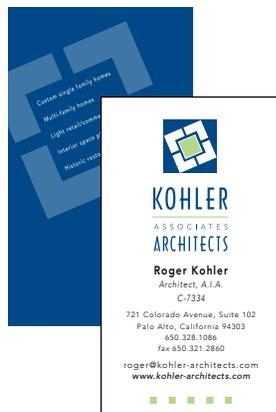
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## LOGOS / IDENTITY / BRANDING



**Applied Weather Techonology** — This logo uses the graphic language of weather maps ... including the symbols for isobars and isotherms ... and the colors of the sea to make a very recognizable (to their market) visual statement.



**Kohler Associates Architects** — The Kohler logo builds on a centerline symbol from drawing in combination with a unique but very readable type font. Both vertical (shown) and horizontal versions are used in various ways on the Kohler business system (business card shown), literature, the web site, architectural drawings, project signs, and more.



**Aurora Luna** — With a graphic representation of the sun, moon, and stars, this logo reflects the name (also our creation) which is a way of saying 24/7 (for the nature of their care).



**Applied Weather Techonology** — This logo is simple and direct, incorporating a graphic cue to the global reach of the company

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page 2



**Strom Properties** — Clean, simple, and contemporary, this logo incorporates an upward arrow to suggest the fact that Strom Property Management gets positive results. The logo was

applied to the company business system, web site, and signage for properties. The illustrated application to the business card shows our practice of taking advantage of the back of the card to provide a message about the firm's services and benefits to customers.



**Silicon Valley Performance** — This logo reflects the special focus of this auto repair facility .... very high performance sports cars.



**Milroy Construction** — This logo incorporates a plumb bob and intersecting lines typical of builders' drawings to create a unique symbol that reflects the focus of this commercial builder.

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page 3



**Redwood Villa** — A swash of bright colors and a script font suggest the relaxed flow of the good life at this outstanding retirement facility.



**Autofarm** — Autofarm uses modern technology to help farmers till their fields ... the parallel green rows in the logo graphically suggest those fields.



**Morton & Associates** — The Morton logo, shown here front and back on their business card, illustrates the use of type alone ... with a special type font selection and its treatment ... which can be very appropriate for professional firms to establish a distinctive image in a conservative way (i.e., without graphics).



**Cubberley Community Center** — This logo was created to establish a clear identity for the Palo Alto's only full service community center. It incorporates the three Cs in the name in a bright and sunny image suggesting a fun place for interconnected (like the Cs) community activities.