

The logo for Comet is centered within a white rectangular border. The word "comet" is written in a white, lowercase, serif font. The letter "c" is followed by a stylized comet tail composed of several parallel, slightly curved lines in a light green color, radiating from the top right of the "c" towards the "m".

comet

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

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it's going to be astronomical...

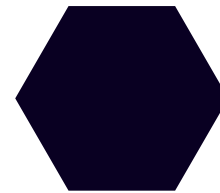
REDESIGN PLAN  
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ADVERTISEMENT

# REDESIGN PLAN

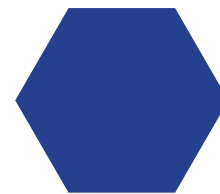
The world is moving in a new direction. Although flashy and loud designs used to be acceptable for the consumer, it is proven that these outdated designs are driving customers away. Comet needs a makeover, or first some makeup remover. Comet needs a cleaner look. A cleaner look may literally scream to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

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".

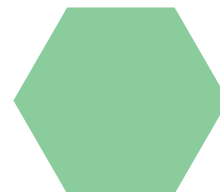
# COLORS & FONTS



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  
72 pt

# LOGO

c met

c met

To Clean and Deodorize: For most problems, sprinkle Comet® on wet surface or sponge, let sit for 15 seconds, rub, and rinse. If problem remains, wet surface, sprinkle on Comet®, let stand for 1 minute, rub, and rinse.

Note: On delicate surfaces like plastic, imitation marble, and appliance enamel, use plenty of water, rub gently, and rinse. If you are cleaning an unfamiliar surface, test a small area first. Do not use on silver, painted surfaces, walls, soft plastic, aluminum or rubber items (except tires). Do not mix with other products, especially toilet bowl cleaners or products that contain ammonia.

Storage: Store in a cool, dry place. Discard empty container in trash.

Other information: The surfactants in Comet® are biodegradable. Contains No Phosphate.

Cautions: May cause eye irritation. In case of contact with eyes, flush thoroughly with water. If irritation persists, see a physician.

If swallowed, drink a glassful of water, and call a physician.

May be irritating to skin. For sensitive skin or prolonged use, wear gloves.



# FLAT PACKAGE DESIGN

# PHOTOGRAPHY



# ADVERTISEMENT

c  met  
results are astronomical...

The image features a deep blue, star-filled space background. A prominent, bright white-to-yellow diagonal streak, resembling a comet or a rocket trail, cuts across the upper-left to lower-right portion of the frame. The text 'ready to launch in 3, 2...' is positioned on the right side of the image, rendered in a clean, white, sans-serif font. The overall aesthetic is futuristic and high-tech.

ready to launch in 3, 2...

RACHEL HORTON

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