

BRIEF

Spaceport Cornwall's business model involves targeting businesses to establish on-site who are enabled but not reliant on launch. They provide a year-round business location that encourages R&D and attracts space enabled companies and related enterprise.

While the brand has primarily been focused on launch, the aim of this project was to broaden the reach of the brand to better communicate the whole offer, and to produce a suite of marketing assets suitable for their primary markets, customers, and more.

Updated Brochure & Digital Document

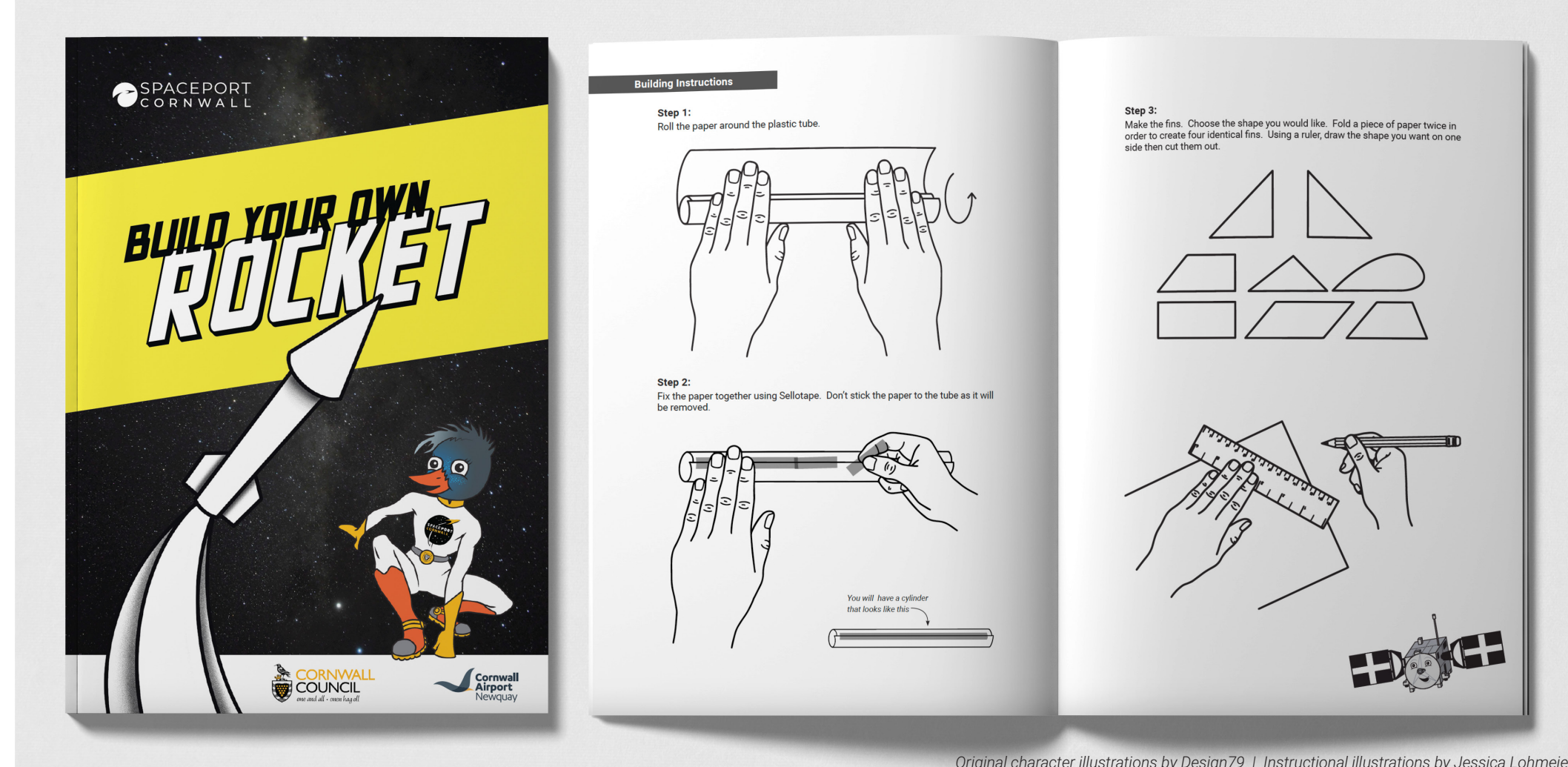
One of our primary goals was to create commercial sales materials advertising the Center for Space Technologies, which includes workspace to rent, facilities and spaces for event hire. The CST has been designed with a vision, to connect people, businesses and ideas to benefit both people and planet. For this, we first created a comprehensive image brief as we partnered with Halo PR to photograph the facilities. We then redesigned the physical brochure to better represent the Spaceport Cornwall brand and created a complimenting digital document for ease of sharing either by email or as a digital download from the website.

Educational Outreach

Additionally, Spaceport Cornwall is heavily involved in educational outreach programming delivered as presentations and workshops at local schools and community gathering points. To support this programming, we developed announcement flyers for upcoming events and information sheets to be sent out to schools highlighting STEAM programme offerings and facility tour availability. We also created a fully illustrated Rocket Building Workbook to compliment one of the most popular workshops offered. These pieces are designed to engage primary and secondary aged students in events that highlight the diverse careers and roles within the space sector.



Photography by Halo PR



Original character illustrations by Design79 | Instructional illustrations by Jessica Lohmeier



Photography and map illustration by Jessica Lohmeier



Original character illustrations by Design79



Image provided by Spaceport Cornwall



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