

# ITT Industries, Cannon

ITT Industries, Cannon  
providing a complete line of integrated electronic components and solutions



corporate awareness

## Background:

Since 1999, Apex Marketing Group has provided full-service graphic design and production expertise for ITT Industries, Cannon Switch Products. This \$450 million division includes direct contact with worldwide offices in Santa Ana, CA; Boston, MA; Meaux, France; Berlin, Germany; Basingstoke, United Kingdom; and Eden Prairie, MN.

## Objective:

Maintain the ITT Industries corporate identity, but still create materials that are professional, identifiable and unique to the Cannon division. Update and upgrade all corporate collateral to follow strict identity guidelines, and project ITT Industries as an innovative and technologically advanced international manufacturer of switches, connectors, interface controls, smart card interconnects, keypads and dome array products.

## Result:

When we began our relationship with the Eden Prairie, Minnesota office, it was to integrate existing collateral materials so that they would be consistent with the ITT identity standards. Today, we are relied on for the many trade show displays, trade ads, catalogs, brochures, identity specifications and printed collateral pieces that are needed throughout the year. Recent work has garnered high praise from ITT Industries' corporate marketing professionals worldwide for the innovative use of the ITT Industries corporate identity and graphically appealing design.

Cannon



ITT Industries  
Engineered for life

» Did you know?

"Consumers around the world purchased 400 million mobile handheld devices in 2000, and projections call for more than 1 billion in 2005."

ITT Industries  
Annual Report, 2000

