

# Canon Development

## Comet Product Identity

Emerging from cameras, copiers and printers, Canon harmoniously connects to a new market.

### About Canon Comet

When Canon entered the enterprise software market, they approached us to position their new product, Comet, as a friendly way to connect legacy devices to newer computer systems. Titled "Harmony," the identity campaign we designed utilized daring writing and bold illustrations to educate customers about the software's vast capabilities and simple interface. The unusual round die-cut folder housing their brochure and technical guide propelled Comet's standing from the crowd. To officially launch the brand across the country, flipbooks featuring their animated logo were distributed at major IT trade shows.



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