

Airport Advisory Board Meeting (Monday, June 7, 2021)

Generated by Allison Swint on Monday, June 7, 2021

Members present

James Alexander, Robert Lightstone, Gerald Meyerman, Robert Zaorski, George Hill

Meeting called to order at 6PM

A. CALL TO ORDER

B. ROLL CALL

C. NEW BUSINESS

Discussion, Presentation: 1. Roundtable discussion facilitated by Arnett Muldrow

D. PUBLIC COMMENT

E. ADJOURN

Airport Advisory Board Minutes – 06/07/2021

Meeting Start 6:00 pm

Members Present: - Alexander (Chair), Lightstone (Vice), Hill (Secretary), Zaorski, Meyerman

Others Present: Deatrick (DPWT), Swint (DPWT), Kaselemis (DED), Allen (DED), Tripp Muldrow (Arnett-Muldrow), Shawn (Arnett-Muldrow)

This was a special meeting held specifically as a roundtable discussion to provide AAB input to the Airport Innovation District branding initiative conducted by Arnett-Muldrow consulting firm and the St. Mary's County Department of Economic Development (DED).

Meeting Adjourned 7:00 pm

Next Meeting: 06/28/2021 at 6:00 pm (in person)

Submitted by: Alexander (Chair)

AIRPORT INNOVATION DISTRICT

BRANDING PRESENTATION

Existing Brand Elements



Bembo
Univers

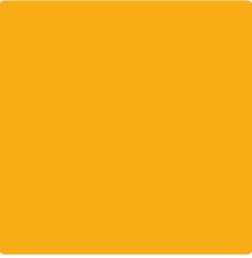
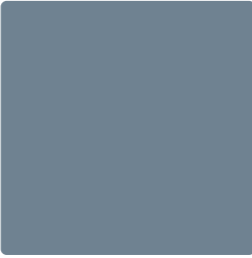
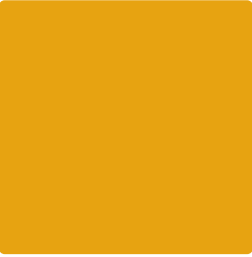
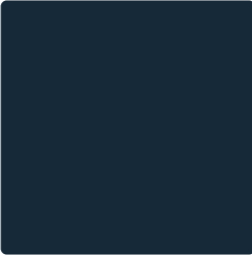


Cabin
Chunk Five Ex
Libre Baskerville

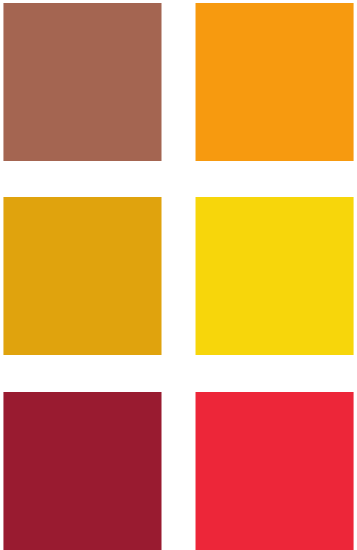


Trade Gothic

Existing Colors



Proposed Colors



Proposed Typefaces

PRIMARY

SECONDARY

TERTIARY

Accent



Causten



Baskerville

Brand Statement

“Aviation is proof that given the will, we have the capacity to achieve the impossible.”

Edward Rickenbacker

Brand Statement

Aviation is in the DNA of St. Mary's County, and it is rooted even deeper in the history of this place where exploration and discovery form the foundation of Maryland itself. It is here that military and civil aviation launch dynamic collaborations. Today, the connection between Naval Aviation PAX River, our centralized and modern airport, and our strategic location in the state and nation position us to take flight in ways never before imagined.

Brand Statement

***“Creativity is thinking up new things,
innovation is doing new things”
– Theodore Levitt***

Brand Statement

Innovation is at the core of our mission. It is here that start-up businesses thrive through creative partnerships. With an airport at our center, we offer unmatched access to the core of our national defense infrastructure. We are the place where pilots, engineers, veterans, scientists, explorers, technicians, students, and visionaries are vectors that intersect to take ideas from concept to practical solutions.

Brand Statement

*“An investment in knowledge pays the
best interest”
– Benjamin Franklin*

Brand Statement

Education here is the ascendance of bright minds. Here, students are ready to chart a future in allied fields. We are home to state-of-the-art educational facilities that pursue innovation through aviation and automation. From unmanned aircraft to the technologies behind flight, we offer unmatched opportunities for our young people and those ready to realign their profession to thrive.

Brand Statement

“Almost all creativity involves purposeful play.”
– Abraham Maslow

Brand Statement

Recreation is part of life in our region. The water that surrounds us and the paths that link us foster community in this place. Now more than ever, personal connections nourish how we imagine what could be and how we redefine what community is about.

Brand Statement

This place is where innovation is born, this place is where dreams are nurtured, this place is where collaboration is cultivated, this place is....



AEROPARK

INNOVATION DISTRICT

where ideas take flight



AEROPARK
INNOVATION DISTRICT



**AERO
PARK**
INNOVATION
DISTRICT

Concept Construction





AERO PARK

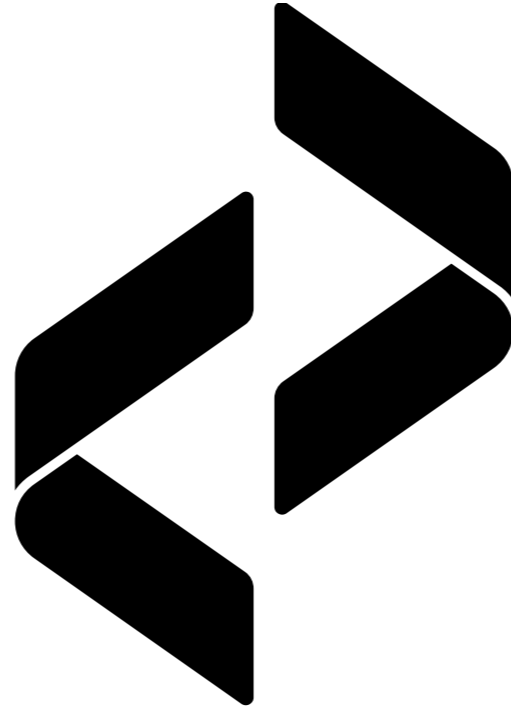
INNOVATION
DISTRICT

where ideas take flight

Color Test



Stencil for fabrication



AEROPARK

Marketing Folder



Wayfinding Concepts



1'-0"
SCALE



AEROPARK

INNOVATION DISTRICT

st. mary's county
**REGIONAL
AIRPORT**



USMSM
UNIVERSITY SYSTEM of MARYLAND
AT SOUTHERN MARYLAND



TECHPORT

District Brand Extension



AEROPARK
EAST



AEROPARK
WEST

Recreation Brand Extension



FlightPath
TRAILS @ AEROPARK



Playground Brand Extension




playfield
CHILDREN'S PARK

Mixed Use Terminal Brand Extension



Popular Merchandising/Brand



Airport Logo (Conceptual Only)

st. mary's county
**REGIONAL
AIRPORT**



Airport Logo (Conceptual Only)

