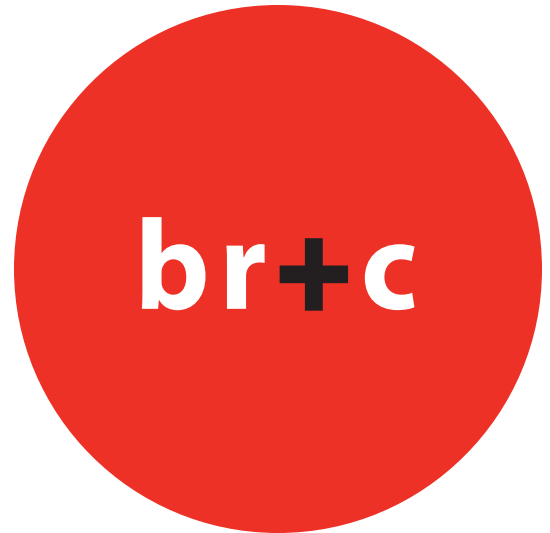


Submitted to
INDIAN RIVER LAGOON ESTUARY PROGRAM

IRL NEP RFP #2016-001
Website Design and Aligned Public Communications & Branding Services

Submitted by



brandt ronat+co

PROPOSAL LETTER: INDIAN RIVER LAGOON NATIONAL ESTUARY PROGRAM

Thank you for the opportunity to be considered for this singularly important role in support of the Indian River Lagoon Estuary Program and the Indian River Lagoon Council.

brandt ronat + company has the qualifications to move this organization forward through an authentic, well-founded platform, with compelling, sustainable messages, and staff-friendly tools for sustainable **brand vitality** and **visibility**, to find the keys to unlock support and active engagement across diverse constituencies.

brandt ronat + company's reputation is, *above all*, for **creative excellence**, forging evidence-based paths to well positioned, high visibility deliverables, with strength across a wide range of tangible assets that serve to 'guide' (*externally and internally*) companies, organizations, government agencies, collaborative and coop groups, and communities.

About Key Qualifications:

1. Regionally Located Firm. Brandt Ronat + Company (BR+C) is **headquartered in Merritt Island**, Florida, located just .4 miles from the Indian River Lagoon since 2006; incorporated as BRC/Brevard County since 1991.

2. Experience. BR+C has **deep experience in meeting the demands of challenging strategic communications** program development and is expert at all tasks within this RFP. We believe the examples we provide show the power of the work, and the grounded principles behind it. We are brand developers, and **help clients identify** (not just the assets that must be built but also) **the rationales for and the steps of the branding journey**. It is not enough to develop and provide content, the job is to: **SIMPLIFY** (you must translate to allow people to enter the information at different levels and on their own terms, in order to start the conversations); **SYNTHESIZE** (it is crucial to graphically and in other ways align and brand information proliferated across platforms and to partners); and **SUSTAIN** (success long term means providing a structure and functioning tools that can evolve, in order for team to recalibrate, refresh, and respond; and make it available to audience targets in the ways they can best utilize it, share it, own it).

With this current team, we have rolled out major campaigns or communications creative and strategies for Harris Corporation, Space Foundation, United Technologies, Space Florida, Space Coast Office of Tourism, Economic Development Commission of Florida's Space Coast, The Viera Company, City of Titusville, City of Palm Bay, LEAD Brevard, Aging Matters, the Florida Space Day team, CareerSource Brevard, CareerSource Central Florida, Brevard Schools Foundation and the Consortium of Florida Education Foundation, as a few examples.

3. Authenticity and Innovation. There is no substitute for authenticity of brand and brand messages. The importance of content development and **authentic storytelling is one of our recurring themes**. Content planning and development (we have four contributing writers) based on clear objectives and with **the application of truth and evidence of those truths** is a thread that runs through BR+C work. In terms of visual branding, we stand with the best in the country. Our emphasis on dialogue with experts, research and learning diagnostics, analyzing audience communications needs, results in telling better, more relevant, clearer and more compelling stories to a wider base of audiences coming from differing points of view. We call that approach ANALYTICAL CREATIVE. Often that study leads us to unusual solutions and innovations. Budget demands have much the same effect. We are accustomed to finding innovative tactics for all these reasons. We have used sidewalk chalk drawings to reduce event signage budgets. We have offered critical social services in laundromats and the bathroom stalls at nightclubs to reach people who are unreachable and hardest to serve. We have stretched dollars and effectiveness across the breadth of our experience and our years.

4. Capacity. **We are unique**, as every person on the BR+C team is *a long-time member* (10 years or more) and a master craftsman in his or her area. We are **a senior-level strategic positioning, writing, design, technical development and formidable execution team**. **All the skills required in this RFP we have in house**; diagnostics and strategy development (message positioning platform development), content writing (scripts to ad copy to press/editorial and educational), graphic design, mapping and illustration, web hub development (content management sites), online forums and other engagement tools development, and superb storytelling through video, infographics and other means, and through social and digital message targeting, in key areas of perception-building and misperception-busting strategies, coalition building, sharing and engagement tactics, meetings recruitment support, exhibit/tradeshow display and marketing, always recognizing the need for creating **renewable brand resources, sharable assets and engagement platforms**—this is all squarely in our wheelhouse.

Branding more powerfully, and developing the web hub and other aligned tools, will help you establish a higher functioning internal engine in order to use **your own power to deliver more resonance at point of message and with each opportunity**. This strategic creative organizational step can be the single most important decision set to help ratchet up the value of every invested dollar, and grow listening constituencies. We welcome the challenges this engagement brings.

L S Brandt, President

II. PROPOSAL | INDIAN RIVER LAGOON NATIONAL ESTUARY PROGRAM | August 1, 2016

1. NAME OF FIRM **Brandt Ronat + Company**
 2. FEID # FEID: 59-309-1477
 3. 25 YEARS IN BUSINESS Incorporated as Brandt Ronat & Co. in Brevard | 1991
 4. HQ | ADDRESS 60 McLeod St., Merritt Island, FL 32953

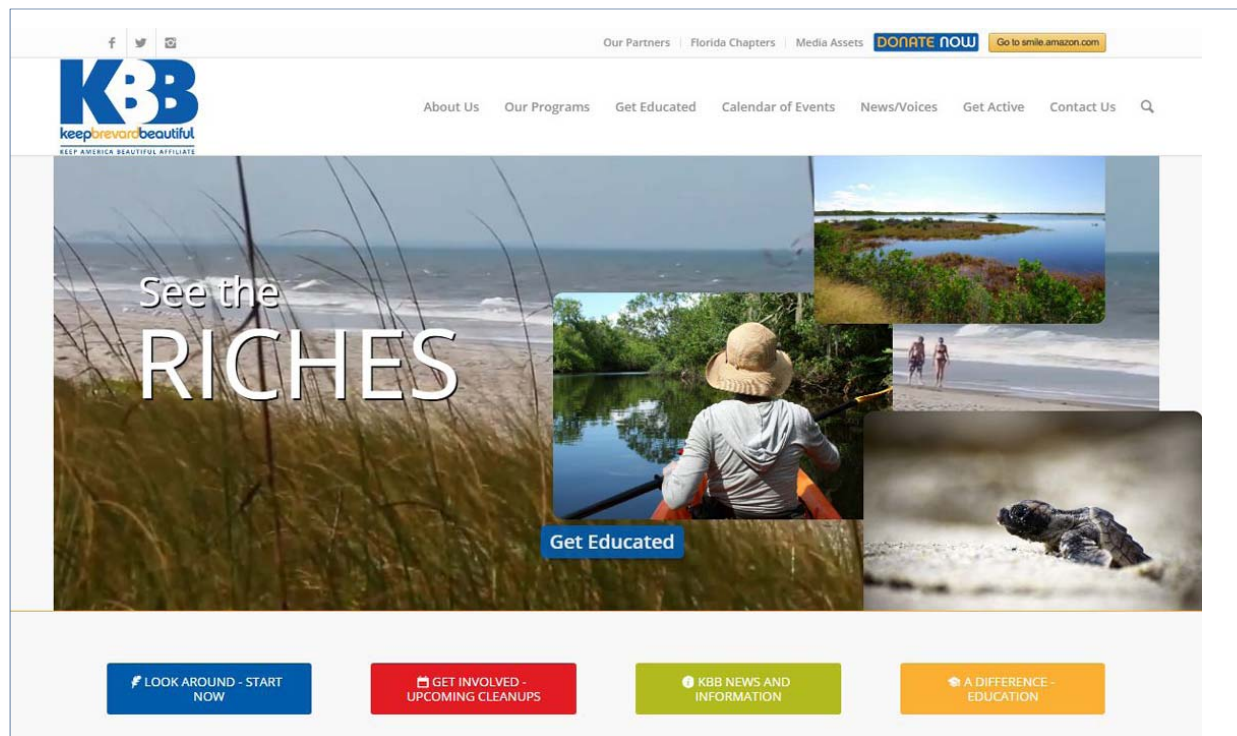
5. INSURANCE: Travelers policy number I-660-4B11528-TIA-16|02-18-16 to 02-18-17
 Commercial General Liability/General Aggregate Limit \$2,000,000 / Products-Completed Operations Aggregate Limit \$2,000,000/Personal & Advertising Injury Limit \$1,000,000 /Each Occurrence Limit \$1,000,000/ Damage to Premises Rented to You Limit (any one premises) \$100,000/Medical Expense Limit (any one person) \$5,000

6. TEAM


Team Members	Team Lead	Area of Expertise	Responsibility to the Contract	Max Time In Hrs.	Contact Information
Linda Brandt	X	Strategy; Concept Development; Collaboration Building; Branding; Content Development	Lead internal team; primary client contact and presenter; develop strategy and concepts	72	E: linda@brc60.com P: 321-259-0024
Bill Ronat		Chief Copywriter; Video; Concept Development	Lead video development (writing, videography & post production); copy content dev.; branding content	68	E: bill@brc60.com P: 321-259-0024
Ryan Brandt		Diagnostics; Strategy; Positioning; Website Development; Media Planning; Social Media	Contract tracking & proof of performance; strategy dev. & diagnostic analysis; web development lead: planning; budgeting	72	E: ryan@brc60.com P: 321-259-0024
Jay Decator		Web Development; Programmer; SEO; Copywriter; Analytics	Web development; programming; concept dev. support; analytics analysis; interactive	48	E: jay@brc60.com P: 321-259-0024
Tina Shea		Master Designer; Brand Developer	Logo/brand design; graphics; campaign design; web design	48	E: tina@brc60.com P: 321-259-0024
Julian Bennett		Master Designer & Illustrator; Brand Developer	Logo/brand design; graphics; campaign design; web design; mapping	52	E: julian@brc60.com P: 321-259-0024

7. EXPERIENCE: BRAND DEVELOPMENT

- a. **Project Name:** Keep Brevard Beautiful Brand Development/ with logo redesign. 2015
- b. **Description of Services:** Examine the needs of the Keep Brevard Beautiful (KBB) organization and its relationships in order to create a more valuable, resonant and authentic brand.
- c. **Primary Deliverables:** Serve as primary creative development team to lead KBB to a more powerful brand, including: logo redesign, rationales for change, primary applications and formats defined in a user guide with recommendations for priority actions and applications. (In this case the job was two-fold and included integration into and complete redesign of KBB website, which is similar in scope to the IRL proposal requirements.)
- d. **Client Name and contact information:** Tony Sasso, Executive Director Keep Brevard Beautiful, mobile: 321-258-8217 email: tonysassokbb@yahoo.com or surfscout71@gmail.com
- e. **Description of Demonstrated Project Success or Strategic Outcomes:** The logo redesign netted a considerably more powerful representation for the organization, taking it from a Miami Vice-style, scripted 80s font and colors that reflected a minimal presence into a solid, modern, brand that stands tall in an environment of other corporate logos, no matter how complex. The clean, easily read design gives instant recognition, a short-cut language that gives ownership to the KBB phase and philosophy. The brand now well reflects an organization that is an efficient foundation piece of the infrastructure of the community positioned for the modern world as a rallying point for people who wish to be active in their support of a clean environment.
- f. **Evidence of Innovation:** A look at the user guide quickly shows how well the brand performs and how BRC has formulated the solution to work under any circumstance. An organization that sometimes receives free support often finds its brand / logo used improperly. The KBB logo is near failsafe, allowing generous sharing to many hands with excellent results. The brand is now the heart of a new web hub, with visuals, education and featured stories on the actions of the organization and the people who volunteer.








Where do
YOU
fit in?

THINK



Beautification

Environmental Sustainability

Litter Education

Reduce Reuse Recycle

Student Recycling Education

We hope that if we can provide information for you and you can see actions other community members are taken that you, too, will choose to protect the environment. That's the idea behind our Education outreach. Although we do work with schools to bring the KBB message to students, education goes beyond that to try to reach everyone.

The more you know, the more you will want to leave only footprints...

© Copyright - Keep Brevard Beautiful - p.321.631.0501; 1620 Adamson Road, Cocoa, FL 32926 - Email

Old Brand >



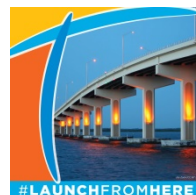
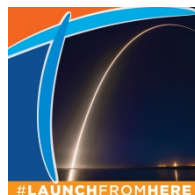
< New Brand

KEEP AMERICA BEAUTIFUL AFFILIATE

7. EXPERIENCE: STORY DEVELOPMENT



- a. **Project Name:** Launch From Here 2016
- b. **Description of Services:** Consultation and creative development, branding recommendations to support the destination development and economic development profile of Titusville. Initial funding provided by Space Coast Office of Tourism through a grant to the Titusville Area Visitors Council.
- c. **Primary Deliverables:** Diagnose, strategize, recommend, budget and apply branding elements and solutions, both near-term and helping the organization plan forward for long-term success.
- d. **Client Name and contact information:** Marcia Gaedcke, President, Titusville Area Chamber of Commerce (TAVC); email: Gaedcke@titusville.org / phone: 321-267-3036 | John Belden, TAVC Chair email: jbelden@spacecoastfunguide.com phone: 321-362-2097 | Edyie McCall, Economic Development Director, City of Titusville, email: edyie.mccall@titusville.com phone: 321-567-3774
- e. **Description of Demonstrated Project Success or Strategic Outcomes:** After diagnostic study and communications with leaders we developed a complete solution with rationales for action and positioning language, attributes and graphics for the fitting brand platform: “Launch From Here”, which obviously reflects a place where rockets are launched, but so much more, a phrase few places can own.
- f. **Evidence of Innovation:** The Launch From Here platform is partially based on teaching proximity-location, location, location. Dynamically evolving illustrated mapping with cues and clues and info icons reminds the target audiences of the breadth of adventures (and the opportunities) that can be accessed from Titusville at the crossroads of Orlando to the beach, Daytona to Port Canaveral, and from three international airports, major highways, waterways, and intersecting cycling trails. The Launch From Here campaign is led by the destination and hospitality community and has grown to a coalition that includes City of Titusville, business leaders and individuals; and often represents joint efforts that include and benefit departments of the city, the chamber, the North Brevard Economic Development Zone, Space Coast Regional Airport, and others. One of the most striking translations of the Launch From Here campaign is the widely-utilized “New Growth / Launch From Here” economic development focus, profiling the value (capital investment, jobs) of 2016-2018 expansion of businesses including Blue Origin, OneWeb Satellites, BrixWorks, Embraer Aero Seating, Titus Landing, and more. The LFH campaign now has multiple contributors to it, some sharing imagery, videos, and other compelling anecdotes and some helping to fund aspects of development – from funding collateral (including bumper stickers and t-shirts) to adapting mapping to supporting promotion of cycling trail growth and development. And finally, care has been taken to create striking elements and compelling imagery to accompany authentic stories of the area. This includes something the participants in the collaboration have lovingly named, “The Magic T”. These highly memorable graphic elements are “mind-chips” instantly recognizable, instantly credited to the campaign—instantly absorbed as the future of Titusville. What began as Launch From Here, singularly focused on Launch Your Adventures has evolved to support Launch Your Adventures, Launch Your Venture, Launch Your Business, Launch Your Career, Launch Your Family and Launch Your Dreams





IT'S YOUR ADVENTURE

Titusville

#LAUNCHFROMHERE



Find Your Launch Point. START ANYWHERE. GO EVERYWHERE. • Learn More @ bit.ly/launchfromhere

Your Adventure Begins Here

WILDLIFE ADVENTURE POINTS | START EXPLORING HERE |

- 1 Pine Flatwoods Trail
- 2 Scottsmeer Landing
- 3 Haulover Canal
- 4 Klondike Trail
- 5 Playalinda Beach
- 6 Eddy Creek Boat Ramp
- 7 Bio Lab Road
- 8 Scrub Ridge Trail
- 9 Black Point Wildlife Drive
- 10 Oak Hammock & Palm Hammock Trails
- 11 Peacocks Pocket Road
- 12 Titusville Welcome Center
- 13 Fox Lake Park
- 14 Blue Heron Facility & Florida Trail Access
- 15 Enchanted Forest

Future Cycling Trail

LAUNCH FROM HERE

Titusville

YOUR ADVENTURE BEGINS HERE

#LAUNCHFROMHERE

IN NORTH BREVARD FLORIDA ECONOMIC CULTIVATION PAYS OFF

PHENOM 300

LEGACY 450

THE RIGHT TIME / THE RIGHT PLACE FOR AEROSPACE

Q4 2016 **EMBRAR AERO SEATING TECHNOLOGIES**

150 NEW JOBS | \$8M CAPITAL INVESTMENT

Edyta McCall, City of Titusville, Development Director
Troy Post, CEO, North Brevard Economic Development
Michael D. Powell, M.A.E., Titusville-Cocoa Regional Authority, Development Director
Gregory J. Weiner, CEO, Space Coast Economic Development
Marcia Gaudin, Titusville Area Chamber of Commerce
Cathy Musseman, Greater Titusville Business Inc.

YOUR ADVENTURES BEGIN HERE

Titusville

#LAUNCHFROMHERE

Discover outdoor recreation and wild nature experiences — on foot, by kayak, on a fishing expedition, and now more than ever, on our cycling trails.

Within the City of Titusville, **Space View Trail** (shown on map) will provide access to existing trails in Chain of Lakes, Marina Park, Sand Point Park, across Max Brewer Bridge and within Historic Downtown, and to some of our best rocket launch viewing spots.

Jump right into memory making on Florida's Space Coast. Plan now to launch your next great adventure from Titusville.

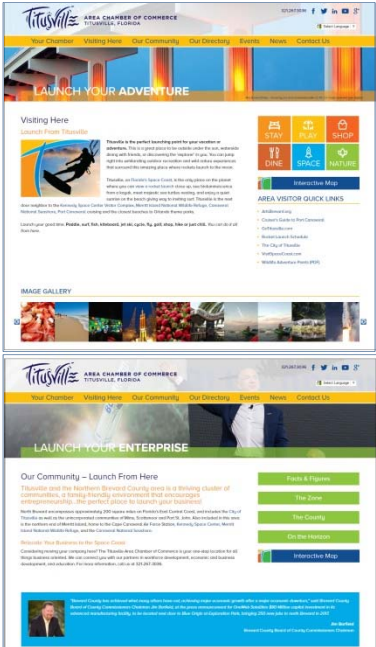
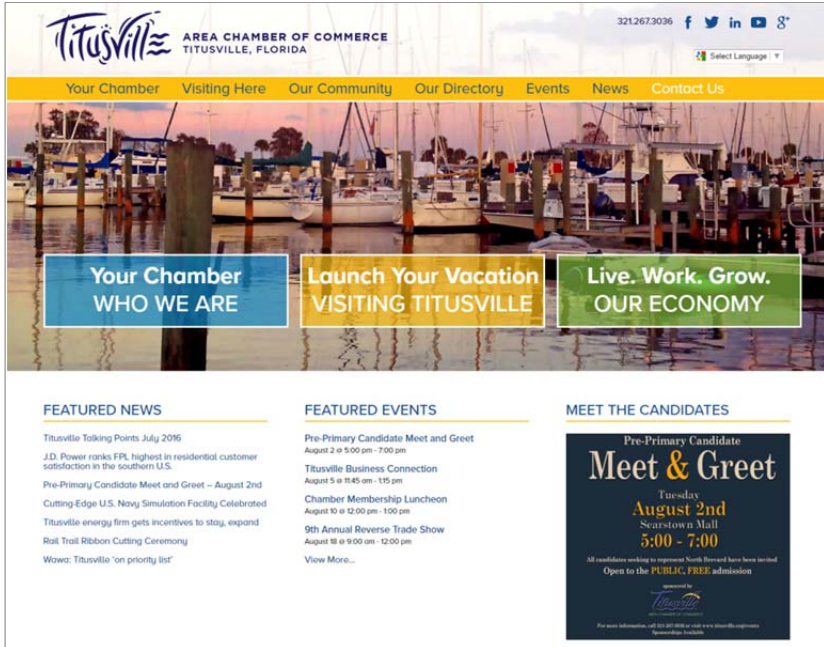
Cyclers Paradise: The Coast-to-Coast Connector (heading over the new Garden Street bridge and running north along U.S. 1) is part of a 250-mile trail that will link Titusville with St. Petersburg. Titusville is the southern tip of the 260-mile St. Johns River-to-Sea Loop. This merges with the East Coast Greenway that is one-third complete along its 2,900-mile route between Maine and Florida. Start planning and LAUNCH YOUR CYCLING VACATION FROM HERE in 2017.

LAUNCH FROM HERE

www.LaunchFromHere.com

Relocation Information: EconomicDevelopment@Titusville.com
Vacation Information: Info@Titusville.org

7. EXPERIENCE: WEBSITE



- a. **Project Name:** Titusville Area Chamber of Commerce website 2016 www.titusville.org
- b. **Description of Services:** Create a new website architecture and navigation appropriate to the multiple audiences, fast-evolving information sets, events and issues; provide calendaring, social media feed, Google analytics within a content management system, responsive to all users, including mobile; insure baseline SEO actions, multiple page template styles, featured news within a content management system with instructions for internal users and training plus testing, through to launch.
- c. **Primary Deliverables:** High-functioning, highly visual, mobile-friendly, easy-to-manage and highly content-flexible website.
- d. **Client Name and contact information:** Marcia Gaedcke, President, Titusville Area Chamber of Commerce; email: Gaedcke@titusville.org / phone: 321-267-3036
- e. **Description of Demonstrated Project Success or Strategic Outcomes:** The newly launched site is an engine of information, easily digested--chamber and community updates and focused sections for multiple councils, issues, learning offers and key audiences: including Chamber members, those seeking information on the attributes/economics of the community, and for potential Visitors. It is now a platform that performs well for the people who have to touch it each and every day. A Chamber is a vastly different place than some business profiles, where the products or services once showcased are only replaced by a new model or a new offer, a Chamber is a small community, and represents dynamic information flow, serving multiple purposes and publics. It requires the best organizational structure with the most flexibility to showcase features and has a hard need to be responsive to staff.
- f. **Evidence of Innovation:** The differences between the prior chamber site and the recently launched Titusville Area Chamber of Commerce website is like the old clique, difference between 'night and day'. There is a calendar and a news option worth studying, for its flexibility, ability to feature tidbits, the ways in which subsets of news and events are automatically and selectively fed to places on the site, thus creating audience specific catering. Note the interactive mapping. The content strategies and emphases within the site clearly show a better story, more valuable positioning for the community by the Chamber, and more valuable potential in partnering with the Chamber. The website vehicle has become a performer--meeting the demands of a chamber and going beyond to support destination development and economic development efforts of partners.

8. CAPACITY.

This describes the firm's information-grounded approach to solution finding and to achieving excellence.

a. **Website Development:** From the initial communications, through the final implementations, testing and launch of the website, each stage of development provides a point of client review. Because of the way we work, rationales are always known, next steps are visible and expectations of clients' time and contributions is understood, and incremental, allowing staff to plan and participate logically.

We work on the WordPress platform, because it involves a world-class cadre of developers and is easy for clients to manage and renew. Before we begin, we provide a review of sites and plugins that we believe have some relationship to your project and something to teach us all in terms of our end product (both from content point of view and functional requirements). This piece of pre-design research is extremely valuable. Together, we will define elections that best tell the story and provide the flexibility to keep telling new stories within the site and in the hands of staff, trained to do so.

b. **Story Development:** Every story is different and every story is the same. There is a beginning, a middle and an end and when done well, it can even change minds. The definition of story, however, is illusive. We can tell a story with a map. Sometimes a story is statistical. And sometimes it is a simple compelling visual or the integrated use of a single memorable phrase.

The story-tellers on our team have more than a half century of experience in finding the core truths for our clients and delivering that truth to the public. Everything we create (a logo, an ad, a video, a website) is telling a part of your story. Story is the heart of any work. We can get your message out because we will make sure we understand what your message means, achieves, intends.

c. **Graphics Development:** Our full-time artists have decades of experience, but have kept their skills fresh with each new program that hits the market. They not only understand what will create the most impressive and informative impact, they know what it takes to implement it, either in print, on the web, as part of a video, on a billboard, in social even *as fast as those options change*, or in any other media that may be needed. Our in-house advantage is yours, ensuring a high-level of graphic competency, expert files, perfectly constructed print projects, and master formats of every conceivable need in your hands before you ask. This is an expert, award-winning creative *and* technical team. You won't sacrifice one for the other.

d. **Brand Identity Development:** It is not an exaggeration to say that our combined team has created and/or re-branded hundreds of businesses, organizations, communities and entities. Take a drive around this county and you will see our work: Green Turtle Market, Duran Golf Club, Gatto's Tires & Auto Service, Community Credit Union, Essentials Spa, multiple neighborhoods of Viera and for Bayside Lakes, and many respected organizations and initiatives you may know, including Aging Matters, LEAD

Brevard, Florida Surf Museum, Hospice of St. Francis, Space Coast Health Foundation, Allender & Allender, MASC, Made in Brevard, SNAP Permitting, Lawler Centre for Cosmetic Surgery, Art & Algorithms, Sharing Center for Central Brevard, and Hidden Gems as a sampling. To get to the heart of your organization, we follow the philosophy and process embodied in the phrase we coined: ANALYTICAL CREATIVE which requires learning (diagnostics due diligence), from meetings with stakeholders/experts to researching similar organizations and issues; we find the values and the authentic attributes and translate them to *living breathing reflections* in a visual brand. Our success is represented in part by the frequency of brands that still live. The end result of our effort may be for you to say, “well, of course, that’s obvious.” But, of course, the answer was *not* obvious until we found it.

Depending on the need for the diagnostics portion of branding, we have sometimes conducted extensive field work including focus groups, both in person and online, and we have designed and executed survey instruments. We have relationships with third party research teams, with a variety of differing capabilities, and we can access that kind of support when required. *We have not bid additional layers of qualitative or other research into this project, but the option is there.*

9. NOTEWORTHY ACCOMPLISHMENTS.

This **existing BR+C team** has won more than 100 regional ADDY (American Advertising Federation) Awards together (many Best of Show honors) and received Charlies at the District level (Florida and the Caribbean). Recently BR+C was honored for Community Credit Union/Florida’s REMIX campaign, hand-drawn and animated on video, earning honors from all (3) top national Credit Union associations. Linda Brandt is the recipient of the Silver Medal, an award of distinction for long-term contributions to advertising communications. William Ronat is an award-winning video and short films producer and writer, including Best Florida Short Film, the Space Coast Film Commission, for “Have We Met?”

10. ESTUARY PROGRAM EXPERIENCE.

We have served clients who have **environmental stewardship roles**, interviewed key scientists and experts in **wildlife protection, beach preservation and litter management**, and worked with leaders and economic development professionals at county and municipality levels who understand the singular significance of the IRL. We are well connected to **nature-based recreation providers**, to **Keep Brevard Beautiful** and Keep Florida Beautiful, to **Friends of Archie Carr**, staff of the **Environmentally Endangered Lands** program, and to particular individuals who are long-time proponents and advocates on behalf of the Lagoon.

We have practical knowledge and experience working within this coastal environment and **always base our strategies and stories on finding the truths that resonate and the evidence that supports those truths.** We have worked major state level projects, on other subjects, in Wyoming (a public private partnership, federal grant funded) and in Florida (for the Florida Retirement System), with strict documentation and complex executions, and the necessity to help build coalitions and collaborations.

11. STATEMENT OF APPROACH TO EXCELLENCE

brandt ronat employs analytical creative—an evidence-based, collaborative approach in planning and creative development to maximize possibilities for clients. We believe the ‘margins’ are in developing a meaningful approach and executing that approach internally and externally.



Diagnosis—takes into consideration your information, existing research and expert points of view and adds to it our research and analysis in order to form next steps based on valid assumptions out of adequate evidence.

Strategies—a comprehensive forward-planning stage in which such things as brand attribute, cohesive messages, tactics, media and such specific assignments as brand introduction, coalition development, facility rollout or product launch are characterized, specified, budgeted and timed.

Strategic Intersection—a visuals supported stop-and-review point that saves time, money and misunderstanding later, puts everyone on the same page early and guarantees client leadership team is thoroughly briefed and pre-approves major creative direction we are recommending and why.

Apply—Rooted in our research and guided by the spirit of the Strategic Intersection, we now begin to develop collateral that supports the plan developed in stage two.

Sustain—report, recalibrate, refine, re-apply.

With attention to analytical first steps, dialogue with stakeholders, coalition building and strategic focus before execution, we have gained the trust of clients—especially those who want to see more dynamic creative, with better strategic vision at the top of the development cycle to help guide decisions, budgets and the future.

12. OUR APPROACH TO ACHIEVE YOUR OBJECTIVES FOR THIS WORK

THE TWO PRIMARY TASKS ARE VERY MUCH INTERTWINED, *or in the best planned scenario, should be.* WE WILL HANDLE IT AS ONE INTEGRATED ALIGNED PROJECT, the best trajectory to achieve POWERFUL BRANDING.

Our proposal is for website strategies, logo design and the best approach to content development and optimization through to website launch and beyond. Within this proposal document you will find recommendations for illustrated mapping as a storytelling tool, and video development, under the branding and story narratives development task, as the most economical and effective way to create *ongoing* a powerful set of stories. Video also happens to be the medium with the highest engagement stats and most flexibility for social and other digital outreach, while helping all improve the character of presentations, speaking engagements, conferences and other forums.

The pricing in this proposal is based on being awarded both Task ONE and Task TWO, which we sincerely believe to be in the best interest of the organization. The solution takes to heart your requirement for compelling content at launch and a well-established aligned brand presence.

Your questions on this approach and on our experience with it are welcomed.

TASK ONE: WEBSITE Design and Development utilizing the WordPress CMS platform and responsive design principles

We utilize Responsive Web Design (RWD) to allow the single website to **conform appropriately to the type of device one which it is being viewed** (tablet, desktop, mobile); this meets the needs of your requirement and according to current technologies is preferable to a separate mobile design; however, we can do either. To learn more about RWD, please click on the following link:

https://en.wikipedia.org/wiki/Responsive_web_design

We will deliver: Website setup, design, programming, CMS (WordPress Platform), Basic Site SEO setup, analytics setup, hosting setup, includes:

- Project Management
- Website architecture and navigation
- Implementation of stated requirements as discussed
- Website design to accommodate rich visuals (images and graphics) and videos
- Baseline SEO efforts: title tags/strategy, XML sitemap, Image Alt Tags
- Installation and integration of a Content Management System (Word Press) with instructions for internal users
- Responsive Web Design supporting tablet and mobile users
- Setup web hosting and domain transfer once site is approved to go live
- Testing/Cleanup/Optimization where necessary
- Strategy and design for main homepage layout and messaging, includes Shutterstock image licensing if needed for placeholders
- Setting up Google Analytics Tracking code and admin access for users

- Social integration as determined preferable
- Design and setup page templates for:
 - Home Page
 - Sub-tier page with sidebar navigation
 - Sub-tier page full width
 - Blog news area
 - Port existing content to new site and setup site pages based on the content ported
 - Option for Forums section to accommodate public discourse or private conversations, passworded: tbd.

Website design and develop of a new website for Indian River Lagoon National Estuary Program built on the WordPress Content Management System (CMS) platform using contemporary web standards, design and feature functionality. You may learn more about the WordPress CMS features here:

<https://wordpress.org/about/features/> One of the benefits of the continued use of the WordPress CMS is the vast online support system available at the free WordPress Codex (http://codex.wordpress.org/Main_Page)

Spanish Version: Depending on the need and desired outcome, this can be handled in different ways. We suggest integrating Google Translate into the site which will provide an option for visitors to elect the translation of their choosing (not limited to just Spanish). *The alternative options to this are either to hire a translator to translate the entire site by hand upon first launch and on-going as site changes are made, or purchase a 3rd party service that does a portion of the translation programmatically with an individual making the translation refinements, then initiating the Spanish translation to the Spanish website version using a WordPress plugin.*

Browser testing and adherence to modern Web standards:

Our websites are built using HTML5 and CSS3 and follow best standards and practices. We try to minimize the use of JavaScript, but where it is necessary we usually use jQuery, which is probably the most popular JavaScript framework and is already integrated with WordPress. By default, our sites will meet most guidelines for accessibility and, if needed, we can meet all requirements necessary for ADA-compliance. *Details on testing and accommodating older browsers provided upon request.*

Staff training, technical support: Upon completion of the website project and deployment, Brandt Ronat conducts an in-person ½ day website training session, with the option to repeat it, with the same or different administrators, which may be preferable to a single training.

Finally, as part of our website proposal we include 3 months of free consultant and technical support related to on-going training and adoption of the platform.

Future System update policies (if needed): On the quarterly basis if needed long-term, we manage website backups, CMS updates and Plugin updates as needed. This is a fee based service after the initial first 6 months of free support if you elect to use it is estimated at a quarterly fee of \$190. (or \$760. annually).

Cost of ongoing technical support after site launch if needed (if needed): On-going future technical support, troubleshooting and site modification over and above general site maintenance would be charged at \$110./hr for complex programming and future development needs and \$85. For production related needs, tbd.

TASK TWO: BRAND DEVELOPMENT AND ALIGNMENT

STRATEGIC BRAND DEVELOPMENT AND BRAND COMMUNICATIONS ALIGNMENT STRATEGY

This is Platform Development, Content Development and a Sustaining Communications/Content Action Plan Challenge.

For TASK TWO, **we will deliver:**

- Powerful aligned visuals
- A memorable authentic, purposeful Brand Platform and rationales and its visual translation to:
 - Logo redesign and updates, with redesign of the IRL NEP Logo and of the IRL Florida Specialty License plate to conform to FDOT standards, and including tagline visualization, and design integration
 - A comprehensive but user-friendly Guidelines For Use of all of the above (at a *minimum* in 1, 2, 4 color, B&W and grayscale versions and with CMYK, RGB and HEX equivalents, across brand palette and color palette), and we will include visual examples of proper usage.
- Create and design a set of unique brand-related, **purpose-related icons** to support brand, to provide: dramatic, memorable repeatedly-seen cues and assets for multiple applications and be integrated into the web design; available for tools as needed moving forward.
- We will deliver simple digital elements meant for sharing among the sold and supporting (housed on website, available to public electronically)
- We will deliver media-ready assets for the press and others (housed on the website, available electronically)

All solution parts must be relevant, related, flexible, palette adhering, purposeful exploitations from brand core, within guidelines, to help advance the messages, stories and actions.

We will also deliver these needed applications not specifically outlined as part of the RFP:

- We will rebrand and relaunch up to (4) social/video nets/ channels, all with SEO relevant content, to include Facebook, Twitter and YouTube.
- General business communications design/package --brand application to letterhead (for print and electronic only use), env, card, and press release/Word setup with boiler plate and CTAs.
- Branded PPT Master Slides (Aligned) for internal preparations for expected speaker opportunities
- Recommendations for preparations to take best advantage of press inquiries or publication invitations.
- Recommendations for other priority actions based on building out the brand arsenal.

OK... but how do we align this valuable work above with website and ongoing content needs?

READ NEXT PAGE

OUR UNIQUE CONTENT DEVELOPMENT APPROACH & RECOMMENDATIONS:

We can build the baseline tools and make them individually powerful, based on premises aligned to organizational purposes and work, but the content must be considered to be fluid and continuing, in order to sustain communications and connections with constituencies. *So, how do we do that?*

To answer the underlying “purposes” of the RFQ, to create narratives of value to this important effort – build up and on a communications arsenal—we ask you to consider these (2) PRIORITY areas of action; and recognize this as our unique and qualified approach to compelling, continuing, aligned stories and story evolution.

MAPPING AS STORY TELLING: Specialty mapping, brand and palette and element aligned, we believe is particularly needed, to tell the stories, to tell where the stories are coming from, and what is affected by the stories, to enhance explanations, to serve as talking points in presentations and with special releases. Purposeful MAPPING, information loaded and visual, is a core deliverable, in particular based on your need for and request for interactive mapping, this baseline study of and signature illustrated development will greatly enhance the value of the website and all forward conversations.

VIDEO AS STORY TELLING: Video in today’s communications environment is one of the most powerful tools. Video has once again risen to the top of the stack of high-value assets in communications tools. The preference for the receipt of information via video delivery continues to grow. On Facebook, for example, video is accessed and shared at a rate of more than **3X** in comparison to a still image. Video learning on mobile devices is the preference of the millennial generation and many of us not of that generation. The power of video to quickly deliver information, of many kinds and character, and make it personal (and understood) is of great value to this effort. *Video also helps with recall.*

We’ve done this before. People think of video as the end result; we think of video as useful at every step of the process. Using video as the primary capture method accomplishes several things: research, speak with experts, capture visuals, capture data, create a document, and create soundbites to build a reservoir of reusable, re-editable, adaptable assets. We will (with your counsel) be recommending subjects and a schedule of storyline-specific video development applications for this purpose.

There are examples in SECTION III using video as the primary capture tool.

And finally, the **best way to sustain creative story development** is to *set goals for it*—frequency, type and applications. *We will do that.*

The proposal is available at www.brc60.com/IRL including live links to videos as referenced, for your convenience.

13. BUDGET

TASK ONE: WEBSITE HUB DEVELOPMENT, Launch, Testing, Training -- 3 Months

Development Services Budget: . <i>plus hosting and plug-ins</i> - a. b. c.		\$14,500.
a. Annual website hosting fee (recommend Host Gator):		\$144.
b. Annual Events Calendar Pro add-on:		\$89.
c. Layer Slider Responsive WordPress Slider Plugin:		\$18.
Total Budget Task ONE:		\$14,751.

TASK TWO: BRANDING, CORE ALIGNMENTS, CONTENT ACTIONS -- 3 Months

Budget includes:		
BRAND RATIONALES, LOGO REDESIGN, TAGLINE INTEGRATION and ICONIC ELEMENTS DEVELOPMENT, BRAND USER GUIDE (and logo masters), GENERAL COMMUNICATIONS COLATERAL, SHARING ICONS, PPT MASTERS, LICENSE PLATE DESIGN, SOCIAL CHANNELS BRANDING and Recommendations		\$13,650
BRANDED VISUAL MAPPING: ILLUSTRATED 5-COUNTY LAGOON & SURROUNDING GEOS-FOCUSED BRANDED VISUAL , with aligned palette and integration of brand clues and elements, with potential for area or specific purpose extractions for integrating geo-targeted stories and special mapping information into the Website. <i>A baseline graphic investment expected to evolve in value over time.</i>		\$3,250.
VIDEO ENGINE START: This is one potential strategic capture scenario, defined as up to 20 mins of finished video from (5) key purpose-selected ½ day or less locations, one location in each of five counties, with experts to be determined, to produce a video and from it a set of videos of varying lengths, not to exceed (8) vignettes: very short extractions on key points for social channels use and for evidence to support pages on the website, to <i>include planning, location work, all editing, post production and posting to YouTube and provided for integration on website. + travel</i>		\$12,500.
OPTIONAL: Drone Aerial footage with fully professional crew is available and may be determined needed; crew consists of a director, drone operator and camera operator/videographer.		
Total Budget Task TWO:		\$29,400.
Subtotal for Task ONE and Task TWO:		\$44,151.
Community Benefit Organization In kind Consideration :		-\$4,415.
Total Proposed Budget for Task ONE and Task TWO		\$39,736

+This proposal nets ready to use products: it does not include purchased media or printed collateral. All products and storytelling pieces are ready to use, in electronic, video, social or web forms.

	WORKING TIMETABLE to DELIVERY EST.	Expected Completion Date
Timing Task ONE	3-4 months from kickoff to testing, launch and training	TBD, dependent on start date
Timing Task TWO	3-4 months: est. 1.5 month from kickoff to delivery of LOGO BRAND, platform rationales and aligned KEY ELEMENTS; est. another 1.0-2.0 months for actions to full delivery to web team from the two recommended CONTENT DEVELOPMENT actions, mapping and videos	TBD, dependent on start date and client/subject availabilities

14. REFERENCES

Edyie McCall, Economic Development Director

City of Titusville

Office: 321-567-3774 Edyie.McCall@Titusville.com

Tony Sasso, Executive Director

Keep Brevard Beautiful

Mobile: 321-258-8217 TonySassoKBB@yahoo.com or surfscout71@gmail.com

www.keepbrevardbeautiful.org

Vince Lamb

Mobile: 321-258-5168 Email: vince@vincelamb.com

*"The City of Titusville has been working in conjunction with the Titusville Chamber of Commerce on building a more robust message engine in the **Launch from Here Coalition produced by Brandt & Ronat**. Brandt & Ronat has consistently worked with the City to include a successful new growth ad showing the amazing new business starts and capital investment coming to North Brevard telling our compelling story through maps and infographics. It's a powerful message that conveys the economic success of North Brevard. The City has embraced the coalition in our Titusville Talking Points, brochures, bumper stickers, power point templates, presentation folders and more to come. **Brandt & Ronat continues to find ways to grow our circle of influence** and find ways to share our consistent message with our Partners to include the EDC of Florida's Space Coast, North Brevard Economic Development Zone, Titusville Chamber of Commerce, Greater Titusville Renaissance, Inc., Space Coast Regional Airport. One powerful voice, Titusville Launch From Here!" --Edyie McCall*

*"By making our new website responsive across devices, we no longer have a need for an 'app' for the public to access our database. From an internal perspective, using the WordPress platform allows us to control our site much more effectively than with our previous system. We were worried about the integration with our database management software, but that has **all worked seamlessly**, and I attribute that to the work done by the BRC team to really understand the software system we are using and troubleshoot before we even began the website build to make sure the transition was as smooth as possible. **The biggest surprise for me was the amount of work that the BRC team did on this project**. I have now built three websites for the Chamber, and I have had to direct or make just about every decision in the process during my previous experiences, and I had to write the majority of the content. With this project, I was so incredibly appreciative that BRC downloaded the data from our current site (previously I have had to do all of that), loaded as much as they possibly could to the current site and even pulled from additional relevant resources in the community to populate the site. I found that the BRC team listened carefully to what our team was saying about our needs and wants for the site, and they set out to deliver without a lot of work on our end. **It was a refreshing experience to work with really creative professionals that paid attention.**" --Marcia Gaedcke, President, Titusville Area Chamber of Commerce*

*"One of the great things about Brandt Ronat is they take a product and **they really bring it to life**. Through their design, and knowledge of that book and of the subject matter they not only bring it to life but they tell you a story that you're not going to get anywhere else. **That skill and expertise is phenomenal and it's unparalleled and I don't know of anybody else who can do it.**" --Marty Hauser (retired); United Technologies Corporation, Director, Government Communications; formerly Space Foundation, Vice President, Washington Operations, Research and Analysis*

SECTION III

WEBSITE: FLORIDA SURF MUSEUM

Old Brand >



< New Brand

[Facebook](#) [Volunteer Signup](#) [Contact Us](#)

PRESERVING
FLORIDA'S
SURFING HISTORY



The Legends
Meet the Surfing
Legends of Florida.

**Sidewalk Surfing:
The Florida Factor**
Florida surfing
pushes skateboarding
limits- or is it the
other way around?

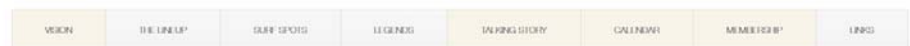
**Shortboard
Evolution
Revolution**
An exploration of the
time period from the
late 1960's to the
early 1970's when
shortboards began to
arrive on the surfing
scene.

**Paipo: Prone to
Ride**
Exploring the history
and evolution of
bellyboarding

**Florida Women of
the Waves**
A Celebration of
Women's Surfing

<http://www.floridasurfmuseum.org>

For the **Florida Surf Museum** we **talk story**. There is even a primary navigation tab called that on the website; the design structure *supports and encourages* the sharing of surf culture history. This is a leap in story sharing by a group that has judiciously nurtured preservation, and yet has only a small physical space. Here on the website, created **2016**, we have provided a platform for **virtual exhibits** and **virtual learning** that can grow exposure exponentially, with continued storytelling efforts, to *help propel* the Florida Surf Museum to another level--of partnerships, of funding, of value to all who treasure these memories and recognize this part of our culture as crucial to who we are.



Not a Member? Get involved with the Museum now!

[JOIN!](#)

Preserving Surfing History

The Florida Surf Museum preserves and documents all aspects of the unique history and culture of East Coast surfing.

Great Exhibits

The Florida Surf Museum produces exhibits exploring the history and evolution of surfing - the people, places, boards, culture and more.

Wave Lengths Newsletters / Blog

Newsletter with staff and guest writers and photographers bringing you rich history, stories and ideas from all over the place. Great photography here. An archive in itself.

Hosted by Artemis

STORIES OF PORT CANAVERAL: ENVIRONMENTAL STEWARDSHIP



"In the early 90s, no one was willing to step up and do anything about beach erosion. The Canaveral Port Authority took up the charge of mitigating the effects in partnership with Brevard County and developed this management plan and persuaded the federal government to take on the sand bypassing project and the reconstruction of the jetties—a massive undertaking in order to restore the beaches associated with the inlet and ensure that the beach erosion not occur into the future. It was one of the most challenging inlet programs I've ever worked on and remains one of the most successful inlet management programs in the world." — Kevin Bodge, Ph.D., P.E.

Kevin Bodge, Ph.D., P.E., Senior VP, Olsen Associates, Inc. Coastal Engineer for Canaveral Port Authority since 1991.

HEAR MORE: Kevin Bodge video <https://youtu.be/-ng8zclgXnQ>; Don George video, Environmental Consultant, GEOMAR <https://youtu.be/ISWqpVhX9gl>; GREAT OPTIMIST FISHOUT AT PORT CANAVERAL (video) <https://youtu.be/EfAh8w13mwk>

STORIES OF PORT CANAVERAL: ENVIRONMENTAL STEWARDSHIP

CHARACTER OF THE WORK EFFORT: The assignment for Port Canaveral was to identify and deliver **content of value** for case study briefs (community education) with the ability to be applied to the website, to create better content there as well.

HOW WE APPROACHED IT: We recommended **video** as the best method to capture raw assets, from significant facts, real voices and quotes, accurate stories and on-set still images, with the ability to extract quotes from our expert scientists, providing content for press, printed materials, and the option to tell the story a number of ways, and from the video, varying lengths for different occasions, and uses.

SOME OF THE STORIES: In just (4) briefs, we captured stories from experts about the past, present and future -- to educate on: beach erosion and the Canaveral Port Authority's Inlet Management Plan, on wildlife habitat protection monitoring, on monofilament recycling (including where and why), on retrofitting for wildlife friendly lighting within a proactive, energy-efficient plan, on building community partnerships, and on family focused events such as the Great Fishout.



Construction Protections

COMPREHENSIVE PLANNING AND ENVIRONMENTALLY RESPONSIBLE



Why so much effort?

PROTECTING WHAT'S IMPORTANT

PROVIDING ENERGY EFFICIENCY

LOOKING CLOSELY AT RETROFITS

LOOKING AHEAD TO COST SAVINGS

MAKING THE RIGHT CHOICES

BEING ENVIRONMENTALLY RESPONSIBLE

The Canaveral Port Authority Light Management Plan was developed in conjunction with the United States Fish & Wildlife Service.

Learn more about Port Environmental Initiatives at: <http://www.portcanaveral.com/About/Environmental-Stewardship>

GOOD PLANNING: THE PORT'S LIGHT MANAGEMENT PLAN

Don George, Environmental Consultant, on Port Canaveral's proactive Light Management Plan: "We're going to use the most energy-efficient and turtle-friendly lights they have out there. What do we need? How far do we need to go? What's the criteria to meet? The goal is all the requirements of safety, security, with the best light we can get that's the most energy-efficient and the most turtle-friendly."



Don George, Executive Director, GEOMAR Environmental Consultants

"There's a cost involved, but if it's more energy efficient, it has that pay-back factor. In five years down the road it will pay for itself in the savings of just one light fixture. It's all part of the Light Management Plan, not just going in and retrofitting, but all the new construction fits into that Light Management Plan. So it's meeting both sides: fix the old stuff, make sure the new stuff is the right stuff. It's important, and they're on it."

- DON GEORGE, Environmental Consultant, Natural Resources Monitoring

ABOUT SEA TURTLE NESTING PROTECTIONS AT THE PORT:

- Efforts to protect sea turtle nesting habitats and encourage hatching success rates includes a pre-nesting season **lighting survey** and the **development of the exterior lighting plan**.
- **Lighting survey notifications** are sent to tenants and adjacent communities of Cape Canaveral, Cocoa Beach and Brevard County.
- Energy efficient, turtle friendly lighting choices are the rule in new construction and retrofitting choices.
- Sea turtle education is ongoing; sea turtle nesting monitoring continues throughout the nesting season.
- Ongoing physical monitoring extends to other species including shore birds and native marine animals and their habitat.

Our most important task, as Port guardians is to protect this environment. In peak condition, our land and waters can support the well-being and interests of groups as diverse as the cruise and cargo industries, the coastal residential community, and Florida's special animal and plant populations. It is our job to maintain, and when necessary, restore the critical balance of physical conditions that allow Port Canaveral to fulfill its many functions. For an environmentally sensitive area as large and active as Port Canaveral, this requires commitment on a daily basis. The Canaveral Port Authority has a number of environmental initiatives driven by this commitment.



Inlet Management Plan

ENVIRONMENTAL STEWARDSHIP REQUIRES A LONG VIEW



Kevin Bodge, Ph.D., P.E., Senior VP, Olsen Associates, Inc. Coastal Engineer for Canaveral Port Authority since 1991



1996, Canaveral Port Authority and volunteers from the City of Cape Canaveral working together, installing sand fences and planting sea oaks.



THE EARLY 90's -- Port Canaveral Steps Up

"In the early 90's, no one was willing to step up and do anything about beach erosion. The Canaveral Port Authority took up the charge of mitigating the effects in partnership with Brevard County and developed this management plan and persuaded the federal government to take on the sand bypassing project and the reconstruction of the jetties—a massive undertaking in order to restore the beaches associated with the inlet and ensure that the beach erosion not occur into the future. It was one of the most challenging inlet programs I've ever worked on and remains one of the most successful inlet management programs in the world." **KEVIN BODGE**, Coastal Engineer



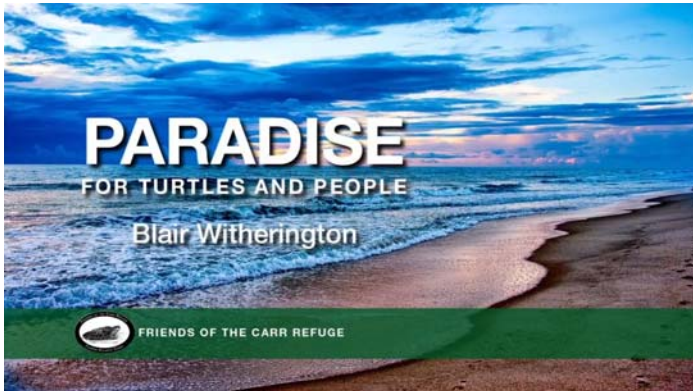
BIG JOBS—Jetty Reconstruction and Sand Dredging

"The improvement to the jetties was key to keeping sand on the beaches, but with large scale storms, sand can still be driven around the jetties and fall into the inlet channel. In order to keep the channel open, and to keep the sand in a place, the Port of its own accord dredged a trap that is a deepened area on south side of the inlet channel. When sand does sneak around that jetty it falls into this deepened area where we can then dredge it out and place it in a near-shore area—about twenty feet of water, just off shore of Cocoa Beach. Eventually that sand can work its way back onto the beach." --**KEVIN BODGE**

Our most important task, as Port guardians is to protect this environment. In peak condition, our land and waters can support the well-being and interests of groups as diverse as the cruise and cargo industries, the coastal residential community, and Florida's special animal and plant populations. It is our job to maintain, and when necessary, restore the critical balance of physical conditions that allow Port Canaveral to fulfill its many functions. For an environmentally sensitive area as large and active as Port Canaveral, this requires commitment on a daily basis. The Canaveral Port Authority has a number of environmental initiatives driven by this commitment.



STORIES THAT MATTER: FRIENDS OF ARCHIE CARR

**Interview with Blair : it's about people and turtles**

*"We are on the edge of a vast wilderness, the Atlantic Ocean; but here, on land, the sea turtles share their nesting beach with us ... So how can that be? It's a mosaic refuge; there are people living within the refuge. **We can do that.** As it turns out we can get along with sea turtles. We can live pretty close to this really important refuge that the turtles depend on, not disturb them and let them go through their very important reproductions."*

Blair Witherington, Ph.D. Archie Carr Center for Sea Turtle Research, University of Florida

<https://www.youtube.com/watch?v=-lhuRk9WAOM&feature=youtu.be>

**Interview with Kate: it's also about the Lagoon**

*"We (UCF) have a 30-year project in the Indian River Lagoon. The in-water program focuses on coastal juvenile turtles--the larger turtles that come in off the oceanic stage, into nearshore waters where they can grow and develop into adults. **Sea turtles are resident in the lagoon so they are part of the ecosystem.** It's really important how that ecosystem may or may not affect those turtles."*

Kate L. Mansfield, Ph.D. Marine Turtle Research Group, University of Central Florida

<https://www.youtube.com/watch?v=l0uasTVwiYM>

**Interview with Doc: we have things to celebrate**

*"The green turtles are recovering miraculously, increasing exponentially, beyond all imagination. **We have a lot to celebrate.** We have a pretty good understanding of what the numbers have been doing for the last 30 years and we can use that to build our understanding of how to deal with the threats out there in the ocean."*

Llewellyn "Doc" Ehnhart, Ph.D. Professor Emeritus, University of Central Florida

<https://youtu.be/nBUrg40QJh4>

GROUND TRUTHING STORIES: HIDDEN GEMS OF THE SPACE COAST



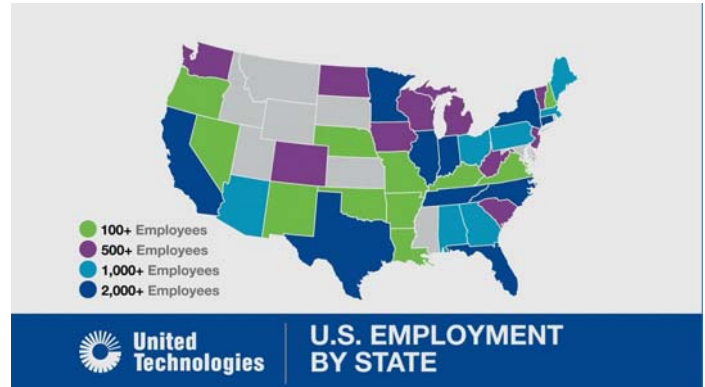
Hidden Gems is a community grassroots-led initiative based on a strategy that came from research by Herb Hiller in 2009. Various stories of regionally authentic attributes, natural and manmade, through self-guided explorations, are presented from a native/local or 'insider' point of knowledge, with on-the-ground verifications to provide the best intel on ½ day to day itineraries of one or multiple stops. The itineraries themselves were provided as pads of individual *tear-off maps* on wildlife encounters, surfing adventures, space history, history and archaeology. The map pads were used in particular at hotels and visitor centers. Map stops provide smaller discoveries, the lovely surprises, not the big attractions; this focuses on the texture of our destinations, the Hidden Gems of the Space Coast. This effort was begun by a diverse coalition of innovators, led by Keith Winsten and Laurilee Thompson, and Brandt Ronat has been the creative development arm of this since the start and continues to support and maintain the itineraries on the website and the social networks, even though there is no longer budget devoted to it. *Many people contributed to stories or imagery, including Charlie and Charlotte Corbeil, Vince Lamb, Dr. Ben Brotemarkle, Rachael Wendt, Rob Varley, Juanita Evangeline Moore, Tony Sasso, Bonnie King, Keith Winsten, Mike Knight, Laurilee Thompson, and Linda Brandt.* Startup funding and support was provided by the Space Coast Office of Tourism.



MOTION GRAPHICS & INFOGRAPHICS: UNITED TECHNOLOGIES



Sample video motion graphic shows UTC Corporate Responsibility through Environmental Impact Reductions
<https://youtu.be/oOvznSEOL60>



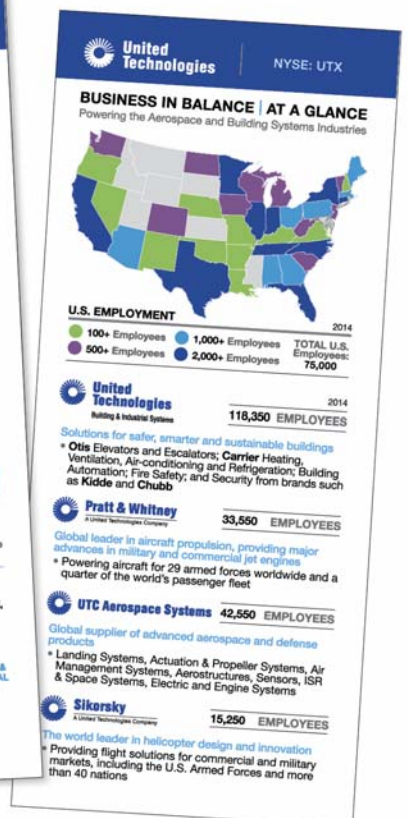
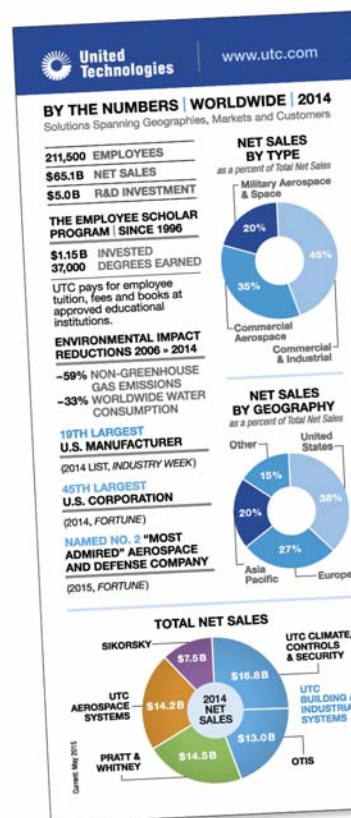
Sample video motion graphic illustrates UTC's state-by-state Employment Impacts
<https://youtu.be/TPWv5POvU-M>



Innovating to get information where it counts. The UTC examples are graphics at work, in high-value social engagement circles, and **showing the importance of translating statistical profiles into visuals that teach.** For UTC, we created a socially viable campaign and this highly regarded breast **pocket card** (right), targeted for use by a specific audience – primarily used on The Hill/DC to educate congressional staffers and newly elected representatives; so characterized because it easily fits into an interior suit pocket. The **fast facts** piece provides an essential overview of UTC divisions, products, industry sectors, world footprint, net sales, key rankings, U.S. employment picture, and corporate responsibility for reduced waste – all on one challenging-to-accomplish card, front back.

Within these examples are two **video motion graphics**, taking key information and making it move, to help get eyeballs, but also to teach the numbers, the impact and help create memory for the information.

These translation tactics can be applied to other causes and issues, helping to teach and bring along *more articulate ambassadors.*



BRAND GRAPHICS & ALIGNMENT: EXPEDITION BREVARD

11 DAYS
APRIL 3-13, 2014

**FIND YOURSELF
IN NATURE**

GET OUTSIDE

Discover EXPEDITION BREVARD

**GET
OUT
SIDE**

**BREVARD
WILDLIFE
CORRIDOR
EXPEDITION**

**FIND YOURSELF
IN NATURE**



GET OUTSIDE APR 3-13 **FIND YOURSELF IN NATURE** ON Florida's SPACE COAST

Discover EXPEDITION BREVARD

FREE EVENT SUNDAY APRIL 6TH
ALL AGES 11 AM - 5 PM @ FOX LAKE PARK @ TITUSVILLE
REGISTER FOR FOUR EVENTS AT PAWLAN

11:00am-12:00pm 500-600m Photography Walk: Meet Howie the Wildlife Corridor Expedition Begon, with other locals, hear Howie's stories.

12:00pm-1:00pm 200-400m Big Florida Kites Around the Park.

1:00pm-2:00pm Face Painting, Meet local artists in person at the park.

2:00pm-4:00pm Meet an Oyster Mail & Adventure! I will help the Indian River League.

1:00-4:00pm The World of Birds: Meet Howie the Wildlife Corridor Expedition Begon, with other locals, hear Howie's stories.

1:00-2:00pm A Hands-on Casting Demonstration: Meet Howie the Wildlife Corridor Expedition Begon, with other locals, hear Howie's stories.

2:00-4:00pm Association of the Lagoon & Sea as a Fisherman: Meet Howie the Wildlife Corridor Expedition Begon, with other locals, hear Howie's stories.

1:00pm-4:00pm Purchase Local products from Brevard's Market's 1st Drop. Buy local, stay local, support the local economy.

8:00am-10:00am Night Critter Walk around the park.

LOOK FOR THE EXPEDITION BRANDED booth at the Indian River Festival on April 13, Sand Point Park, for Oyster Mail Meeting.

PRE-REGISTER ONLINE TO GET YOUR FAVORITE TICKETS BEFORE THEY FILL UP!
WWW.EXPEDITIONBREVARD.COM

11 DAYS APRIL 3-13, 2014 **FIND YOURSELF IN NATURE**

GET OUTSIDE

Discover EXPEDITION BREVARD

EXPEDITION BREVARD IS AN 11 DAY EVENT TO BUILD AWARENESS OF CONSERVATION LANDS AND WILDLIFE CORRIDORS IN BREVARD COUNTY, FLORIDA. INSPIRED BY THE FLORIDA WILDLIFE CORRIDOR EXPEDITION THAT COMPLETED IN APRIL 2012, THE BREVARD EXPEDITION FEATURES ACTIVE INVOLVEMENT OF MANY RESIDENTS AND VISITORS.

WWW.EXPEDITIONBREVARD.COM **A MOVING FESTIVAL**

ACTIVITIES

THE EXPEDITION will offer a variety of activities that relate to the natural areas of Brevard County. These **ACTIVITIES** will appeal to a wide range of interests, ages and fitness levels.

Hiking, Stand-up paddling, Fat-tire cycling, Multi-day kayaking & camping, Wildlife encounters. On land & on water. Outdoor experts & adventure guides. Something for all fitness levels.

- Many choices of hikes
- Nature-based field trips
- Stand-up paddling
- Cycling - road & trail
- Boat trips - airboat, pontoon & more
- Photography workshops
- Environmental education
- History & archaeology programs
- Geocaching
- Horseback riding
- Saltwater & Freshwater fishing classes

EXPEDITION BREVARD APRIL 3-13, 2014

BREVARD WILDLIFE CORRIDOR EXPEDITION PRESENTED BY THE BREVARD NATURE ALLIANCE
CONTACT: • expedition@brevardnaturealliance.org • 321.268.5224
• www.facebook.com/ExpeditionBrevard • twitter.com/brevardwce

More information is subject to change.

Expedition Brevard serves as a graphics development example, providing a compelling, recognizable, branded platform and set of highly flexible aligned graphics, tagline and key messages, encouraging people to get outside and into nature and explore outdoor recreation opportunities we have in abundance. This premise and the efforts were originated by Vince Lamb, for Brevard Nature Alliance, with a cadre of outdoor providers and other community and Brevard County employees, including Brevard County Parks & Rec, and in particular, the Endangered Lands Program.

We believe the Expedition Brevard brand reflects a respect for the land, all its inhabitants and a belief that getting people into nature will build a wider understanding of the riches, how our ecosystems work, and why we must be alerted to the need to protect and preserve on a personal, passionate, experiential level.

GRAPHICS FOR COMPLEX DATA SETS: SPACE FOUNDATION

Outlook | 5.0
Outlook | 5.0

EXHIBIT 5c. The Legacy of the Space Shuttle Program
Space Shuttle Atlantis final landing » STS-135 » July 21, 2011 » 9:57 a.m. UTC

THE SPACE SHUTTLE

30

YEARS

135

FLIGHTS

1,323

DAYS IN FLIGHT

21,000

ORBITS OF EARTH

These charts illustrate the emergence of an international cadre of spacefarers who followed in the footsteps of Yuri Gagarin, whose flight on April 12, 1961, made him the first human in space. Launched from Baikonur Cosmodrome, Gagarin completed a single orbit of Earth lasting 108 minutes from launch to landing.

Of the 525 humans who orbited Earth by the end of 2011, 355 were launched aboard a U.S. Space Shuttle in the 30 years since the inaugural flight of Space Shuttle *Columbia* on April 12, 1981. Of the 355 shuttle astronauts, 336 were men and 49 were women. U.S. citizens constituted 312 of the shuttle astronauts, joined on missions by 43 spacefarers representing an additional 16 nations. The first woman to fly on the shuttle was Sally Ride in 1983, the youngest shuttle astronaut was Sultan bin Salman bin Abdul-Aziz Al Saud (28) in 1985, and the oldest was John Glenn (77) in 1998. Glenn's shuttle flight took place 36 years after his Mercury flight put a U.S. citizen in Earth orbit for the first time, just 10 months after Gagarin. Story Mangrove is the only astronaut to fly on all five Space Shuttle orbiters: *Atlantis*, *Challenger*, *Columbia*, *Discovery*, and *Endeavour*.

Of 36 Spacefaring Nations, 17 Flew on the Space Shuttle

• Nations whose citizens have flown on the U.S. Space Shuttle

- Afghanistan
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Cuba
- Czech Republic
- France
- Germany
- Hungary
- India
- Israel
- Italy
- Japan
- Kazakhstan
- Malaysia
- Mexico
- Mongolia
- Netherlands
- Poland
- Romania
- Russia
- Saudi Arabia
- Slovakia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Syria
- Ukraine
- United Kingdom
- United States
- Vietnam

525 TOTAL SPACEFARERS 1961-2011 » 355 FLEW ON THE SPACE SHUTTLE

525 TOTAL SPACEFARERS

- U.S. Space Shuttle Astronauts
- Space Shuttle Astronauts Representing 16 Additional Nations
- Spacefarers Who Did Not Fly Aboard the Space Shuttle

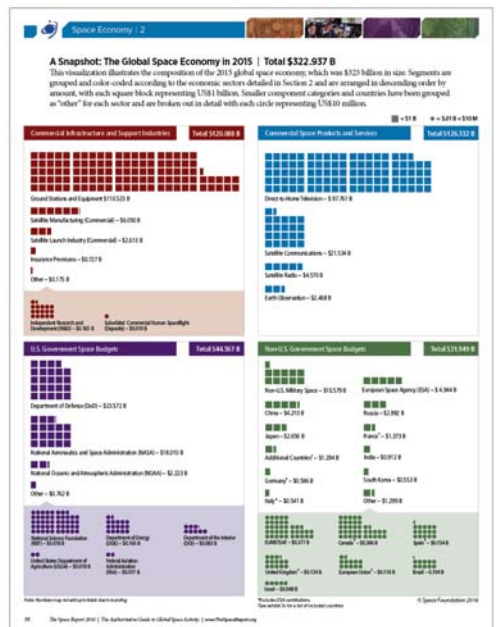
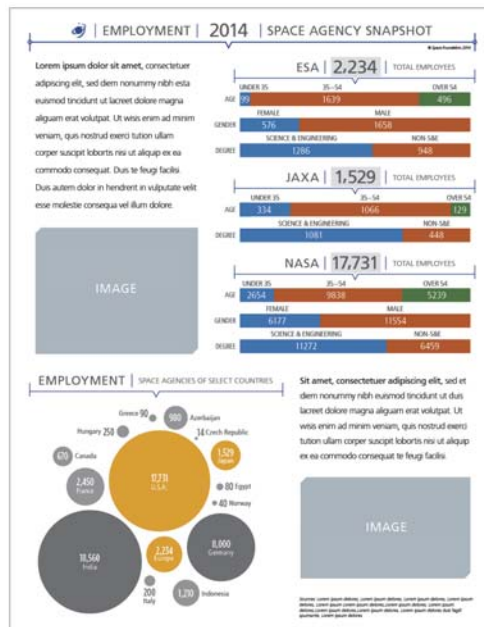
*The 355 shuttle astronauts collectively undertook 802 trips to space, as some individuals flew multiple missions. Source: CBSNews.com; NASA

126 The Space Report 2012
The Authoritative Guide to Global Space Activity 127

The Space Foundation has been a Brandt Ronat + Company client since 2000. Since 2006, we have provided design build services for the Space Report.



2016 THE AUTHORITATIVE GUIDE TO GLOBAL SPACE ACTIVITY



DYNAMIC GRAPHICS: ART & ALGORITHMS

OCTOBER 11-16 • 2016

ART & ALGORITHMS

Titusville

Discover A Decidedly Different Festival

**Art & Algorithms**

The **Power On** element, Art & Algorithms color palette, the digital footprint, engaging materials, multiple social and digital reusable elements, images and icons-- in collateral, onsite signage, website, emails, social channel postings, signs and banners, and adapted to on-site signage, video elements, banners, attendee information and docent support, press releases, as well as the creation of pre-event sponsorship/fundraising materials just begins to describe the pieces and parts, all related, all reflections of the character of the offer; the energy and fitting nature of the graphics is an example of authentic (and unique) graphics as part of a branding strategy well applied.

SEE MORE: <https://www.facebook.com/ArtAndAlgorithms/>

<http://artandalgorithms.com/>

Get Your ART ON.

ART & ALGORITHMS
Titusville

Discover A Decidedly Different Festival » On Florida's Space Coast

OCTOBER 11-16

GET LOST IN THE LIGHT

STEP INTO THE POOL

GET VIRTUAL. AUGMENT YOUR REALITY. FEED YOUR FUN.

FILM FESTIVAL

PRESENTED BY

COMMUNITY PARTNERS

ARTandALGORITHMS.com

Titusville Municipal Marina

Veterans Memorial Fishing Pier

Indian River

A. MAX BREWER BRIDGE

Parish Park

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ART & ALGORITHMS
Titusville

DIGITAL VILLAGE HQ
SAND POINT PARK

GARDEN ST (SR406)

LEMON AV S

PALM AV S

HOPKINS AV S

WASHINGTON AV S

WILSON AV

WATSON AV

MAIN ST

JULIA ST

PINE ST

PALMETTO ST

SOUTH ST

INDIAN RIVER AV

Space View Park

BROAD ST

Commons Parking Lot

City Hall

Government Center

Across From Courthouse

Fire Rescue Station #11

LEGEND
WHERE TO GO + MORE

- 1 Digital Village HQ, Sand Point Park
- 2 Space View Park
- 3 Downtown
- 4 2nd Stage
- 5 Titusville Playhouse
- 6 U.S. Space Walk of Fame Museum
- 7 Pritchard House

Titusville ON FLORIDA'S SPACE COAST