

HARMAN KARDON Branding

Harman Kardon believes that innovation is a combination of major technological breakthroughs and smaller, detail-level enhancements. To deliver the right combination of power, performance, flexibility and ease of use, Harman Kardon has always sought to strike a balance. They carefully weigh the development of key enhancements of the basic underpinnings of audio and video technology against the importance of making these enhancements accessible to both the advanced audiophile and the home theater novice.

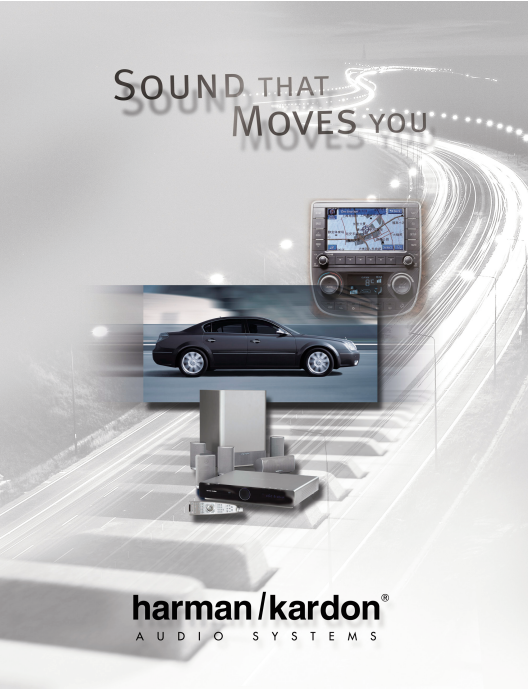
To support these beliefs and goals various projects were created ranging from trade show display, posters, DVD promotional packaging and a billboard for the European market to be used in Geneva promoting the Multimedia Infotainment system.



Display



DVD Case



Poster



Billboard