



Services and Skills

case study

Project Summary

Project Goal

- Design and conceptualize Brand visual design program to apply to across different media

Skills and Resources Required

- Corporate identify design
- Website design

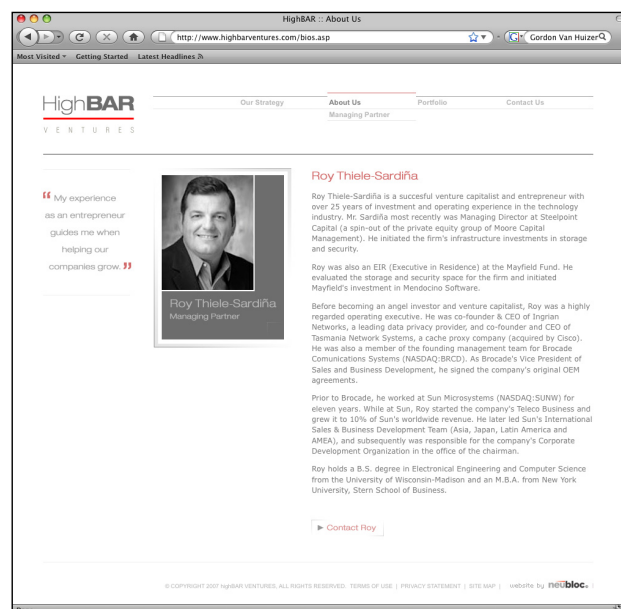
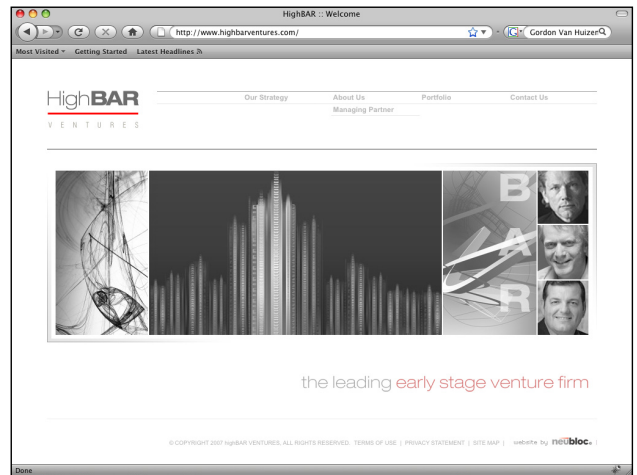
Early Stage Venture Capital Company Identity and Web Site Design

Neulboc was contracted to provide HighBAR Ventures — a well known Silicon Valley firm — with web design and production services including identity and website design. HighBAR Ventures is an early stage venture capital firm that was formed to channel its founders' passion for early stage investing. Its founders have deep roots in technology investing and a proven track record of building successful companies. HighBAR invests in seed and early stage companies developing infrastructure technology for the security, networking and storage marketplaces.

Neulboc's design approach emphasized the name HighBAR Ventures and the founders to communicate exactly who they are — an investment firm with a marqui pedigree. Ease of use, minimal color, sophistication through clean design, and an understated message sums up our approach to their visual communications program.

A clean and sophisticated color palette ensured a no-nonsense, sophisticated and understated web presence for HighBAR Ventures. We emphasized visually the founders and testimonial quotes from portfolio companies to ensure instant credibility.

<http://www.highbar-ventures.com>



HighBAR
VENTURES