



**c o m e t**

***Disinfects and Cleans Tough Stains***  
**Results are out of this *WORLD!***

it's going to be astronomical...

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# REDESIGN PLAN

## Introduction:

The world is moving in a new direction. Although flashy and loud designs used to be acceptable for the consumer, it is proven that these outdated designs are driving customers away. Comet needs a makeover, or first some makeup remover. Comet needs a cleaner look. A cleaner look may literally scream to consumers "cleaner!" but in an inviting way, rather than in a way that they find to be obnoxious.

## Target Group:

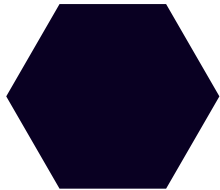
This new design is targeted towards a new generation. A generation where anything other than clean design is distasteful. This would be "the Millennials". These are your new consumers. Grandma is getting to old to bend over and scrub that toilet or scrub that tile floor. So who is doing the cleaning now? Not your loyal customer 20 years ago. The people who are scrubbing the toilets now fall under the Millennial group.

## Big Idea:

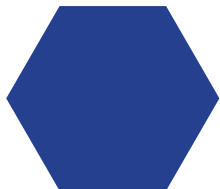
This new design is not only much cleaner, but it is an excellent play on words. Think of all the catchy phrases that could go along with a cleaner called "Comet". This product needs a space theme. Then, you can take on phrases like "for a sparkle that is out of this world" or "results are astronomical". This is exactly how your product will stand out from the others on the shelf. Consumers are tired of seeing the flashy obnoxious designs on the shelf especially when the rest of the design world is heading in a cleaner direction. It is about time for "cleaners" to get "cleaner". The first cleaning brands to catch on to this will certainly draw the attention of the consumers. Ads can no longer look like "ads". Obnoxious ads take away from the credibility of the product. Take this new design direction for results that will most certainly be "astronomical".



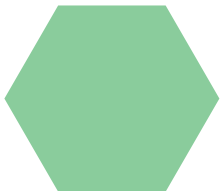
# COLORS & FONTS



Night Sky  
#090022  
R=16 G=0 B=34  
PANTONE BLACK 6 C  
C=82 M=82 Y=55 K=74



Peacock  
#1b5d97  
R=27 G=93 B=151  
PANTONE 2728 C  
C=100 M=90 Y=10 K=0



Seafoam  
#8acc9c  
R=138 G=204 B=156  
PANTONE 3375 C  
C=47 M=0 Y=50 K=0

# Sansita

Regular

Title: 72 pt

Body Copy: 10 pt

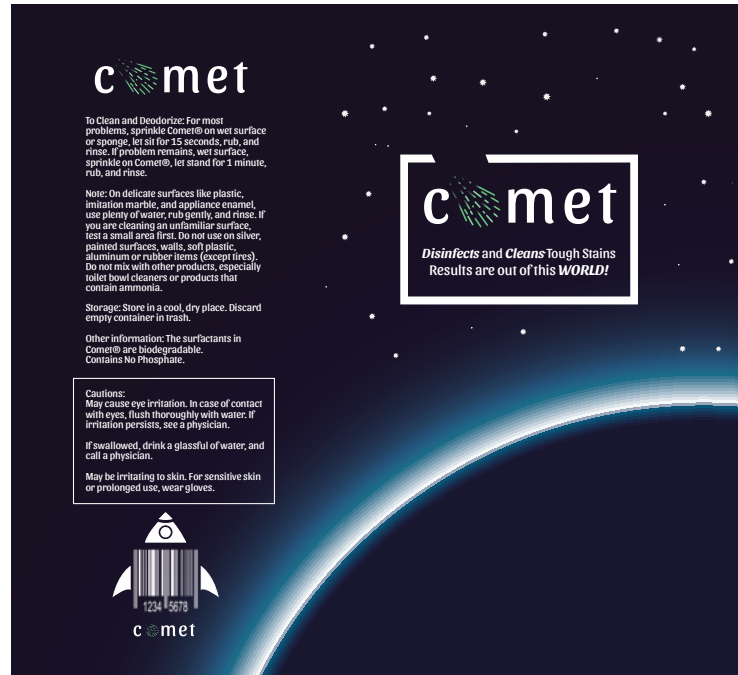
# LOGO



Recomended Sizes:  
Web: 420 X 140 px  
Print: 650 x 217 px  
Proportions: 3 x 1

Recomended Placements:  
Center , Center  
Center, Bottom  
Center, Top

# PACKAGE DESIGN



# PHOTOGRAPHY



Before



After



# ADVERTISEMENT

c  m e t

results are astronomical...





ready to launch in 3, 2...

RACHEL HORTON

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