



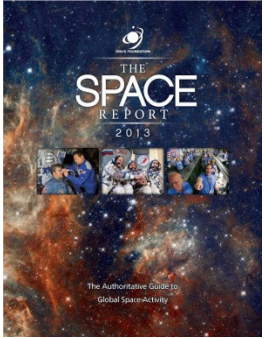
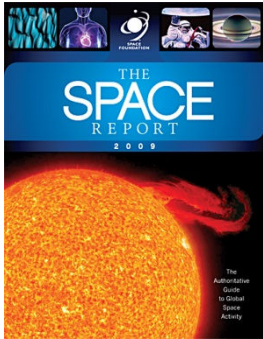
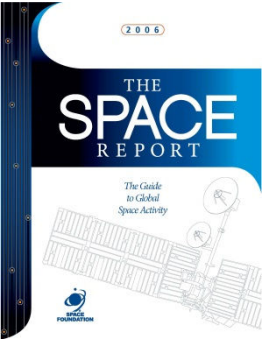
ADVERTISING | MARKETING // COMMUNICATE BETTER



Brandt Ronat + Company > Florida > [www.brc60.com](http://www.brc60.com)

Space Foundation's  
The Space Report

BRC has been the design/build team on this prestigious book since 2006.

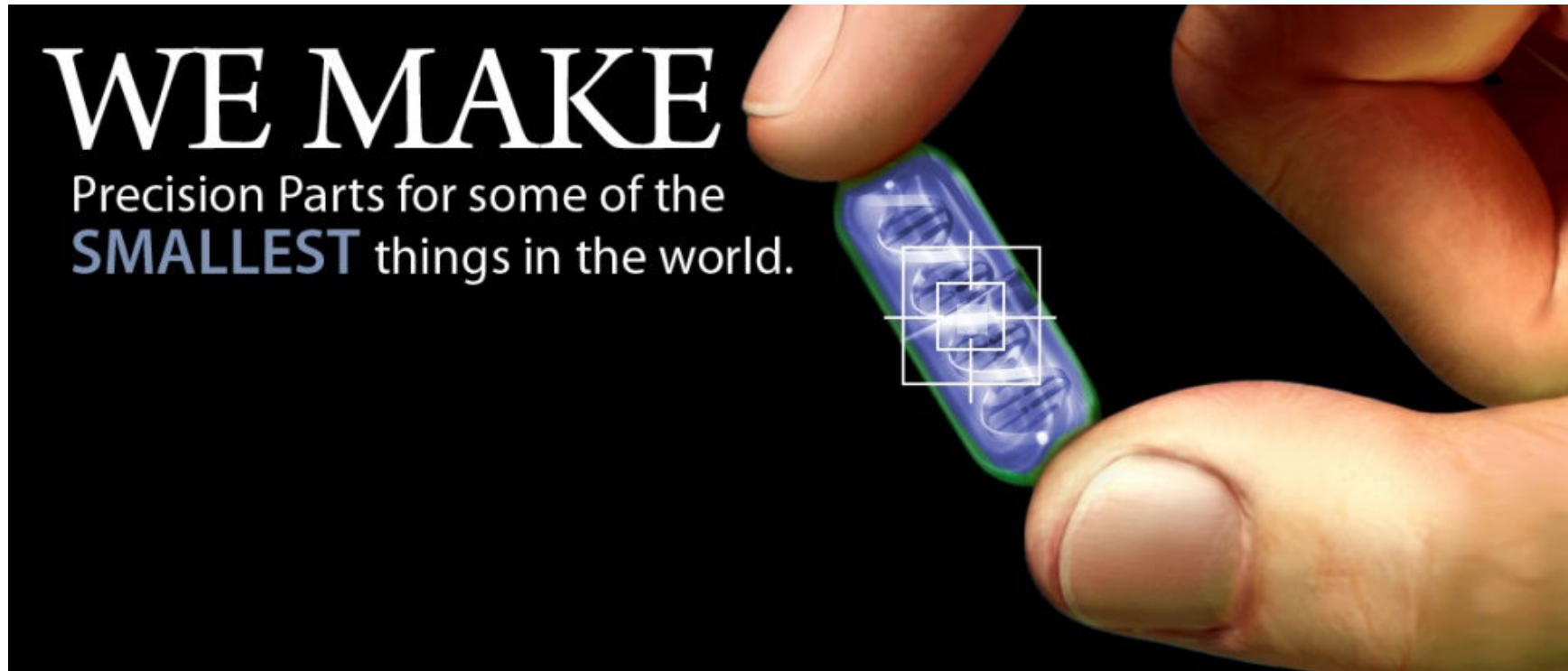


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Federated Precision  
Web Slider Animation

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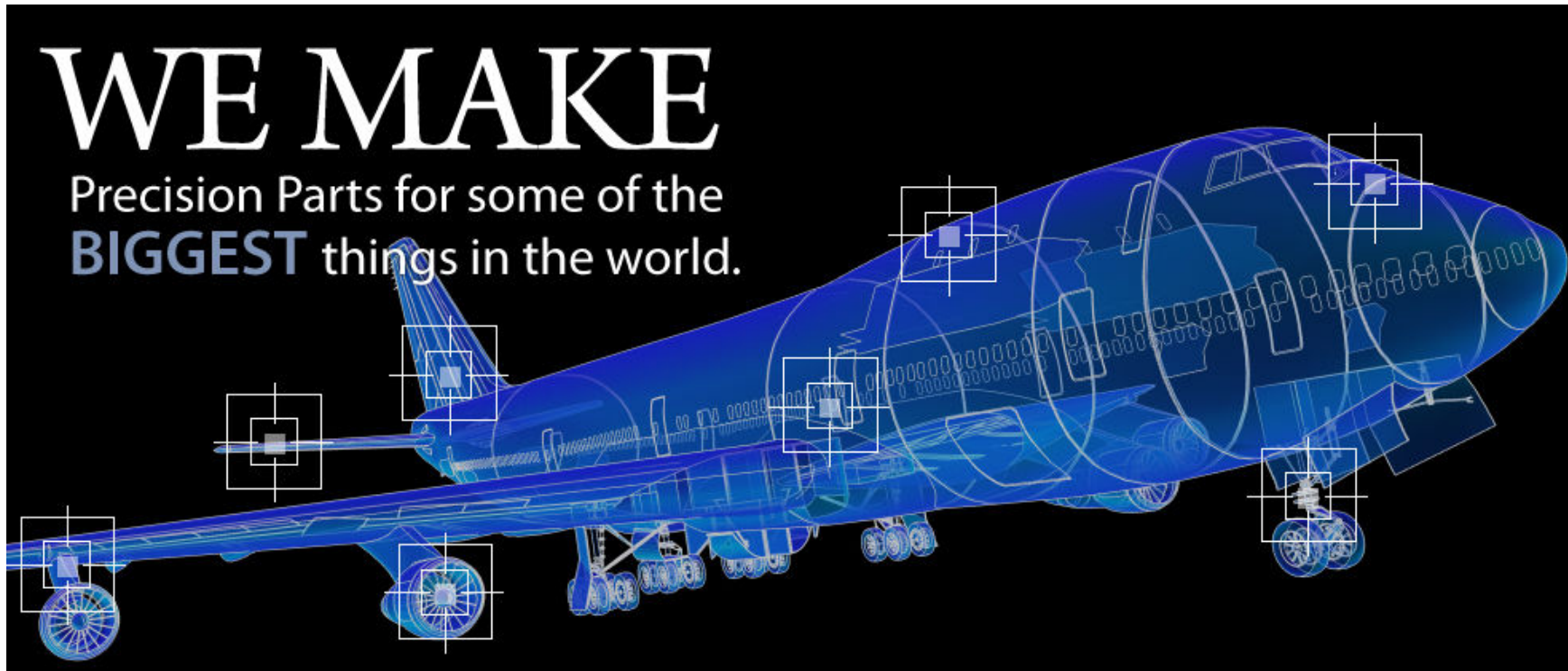


Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.



Federated Precision  
Web Slider Animation

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**WE MAKE**  
Precision Parts for some of the  
**BIGGEST** things in the world.

Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.



Federated Precision  
Web Slider Animation

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Branding a startup. Creating core memorable visual and word premises, applied and adapted to multiple digital and print formats/vehicles.



Harris Corporation  
Forbes Magazine Series

Cover series, a  
Harris message  
overwraps the  
actual Forbes issue

Through special arrangements with the publisher, this Harris Corporation cover has been placed on a limited number of copies of Forbes. It does not constitute an endorsement by Forbes and no endorsement is implied.

# Forbes®

**TRANSFORMING  
HEALTHCARE**

**AT THE INTERSECTION  
OF LIFE AND DATA,**

**TRUST  
HARRIS®**

brandt ronat+co



Harris Corporation  
Forbes Magazine Series Covers



# Harris Corporation Forbes Magazine Series



Investment in reaching out to a highly cultivated mailing list. Series of (6) 6-page Cover wraps, -- wraparound to the actual Forbes issue. Select recipients initially received personal letter from CEO and the year's subscription to Forbes, with 6 of the issues with impossible-to-miss wraps, with enough landscape to showcase 6 significant stories or divisions of a company.





Harris Corporation  
Forbes Magazine &  
D.C. Metro Advertising

Washington D.C. area  
adjunct campaign,  
timed in conjunction with  
Forbes, and demands of a  
contract bidding period;  
this included targeted  
Metro advertising near  
decision-makers  
downtown offices.



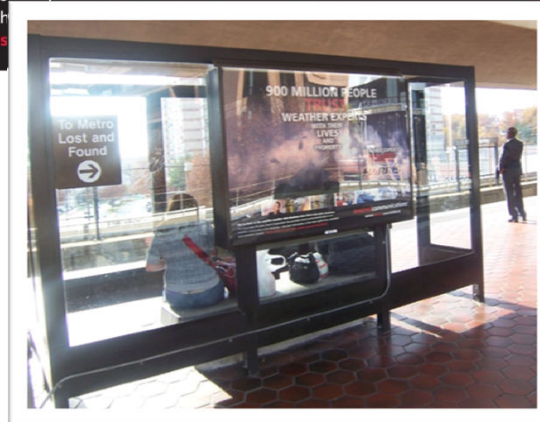
**900 MILLION PEOPLE  
TRUST  
WEATHER EXPERTS  
WITH THEIR  
LIVES  
AND  
PROPERTY**

**WEATHER EXPERTS  
TRUST  
HARRIS**

image credits: NOAA, www.extremestability.com

**We've been in the satellite weather data business since there was such a business.**  
For more than 45 years, Harris Corporation has provided critical environmental data to the weather community in the Americas — the world — and wherever needed. **When success is**

**assuredcommunications**<sup>®</sup>  
[www.harris.com/GOES-R](http://www.harris.com/GOES-R)



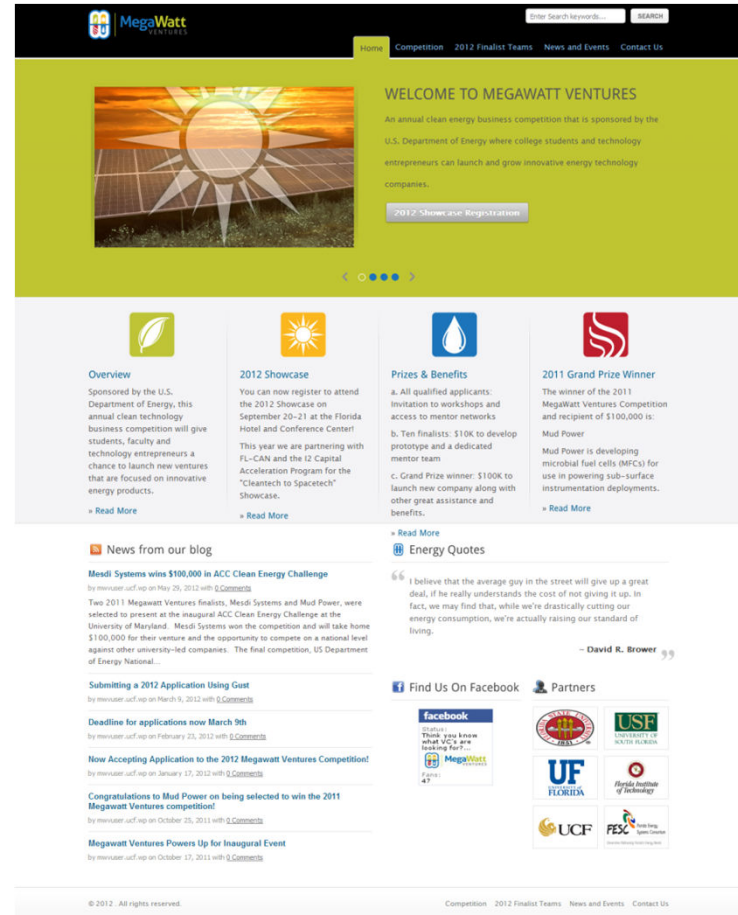
brandt ronat+co



# MegaWatt Ventures Brand & Website Development



Branding a startup,  
digital focus, digital  
desemination.



Economic Development Commission  
of Florida's Space Coast  
Corporate Collateral Campaign

Design/build of the collateral  
that won (IEDC) Excellence in  
Economic development Awards  
for the EDC.



# THE SPACE COAST: HARD-WIRED FOR TECH



## FLORIDA'S SPACE COAST— AMERICA'S HIGH TECH TITAN

In today's increasingly competitive global economy, the right environment can offer businesses a distinct advantage. However, nearly every community in the world seeking to attract business will say the same thing — "we offer a low-cost environment, quality infrastructure, and a great quality of life." A statement like this begs the question — can you back it up? Can these communities offer credible facts and figures and tangible results that truly demonstrate their competitive advantage for business? Maybe. Maybe not.

Florida's Space Coast is one of the few regions in the world which can claim that, here, it really is rocket science. The Palm Bay-Melbourne-Titusville MSA — Florida's Space Coast — is the birthplace of space exploration and the home of Kennedy Space Center. We have the right stuff for business. Put us to the test. Take a closer look at Florida's Space Coast. We'll show you the numbers. We'll deliver the results.

See for yourself why Florida's Space Coast is America's High Tech Titan.

FLORIDA'S SPACE COAST — THE RIGHT STUFF						
<b>#1</b>	<b>#1</b>	<b>#5</b>	<b>#7</b>	<b>#8</b>	<b>#11</b>	<b>TOP</b>
Most concentrated high-tech economy in Florida.	Aerospace start-ups, statewide.	America's Top Cybercities.	Most concentrated high-tech economy in the U.S.	Top 100 U.S. Tech Centers.	America's Most Innovative Cities.	Locations to Watch.
<small>Milken Institute, 2011</small>	<small>Business Expansion Journal, 2009</small>	<small>TechAmerica Foundation, 2010</small>	<small>Milken Institute, 2011</small>	<small>Business Journal, 2009</small>	<small>Forbes, 2010</small>	<small>Area Development, 2011</small>



Economic Development Commission  
of Florida's Space Coast  
Corporate Collateral Campaign



LOOKING FOR A HIGH-TECH WORKFORCE?  
FIND IT IN FLORIDA'S SPACE COAST

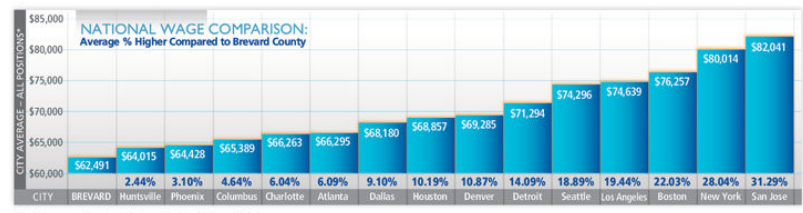
<b>#1</b>	<b>#1</b>	<b>#3</b>	<b>#5</b>	<b>#8</b>
Number of engineers per 1,000 workers. U.S. Bureau of Labor Statistics, 2010	Workforce, statewide. CNBC, 2010	Workforce with products tied to overseas. Brookings Institute, 2010	Most concentrated high-tech workforce in the U.S. TechAmerica Foundation, 2010	Top place for scientists and engineers to live and work in the U.S. Expansion Management, 2010

OUR SECRET WEAPON:  
**AN AMAZING  
WORKFORCE**

Steps as bold as putting a man on the moon or developing a space transportation system known as the Space Shuttle require talent that's the best of the best. Through the years as America's space program expanded and high technology enhanced our lives, so, too, was the case with the Space Coast's workforce, often referred to as a "national treasure." To say the workforce is "highly skilled" is really an understatement. Intelligent, intensely precise, driven, determined, innovative, remarkable — these are just a few of the adjectives that describe the scientists, engineers, technicians, and administrators who understand and truly believe that failure is not an option.

While other locations spend millions trying to recruit top talent, the Space Coast already has it — and they're ready for their next mission.

FLORIDA'S SPACE COAST: AFFORDABLE, READY WORKFORCE



\*All salaries generated from: Economics Research Institute, Inc. January 2011 Survey



**AFFORDABLE WORKFORCE** A location could have the most brilliantly skilled workforce in the world, but it won't do business any good if they're not affordable. As a right-to-work state, Florida holds an average high-tech wage that is lower than 62% of all 50 states with the Space Coast's wage structure generally lower than other population centers around the state. *The numbers speak for themselves.*

Economic Development Commission  
of Florida's Space Coast  
Corporate Collateral Campaign



<b>#2</b> Best in the State for Educational Excellence <i>Florida Dept. of Education, 2009</i>	<b>TOP 4%</b> Brevard Public Schools — Reading, Math, and Science <i>Florida Dept. of Education, 2011</i>	<b>TOP 6%</b> Brevard Public Schools— U.S. schools on High School Challenge List <i>Washington Post, 2011</i>	<b>FLORIDA #5</b> Best Educational System in the U.S. <i>Education Week, 2011</i>
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## FUTURE CAPACITY & SUSTAINABILITY

When a business chooses a site to locate or expand, it expects to stay for the long haul. The key to ensuring future success in any given location is sustainability. Will this location be able to meet the company's needs in 5, 20, or 50 years? Will there be a new generation of workers to fill future jobs? Have other industry leaders found success and remain committed to this location?



### SPACE COAST EXCELLENCE IN EDUCATION ENSURES NEXT-GENERATION WORKFORCE

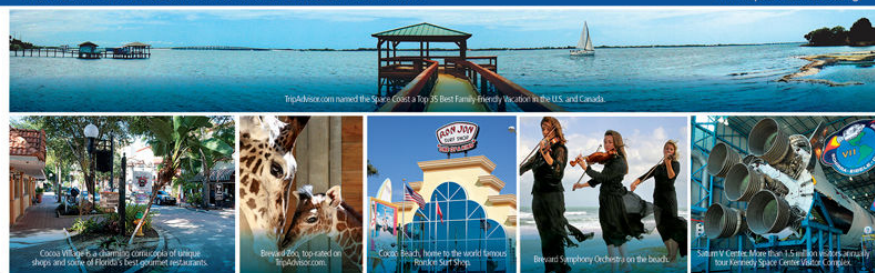
With space exploration as its roots, the Space Coast's high-tech and R&D capacity is unparalleled. The Space Coast is home to the renowned Florida Institute of Technology, whose extensive recognition includes being named a Tier 1 Best National University by U.S. News & World Report and one of the nation's top technological institutions in the Fiske Guide to Colleges.

Satellite campuses of Embry-Riddle Aeronautical University and the University of Central Florida, along with tech-oriented Brevard Community College and a wide spectrum of outstanding college, university, and technical training campuses, contribute to an evergreen, dynamic, highly qualified technical workforce.

Brevard Public Schools, an A-rated school district for seven consecutive years, provides superior instruction for the Space Coast's K-12 students. Brevard Public Schools holds a reputation as one of the top districts in the state of Florida and the United States, consistently ranking well above both the national and state of Florida averages when comparing SAT scores.



## FLORIDA'S SPACE COAST: UNPARALLELED OPPORTUNITY



## THE SPACE COAST: UNPARALLELED LOCATION

<b>FLORIDA'S SPACE COAST #18</b> Best Bang-For-The-Buck Cities <i>Forbes, 2009</i>
---



A KEY CONSIDERATION FOR BUSINESS LOCATION HAS TO BE  
"WILL RELOCATING EMPLOYEES BE HAPPY HERE?"

Millions of tourists flock to Florida's Space Coast every year for a reason. But beyond the 300 days of sunshine, 72 miles of pristine Atlantic Ocean beaches, abundant arts and cultural amenities, historical attractions, year-round outdoor activities, and thriving nightlife, Space Coast residents experience an unparalleled lifestyle, state-of-the-art healthcare, and abundant, affordable housing options — all within a welcoming atmosphere.



The Viera Company  
The evolution of a town

# accommodating GROWTH

## ROAD EXPANSIONS

### 2006 - 2008

#### 1 Viera Blvd

Solerno Blvd. West of I-95

Construction underway, extend 4-Lane from Stadium Pkwy. to Murrell Rd. including I-95 flyover.

#### 2 Lake Andrew Dr.

Extend 2-Lane from Stadium Pkwy. to Judge Fran Jamieson Way.

#### 3 Stadium Pkwy.

Extend 2-Lane from Judge Fran Jamieson Way to Wickham Rd. and 4-Lane from Judge Fran Jamieson Way to I-95 (Fiske Blvd. interchange).

#### P Pedestrian Underpasses

Pedestrian tunnels under Stadium Pkwy. and Lake Andrew Dr. connect the Villages of South Solerno to Viera Regional Park. A third tunnel under Stadium Pkwy. connects Duran Golf Club's Clubhouse to the Practice Range.

### After 2008

#### 4 Wickham Rd.

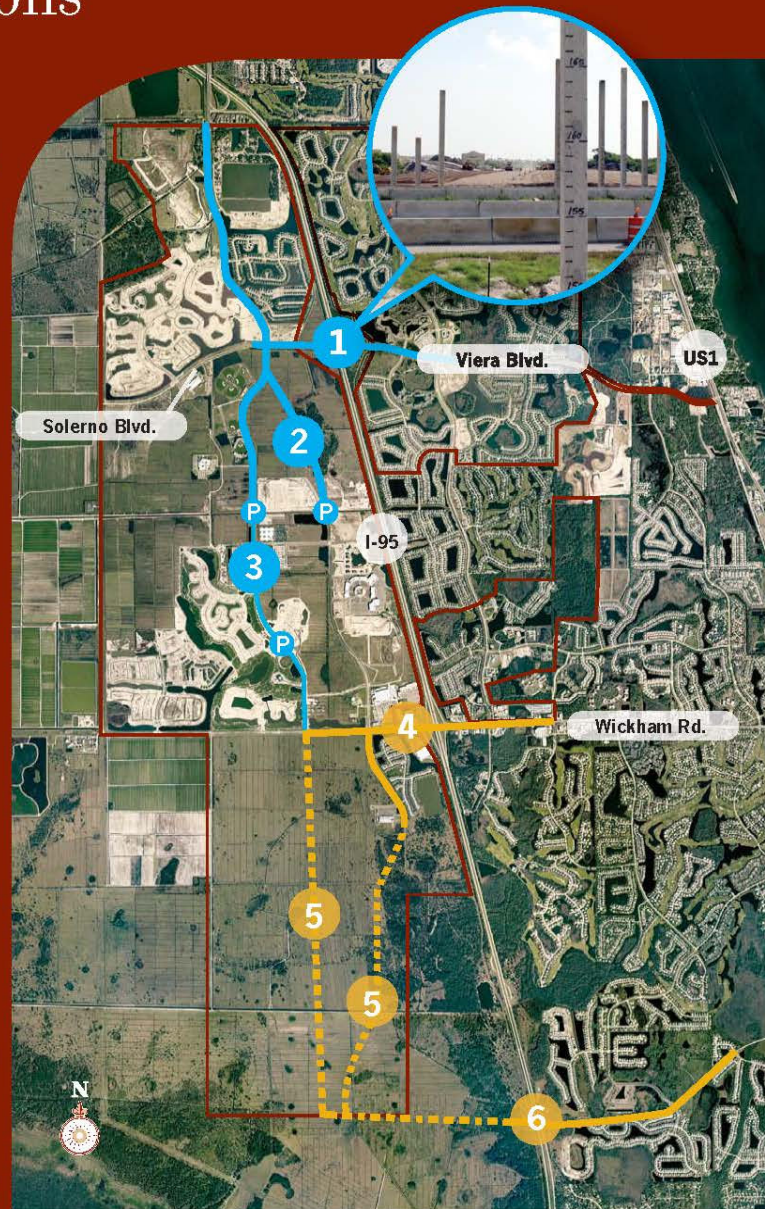
6-Lane from Lake Andrew Dr. to Murrell Rd. will occur once Wickham Rd. interchange is rebuilt with the 6-Laning of I-95.

#### 5 Lake Andrew Dr./ Stadium Pkwy.

A potential future extension of Lake Andrew Dr. or Stadium Pkwy. to Pineda Interchange.

#### 6 Pineda Interchange

Working with FDOT and Brevard County to Construct the Pineda Interchange.



— DRI Boundaries

The depicted road extensions are conceptual only. Road installations and/or alignments are subject to modification and/or cancellation without notice or liability.

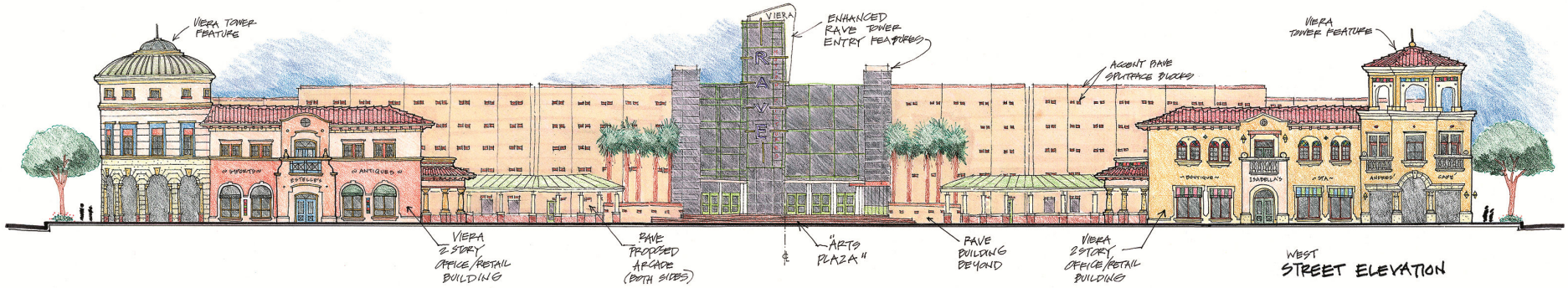
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Branding a startup, with useful tools to visually describe change, dealing with misperceptions, building confidence, helping sales development teams.

# The Viera Company

## The evolution of a town



Positioning for business development.  
 Marketing properties.  
 Supporting sales goals.

### accommodating GROWTH ROAD EXPANSIONS

**2006 - 2008**

- 1 Viera Blvd**  
Solerio Blvd. West of I-95  
Construction underway, extend 4 Lane from Stadium Pkwy to Murrell Rd including I-95 flyover
- 2 Lake Andrew Dr**  
Extend 2 Lane from Stadium Pkwy to Judge Fran Jamieson Way
- 3 Stadium Pkwy**  
Extend 2 Lane from Judge Fran Jamieson Way to Wickham Rd. and 4 Lane from Judge Fran Jamieson Way to I-95 (Fiske Blvd interchange)
- P Pedestrian Underpasses**  
Pedestrian tunnels under Stadium Pkwy and Lake Andrew Dr. connect the Villages of South Solerio to Viera Regional Park. A third tunnel under Stadium Pkwy connects Burn Golf Club's clubhouse to the Practice Range.

**After 2008**

- 4 Wickham Rd**  
6 Lane from Lake Andrew Dr. to Murrell Rd. will occur once Wickham Rd. interchange is rebuilt with the 6 Lanes of I-95
- 5 Lake Andrew Dr / Stadium Pkwy**  
A potential future extension of Lake Andrew Dr. or Stadium Pkwy. to Fineda Interchange.
- 6 Pineda Interchange**  
Working with FDOT and Brevard County to Construct the Pineda Interchange.

**DRI Boundaries**


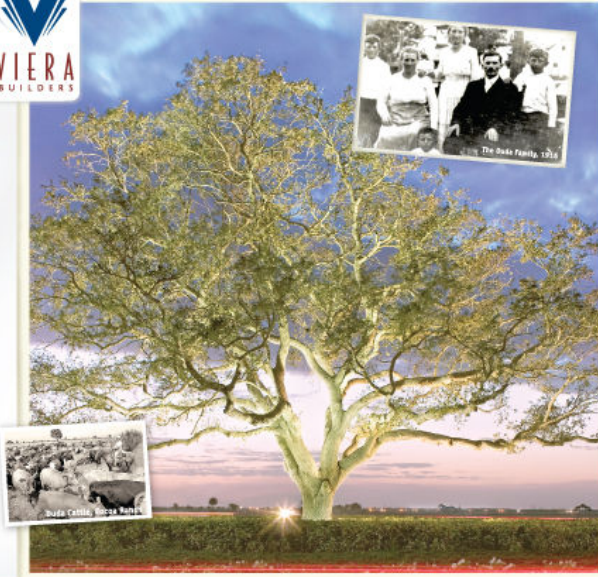
The depicted road extensions are conceptual only. Road installations and/or alignments are subject to modification and/or cancellation without notice or liability.

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The Viera Company  
The evolution of a town


Building  
on vision  
and values

*Integrity has a new home.*


With an unwavering dedication to integrity, A. Duda & Sons, Inc. built its agricultural reputation over 80 years based on quality and innovation. The Viera Company, created by Duda in 1990, bears witness to that same commitment as it guides the evolution of Viera into one of Florida's finest master-planned communities. Today, Viera Builders, Inc. is poised to continue the legacy.

Duda's family tree has grown again with the founding of Viera Builders, Inc. Building on a solid foundation of integrity and commitment, we promise to honor the values of our parent company by standing behind what we build.

 Enjoy peace of mind with a builder backed by a company who has been around the neighborhood for a while.

Duda has turned dreams into reality for eight decades. Now put yours within grasp. Experience the same care given to planning the New Town of Viera as we plan your new home. Come live your dream with Viera Builders, Inc.

We know there are many choices in the new home market. Purchasing a home is one of the most important decisions you may ever make.



[www.viera.com](http://www.viera.com)


Lic. # QB43408




*Quality has a new home.*

Our heritage stretches back 80 years to a bygone era when a handshake could close a deal, and your word was your bond. Viera Builders, Inc. believes that old-fashioned values can exist in today's fast-paced world. We follow the same business philosophy that has guided our parent company, A. Duda & Sons, Inc., from its founding—an unwavering commitment to honesty and fair dealing in all that we do. This philosophy assures homes of enduring value that will stand the test of time.

Our 21st century construction team takes pride in a job well done and is committed to raising the bar for customer expectations of quality, craftsmanship and service. Combining new construction techniques with time-honored practices and using quality materials and trusted brands,

 we will work with you to build your home as if it were ours.

Enjoy quality service from the good old days while enjoying modern conveniences, too. The next time you hear someone say "things aren't built like they used to be," you can respond, "You're right...they're better."



[www.viera.com](http://www.viera.com)

Lic. # QB43408





The Viera Company  
The evolution of a town



Keeping pace with information as the town grows



master site plan

Ready for some fresh air? Viera has made it easier than ever to get out and get moving. Check out your options below. The hardest part is deciding what to do first.

golf

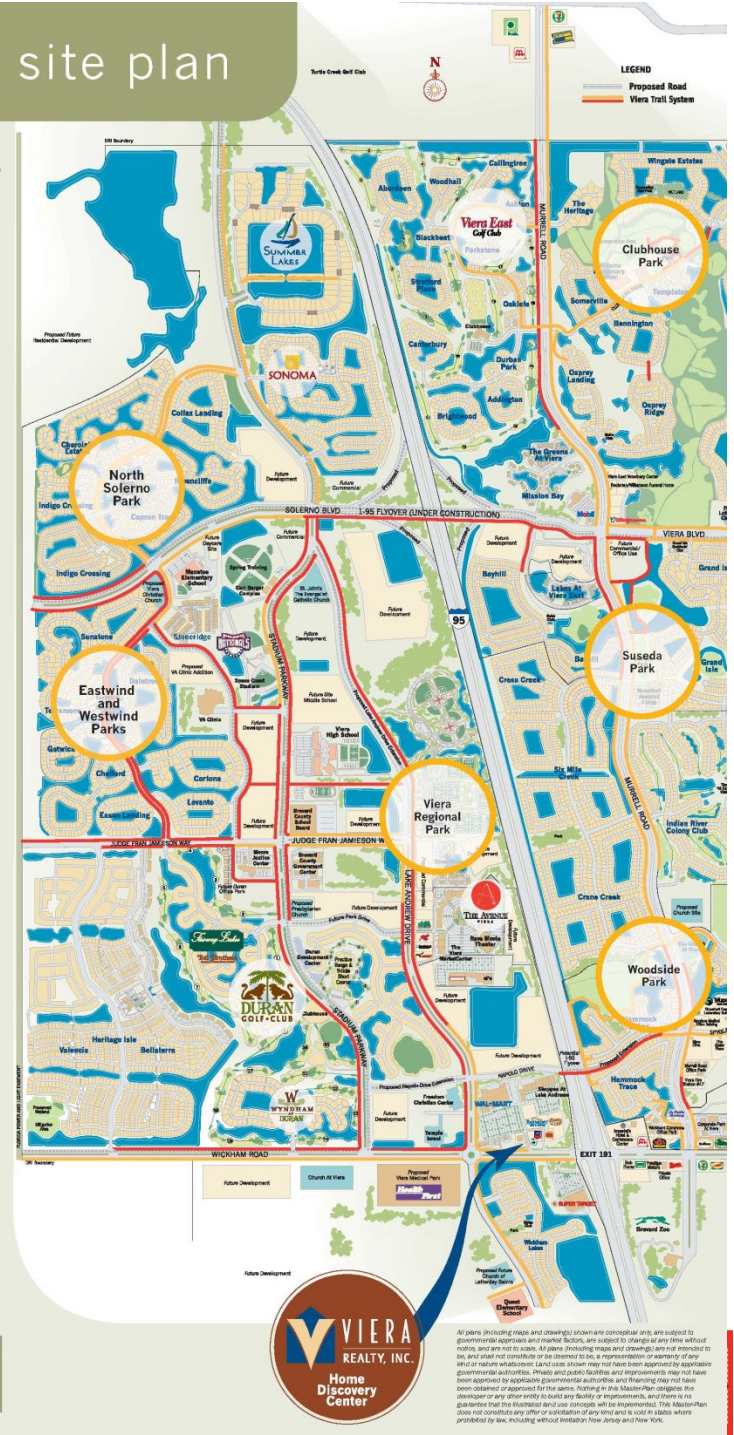
- Duran Golf Club
- Viera East Golf Club

parks

- Viera Regional Park
- North Solerno Park
- Eastwind and Westwind Park (Coming 2008)
- Woodside Park
- Suseda Park

trail system

- Connecting communities throughout Viera
- Featuring back-to-nature serene strolls
- I-95 under and over passes

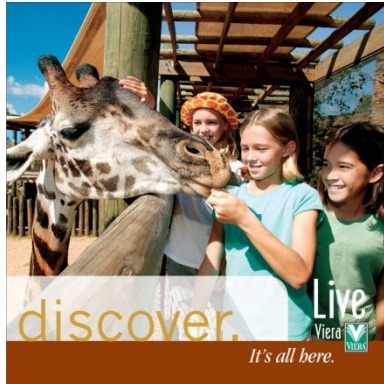


All plans (including maps and drawings) shown are conceptual and are subject to governmental approvals and market factors, and subject to change at any time without notice, and are not to scale. All plans (including maps and drawings) are not intended to be, and shall not constitute, an offer to sell, a representation or warranty of any kind or make any statement. Land use shown may not have been approved by appropriate governmental authorities. Plans and public facilities and improvements may not have been approved by appropriate governmental authorities. All financing may not have been obtained or approved for the same. Nothing in this Master Plan indicates the approval or any other entity to build any facility or improvements, and there is no guarantee that the financial and use concepts will be implemented. The Master Plan does not constitute any offer or solicitation of any kind and is void in states where prohibited by law, including where neither law nor state practice is void.

The Viera Company  
The evolution of a town



The Viera Company  
Sales support



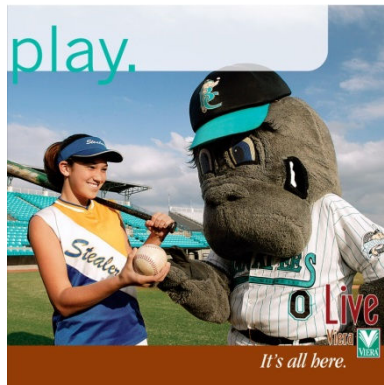
discover.

It's all here.



relax.

It's all here.



play.

It's all here.

# Live Viera

## viera's MASTER SITE PLAN

**relax.**

From golf villas to estate homes, the options are endless in Viera. Whether you're buying or selling, Viera Realty offers full real estate professional services.

**learn.**

Education in Viera is second to none – all three Viera schools have been rated "A" by the Florida Department of Education for 2004-2005.

**play.**

Professional baseball; championship golf, driving range and executive short course; baseball; the zoo; community parks and shopping - it is all here. Not to mention, the beach and world class fishing are just a short drive and Orlando is only 45 minutes to the West.

**Viera Realty Inc.**  
5500 Murrell Road, Viera, FL 32940  
Mon-Sat, 9am - 5pm | Sun, Noon - 5pm | After-Hour Appointments Available  
(321) 254-4800 | [www.viera.com](http://www.viera.com)

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The Viera Company  
The evolution of a town

Home sales campaign.  
Supports other business  
development.

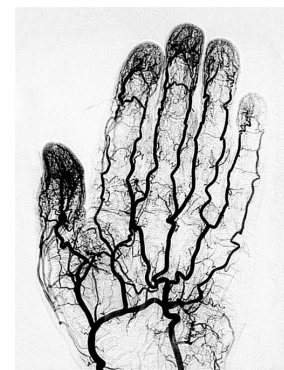
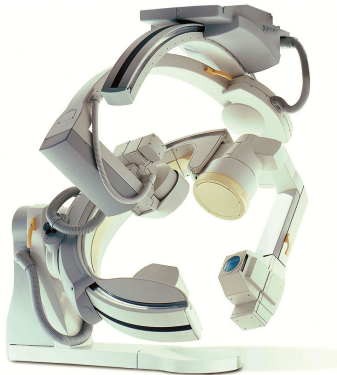


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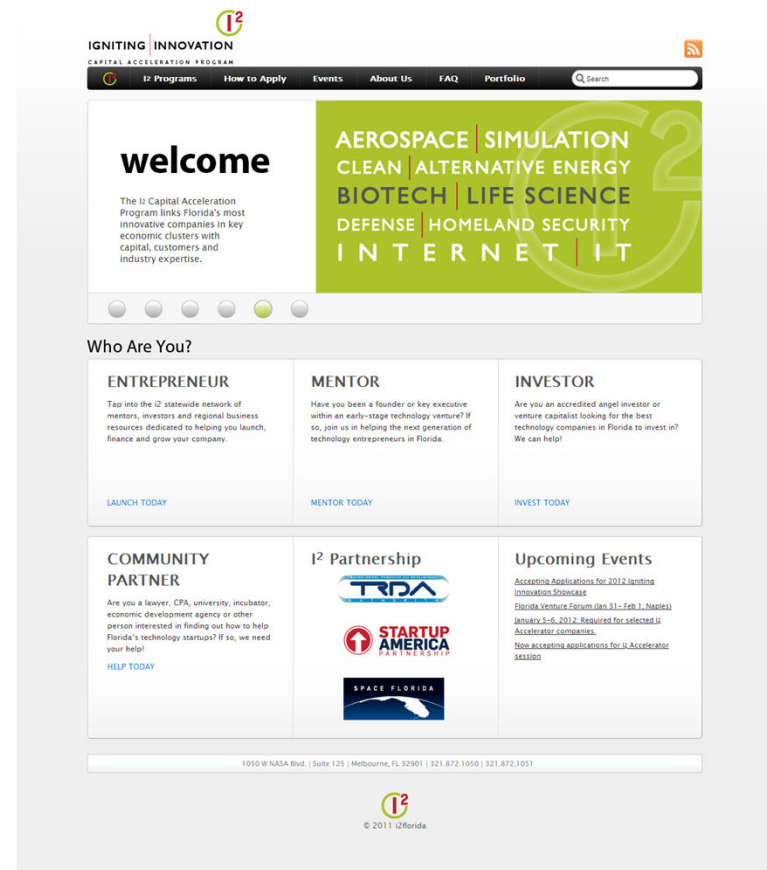




Branding an expansion.



# I<sup>2</sup> Igniting Innovation Brand & Website Development



Branding for a coalition of partners.



Space Foundation's  
Strategic Space Symposium  
Event Logo

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Brand development, symposium event core icon, for the Space Foundation.  
Work included event participant promotion, online recruitment/exhibit hall marketing.



## Evidence-based decision making

- » Diagnostics
- » Strategy
- » Brand/Apply
- » Sustain

# Analytical Creative™

### Brandt Ronat's Analytical Creative process provides safeguards.

- Encourages points of ongoing dialogue
- Creates a natural stopping point—something we call the Strategic Intersection—where we ensure clients and agency are on the same page which saves time, energy and dollars.
- Assured of moving forward at the right time with optimum input and at the right speed.





Greater Titusville Renaissance  
Brand Development Year 1



A DIGITAL FESTIVAL // OCTOBER 4-13

{POWER ON} 

**HUGE 3-D PROJECTION.**  
On Florida's Space Coast

**SURPRISING VISUALS.**  
90 International Films

**HOLOGRAPHIC ART.**  
First Time in the U.S.

**ARE YOU HUNGRY FOR ART?**  
All you can eat. Digital Arts. Kids FREE.

Want to come all 10 DAYS? Oct. 4-13 \$25  
The best value in Central Florida! The FULL FESTIVAL PASS for 10 days of digital arts festival fun. Come both big weekends for the 3-D projection and the street party fun.

Just want to see one two-hour block of award-winning films? \$5  
Wow, it's been a while since you could have big screen fun for less. Get a bunch of people and put together a block buy.

Only coming for a day? \$10  
You pick the date or dates. From Oct 4-13, PASS good for a single day full admission including holograms, film screenings, digital projection, digital galleries and more! Bring friends.

Come each day for 10 days and see different films each time! Come back for the LED streetscape, the holograms, the graffiti wall, digital galleries and hands-on fun.

If you're hungry for something new, something you haven't seen before, something completely different, feast your eyes on Art & Algorithms.

**YUM, THAT'S GOOD ART!**

Children 12 and under admitted FREE with an adult.  
[www.artandalgorithms.com/3dlect](http://www.artandalgorithms.com/3dlect)

PRESENTED BY 

IN ASSOCIATION WITH 

  
ON FLORIDA'S SPACE COAST  
#ARTON13  
Titusville / Florida

SPONSORS & PARTNERS  
        

[www.ARTandALGORITHMS.com](http://www.ARTandALGORITHMS.com)



brandt ronat+co



Greater Titusville Renaissance  
Brand Development Year 2

Not just a  
10-day Festival:

Art as catalyst  
for community  
regeneration.

**10 DAY DIGITAL ARTS FESTIVAL // DOWNTOWN TITUSVILLE**

**POWER ON TITUSVILLE**

Andrew Brooks "New Worlds", 2014 Lead Artist  
3-D Digital projection by Ninjaneers Studios  
"Real or Imagined Places" Clifton Stewart  
"Beautiful Chaos" Nathan Selikoff

**OCT 3-12**  
**ART & ALGORITHMS<sup>2</sup>**  
ON FLORIDA'S SPACE COAST

**Inspiring Digital Art // Interactive Fun**

- » 3-D Huge-scale Projection  
—on the hour after dark, on the weekends
- » Films Every Day  
—60 exciting short films from 26 countries
- » Downtown Digital Lounge  
—gathering spot for festival fun!

**GET THIS BAD BOY NOW**  
While you still can, go online and get the **PASS + deal**— gets you the entire festival— anytime you want to go. This cool shirt, only offered online to early buyers.

Get Your **PASS** or **PASS+T-Shirt** @ [ARTandALGORITHMS.com](http://ARTandALGORITHMS.com) #ArtON14 LIKE + FOLLOW US ON

**PRESENTED BY**

**SPONSORS & PARTNERS**

**EDUCATION PARTNERS**

**FRANKLIN Special Event Productions**  
**Space Coast Fun Guide**  
**SCB**

brandt ronat+co



Greater Titusville Renaissance  
Festival Brand Development



10 DAY DIGITAL ARTS FESTIVAL // OCTOBER 3-12 // TITUSVILLE



**ANDREW BROOKS "New Worlds"**

Andrew Brooks, international artist-in-residence at ART & ALGORITHMS in Downtown Titusville, creates images that have been described as having "a touch of the cosmic."

- » Blending reality with his own unique perspective
- » Fantastical panoramas made from 100s of images
- » Depth of detail that compels you to look closer and closer and closer

Nicholas Jackson of *The Atlantic* has said, "Brooks transforms typical scenes and landscapes into places that look like they could have been constructed in your dreams."

"I aim to capture not exactly how a place looked but how it felt to be there."  
*Andrew Brooks*

DOWNLOAD APP   #ARTON14  
ON FLORIDA'S SPACE COAST LIKE + FOLLOW US ON

Films // 3-D Projection // Digital Galleries // Artist Interactions  
Hands-On Interactive // Street Festival Fun // All Ages  
Kids 12 & under are FREE

FLORIDA TODAY proudly supports Art & Algorithms

Get Your PASS or PASS+ T-Shirt @ ARTandALGORITHMS.com



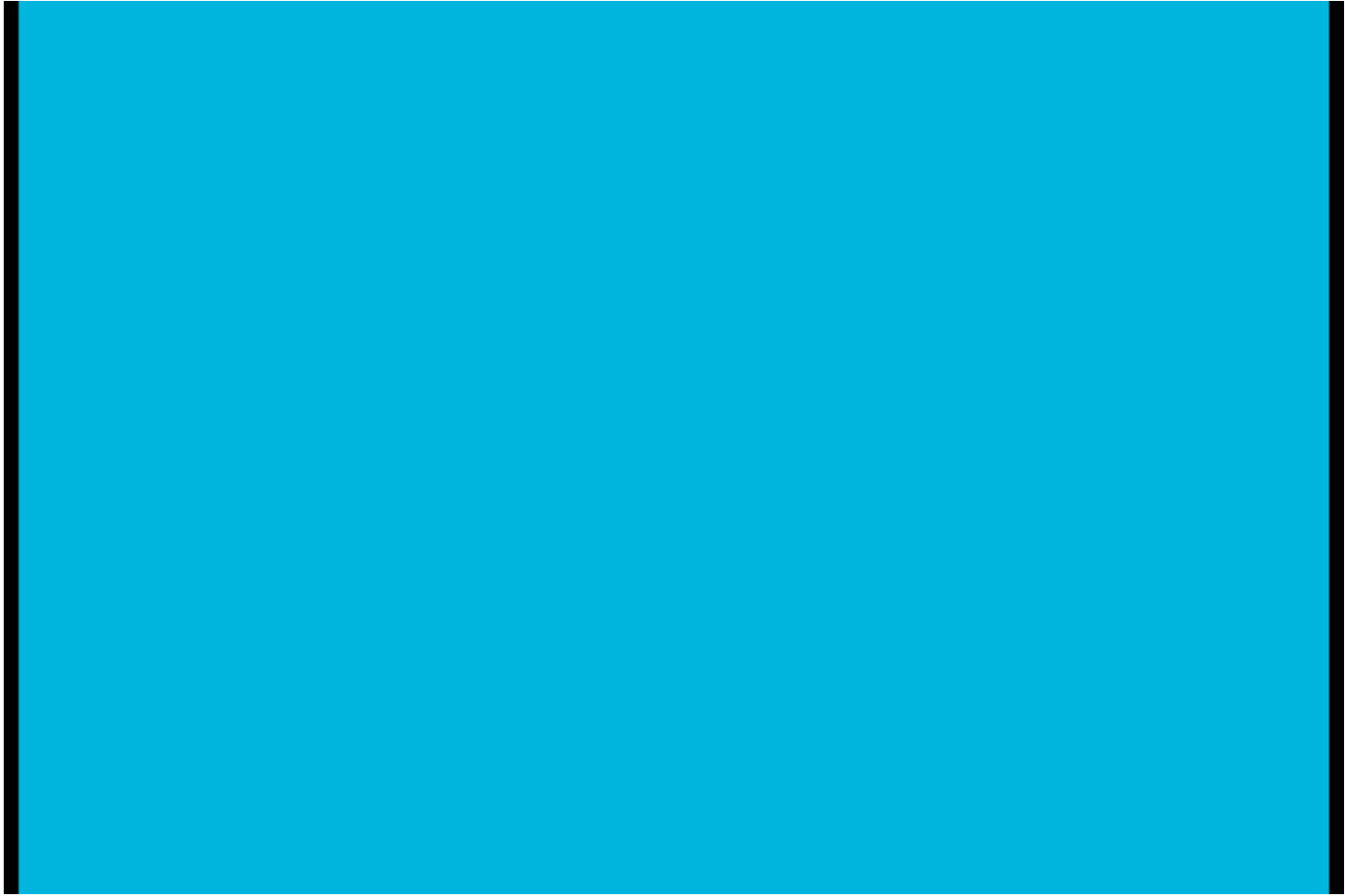
[https://www.youtube.com/watch?v=uTO\\_yWKt26U](https://www.youtube.com/watch?v=uTO_yWKt26U)

<http://artandalgorithms.com/>

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