

## **Guide to the 1185 Design records**

Finding aid prepared by Sydney Gulbranson Olson

Computer History Museum

1401 N. Shoreline Blvd.

Mountain View, CA, 94043

(650) 810-1010

research@computerhistory.org

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**Title:** 1185 Design records

**Identifier/Call Number:** X8294.2018

**Contributing Institution:** Computer History Museum

**Language of Material:** English

**Physical Description:** 172.7 Linear feet, 23 record cartons, 1 newspaper box, 2 manuscript boxes, and 24 oversize cartons

**Date (inclusive):** 1985-2016

**Abstract:** The 1185 Design records, ranging in date from 1985 to 2016, contain material from the branding agency's design process as well as final end products. The company, founded in 1985, focuses on branding for technology startups and venture capital and has worked with a range of clients, from Fortune 100 companies to startup and venture firms in technology, biotech, nonprofit, and consumer markets. The majority of the collection consists of initial creative books, which are generated during the design process and contain design for areas such as brand narrative, logo graphic design, and web design. The other portion of the collection consists of 1185 Design's final printed products, such as software packaging, annual reports, brochures, invitations, and data sheets.

**Processing Information**

Collection surveyed by Sydney Gulbranson Olson, 2017.

**Access Restrictions**

The collection is open for research. Please note that the collection may require review by CHM staff before viewing.

**Publication Rights**

The Computer History Museum (CHM) can only claim physical ownership of the collection. 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.

**Preferred Citation**

[Identification of Item], [Date], 1185 Design records, Lot X8294.2017, Box [#], Computer History Museum.

**Immediate Source of Acquisition**

Gift of Peggy Burke, 2017.

**Biographical/Historical Note**

1185 Design is a digital brand agency located in Palo Alto, California, known for its design for technology and technology-related companies. The company, founded in 1985 by Peggy Burke, focuses on branding for technology startups and venture capital. Because of its proximity to Silicon Valley, the agency has been able to work with a range of clients, from Fortune 100 companies to startup and venture firms in technology, biotech, nonprofit, and consumer markets. They have worked with clients such as SAP, Cisco, Adobe Systems, Blue Coat, Bank of the West, CALmatters, Redpoint Ventures, and Stanford Health Care. 1185 Design specializes in areas such as corporate identity, brand strategy and narratives, and digital experience and execution. While much of the early work of the agency resulted in printed publications and packaging, today the agency produces primarily digital work, such as digital advertising, user experience evaluations, corporate branding, and web and mobile design. As of 2018, 1185 is still in business and is considered one of the leading agencies in technology and related branding.

**Scope and Content of the Collection**

The 1185 Design records, ranging in date from 1985 to 2016, hold materials generated during the design process and in consultations with clients, as well as final end products.

The majority of the collection consists of initial creative books, often with handwritten notes. These books contain design for areas such as brand narrative, logo graphic design, and web design. They are generated during the design process, which typically begins when 1185 Design staff meet 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 initial creative books. These "initial creatives" are then reviewed by the client, notes and changes are made, and a design direction is selected. This review is usually followed by additional rounds of creative development, which can include creating completely new designs or combining elements of previous designs into a new design. Ultimately, this continual refining of the design results in a final end product in print or digital form.

The other third of the collection consists of 1185 Design's final printed products, such as software packaging, annual reports, brochures, invitations, and data sheets. Much of their more recent output is for the web, which is not included in the collection.

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The collection does not contain files or notes from the initial meetings with clients. 1185 Design signs non-disclosure agreements with their clients, so the only materials that are retained from projects are the initial creative books and the finished end products.

**Separated Material**

Physical objects and ephemera were separated from the main collection. To view catalog records for separated material, search the CHM catalog at <http://www.computerhistory.org/collections/search/> .

**Subjects and Indexing Terms**

Branding (Marketing)

Branding industry

Corporate identity

Design service--Marketing

Logos (Symbols)--Design

Silicon Valley (Calif.)

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