



WISDOM, BLENDING
INTELLIGENCE AND
EXPERIENCE: THE
FUNDAMENTALS OF A
STRONG PRIVATE EQUITY
FUND. UNISON CREATES
A NEW ELEGANT AND
CONFIDENT IDENTITY.

CHALLENGE

Coba Capital, LP, a limited partnership private equity fund that invests globally in small- to medium-sized businesses, came to Unison with the task of creating a brand identity that represented and emphasized the capabilities and strengths of the firm.

SOLUTION

Unison delivered a clean and simple design for Coba that established and brought forth the firm's wisdom and experience in an elegant and understated way. The new Coba logo flowed from the Russian word "coba" meaning "owl," as a symbol of Coba's sage investment philosophy. This theme was carried forward through a Unison-designed dynamic website at www.cobacapital.com with intuitive navigation and rich in vibrant red tones that further emphasized the firm's energy and strength. The brand identity both captures the viewer's attention while exuding elegance and intelligence.

RESULTS

The resulting new brand identity and website keeps up with Cobra's rapid ascent in the highly competitive private equity field, allowing them to gain recognition while putting forth an image of strength.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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