

**PROCESS** Our team started the branding process with research and planning with the program team. We met several times over the course of several months to discuss and identify program naming, key messages and audiences, local competitors, tactics, and the relationship between this sub-brand and the larger Gravity and ESD 113 brands. To ensure this relationship remains present across materials, we:

- Carried the space theme from Gravity into the naming, branding, and imagery
- Incorporated variants of existing ESD 113 colors into the logo and brand imagery

We used ChatGPT as an ideation partner to generate 15 initial logos. After review, our team narrowed the field to two concepts: a coffee cup for the main program logo, and an astronaut as our Ground Control mascot. Although inspired by the AI-generated designs selected, our logo and mascot were designed in Illustrator to ensure they were unique to our brand, easily customizable, and scalable from punch cards to A-frame signs with no impact to image readability.

**USE** Given that the brand is less than a month old, the materials included in this submission primarily reflect print implementation of our new brand. This will expand to web and social media presence over the coming months. Currently, materials are used to grow brand awareness and market the coffee shop to staff, clients, and visitors at our main offices.

**EVALUATION** Since it opened in early February, the café has fulfilled 185 orders and made more than 250 drinks. The program was also prominently featured in a video from our state education agency. We solicit regular feedback from the program team and their audiences on opportunities to expand branded materials. Thanks to audience feedback, we've produced digital and Spanish-language menus, and the brand logo and imagery will appear on merchandise and gift cards beginning in March.