



“Spaaaaaaaaaaaaaaaaace.”  
-Austen and Emma



# The Brief

# Branding and Identity

Branding for a product or service

Brand name

Logo Design

Components

Motion Piece



# The Concept

# Luxury Space Tourism

Entrepreneurial  
High price tag  
Potential booming industry



# Competition

## XCOR

Founded in 1999, Xcor focuses on reusable and affordable commercial space flight. Their main focus is on bringing down the flight price by utilizing reusable and affordable engines with low service requirements to make space tourism frequent and accessible.



# SWOT

S

Training center  
Social media  
Plenty of information available  
Environmentally friendly spacecraft  
Already booking flights  
Variety of program options

W

Productivity  
Limited Investments  
Competitive market

O

Careers in research and development  
Growing Economy

T

Other space tourism companies  
Price Changes  
Government regulations



# Competition

# SpaceX

SpaceX designs, manufactures and launches advanced rockets and spacecraft. The company was founded in 2002 to revolutionize space technology, with ultimate goal of enabling people to live on other planets.



# SWOT

S

- Easily navigable website
- Organized technical information
- High name recognition
- Strong social media presence
- Heavy recruitment
- In-house development

W

- Split focus on tourism and research
- Not solely pursuing tourism
- Heavy investment in R&D

O

- Grow potential
- Career opportunities
- Contract opportunities
- Attention and investments

T

- Other space tourism companies
- Cost increases
- Labor
- Loss of contracts



# Competition

# Blue Origin

Currently, Blue Origin offers an "Astronaut Experience" taking individuals 100km into space. They focus on reusable technology and huge windows to optimize views of space.





# SWOT

S

Already have space flights in effect  
Interactive and well designed website  
Strong social media presence  
Focused solely on tourism

W

Future profitability  
Competitive market  
Productivity

O

Careers  
Global Markets  
Income increase  
Growth rates  
New products and services

T

Companies with research opportunities  
Price changes  
Growing competition



Audience

Rich and Adventurous

Extremely wealthy

Age 25 - 55

Time and money to spend

Values experiences



# Audience

## Persona 1: Jason Richardson

**Quote:** "I have worked hard to make my dreams a reality"

**Age:** 53

**Bio:** Jason Richardson is the owner and CEO of a large Tech Corporation. He spends a majority of his time running his business and making sure everything is in order. Jason is a family man at heart so when he is not busy working in the office he is spending his time at home with his wife and kids. Having money he treats himself and his family by taking them on vacations all over the world. Jason has always had a fascination with space, ever since he was a child he has dreamt of flying towards the stars and seeing what is beyond earth.

**Goals:**

Explore space

Fulfil a childhood fantasy



# Audience

## Persona 2: Emily Ravenwood

**Quote:** "What's the point of living if you don't take a few risks!"

**Age:** 26

**Bio:** Emily is the daughter of a successful oil tycoon, being from a family of high social standing Emily has had the opportunity to experience many of life's great luxuries. Emily is a thrill seeker, she will spend whatever it takes, whether it's time or money to get her the next rush of adrenaline. She has raced fast cars, traveled to exotic lands, climbed tall mountains, and soared towards earth after jumping out of a plane. Emily never hesitates to try something new and adventurous.

**Goals:**

Experience something new

Have a story to tell her friends



# Naming

Atmosphere  
Aerial  
Horizon  
Vectra  
Nebula

Cosmic  
Rise  
Escape  
Meridian  
Nova



# Naming

Atmosphere  
Aerial  
**Horizon**  
Vectra  
Nebula

Cosmic  
**Rise**  
Escape  
**Meridian**  
Nova



Logotypes

HORIZON





Logotypes



MERIDIAN







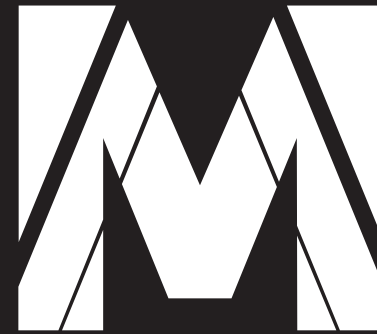
Logotypes

**RISE**

**RISE**



Final Logo



MERIDIAN



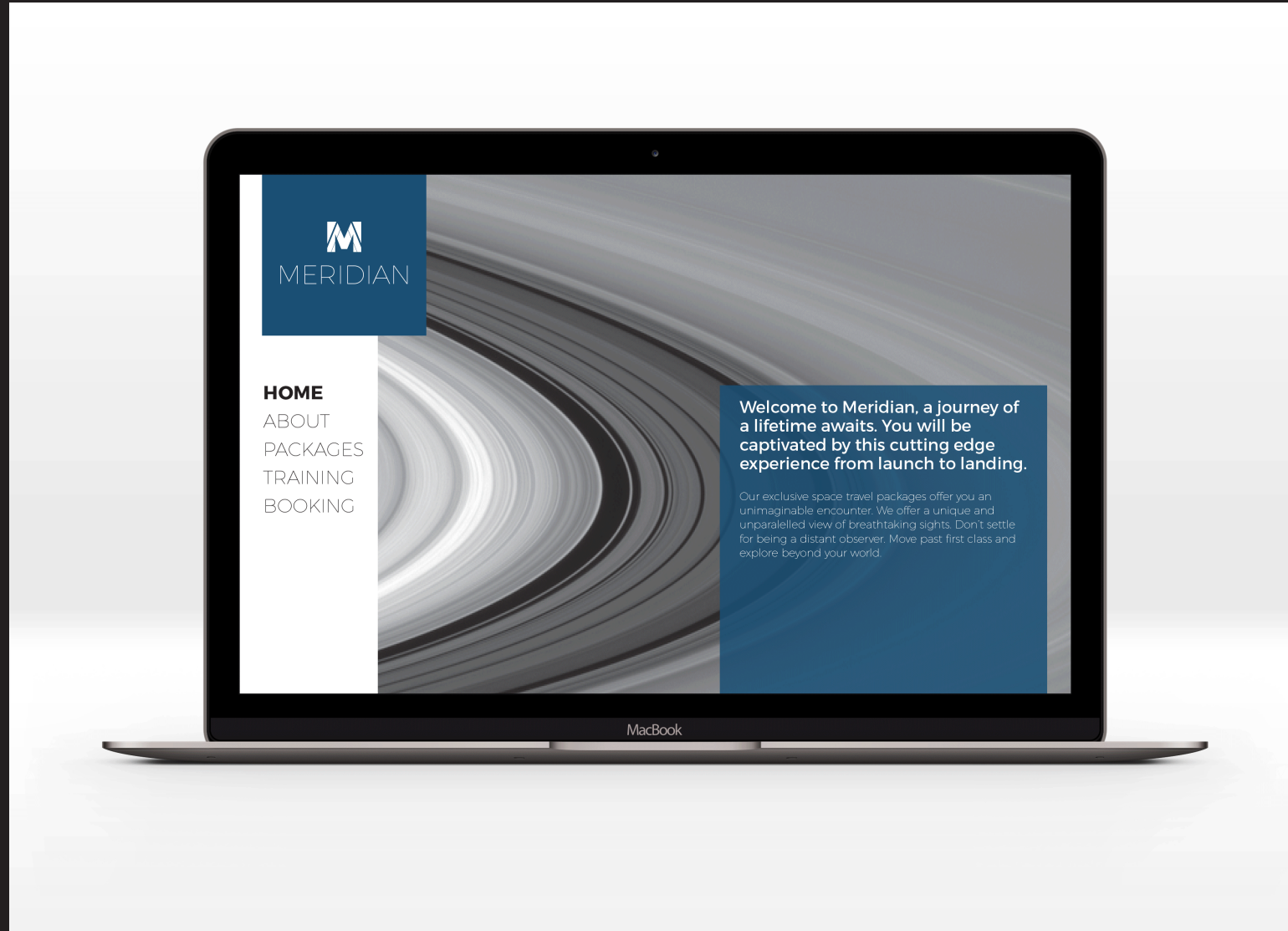
MERIDIAN



COMPONENTS



# WEBSITE



# BUSINESS CARDS





# AD SPREAD

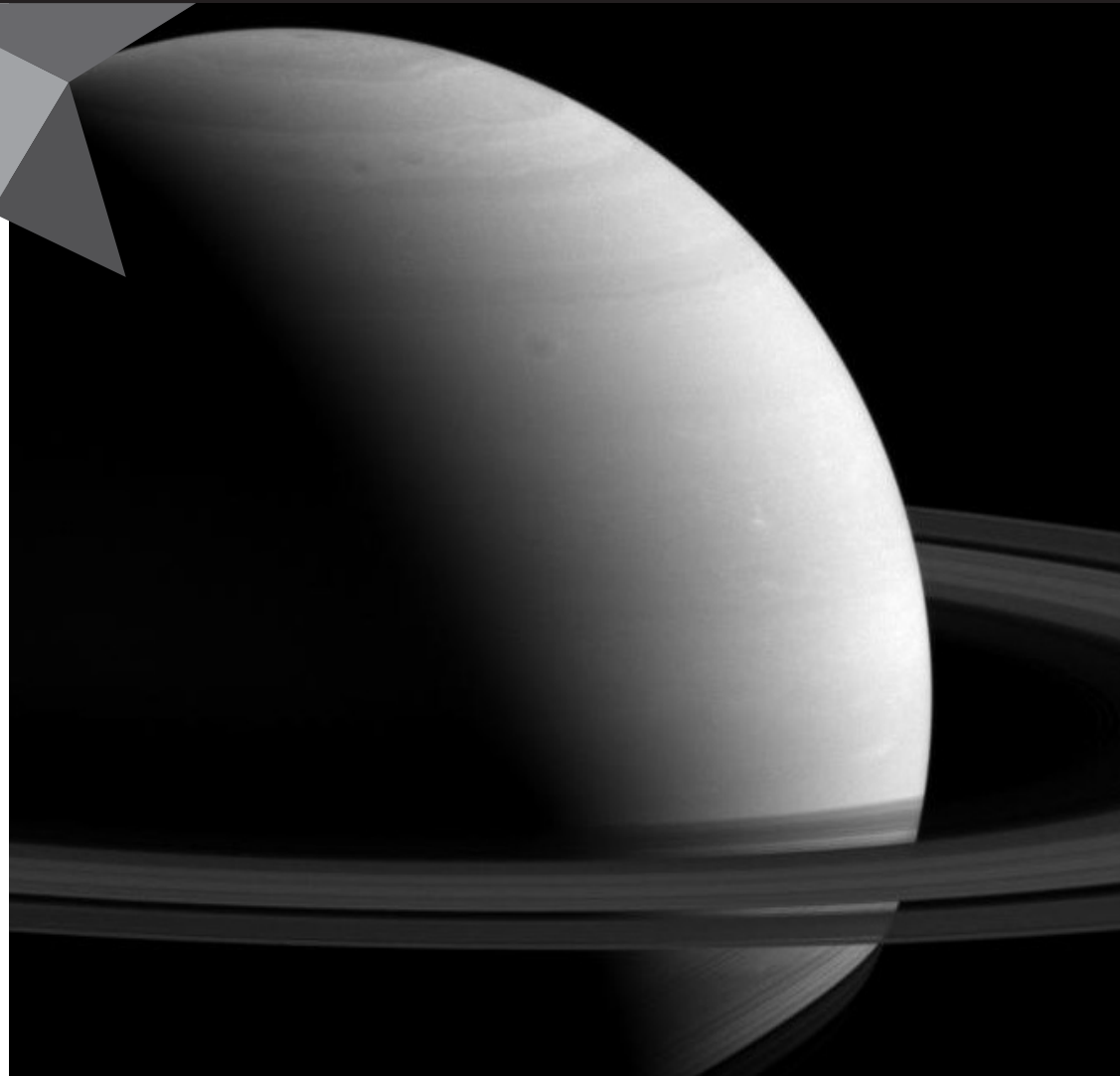


## **Space awaits...**

**for those who dare to  
imagine it.**

Cutting edge luxury space tourism company, Meridian, is now booking for its first all-inclusive packages. These journeys will take you either to the International Space Station or around the moon. This first-of-its-kind service is revolutionizing the space tourism industry with a five-star resort training experience and high customer service ratings.

Don't settle for being a distant observer. visit [meridian.com](http://meridian.com) to find out more



# AD SPREAD



# PROMOTIONALS







# PROMOTIONALS





# VIDEO AD





MERIDIAN



THANKS