

Q&As on Rebranding Initiative at the Greater Orlando Aviation Authority

Q: Why did you decide to change your brand? And why now?

The Greater Orlando Aviation Authority (GOAA) is undergoing a revitalization period with the expansion of Terminal C, the future renovation of Terminals A & B, and a reimagining of our Concessions program as well as other major initiatives ranging from developing a consolidated rental car (ConRAC) facility to preparing for a shift in transportation with Advanced Air Mobility programs.

With all of this in mind, we thought it was time for the 40-plus-year-old “Rolling O” to take on a new role and allow the Aviation Authority to present a fresh look, signaling to everyone that GOAA is on the horizon of new things.

Q: Why did you choose the orange and blue colors?

Just as our terminals reflect Florida’s flora and fauna, we wanted branding that reflects the unique characteristics of Central Florida. A big part of the MCO logo is the orange color, used to represent energy and warmth reflective of our vibrant state. Orange obviously represents the sun’s rays and is a nod to orange groves, a part of the area’s early history. And, of course, we are in *Orange* County.

As for the GOAA and ORL logos, we used blue coloring to represent Central Florida’s abundant bodies of water, clear blue skies and inspiration.

The color palettes reflect Florida’s pristine natural beauty.

Q: Will the names of the airports change?

No, the airports will remain Orlando International Airport (MCO) and Orlando Executive Airport (ORL).

Q: Is GOAA going to change its name?

No, the organization will remain the Greater Orlando Aviation Authority.

Q: Does the rebrand mean GOAA’s core values have changed?

The rebrand aligns with the Values, Mission, Vision and Priorities of the 2023 Strategic Plan. The 2023 Strategic Plan is the blueprint for the Aviation Authority’s future.

The overall brand reinvention touches on our Strategic four pillars: People, delivering a more visually appealing website; Community, incorporating elements of Central Florida – such as the

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orange color - into the new logo; Connection, better informing travelers of new destinations through an enhanced web and app; and Innovation, using new technology to ensure the website and app provide a consistent user experience.

Q: Will anything be different operationally now that the rebrand has debuted?

While our logo, color palette, website and app are different, we can assure you that we will continue to provide the same great service to our passengers and partners. In fact, you will notice that some services may even improve as technology within our website and app will help us better direct passengers' inquiries. Outside of the website, you will notice some of our programs, for example the MCO Paw Pilots or MCO Reserve, will have updated branding as well.

Other than that, the customer experience will include the same friendly and helpful interactions you normally experience. It's just that our employees will have different branding displayed on their uniform or credentials.

Q: Who did the design for the new logo?

SIX The Agency, an award-winning local business that GOAA partners with for many of its creative design work.

Q: How long will it take to complete the rebranding for the entire facility?

The rebrand is being done in phases. Phase 1 is what you're experiencing now - the new logo, the new website and the new app. You will begin to notice our vehicles, airport uniforms and exterior signage will also change in the coming months.

Q: How was the new branding selected?

Several departments that formed an internal steering committee were involved in the rebranding.

SIX The Agency created dozens of concepts and reviewed those with a steering committee. The committee selected the strongest contenders and presented those to GOAA leadership.

Ultimately, GOAA leadership, in concert with the steering committee, agreed on the branding elements that are now part of the Aviation Authority's image.

Q: Does this mean the carpet is going away?

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We're glad our carpet is world-renowned and has its own fan club! The carpet was not part of the rebranding project, so please continue to enjoy it.