

# Task 1: Rebranding and Renaming MOIP

Final Draft  
April 12, 2013



Brand Concept:

Our Florida Reefs



# Brand Concept:

Using simple language and a clean, modern design, the final brand concept was developed to specifically convey an inclusive, community-driven planning process for Southeast Florida's coral reefs.

The brand concept name ~ **Our Florida Reefs** ~ replaces the existing process name ~ Management Options Identification Process (MOIP).



## Process Phrase

Process phrase is intended to provide language on how to communicate the process to the public. Think of it as a key message or phrase to explain what the multi-year, multi-step process is to the general public.

A community planning process for southeast Florida's coral reefs



Logo



**OUR** FLORIDA  
**REEFS**

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**YOUR VOICE, OUR FUTURE**

Tagline

your voice, our future

