



## Guide to the 1185 Design records

**Creator:** 1185 Design

**Dates:** 1985-2017, bulk 2000-2014

**Extent:** 110 linear feet, 157 newspaper boxes, 20 record cartons, 3  
oversize boxes

**Collection number:** X8294.2018

**Catalog number:** 102776101

**Collection processed by:** Jack Doran, March 2019

**Finding aid prepared by:** Jack Doran and Sara Chabino Lott, March 2019

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Publications & Records Commission: Access to Historical Records grant.

### **Abstract**

1185 Design is a Silicon Valley brand agency founded by Peggy Burke in 1985. The 1185 Design records consist of material created for the agency's clients between 1985 and 2017. The majority of the collection is made up of "initial creative books," which were produced with some input from clients to establish or explore brand identity and marketing strategies. The remainder of the collection is made up of product samples, or clients' end products. These are divided into two subseries. The text subseries consists strictly of textual and graphical materials, while the software subseries is made up primarily of packaged software.

## Administrative Information

### Access Restrictions

The collection is open for research.

### Publication Rights

The Computer History Museum (CHM) can only claim physical ownership of the collection. Copyright restrictions may apply and users are responsible for satisfying any claims of the copyright holder. Requests for copying and permission to publish, quote, or reproduce any portion of the Computer History Museum's collection must be obtained jointly from both the copyright holder (if applicable) and the Computer History Museum as owner of the material.

### Languages

Collection is primarily in English, with one item in German, one in Italian, and one in Japanese.

### Preferred Citation

[Identification of Item], [Date], 1185 Design records, Lot X8294.2018, Box [#], Folder [#], Catalog [#], Computer History Museum.

### Immediate Source of Acquisition

Gift of Peggy Burke, 2017.

### Repository

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## Biographical/Historical Note

1185 Design is a digital brand agency located in Palo Alto, California that was founded by Peggy Burke. Burke, a native of Cincinnati, Ohio and 1980 graduate (BS, Graphic Design) of the Design, Architecture, Art, and Planning department at the University of Cincinnati moved to California in 1983 to take a job with Boole and Babbage. Burke worked as Creative Director for their in-house design group which led to her decision to begin her own startup with the launching of 1185 Design in November 1985 (hence the company's name). Initially consisting of Burke as the lone staff member and serving clients mostly located in and around Silicon Valley, 1185's initial emphasis was on technology startups and venture capital firms. Among the company's early clients were Motorola, Adobe, Sun Systems, and Cisco.

As 1185 Design entered the 1990's, it expanded its client base to biotech, nonprofit, and consumer markets with a specialization in areas such as corporate identity, brand strategy and narratives, and digital experience and execution. The company had grown to 60 employees with offices in Palo Alto, California and Portland, Maine, but the dot-com downturn forced 1185 to cut its workforce down to 30 employees and close its east coast office in 2001. With the second

boom in Silicon Valley, 1185 further expanded its client base and came into the digital age with fewer products such as printed publications and packaging and more emphasis on digital advertising, user experience evaluations, corporate branding, and web and mobile design. As of 2019, 1185 Design is still in business.

### **Scope and Content of the Collection**

The 1185 Design records consist of initial creative books and both text and software product samples. The initial creative books make up roughly two-thirds of the collection. These books are created in the first stages of the design process, often with feedback from clients that are expressed in handwritten notes within the books. The books primarily explore different areas designated by 1185 Design, including logos, corporate identity, and website design. However, some books are simply preliminary ideas sketched out for clients, and others focus on a single product or package. The books are then reviewed by the client, notes and changes are made, and if the client decides to go forward, a design direction is selected or developed over a series of revisions.

The remaining third of the collection consists of product samples, which are end products of the design process. These materials are divided into two subseries. Text product samples are made up strictly of text and graphical materials, such as annual reports, invitations, brochures, pamphlets, and other advertising material. The software subseries consists mainly of packaged software by such companies as Adobe and Cisco, but there is also a number of print materials with supplemental software included in this series.

The collection does not contain files or notes from the meetings with clients that take place any time within the design process. 1185 Design signs a non-disclosure agreement with clients, so the only materials retained from projects are the initial creative books and end products.

### **Arrangement**

The collection is arranged into two series:

Series 1, Initial creative books, 1994-2017, bulk 2010-2016

Series 2, Product samples, 1985-2017, bulk 1988-2008

### **Indexing Terms**

Branding (Marketing)

Branding Industry

Design services – Marketing

Corporate identity

Logos (symbols)

Silicon Valley (Calif.)

### **Separated Material**

Physical objects and ephemera were separated from the main collection. To view catalog records for separated material, search the CHM catalog at

[www.computerhistory.org/collections/search/](http://www.computerhistory.org/collections/search/).

## Collection Contents

### **Series 1, Initial creative books, 1994-2017, bulk 2010-2016**

This series consists of initial creative books prepared for clients, which present potential branding opportunities, explore brand identity, present options for logo design, explicate brand values and mission statements, and represent how these and other brand-based elements can be portrayed in web-based or digital environments. The books are generated during the design process, which typically begins when 1185 staff meets with a client to get a sense of their needs and goals. After this meeting, multiple designers work on different design directions, and print and bind the various design possibilities into the initial creative book(s). The books are then presented to the client for review whereby notes and changes can be made, and a design direction is selected.

The amount of work put into design options in the creative books varies from client to client. In some cases, clients submit a request for a high-level mock up of branding options, and 1185 gave these books no title other than the client's name. These books have been referred to as preliminary books because of their general nature that points the client into possible directions. The majority of the initial creative books have been given designations that explore different facets of branding, brand identity, and branding opportunities.

360 books are strictly textual and are often concerned with a specific product. In some cases, they contain self-contained slogans that are aligned with the values of the brand, and in other cases, they contain stand-alone sentences broken up between pages to punctuate the brand's message.

Corporate identity initial creative books present different logo ideas, sometimes with annotations about the logos and presenting the logos as they might appear in a variety of possible mediums such as business cards, brochures, tote bags, cellular phone cases, etc.

Logos, logo exploration, and logo iterations initial creative books are similar to corporate identity books, except that they tend to work with logos that are pre-established at the time of the books' creations, and then present them in a variety of possible physical formats.

Look & Feel initial creative books list the goals and objectives of the client, and strive to establish such things as brand identity and target audience. This is followed by a visual mock up of how these elements can be conveyed in different ways within a digital environment.

Point of View initial creative books are something of a hybrid of the look & feel and corporate identity books. They often begin with the different key ideas that are established with the client with regard to brand identity and the key messages that should be conveyed. This is followed by a mock up of different logo ideas that are meant to convey those attributes.

Website initial creative books are similar to look & feel books, but are more comprehensive. In addition to brand identity and target audience, website books take into account such objectives as web presentation and content, and the competitive landscape the given client is operating within. Additionally, the books provide an analysis of clients' current websites and tend to present actual copy rather than Lorem Ipsum text.

This series is arranged alphabetically by company name.

### **Series 2, Product samples, 1985-2017, bulk 1988-2008**

This series consists of the end products produced by 1185 Design for clients and which could serve as product samples for 1185's branding portfolio. Included are brochures, booklets, public relations literature, and various promotional materials as well as packaging for software and various commodities. This series is arranged into two subseries:

Subseries 2.1, Text, 1985-2017, bulk 1992-2008

Subseries 2.2, Software, 1988-2016, bulk 1991-2001

**Subseries 2.1, Text, 1985-2017, bulk 1992-2008**

This subseries includes promotional items, annual reports and strategic plans, informational brochures and pamphlets, and conference items and signs. While much of this material reflects 1185's work for start-ups and venture capitalists around Silicon Valley before and during the first tech boom, there is also a small assortment of non-tech company product samples. This subseries is arranged alphabetically by only the first letter of the company name. The individual company names can be found in the descriptive comments for each catalog record in the online catalog.

**Subseries 2.2, Software, 1988-2016, bulk 1991-2001**

This subseries consists of packaged software and a small assortment of packages that include supplemental software. While the bulk of the subseries consists of packaged software from clients such as Adobe, Cisco, and Sun Microsystems, there are also product samples for non-tech clients with software that accompanied text. Much of the packaged software product samples were kept by 1185 without the software included, so only the packaging remains. This series is arranged alphabetically by product title.

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<u>Folder List</u>	
		<b>Initial creative books</b>	
<b>Box 2</b>	102780002	24/7 initial creative books	ca. 2011
<b>Box 1</b>	102780001	3VR initial creative books	ca. 2009
<b>Box 1</b>	102780000	41st Parameter initial creative books	ca. 2012
<b>Box 2</b>	102780004	Absolute Software initial creative book	ca. 2010
<b>Box 2</b>	102780003	Academix Direct initial creative books	ca. 2010
<b>Box 3</b>	102780005	Ace Metrix initial creative books	ca. 2010
<b>Box 4</b>	102780007	Action initial creative book	ca. 2010
<b>Box 4</b>	102780008	Actuate initial creative book	ca. 2009
<b>Box 4</b>	102780009	Addepar initial creative books	ca. 2014
<b>Box 5</b>	102780010	Adobe Systems initial creative books	ca. 2005
<b>Box 5</b>	102780011	Adzilla initial creative book	ca. 2008
<b>Box 5; 6</b>	102780012	Agilent Technologies initial creative books	ca. 2009
<b>Box 6</b>	102780013	Alcatel-Lucent initial creative book	ca. 2009
<b>Box 6</b>	102780014	Align Technology initial creative books	ca. 2009
<b>Box 7; 8</b>	102780015	AMB initial creative books	ca. 2008
<b>Box 8</b>	102780016	Ampulse initial creative books	ca. 2010
<b>Box 8; 9</b>	102780017	Amyris initial creative books	ca. 2010
<b>Box 9</b>	102780018	AOC initial creative book	ca. 2009
<b>Box 9</b>	102780019	Aperian Global initial creative books	ca. 2006
<b>Box 10</b>	102780020	Applied Materials initial creative books	ca. 2010

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 10</b>	102780021	AppSense initial creative book	ca. 2010
<b>Box 10</b>	102780022	Apptio initial creative book	ca. 2012
<b>Box 11</b>	102780023	Artificial Muscle initial creative book	ca. 2006
<b>Box 11</b>	102780024	Ather initial creative book	ca. 2013
<b>Box 11</b>	102780025	Auditudo initial creative book	ca. 2007
<b>Box 11</b>	102780026	Aventis initial creative books	ca. 2010
<b>Box 12; 13; 14; 15</b>	102780027	Bank of the West initial creative books	ca. 2012-2016
<b>Box 15</b>	102780028	BEA initial creative books	ca. 2010
<b>Box 15</b>	102780029	Bespoke initial creative book	ca. 2011
<b>Box 16</b>	102789184	Bigfoot Networks, Inc. initial creative books	2009-01-28
<b>Box 16</b>	102789185	Biolmagene Digital Pathology initial creative books	2009
<b>Box 16</b>	102789186	Blackline Inc. initial creative books	ca. 2001
<b>Box 17</b>	102780030	BloomReach initial creative books	ca. 2011
<b>Box 17; 18</b>	102780031	Blue Coat initial creative books	ca. 2013
<b>Box 18</b>	102780032	Blue Oak Capital initial creative book	ca. 2011
<b>Box 18</b>	102780033	Blum Capital Partners initial creative books	ca. 2010
<b>Box 18; 19</b>	102780034	Borland initial creative books	ca. 2010
<b>Box 19</b>	102790151	Boston Scientific initial creative books	ca. 1997
<b>Box 19; 20</b>	102790152	Business Objects initial creative books	ca.2006
<b>Box 24; 25</b>	102790166	C.M. Capital initial creative books	ca. 2007
<b>Box 20; 21</b>	102790153	CALmatters initial creative books	ca. 2014

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 21</b>	102790154	Canvas2 initial creative books	undated
<b>Box 21; 22</b>	102790155	Captora initial creative books	ca. 2014
<b>Box 22</b>	102790156	Celerus Diagnostics initial creative books	ca. 2008
<b>Box 22</b>	102790157	Center for Ocean Solutions initial creative books	ca. 2007
<b>Box 22</b>	102790158	Choy-Valentine, Inc. initial creative book	ca. 2007
<b>Box 22</b>	102790159	Churchill Club initial creative book	ca. 2009
<b>Box 22</b>	102790160	Ci3 initial creative books	undated
<b>Box 23</b>	102790161	Citi Ventures initial creative book	ca. 2014
<b>Box 23</b>	102790162	Citrixonline initial creative book	ca. 2015
<b>Box 24</b>	102790163	Clarizen initial creative book	ca. 2014
<b>Box 24</b>	102790165	Clearmetal initial creative book	2015
<b>Box 24</b>	102790164	Cloud9 initial creative book	2008
<b>Box 25</b>	102790167	Codonomicon initial creative books	ca. 2014
<b>Box 26</b>	102790169	Columbia University Medical Center initial creative books	ca. 2014
<b>Box 26</b>	102790170	Computer Associates initial creative book	ca. 2014
<b>Box 26</b>	102790171	Contivo initial creative book	ca. 2014
<b>Box 27</b>	102790174	Cool planet energy systems initial creative book	ca. 2011
<b>Box 26</b>	102790172	Cooley Godward initial creative book	ca. 2004
<b>Box 26</b>	102790173	Cooley Godward Kronish initial creative books	ca. 2006
<b>Box 26</b>	102790168	Coolplanet Energy Systems initial creative book	ca. 2009



	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 27</b>	102790175	Cortina system initial creative book	ca. 2012
<b>Box 27</b>	102790176	CXO communications initial creative book	ca. 2008
<b>Box 27</b>	102790177	Cypress semiconductors initial creative book	ca. 2015
<b>Box 28</b>	102790178	DASH initial creative book	ca. 2007
<b>Box 28</b>	102790179	Declara initial creative book	ca. 2014
<b>Box 28</b>	102790180	Defy partners initial creative book	ca. 2016
<b>Box 29</b>	102790181	Dell initial creative book	ca. 2012
<b>Box 29</b>	102790182	Edify initial creative book	ca. 2005
<b>Box 29</b>	102790183	Ejacent initial creative book	ca. 2001
<b>Box 29</b>	102790184	Ejacent initial creative book	ca. 2005
<b>Box 29</b>	102790185	Endorfin report initial creative book	ca. 2013
<b>Box 30</b>	102790187	Energy east initial creative book	ca. 2007
<b>Box 30</b>	102790188	Envision initial creative book	ca. 2003
<b>Box 30</b>	102790189	Epac initial creative book	ca. 2003
<b>Box 30</b>	102790190	EPeople initial creative book	ca. 2000
<b>Box 30; 31</b>	102790186	Escientia initial creative book	ca. 2010
<b>Box 31</b>	102790191	Essex initial creative book	ca. 2007
<b>Box 31</b>	102790192	Family violence prevention fund initial creative book	ca. 2002
<b>Box 32</b>	102790201	Fireapps initial creative books	ca. 2011
<b>Box 32</b>	102790202	First to File initial creative books	ca. 2009
<b>Box 32; 33; 34</b>	102790203	Flex initial creative books	ca. 2016
<b>Box 34; 35</b>	102790204	Flextronics initial creative books	ca. 2014

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 35</b>	102790205	Flipboard initial creative books	ca. 2010
<b>Box 35; 36</b>	102790206	Flixmonkey initial creative books	ca. 2005
<b>Box 36</b>	102790207	Fresh Express initial creative books	ca. 2007
<b>Box 147</b>	102789286	Fresh Express initial creative books	ca. 2009
<b>Box 148</b>	102789287	Frontrange Solutions initial creative books	ca. 2012
<b>Box 36; 37</b>	102790208	Frontrange Solutions initial creative books	ca. 2005
<b>Box 148</b>	102789288	Fujitsu initial creative book	ca. 2010
<b>Box 148</b>	102789289	Garland Vineyards initial creative book	ca. 2012
<b>Box 149</b>	102789290	Gemini Mobile initial creative book	ca. 2005
<b>Box 149</b>	102789291	Globalcare initial creative book	ca. 2007
<b>Box 149</b>	102789292	Greater Bay Bank initial creative book	ca. 2006
<b>Box 149</b>	102789293	Gridstore initial creative book	ca. 2009
<b>Box 150</b>	102789294	Gtronix, Inc. initial creative book	ca. 2005
<b>Box 150</b>	102789295	Gunderson Dettmer initial creative book	ca. 2005
<b>Box 150</b>	102789296	Hall Capital Partners initial creative books	ca. 2008
<b>Box 151</b>	102789297	Headlands Capital Advisors initial creative book	ca. 2014
<b>Box 151</b>	102789298	HealthTap initial creative book	ca. 2010
<b>Box 151</b>	102789299	Hill Glazier initial creative book	ca. 2007
<b>Box 151</b>	102789300	Hitachi data systems initial creative book	ca. 2008
<b>Box 37; 38</b>	102790209	Hobnob initial creative books	ca. 2013
<b>Box 38</b>	102790210	Holland Yates initial creative books	ca. 2006

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 39</b>	102790220	House Family Vineyard creative book	2013
<b>Box 38</b>	102790221	Hypergrid creative books	ca. 2013
<b>Box 39</b>	102790222	Hypergrid creative books	ca. 2013
<b>Box 41</b>	102790225	Icompete creative book	2008
<b>Box 40</b>	102790223	Ide8 creative books	ca. 2013
<b>Box 42</b>	102790228	Impel creative books	2013
<b>Box 41</b>	102790226	Incisive creative book	2014
<b>Box 41</b>	102790227	Incubet creative book	2012
<b>Box 44</b>	102790230	Ingres initial creative book	ca. 2010
<b>Box 43</b>	102790229	Inmobi creative books	ca. 2011
<b>Box 44</b>	102790232	InnoDezign initial creative book	ca. 2015
<b>Box 44</b>	102790233	Innovative exploration and production initial creative book	undated
<b>Box 45; 151; 152</b>	102790231	Instart Logic initial creative books	ca. 2014
<b>Box 46</b>	102790234	Integra LA initial creative book	2008-04-16
<b>Box 152</b>	102789301	Intervoice initial creative book	ca. 2006
<b>Box 152</b>	102789302	Interwest Partners initial creative books	ca. 2012
<b>Box 153</b>	102789304	IPValue initial creative books	ca. 2009
<b>Box 46; 47</b>	102790235	Island creative data initial creative book	ca. 2008
<b>Box 153</b>	102789303	iUpload initial creative book	ca. 2007
<b>Box 153</b>	102789305	Janssen Labs	ca. 2011
<b>Box 48; 154</b>	102790239	Jasper initial creative books	ca. 2004
<b>Box 49; 50; 154</b>	102790237	Jasper Ridge Partners initial creative books	ca. 2012

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 50</b>	102790238	Jettech aerospace initial creative books	2010-09-21
<b>Box 155</b>	102789306	Jewish Lives initial creative book	ca. 2011
<b>Box 50; 51</b>	102790236	Jive initial creative books	ca. 2010
<b>Box 51; 52; 53</b>	102789183	Karam initial creative book	ca. 2008
<b>Box 53</b>	102789187	Kleiner Perkins Caufield & Byers initial creative books	2005; 2010; 2011
<b>Box 54</b>	102789188	KQED initial creative books	2015
<b>Box 54</b>	102789189	Kx Systems, Inc. initial creative book	2012
<b>Box 55</b>	102780061	La Baracca creative book	ca. 2005
<b>Box 55</b>	102780062	Lam Research initial creative book	2013
<b>Box 55; 56; 57</b>	102790240	Leap Frog Schoolhouse initial creative books	ca. 1994
<b>Box 57</b>	102780097	Lewa initial creative book	ca. 2013
<b>Box 57</b>	102780063	LiveOps initial creative books	ca. 2000
<b>Box 57; 58</b>	102790241	LiveScribe initial creative books	ca. 2007
<b>Box 59</b>	102790242	Livespot initial creative books	ca. 2009
<b>Box 59</b>	102790243	Living landscape initial creative books	ca. 2008
<b>Box 60</b>	102790244	Logitech initial creative books	ca. 2006-2007
<b>Box 60; 61</b>	102790245	Luxenti initial creative books	ca. 2007
<b>Box 62</b>	102790246	LuxVue initial creative books	ca. 2012
<b>Box 62</b>	102790247	Marc Koska initial creative books	ca. 2010
<b>Box 63</b>	102790250	MarketLive initial creative books	ca. 2005
<b>Box 63</b>	102790249	Marketo initial creative books	ca. 2011
<b>Box 63</b>	102790251	Mayfield initial creative books	ca. 2003

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 64</b>	102790252	Mbound initial creative books	undated
<b>Box 64</b>	102790260	Medis technologies initial creative books	undated
<b>Box 65; 66</b>	102790253	Meltwater initial creative books	ca. 2008
<b>Box 66; 67</b>	102790261	Menalto initial creative books	ca. 2016
<b>Box 68</b>	102790262	Mendel Biotechnology initial creative book	ca. 2012
<b>Box 68</b>	102790263	Menlo Equities initial creative books	ca. 2014-10
<b>Box 69</b>	102790264	Menlo Medical Clinic initial creative books	undated
<b>Box 69</b>	102790265	Menlo Ventures initial creative books	ca. 2007
<b>Box 69</b>	102790266	Mercer initial creative books	ca. 2017
<b>Box 69; 70; 71</b>	102790267	Mercury initial creative books	ca. 2004-2006
<b>Box 71</b>	102790268	Metalincs initial creative book	ca. 2003
<b>Box 71; 72</b>	102790269	Metavine initial creative books	ca. 2016
<b>Box 73</b>	102790280	Mirion Technologies initial creative books	ca. 2008
<b>Box 41</b>	102790224	Miscellaneous creative books	ca. 2015
<b>Box 74</b>	102790281	Mobileiron initial creative book	ca. 2012
<b>Box 74</b>	102790282	Mobilenow initial creative book	ca. 2012
<b>Box 74</b>	102790283	Mountain Home initial creative book	undated
<b>Box 74</b>	102790284	MPura initial creative book	ca. 2010
<b>Box 75; 76; 77; 78; 79; 80</b>	102790278	NBC bay area initial creative books	ca. 2015-2016
<b>Box 80</b>	102790274	Netflix initial creative books	ca. 2004
<b>Box 80; 81</b>	102790277	Nexenti initial creative books	ca. 2011

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 81; 82</b>	102790275	Nexsan initial creative books	ca. 2010
<b>Box 82</b>	102790276	Nexusguard initial creative books	ca. 2015
<b>Box 82; 83</b>	102790285	Nimble Storage initial creative books	ca. 2015
<b>Box 83; 84</b>	102790286	Noctiluca initial creative books	ca. 2010
<b>Box 84; 85</b>	102790287	Nomadic initial creative books	ca. 2015
<b>Box 85</b>	102790288	North Face initial creative books	ca. 2009
<b>Box 86</b>	102790289	Novellus initial creative books	ca. 2004
<b>Box 86</b>	102790290	Noyce Foundation initial creative books	ca.2014
<b>Box 87</b>	102790291	Nudgit initial creative book	ca. 2006
<b>Box 87</b>	102790292	Numenta initial creative books	ca. 2011
<b>Box 88</b>	102790293	Nvidia initial creative book	ca. 2010
<b>Box 88</b>	102790294	Nvxl initial creative books	ca. 2017
<b>Box 88</b>	102790295	Oak Hill investment management initial creative book	2012
<b>Box 89; 90</b>	102790296	Oak Investment Partners initial creative book	ca. 2012
<b>Box 90; 91</b>	102790297	Omniture initial creative book	ca. 2007
<b>Box 91; 92; 93</b>	102790298	Onset Ventures initial creative books	2010-2016
<b>Box 93</b>	102790299	Osisoft initial creative book	ca. 2008
<b>Box 93</b>	102790300	Overtone / Island Data initial creative book	2008
<b>Box 93</b>	102790301	Owl Ventures initial creative books	ca. 2013
<b>Box 94; 95</b>	102790302	Pacific Biosciences initial creative books	2010
<b>Box 95</b>	102790303	Packeteer initial creative books	2007

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 96; 97</b>	102790304	Palo Alto Networks initial creative books	ca. 2010
<b>Box 97</b>	102790305	Palo Alto Venture Partners initial creative book	ca. 2007
<b>Box 97</b>	102790306	Panasas initial creative book	ca. 2016
<b>Box 98</b>	102790308	Panda initial creative book	ca. 2015
<b>Box 99</b>	102790309	Partnership capital growth initial creative book	ca. 2010
<b>Box 98</b>	102790310	Paul Capital initial creative book	ca. 2000
<b>Box 98</b>	102790307	PaymentOne initial creative books	ca. 2000
<b>Box 99; 100</b>	102790311	PayPal initial creative book	ca. 2010
<b>Box 100; 101</b>	102790312	Personalis initial creative books	ca. 2011
<b>Box 101; 102</b>	102790313	Phenom people initial creative books	ca. 2015
<b>Box 103</b>	102790315	Picarro initial creative books	ca. 2012
<b>Box 102</b>	102790314	Picolight initial creative books	ca. 2005
<b>Box 103</b>	102790316	Picture people initial creative book	ca. 2005
<b>Box 103</b>	102790317	PINC initial creative book	2010
<b>Box 103</b>	102790318	Pinion point club initial creative books	ca. 2010
<b>Box 103</b>	102790319	Pinstripe & Ochre House initial creative book	ca. 2010
<b>Box 104</b>	102790320	Piziali and Associates initial creative book	ca. 2005
<b>Box 104</b>	102790321	Platfora initial creative books	ca. 2013
<b>Box 104; 105</b>	102790322	Play Bigger initial creative books	ca. 2016
<b>Box 105-107</b>	102790336	Play Studios and Incubet initial creative books	ca. 2011

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 107</b>	102790337	Policy analysis for California education (PACE) initial creative book	2010
<b>Box 107</b>	102790338	Premier Properties Management initial creative books	ca. 2008
<b>Box 110-111</b>	102790482	Prologis initial creative books	ca. 2013
<b>Box 107-109</b>	102790339	Prologis initial creative books	2011
<b>Box 111</b>	102790484	Pulse initial creative books	undated
<b>Box 111</b>	102790485	Qumu initial creative books	undated
<b>Box 112-113</b>	102790486	Rearden Commerce initial creative books	undated
<b>Box 114</b>	102790488	Red Seal initial creative books	ca. 2011
<b>Box 113</b>	102790487	Redpoint Ventures initial creative books	ca. 2008
<b>Box 114</b>	102790489	Saint Francis High School initial creative books	ca. 2009
<b>Box 115</b>	102790490	SAP initial creative books	ca. 2013
<b>Box 116</b>	102790491	Savvis initial creative books	ca. 2010
<b>Box 116</b>	102790492	Scale Ventures Partner initial creative books	2007-2010
<b>Box 117</b>	102790494	Securify initial creative books	ca. 2003
<b>Box 117</b>	102790493	Seecommerce initial creative books	ca. 2001
<b>Box 117</b>	102790495	Seek Thermal creative books	ca. 2014
<b>Box 119</b>	102790499	SemiLEDs creative books	ca. 2010
<b>Box 119</b>	102790500	Sensity Systems initial creative books	2013
<b>Box 120; 121</b>	102790503	Sentilla initial creative books	ca. 2007
<b>Box 121</b>	102790505	Sequent initial creative books	ca. 2011



	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 122</b>	102790509	Service Now initial creative books	ca. 2010
<b>Box 123</b>	102790512	Seven Post initial creative books	2015
<b>Box 124</b>	102790513	ShareVault initial creative books	2011
<b>Box 124</b>	102790514	Siebel Foundation initial creative books	ca. 2009; ca. 2014
<b>Box 124; 125; 126</b>	102790515	Siemens initial creative books	ca. 2008
<b>Box 126</b>	102790530	Sierra Ventures initial creative books	ca.2007
<b>Box 126; 127</b>	102790531	Slingshot initial creative books	ca. 2013
<b>Box 127</b>	102790532	Snaplogic initial creative books	ca. 2010
<b>Box 128</b>	102790533	Solectron initial creative books	undated
<b>Box 128</b>	102790534	Songbird initial creative books	ca. 2011
<b>Box 129</b>	102790535	SpringCM initial creative books	ca. 2012
<b>Box 129; 130</b>	102790536	SuccessFactors initial creative books	ca. 2011
<b>Box 130</b>	102790537	Sun Microsystems initial creative books	ca. 2000
<b>Box 130</b>	102790538	SunRun Inc. initial creative books	undated
<b>Box 131</b>	102790539	SurfControl initial creative books	undated
<b>Box 131</b>	102790540	Symantec initial creative books	ca. 2005
<b>Box 132</b>	102790541	Synaptics initial creative books	ca. 2014
<b>Box 133</b>	102790543	Tech Credit Union initial creative books	2010
<b>Box 132</b>	102790542	Technology Crossover Ventures initial creative books	2006
<b>Box 73</b>	102790279	The Meth Project initial creative book	ca. 2007

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 134</b>	102790544	This is Shakespeare initial creative books	ca. 2016
<b>Box 134</b>	102790545	THX initial creative books	ca. 2012
<b>Box 134</b>	102790546	Tibco Software initial creative book	ca. 2011
<b>Box 134-135</b>	102790547	TomKat Center for Sustainable Energy initial creative books	2010
<b>Box 135</b>	102790548	Trend Micro initial creative books	2003
<b>Box 135</b>	102790549	Trident Capital initial creative books	2012
<b>Box 136</b>	102790550	Trimble Navigation initial creative books	2004-2007
<b>Box 136</b>	102790551	Trims Unlimited initial creative books	ca. 2010
<b>Box 137</b>	102790552	Tuvox initial creative book	ca. 2006
<b>Box 137-138</b>	102790555	U.S. Venture Partners (USVP) initial creative books	ca. 2002
<b>Box 137</b>	102790553	Ultracell Corporation initial creative book	2007
<b>Box 137</b>	102790554	Urban Forest Home initial creative book	2006
<b>Box 138-139</b>	102790556	Vantage Point Venture Partners initial creative books	2008
<b>Box 63</b>	102790248	Various initial creative books	ca. 2000-2002
<b>Box 139</b>	102780211	Venturi Wireless initial creative book	ca. 2006
<b>Box 139</b>	102780212	Veos initial creative book	ca. 2006
<b>Box 139</b>	102780213	Visa initial creative book	2002
<b>Box 140</b>	102780214	Vista Wealth Management initial creative book	2017
<b>Box 140</b>	102780215	Vital Connect initial creative book	ca. 2011
<b>Box 140; 141</b>	102780216	VMWare initial creative book	2009

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Initial creative books</b>	
<b>Box 141</b>	102780218	Wave One initial creative books	2011
<b>Box 141</b>	102780217	Wavion initial creative book	ca. 2000
<b>Box 141</b>	102780219	Way To Go initial creative book	ca. 2006
<b>Box 142</b>	102780220	Webtrends initial creative book	2011
<b>Box 142; 143</b>	102780221	Wind River initial creative books	ca. 2006
<b>Box 143</b>	102780222	Workplace Answers initial creative books	2009
<b>Box 144</b>	102780223	Xilinx initial creative books	2006
<b>Box 144</b>	102780224	Xtent initial creative book	ca. 2006
<b>Box 145</b>	102789280	Yahoo! initial creative books	ca. 1999
<b>Box 145</b>	102789281	Ygrene initial creative book	ca. 2011
<b>Box 145</b>	102789282	Ynext initial creative books	ca. 2015
<b>Box 146</b>	102789283	Yodlee Interactive initial creative books	ca. 2000
<b>Box 147</b>	102789284	Yume initial creative books	ca. 2011
<b>Box 147</b>	102789285	Zynga initial creative book	ca. 2009

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Text</b>	
<b>Box 158</b>	102780058	Text product samples : oversize : A-L	1995; 2000-2002
<b>Box 157</b>	102780057	Text product samples : oversize : B-S	1993-2008
<b>Box 167</b>	102780262	Text product samples : oversize : Motorola	1988
<b>Box 156</b>	102780125	Text product samples : oversize : portfolio : A-V	ca. 2003
<b>Box</b>	102780147	Text Product Samples : oversize : Sunsoft Solaris 2.0 promo kit	ca. 1993
<b>Box 160</b>	102780035	Text product samples: A	1987; 1998-2011
<b>Box 161</b>	102780036	Text product samples: B-C	1998-2017
<b>Box 162</b>	102780037	Text product samples: C	1991-2001; ca. 2010
<b>Box 163</b>	102780038	Text product samples: C-G	1995-2016
<b>Box 164</b>	102780039	Text product samples: I-L	1994-2008
<b>Box 165</b>	102780040	Text product samples: L-M	1993; 2000-2010
<b>Box 166</b>	102780049	Text product samples: M-N	1985-2016
<b>Box 159</b>	102780059	Text product samples: oversize : L-S	1993-1996; 2005
<b>Box 168</b>	102780055	Text product samples: P-S	1992-2017
<b>Box 169</b>	102780056	Text product samples: S-Z	1992-2013

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Software</b>	
<b>Box 170</b>	102780074	ActiveWeb	1996
<b>Box 158</b>	102780127	Adobe Acrobat InProduction	2000
<b>Box 158</b>	102780126	Adobe Acrobat InProduction	2000
<b>Box 170</b>	102780060	Adobe After Effects	2001
<b>Box 158</b>	102780128	Adobe Creative Suite	2002
<b>Box 158</b>	102780131	Adobe Font Folio	2000
<b>Box 158</b>	102780134	Adobe FrameMaker	2002
<b>Box 158</b>	102780132	Adobe FrameMaker	2000
<b>Box 158</b>	102780133	Adobe FrameMaker+SGML	2000
<b>Box 158</b>	102780135	Adobe FrameViewer	2000
<b>Box 158</b>	102780136	Adobe GoLive	2000
<b>Box 170</b>	102780064	Adobe GoLive	2000
<b>Box 170</b>	102780065	Adobe GoLive upgrade	2000
<b>Box 170</b>	102780066	Adobe Illustrator	2000
<b>Box 158</b>	102780138	Adobe Illustrator	2000
<b>Box 158</b>	102780137	Adobe Illustrator	2000
<b>Box 170</b>	102780067	Adobe Illustrator	2001
<b>Box 158</b>	102780139	Adobe Illustrator	2001
<b>Box 170</b>	102780068	Adobe InDesign	1999
<b>Box 158</b>	102780140	Adobe InDesign	2001
<b>Box 158</b>	102780141	Adobe LiveMotion	2000
<b>Box 158</b>	102780142	Adobe LiveMotion	2001
<b>Box 171</b>	102780069	Adobe LiveMotion	1999
<b>Box 158</b>	102780143	Adobe PageMaker	2001
<b>Box 171</b>	102780073	Adobe PageMaker	2001
<b>Box 171</b>	102780070	Adobe PageMaker	1999
<b>Box 158</b>	102780144	Adobe Photoshop	2000
<b>Box 158</b>	102780145	Adobe Photoshop	2002
<b>Box 158</b>	102780210	Adobe Photoshop	2002

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Software</b>	
<b>Box 171</b>	102780071	Adobe Photoshop	2000
<b>Box 158</b>	102780146	Adobe Premiere	2000
<b>Box 171</b>	102780072	Adobe Premiere	2000
<b>Box 172</b>	102780075	Aldus PageMaker	1988
<b>Box 172</b>	102780076	Aldus Persuasion	1988
<b>Box 172</b>	102780077	Audodesk 3D studio	1991
<b>Box 172</b>	102780078	Autodesk Animator Pro	1991
<b>Box 173</b>	102780079	Borland JBuilder X	2003
<b>Box 173</b>	102780080	Business Objects Crystal Xcelsius	2004
<b>Box 175</b>	102789263	Cisco creative standards for clear communications	1998
<b>Box 173</b>	102780084	Cisco Systems 1995 annual report	1996
<b>Box 173</b>	102780081	Cisco Systems 1996 annual report	1997
<b>Box 173</b>	102780083	Cisco Systems Cisco reseller logo kit	1997
<b>Box 173</b>	102780082	Cisco Systems Cisco Secure access control server	1997
<b>Box 173</b>	102780085	Cisco Systems reseller resource kit	ca. 1997
<b>Box 173</b>	102780086	Columbia University medical center	ca. 2016
<b>Box 174</b>	102789178	Computer History Museum 2006 fellow awards	2006
<b>Box 174</b>	102780087	Connectix Virtual PC	2000
<b>Box 174</b>	102780088	Diffusion IntraExpress	ca.1997
<b>Box 180</b>	102780109	Eyemodule2	2001
<b>Box 158</b>	102780129	FrameMaker	2000
<b>Box 158</b>	102780130	FrameMaker+SGML	2000
<b>Box 174</b>	102780089	Gigabeat promotional kit	ca. 2001
Computer History Museum			22

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Software</b>	
<b>Box 174</b>	102780090	Informatica PowerCenter	1998
<b>Box 174</b>	102780091	Informatica PowerMart	ca. 1996
<b>Box 176</b>	102780092	Lightscape Visualization System	1995
<b>Box 180</b>	102780122	Masterclips: the art of business	1993
<b>Box 175</b>	102789264	Mercury functional testing	2004
<b>Box 175</b>	102789265	Mercury LoadRunner	2004
<b>Box 176</b>	102780093	Mercury QuickTest Professional	2004
<b>Box 176</b>	102789179	Niku for I.T. consulting	1999
<b>Box 176</b>	102780094	Niku for internal I.T.	1999
<b>Box 176</b>	102780095	Nortel Meridian IVR tactical sales training course	1995
<b>Box 180</b>	102789201	Paragon project management system : intelligence project	undated
<b>Box 156</b>	102780096	Scholastic Hi-Tech Reports, vol. 3	1993
<b>Box 177</b>	102780098	Scholastic smart books : favorite Greek myths	1994
<b>Box 177</b>	102780099	Scholastic smart books : Titanic	1994
<b>Box 180</b>	102780110	Software Dispatch Macintosh productivity edition 1	1994
<b>Box 180</b>	102790376	SPARCworks : PowerTools for Professional Developers	undated
<b>Box 177</b>	102780105	Storm Technology Picture Press	1992
<b>Box 180</b>	102780117	Sun Forte for Java	1999
<b>Box 180</b>	102780120	Sun internet mail server	1997
<b>Box 180</b>	102780123	Sun microsystems Solaris ISP server	1999
<b>Box 180</b>	102790372	Sun Solstice Enterprise Manager	1999

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Software</b>	
<b>Box 180</b>	102790379	Sun Workshop 5	1999
<b>Box 180</b>	102790375	SunPro ProWorks	1992
<b>Box 177</b>	102780100	SunPro ProWorks	1994
<b>Box 180</b>	102780121	SunPro ProWorks and ProCompiler	1994
<b>Box 178</b>	102780101	SunPro ProWorks for Solaris Unix	1993
<b>Box 180</b>	102790378	SunPro SPARCCompiler	1992
<b>Box 180</b>	102790374	SunPro SPARCworks	1992
<b>Box 180</b>	102790373	SunPro SPARCworks : Power Tools for Professional Developers	undated
<b>Box 180</b>	102790377	SunPro SPARCworks and SPARCCompiler	1993
<b>Box 180</b>	102780111	SunSoft CASE interoberability	1992
<b>Box 180</b>	102780113	SunSoft Catalyst CDware	1993
<b>Box 180</b>	102780112	SunSoft Catalyst CDware	1990
<b>Box 180</b>	102780114	SunSoft Catalyst CDware developer's kit	1993
<b>Box 180</b>	102780115	SunSoft Catalyst CDware developer's kit	1993
<b>Box 180</b>	102780116	SunSoft developer CD	1995
<b>Box 180</b>	102780118	SunSoft Infoware, vol. 1	1993
<b>Box 180</b>	102780119	SunSoft Infoware, vol. 2: internet edition	1994
<b>Box 179</b>	102780104	SunSoft Solaris	1992
<b>Box 178</b>	102780103	SunSoft Solaris	1992
<b>Box 180</b>	102790381	SunSoft Workshop	1995
<b>Box 180</b>	102789200	SunSoft workshop developer products	1994
<b>Box 180</b>	102790380	SunSoft Workshop Developer Products	1995



	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
		<b>Product samples: Software</b>	
<b>Box 179</b>	102780106	Sunsoft Workshop media kit	1995
<b>Box 179</b>	102780107	Sybase unwired server	2004
<b>Box 179</b>	102780108	Utopia/Appleton	ca. 2008