



Florida's Space Coast

TOMORROW LAUNCHES HERE

Community of Choice

GOAL: Distinguish Brevard County as a Community of Choice for business investment and talent attraction.

VISION: Florida's Space Coast is branded as a community where residents and businesses embrace their history; while investing in their future and enjoying a thriving present.

STRATEGY: Showcase Brevard County, Florida and our 16 distinct municipalities as a region with a rich history, a bright future and a thriving quality of life.

Building the Space Coast Brand

WORKING TOGETHER TO DEFINE OUR STORY.

Community Engagement.

Community Conversations

Met with 800 stakeholders to understand what our community believes defines Brevard County.

40

Internal Brevard Focus Groups

Worked with outside consultant to host focus groups in North, Central and South Brevard.

6

Pop-up Focus Groups

Gained feedback from community stakeholders regarding logo, tagline color palette and core values.

11

Reporting Board Meetings

Met monthly to review brand feedback and deliverables, providing final sign-off on brand assets.

15



27

Meetings with Municipalities

Met with Mayors, Deputy Mayors, City Managers and spoke at City Council meetings to raise awareness about unified brand initiative.

755

Internal Brevard Survey

755 completed surveys by Brevard County residents, resulting in a 95% confidence level with results.

4

External Focus Groups

39 participants throughout four focus groups hosted by an outside consultant in Raleigh, NC and Houston, TX.

800

National Survey

Survey across the United States to gather "future resident" perspectives on Brevard County resulting in a 93% accuracy level with results.



3,166 PARTICIPANTS

Tomorrow Launches Here

FLORIDA'S SPACE COAST IS TOMORROW'S LAUNCHPAD.

No matter which direction humanity heads next,
know that its launchpad is Florida's Space Coast.



The Anatomy of Our Brand



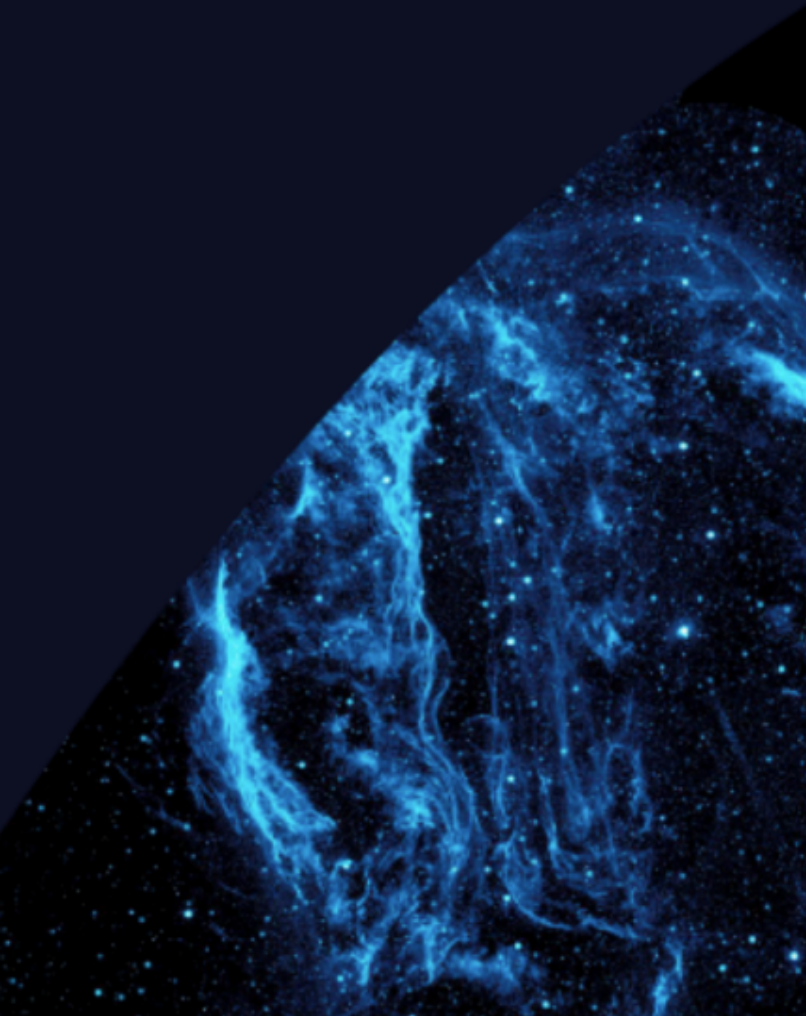


**ICON REPRESENTS A SURFBOARD,
ROCKET NOSE, AND FISH.**

THE ICON INCLUDES AN "F", "S"
AND "C" WITHIN THE SHAPE.

EXOSPHERE EBONY

A nod to the region's bold, innovative thinking.



CELESTIAL CONTRAIL

A reference to some of the nation's brightest ideas.



GREEN FLASH

A vibrant hidden gem with a strong connection to nature.



GOLDEN HOUR

A warm, down-to-Earth community of families and individuals alike.



Core Values



Take the Scenic Route.

We aren't a big city, and that's something we're proud of. We live life at a slower pace and take time to enjoy the wide-open natural wonder that surrounds us.

Driven by Discovery.

Everything we do is fueled by a passion for learning, and a desire to see what's out there. We don't follow crowds—we're early adopters.

Choose Community.

We don't rest on our laurels. We may have the entirety of the Space Program at our backs, but we still believe the best is yet to come.

Defy Complacency.

Our careers are important, but that shouldn't stop us from being neighborly. We're an inclusive, safe community meant for all ages, and we'd like to keep it that way.

Humble Works Hard.

You wouldn't know it by looking at us, but we're more accomplished than we let on. We're a driven, career-oriented group of people, and we don't take ourselves too seriously.

Our Story



Telling Our Story



Feature Story

A special edition branded publication, including a cover and 6-page editorial spread about Florida's Space Coast, was produced. It aligns with and reinforces the brand story.

Advertising Outreach

Digital Billboards



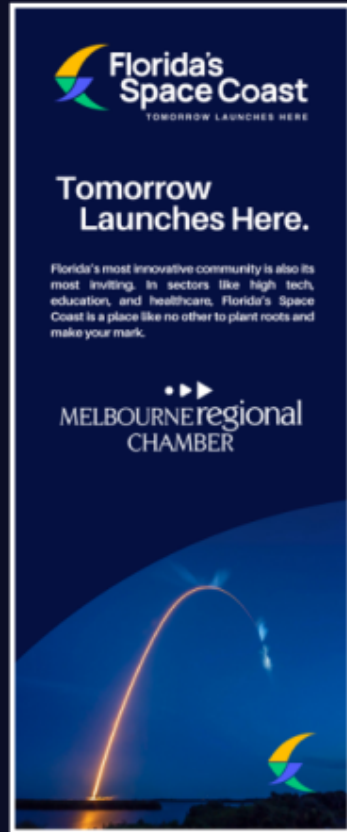
Advertising Local Movie Theatres

Video Marketing

Video ads featuring our 'Tomorrow Launches Here' campaign introduced the brand to our community, successfully driving brand recognition and adoption



Ways to Share Our Brand Story



DISPLAY CUSTOM BANNER IN LOBBY

WEAR THE PIN

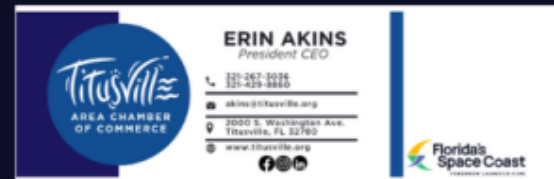


PASS OUT PIN CARDS AND SWAG



ADD TO BUSINESS CARD AND EMAIL SIGNATURE

INCORPORATE STORY INTO WEB PAGE



DISPLAY ON ELECTRONIC SIGN



ADD LINK IN NEWSLETTER

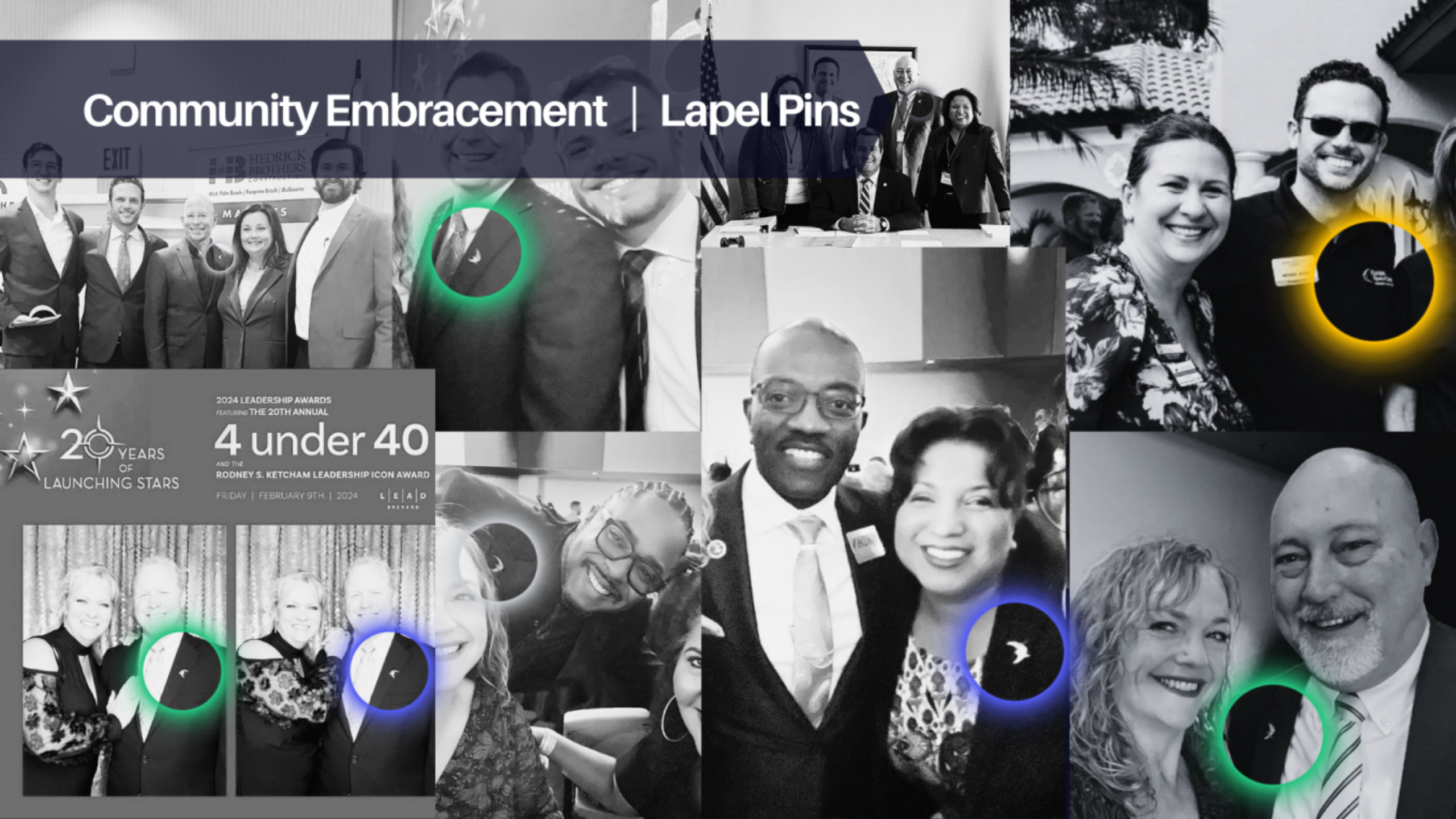
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FLSPACECOAST.ORG



SHARE AND TAG ON SOCIAL MEDIA



Community Embracement | Lapel Pins



2024 LEADERSHIP AWARDS
FEATURING THE 20TH ANNUAL

4 under 40

AND THE
RODNEY S. KETCHAM LEADERSHIP ICON AWARD

FRIDAY | FEBRUARY 9TH | 2024

LEAD
BREVARD

TomorrowLaunchesHere.com

Brand Playbook



Humanity's next chapter is approaching.
Help write the story of tomorrow at Florida's Space Coast.

Below you will find the tools and resources for our regional brand
to help share our story and gain global recognition for Florida's
Space Coast.

FLORIDA'S SPACE COAST TOMORROW LAUNCHES HERE

Brand Playbook

OUR STORY

There's been a line in the sand since the beginning of time and it exists as follows: Go no further.

A collection of rebels—a mix of rebel dressed in button-downs and plaid shirts, with beard growth and dreadlocks, school of fish at Launch Complex 38 in the great state of Florida.

The spindly men and women of America had been consumed by a singular goal: cross that line.

This crossing wasn't a toe dip in the shallow end. This crossing was a high dive, belly first in the air, with the world watching from below.

Explore | launched January 31, 1968.

The price of paradise, with soft sands and blue waves, is Florida's Space Coast. It's a beach to a collection of rebels, and it's a hope to 72 miles of pristine coastline.

The residents of Florida's Space Coast live life at a slower pace, taking in the natural beauty that surrounds them. There's never an empty seat at dinner. Breakfasts are spent on the beaches, and the sunrise always has a seat at the table.

This unassuming stretch of coastline may seem quiet, but it's home to the loudest stuff on Earth. And it's just getting started.

No matter which direction humanity heads next, know that our launchpad is Florida's Space Coast.

TOOLKIT

Welcome to our branding toolkit! Here, you'll find meticulously crafted assets to launch our community brand across Florida's Space Coast. Explore these resources for consistent representation of our identity throughout our vibrant community, and beyond. Together, we will tell our story and propel Florida's Space Coast: Tomorrow Launches Here!



BRAND PLAYBOOK

Access your copy of the brand playbook for Florida's Space Coast: Tomorrow Launches Here. Choose to view it online or download it to which essential guidelines for maintaining consistency across all communications and marketing materials.

[VIEW PLAYBOOK](#)[DOWNLOAD PLAYBOOK](#)

DIGITAL ASSETS

Embrace the Florida's Space Coast: Tomorrow Launches Here style with our collection of digital resources, including logos, icons, and video assets.

[LOGOS](#)[MARKS](#)[DIGITAL ADS](#)[VIDEOS](#)

PRINT ASSETS

Share the story of Florida's Space Coast with our featured collection of printable assets.

[PRINT ADS](#)[PARTNERSHIP LOGOS - COMING SOON](#)

SOCIAL ASSETS

Create our Florida's Space Coast social media presence with these customized assets that foster partnerships and drive key business objectives. Share on various platforms.

[SOCIAL SHAREABLES](#)[SOCIAL TEMPLATES - COMING SOON](#)

PHOTOGRAPHY

Capturing the essence of the Florida's Space Coast through modern tools, 22 miles of pristine coastline, and everything in between. These images embody our identity, aesthetics, and vibrant spirit. Share these photographs along with other resources from the Brand Playbook to ensure our images stay relevant and contribute to our overall Florida's Space Coast identity for a chance to be published on our channels.

[DOWNLOAD IMAGES](#)[UPLOAD IMAGES](#)

Branded Banner Orders



Banner Order Form

Ordering your own co-branded pop-up banner for your lobby, office, meeting space, or hiring event in 3 easy steps.

1. Choose from a list of messaging or create your own custom wording.
2. Choose an image from our collection or submit your own.
3. Send your logo

We will create your design and email you a proof of the artwork. We can place the order for you with our print shop or use your own.

[View sample banners, messaging and image options here.](#)

Company/Organization Name *

Contact Name *

Contact Email *

Message Choice *

Image Choice *

Attach Your Logo

Please submit your logo file here. All white logo in PNG format is preferred.

Custom image and messaging files may be uploaded here, as well.

Drag and drop files here or [browse files](#)

Discover More



[TOMORROWLAUNCHESHERE.COM](https://tomorrowlauncheshere.com)

A photograph of a building's exterior courtyard. A large, dark blue canopy covers the walkway. In the background, a blue SUV is parked on a street. The text "Thank you" is overlaid in white.

Thank you