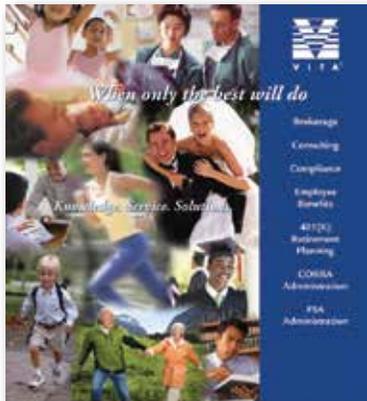


# MIKE COBB CREATIVE

Creative  
Marketing  
Communications  
& Design



## ...AND MORE



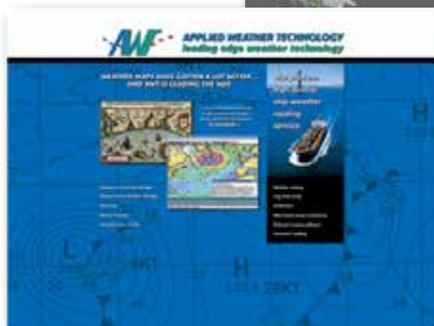
**Trade Show Booths** — MCC has developed strong designs for visually dramatic trade show booths. Our approach has been to put the company

identity and basic message high on the booth for maximum visibility, and to create unique designs that literally stand out in the crowd.

Our booth design for **Vita** used an attractive and dramatic photo collage to illustrate in one glance the wide range of benefits services that they provide.



The **AWT** booth combines a large photo of a ship at sea, a reproduction of an ancient seafaring map, and modern AWT weather map — all set against a deep blue background with ghosted weather patterns.



The **Lattice 3D** trade show booth used the unique graphics from our brochure design at the top .... strong visual which also serves to reinforce the company branding. The body of the booth features an illustrative graphic that provides an overview of the Lattice3D technology.



**Direct Mail** — MCC developed a number of direct mail pieces for **Insurance by Castle**. These mailers have been in use for an extended period, and have proven to be very effective in developing business for the firm.



## ...AND MORE

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**Catalogs** — MCC has produced a variety of catalogs including such diverse areas a high technology products, public sector programs and services, and consumer products.

For many years, we produced this 64+ page classes and activities **Enjoy! catalog** for Palo Alto's Department of Community Services that is distributed all residents of the city. When we took over this project, we made a number of changes, including an extensive redesign to make the catalog for visually interesting and appealing, reorganization of the material presented, improving the tabbing of sections, the addition of marketing highlights to the descriptions, upgraded photographs and graphic illustrations, cleaner type, and incorporation of the new Enjoy! logo which we created to brand the Department's activities.

This **Sootheze catalog** of consumer products had the requirement of incorporating all their very unique products in a relatively compact document. In addition to each product being shown individually, they were also presented in families or groups of products. The catalog included product descriptions and benefits. We also designed the company logo.

**... and more** — MCC has designed and produced a wide variety of marketing communications materials for our clients. Whatever your needs for marketing communications materials if it involves marketing copy and/or graphics, there is a good chance we have done something like it.

