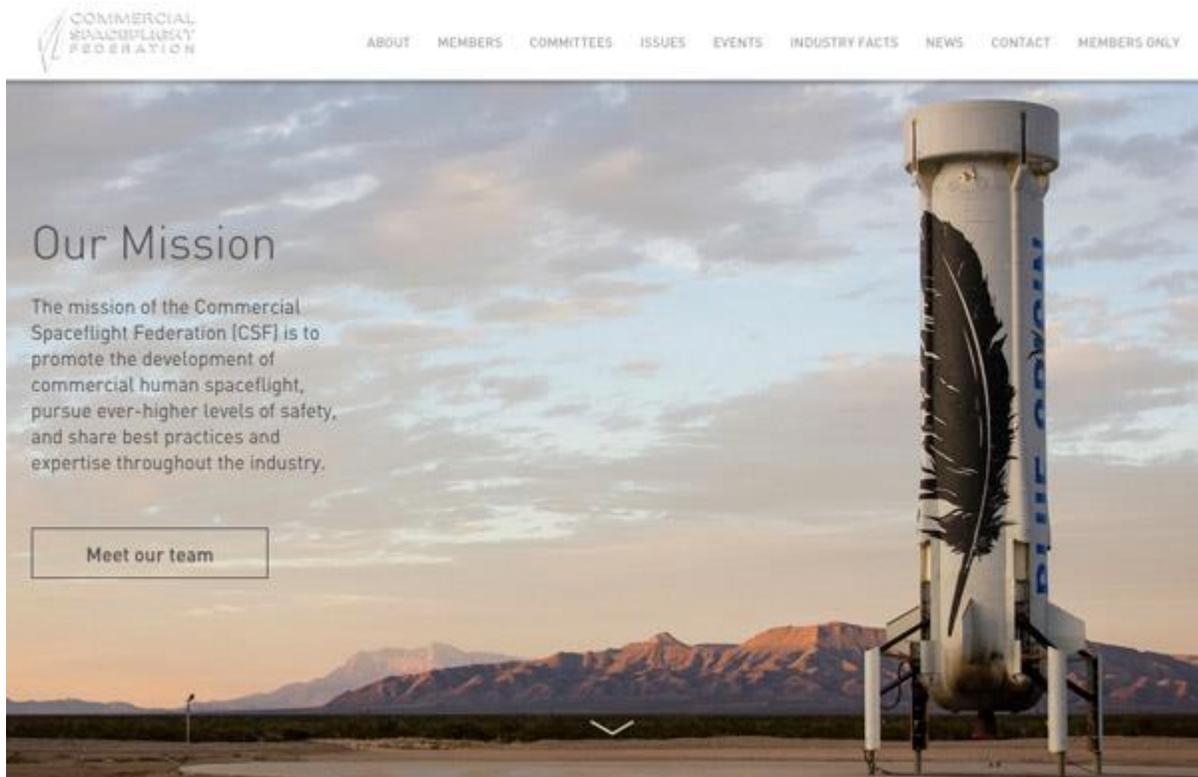


Over the Moon: Commercial Spaceflight Federation Rebrand Takes Flight

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The Commercial Spaceflight Federation (CSF) is the lead voice for the commercial spaceflight industry.

Founded in 2006, CSF is “laying the foundation for a sustainable space economy and democratizing access to space for scientists, students, civilians, and businesses,” according to its [website](#). “Through the promotion of technology innovation, CSF is guiding the expansion of Earth’s economic sphere, bolstering US leadership in aerospace, and inspiring America’s next generation of engineers and explorers.”

But if you haven't heard of it, you're not alone—and thus the rebrand led by marketing agency Viceroy Creative whose clients include Patrón Tequila, Crown Royal, David Yurman and Dolce & Gabbana.

The overhaul's goal is to get the message out to the general public that space is open for business “in a sexy, appealing way.”



David Moritz, President of Viceroy Creative, told **brandchannel**, “We’re balancing nostalgia with realism and presenting the Commercial Spaceflight Federation, and thereby the private space industry, in the way it should be seen: optimistic, futuristic, but firmly planted in the here and now. Professional, and open for business and collaborations.”

“We wanted to redesign an idea that not only resonated well with the public, but also reinforced our core values of developing industry standards that truly reach for the stars,” said Eric Stallmer, President of CSF. “We believe that

with the help of Viceroy Creative, a new era of commercial space exploration is upon us.”



As for specific identity challenges in the rebrand, Moritz said, “There’s a lot of history and expectations for outer space. We wanted to make it feel familiar but avoid hyperbole. Let’s celebrate and focus on the technological advancements that we’re doing right now and in the near future. That’s the only way we’ll get to the bigger stuff later. We have to make all the foundational technologies economical and reusable. The identity needs to be of the moment and of the near future, with a promise of what’s to come if we stay the course.”

Unique to the rebrand, “the white-on-white identity is cutting edge and totally appropriate,” said Moritz. “We’re blending the corporatism of an industry association with the appeal of a modern brand.”



“Most people will think space exploration is badass, exciting and alluring if you present it to them in the right way,” said Moritz. “If it seems tired and uninteresting, it can be too techy, or the promises can be too far in the future to hold interest. We need to focus on celebrating what private companies—rather than purely governments—are able to achieve right now.”

The CSF needs a united voice in the industry that is both respected and inspirational. Since NASA, CSF is the first team of specialists joining forces for comprehensive messaging and a cohesive personality for the business of commercializing space.

Budgets are the top challenge to scaling and selling of CSF’s agenda, said Moritz. “It’s a brand new industry and many of the members still are or

consider themselves startups. Public support and engagement will make everything easier.”

