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ASYLUM CREATES NEW IDENTITY FOR LOCAL NON-PROFIT ADVOCACY GROUP

Los Angeles, CA, September 8– Asylum, a leading full-service graphic design studio for various regional and national corporations, announced today the completion of the new corporate logo for CORBA, the Concerned Off-Road Bicyclists Association. Corba had been using the same logo since 1987, but it was apparent a more modern look was necessary to help people better identify with the organization.

Asylum's goal is to create broader recognition for CORBA both within and outside the mountain biking community. With recognition will come additional members and more support for their cause. The more support CORBA has for its cause, the more access riders will have to public trails, and in turn, even more people will get behind the organization.

CORBA's mission is to gain and maintain access to trails for mountain bikers in Los Angeles and its surrounding areas. "The problem they have now is they have good name recognition but most people don't know what CORBA does. We are trying to create a whole new voice for CORBA, one that people will hear loud and clear and more easily associate with," states Jim Shanman, owner and creative director of Asylum. The new logo is based on a stylized mountain and forward progress. The mountain is divided into five sections, each representing a part of CORBA's foundation of Advocacy, Trail Work, Youth Adventures, Recreational Riding and Skills Classes. The color scheme of blue and green provides a professional yet pleasant backdrop for these fundamentals and represents the environment so important to the sport.

"I have nothing but positive things to say about working with Asylum," said the chairman of CORBA's board of directors, Ed Dee. "Our new board of directors has very ambitious goals that Asylum is helping us to achieve. Jim has identified many loopholes in our marketing strategy, allowing us to be more effective with our marketing approach." Shanman said that, "As a member, I saw they were having trouble getting their name out, and I was more than happy to lend our services on a pro-bono basis to support their cause."

For over 18 years, asylum has created award winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to redesign the CORBA logo is a perfect partnership between a forward-thinking trade group and a design firm with unlimited creative and strategic abilities.

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