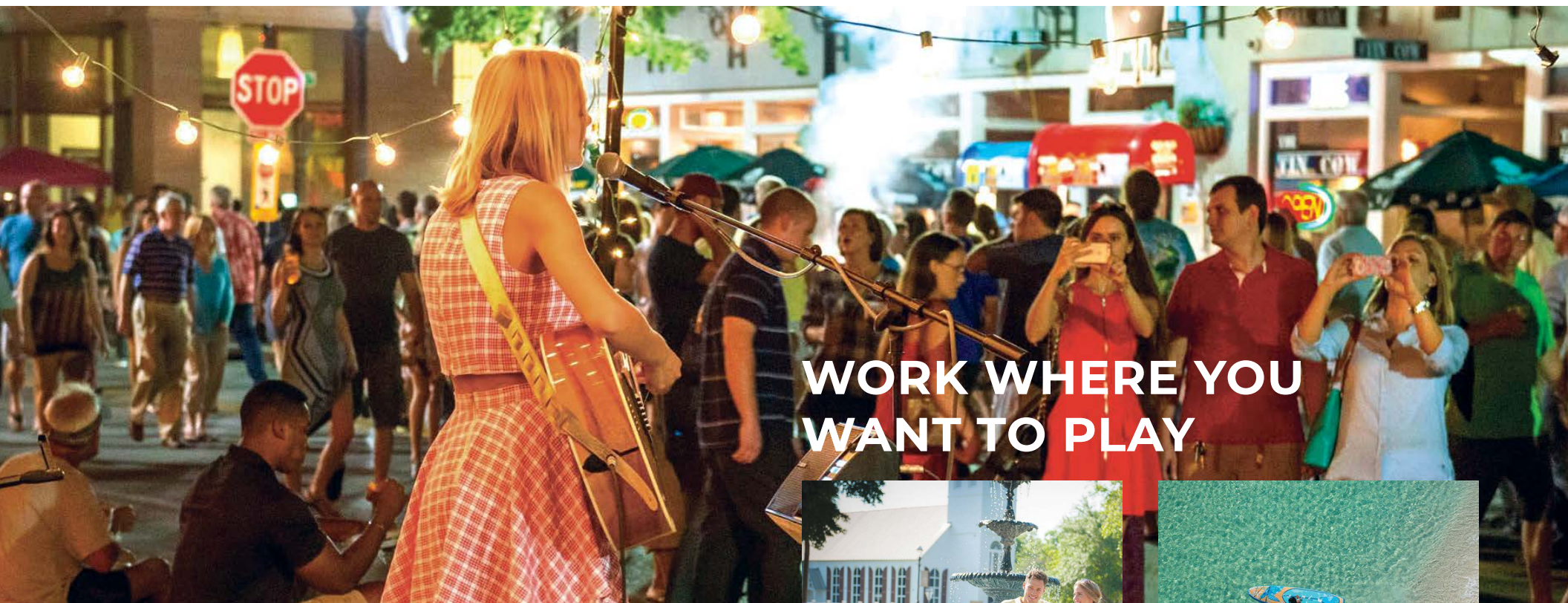


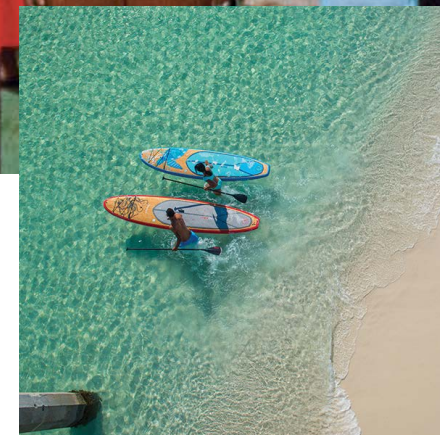


**OUR ZOOM BACKGROUND
ISN'T A PHOTO**

850.901.9012 • marketing@floridawesteda.com



WORK WHERE YOU WANT TO PLAY



THE TALENT, EDUCATION, INDUSTRY AND MILITARY INVESTMENT MAKE PENSACOLA, FLORIDA A NATURAL FOR CYBERSECURITY. THE PLACE, THE PEOPLE AND THE QUALITY OF LIFE MAKE IT A NATURAL FOR YOU.

With a host of military, government, and private sector cybersecurity assets in the area, FloridaWest Economic Development Alliance have debuted a new website, **CyberCoastFlorida.com**. The site will serve as the centerpiece of an ongoing “Remote from Here” campaign kicking off in January. The primary purpose of the site and the campaign is to encourage qualified cybersecurity workers and to work remotely and ultimately move to the Pensacola area.

The COVID-19 pandemic has accelerated a remote work trend that will likely be permanent for many in technology and professional services fields. According to a study by the Federal Reserve Bank of Atlanta, the anticipated share of working days at home is set to triple after the pandemic ends—rising from 5.5 percent to 16.6 percent of all working days. Perhaps even more striking, firms anticipate that 10 percent of their full-time workforce will be working from home five days a week.

A man and a woman are sitting at a dark wooden bar. The man, on the left, is wearing a green t-shirt and holding a small, fluffy dog. The woman, on the right, is wearing a light grey top and is looking at a laptop on the bar. A red cup is also on the bar. In the background, there are beer taps and signs, including one that says "CITRA BUTT DOWN".

BRING THE LAPTOP BRING THE DOG BRING THE JOB

THE WEBSITE IS BUILT ON THREE PILLARS – OUR PEOPLE, OUR PLACE, OUR POSSIBILITIES – AND ENCOURAGES PROSPECTIVE NEW RESIDENTS TO “BRING YOUR TALENT, BRING YOUR LAPTOP, AND BRING YOUR COMPANY.”

The idea is to reach cyber professionals who may be looking for a new job with one of the area's many cybersecurity companies; ones who have a good job but want a better quality of life; and decision-makers considering expanding or relocating their companies to the area.

Though other communities have reached out to remote workers, the CyberCoast marketing effort is unique in that it targets a specific industry. The **CyberCoastFlorida.com** website was designed specifically with cyber talent in mind, including testimonials from the area's top talent and job listings for local companies.

“Talented cybersecurity employees are rightly considering whether it still makes sense to stay in cities that lured them simply because that’s where the jobs are. Now, many of them are looking for just the kind of quality of life that our region provides – the perfect blend of history, natural beauty, and a warm climate.”

“Organizations with high-demand, high-wage specialties like cybersecurity thrive where they can find the best talent in the highest numbers,” he said. “FloridaWest is leveraging this trend to keep our homegrown cyber talent here and bring in more from around the country. If we have a great quality of life and great people, companies and innovative startups will follow.”

- Scott Luth, FloridaWest CEO



FLORIDAWEST MEANS BUSINESS IN PENSACOLA, FLORIDA

Companies looking to establish, thrive and innovate have found that this idyllic region, long known for its fabulous beaches and lifestyle, is the focal point of cybersecurity and technology in Florida.

FloridaWest Economic Development Alliance works to connect the assets, resources and talent of the Greater Pensacola region with business and industry to build a thriving industrial and professional community for the ongoing economic growth and prosperity of the region.



Sena Maddison • Director of Communications • FloridaWest EDA
smaddison@floridawesteda.com • 850.417.1500



BRAND STANDARDS

LOGO



Logo may also be used in white on top of appropriate photos or approved brand colors (see next page)

DO

Observe minimum white-space around logo



Utilize Icon



Use on simple, uncluttered background



DON'T

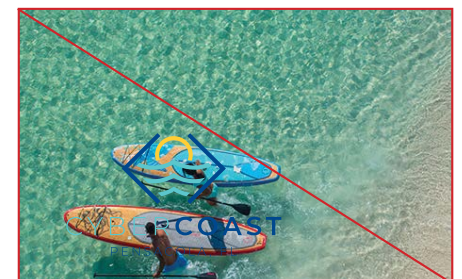
Use logotype without icon



Stretch or change logo proportions

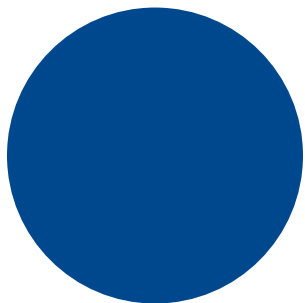


Use logo on busy backgrounds



COLORS

ELECTRIC BLUE



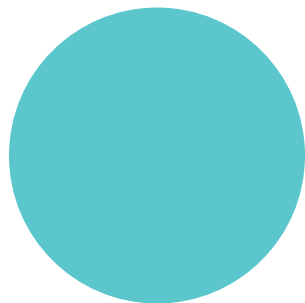
PANTONE 2146 CP

C	100
M	72
Y	0
K	20

R	0
G	72
B	141

00488e

COASTAL BLUE



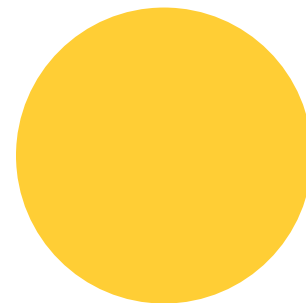
PANTONE 319 CP

C	59
M	0
Y	22
K	0

R	90
G	197
B	203

#5bc6cc

GOLDENROD



PANTONE 123 CP

C	0
M	19
Y	89
K	0

R	255
G	205
B	52

ffce34

FONTS

HEADERS AND TITLES

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEADS

MONTERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat is an extensive font family that is available for free on Adobe Typekit and Google Fonts.