



The Rocket Garden, Kennedy Space Center Visitor Complex. Photograph: Ken Pond.

A CASE STUDY · CREATIVE DIRECTION · 2023-2025

Galactic Medallion



"This is not your father's Space Coast."

— KEN POND

BRAND · WEBSITE · FILMS · PRINT · MAGAZINE

KEN POND, CREATIVE DIRECTOR



Heroes & Legends and the Rocket Garden at twilight, Kennedy Space Center Visitor Complex. Photograph: Ken Pond.

01 · THE BRIEF 

More than luxury

Galactic Medallion runs luxury tours to NASA's Kennedy Space Center, America's original spaceport. Guests arrive by helicopter or private car, with a concierge, on private tours led by tour experts and NASA professionals.

For two years Ken Pond was the company's creative director. The work reached every place a guest could meet the brand: the mark and its tour badges, the website and its live launch page, fourteen films, the print pieces, and a magazine of thirty-three posts that he wrote himself.

Luxury was the promise, but Ken did not think it was the reason anyone comes. When the focus is on luxury, he says, the adventure gets lost, and the adventure is the point: the excitement of space exploration, the feeling of the space age.

So the brand had to be cinematic. Every piece had to make the tour feel like an adventure the guest takes part in, and it had to reach families and individuals, visitors

from out of state and from other countries, and people who live near the Space Coast.

"It couldn't just be about luxury. It had to be cinematic — an adventure you're taking part in."

— KEN POND

"Nobody goes on a luxury space tour who doesn't want the adventure."

— KEN POND





The original logo (left) and Ken's redesign.

02 · THE MARK

From letterhead to the circle

The original Galactic Medallion logo, by another designer, was a nice design: a horizontal lockup with the feel of a '70s letterhead or logbook.

A space tour company needed a mark that could sit in a square or a circle and be known on sight, so that anyone who saw it once would recognize it the next time. Ken redesigned it around the globe, into a shape he calls the circle.

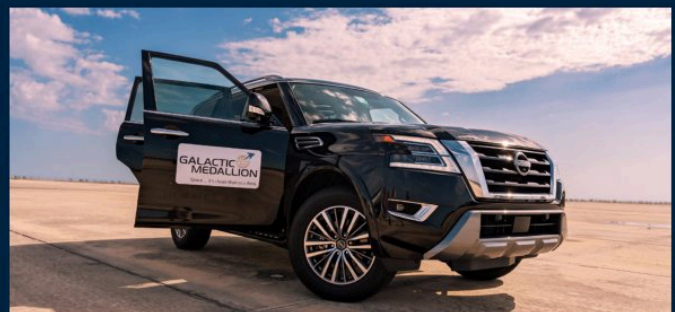
Drawing the horizontal lockup into the circle consolidated the space without making it quiet. The aim was a mark that felt like a real outer-space emblem, in the family of NASA and Space Force insignia, and one that could go everywhere: the press kit, the door of a tour car, the corner of the films, the center of every tour badge.

"It had to be everywhere. It had to be the icon that pulled everything together."

— KEN POND

"The minute somebody saw it, they'd know they'd seen it before."

— KEN POND



The circle on a tour car. Photograph: Ken Pond.



A medallion for every journey

Each tour got its own medallion, built like a mission patch: a ring of copy, a banner, and the globe at the center.

The One-Day, Multi-Day and Create-Your-Own tours share one construction and change only their color, so the family reads at a glance on the tours page. The same language carried the 3-2-1 Lift-Off Tour, the Zero-G Space Flight Experience, My Special Place in Space (Ken-

ned Space Center day trips, with the nonprofit Fostering Kindness, for eighteen-year-olds aging out of foster care), the inaugural NSS tour of January 2024, the NSS Flagship Tour that September, and a patch that carries Ken's own line.



ONE-DAY TOUR



MULTI-DAY TOUR



CREATE-YOUR-OWN TOUR



3-2-1 LIFT-OFF TOUR



ZERO-G SPACE FLIGHT EXPERIENCE



MY SPECIAL PLACE IN SPACE



INAUGURAL NSS TOUR, JANUARY 2024



NSS FLAGSHIP TOUR, SEPTEMBER 2024



THIS IS NOT YOUR FATHER'S SPACE COAST





The homepage hero.

04 · THE WEBSITE

A front door to the Space Coast

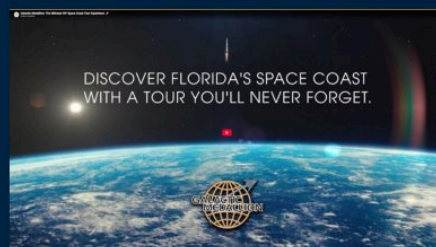
Ken designed galacticmedallion.com to open the way a film does: on moving footage, under the line “Luxury Tours to Florida’s Space Coast and Beyond.”

Below the hero, the press logos of JustLuxe, Elite Traveler and Wander Luxe set the register, the three tour medallions sit on a field of Earth at night, and the Galactic

Magazine block keeps the page current. Further down, a second background film, “Feel the goosebumps,” relives the infancy of the U.S. space program.



The tours section, with the corrected medallions.

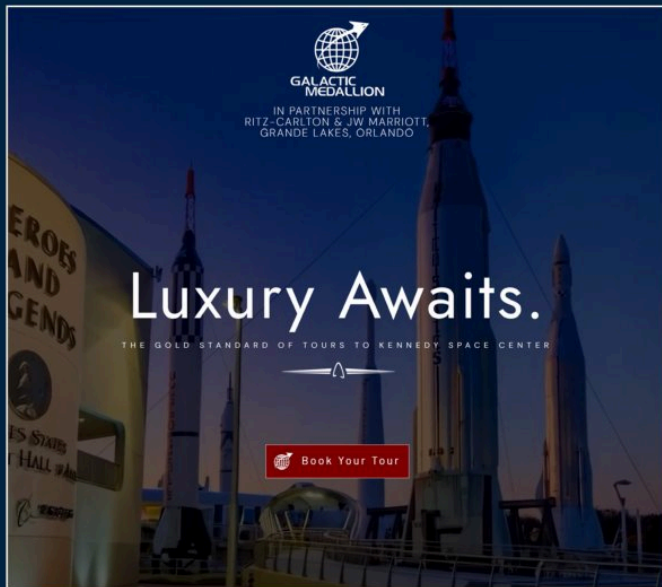


“Discover Florida’s Space Coast with a tour you’ll never forget.”



“Feel the goosebumps”: the second background film.

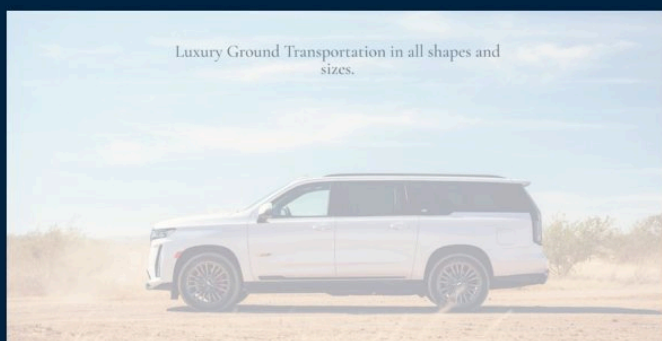




"Luxury Awaits." The Grande Lakes hero.



The photo grid.



Luxury ground transportation, in all shapes and sizes.

Eighteen minutes to the Space Coast

For guests of the Ritz-Carlton and JW Marriott at Grande Lakes Orlando, Galactic Medallion offered a door-to-door helicopter tour: an eighteen-minute flight in an EC-130, against a sixty- to seventy-five-minute drive.

Ken's pages for the program lead with "Luxury Awaits" and "The Gold Standard of Tours to Kennedy Space Center," then walk the day in order: an aerial tour over the Vehicle Assembly Building, pads 39A and 39B, the Shuttle Landing Facility and Port Canaveral; a VIP tour of Kennedy Space Center; a rooftop lunch with guest speakers; a champagne toast and a twilight return.

A photo grid, a ground-transport slider and the full itinerary carry the rest, with up to five guests a flight and booking through Peek.



EXPERIENCE A ONE-OF-A-KIND TOUR

Embark on a one-day, immersive journey with Galactic Medallion, lifting off from Grande Lakes to America's historic Spaceport in our private EC-130 Helicopter.

This exclusive, concierge-guided adventure showcases the U.S. Space Program's illustrious past, dynamic present, and thrilling future. This mission, accommodating up to 5 guests per flight, promises an unparalleled venture into space and discovery.

[Book Your Tour](#)

Experience a one-of-a-kind tour.

Train like an astronaut

The Zero-G Space Flight Experience, billed as “The Train Like an Astronaut Tour,” packs a whole program into one page.

Guests arrive by helicopter, are coached before the flight by planetary geologist Dr. Kirby Runyon, and fly parabolas aboard G-FORCE ONE, a Boeing 727, including arcs at Mars gravity (0.38 g) and Moon gravity (0.17 g). The program adds a VIP tour of Kennedy Space Center and a NASTAR Center centrifuge run to 6 G, with a certificate.

Ken designed the page in three movements, from the hero and a six-step itinerary to the closing call to action, and made the program's patch and its film.



The Zero-G Space Flight Experience

Train Like an Astronaut. Step into the shoes of an astronaut with this premium, multi-day adventure that combines the thrill of weightlessness, exclusive NASA access, and genuine astronaut training. Below are the core experiences that await you on this journey of a lifetime.

1 Arrive in Style by Helicopter

Lift off from Orlando in a private helicopter and soar over Florida's Space Coast, landing at Kennedy Space Center like incoming mission crew in the luxurious EC-130 Eurocopter.

2 Prepare for Zero-G Flight

Join planetary geologist Dr. Kirby Runyon for a pre-flight coaching session and gravity science orientation before your weightless flight.

3 Experience True Weightlessness

Float, flip, and soar in zero gravity aboard a specially-modified Boeing 727-200 jetliner—nicknamed G-FORCE ONE®—during a series of exhilarating parabolic maneuvers.

4 Simulate Martian and Lunar Gravity

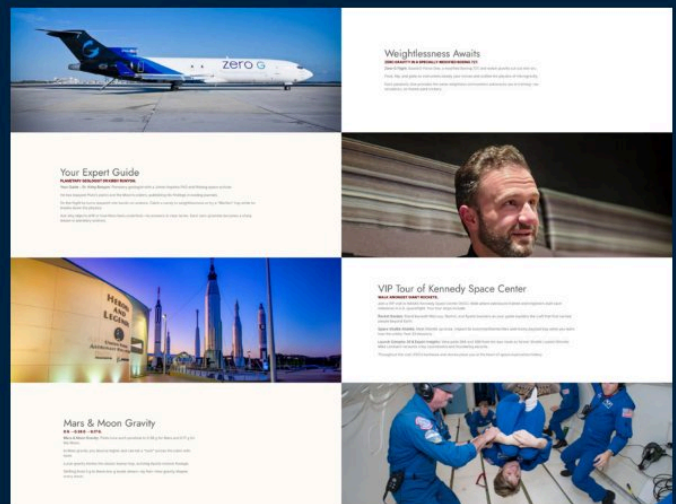
Walk and move in 38% and 17% Earth gravity—matching the surface conditions of Mars and the Moon—during controlled arcs that replicate otherworldly environments.

5 Tour Kennedy Space Center

Stroll the Rocket Garden, stand nose-to-nose with Space Shuttle Atlantis, and explore exhibits that trace every era of human spaceflight.

6 Train like an Astronaut

Push your limits at up to 6 Gs in a human-rated centrifuge as instructors coach you through high-G breathing and focus drills—and earn a certificate to prove you've trained like an astronaut.



One Giant Leap. Yours.
Closer Than Ever to Astronaut Life.



In just a short time, you've accomplished things most people only dream about. You floated free from Earth's pull, felt what it's like to walk on other worlds, stood where history was made at NASA's launch pads, and pushed yourself through real astronaut training. The result? Don't be surprised if the Earth looks a little different to you now—and if your dreams reach higher than ever. This journey doesn't just give you amazing stories to tell; it gives you a new perspective on what you are capable of. It's your own personal giant leap.

Ready to turn your space dreams into reality? This exclusive experience is limited and in high demand—take your leap and secure your Zero-G Space Flight adventure today.

Above: movement two, weightlessness, the guide, Kennedy Space Center, Mars and Moon gravity. Then movement three: “Closer Than Ever to Astronaut Life.” Left: movement one, the hero, the partners and the six steps.



EXCLUSIVE TOUR TO:

LASSEN VOLCANIC ADVENTURE: EXPLORE ANCIENT EARTH AND MARS-LIKE TERRAIN

LASSEN, CALIFORNIA - SEPTEMBER 10 - 14, 2026

The program's hero: "Explore Ancient Earth and Mars-Like Terrain."

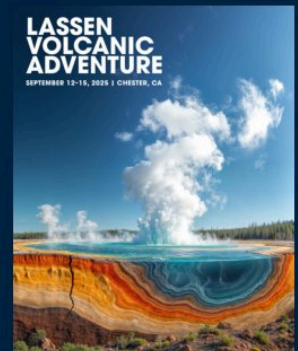
07 · LASSEN VOLCANIC ADVENTURE 

Mars, by way of California

Ken designed and launched the Lassen Volcanic Adventure, a field program at Lassen Volcanic National Park, California, built on one idea: explore ancient Earth and Mars-like terrain.

The program was built around three guides: planetary geologist Dr. Kirby Runyon; Dr. Pamela L. Gay, senior scientist at the Planetary Science Institute; and Dr. Mark Wagner of ARES Learning, who leads astro-geology field programs. Ken made its site page, from the geyser hero to the day-by-day itinerary and the guide cards.

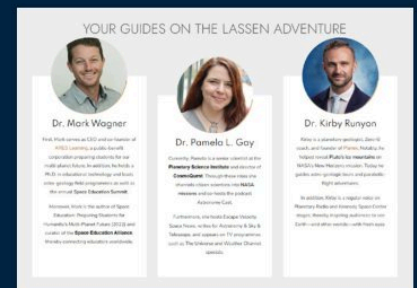
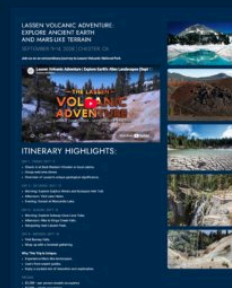
He designed the posters, a volcano drawn as a letter A with the Moon and Mars beside it and a geyser over a banded hot pool, and made the two-minute promo film, *Explore Earth's Alien Landscapes*.



The two posters: the volcano A with the Moon and Mars, and the geyser.



The film's title card, made for the National Space Society invitation.



The overview page, with the film and itinerary, and the guide cards.



Every launch, live

Ken designed Space Launches Live as a live page: every upcoming launch from Cape Canaveral and Kennedy Space Center, read from a launch data feed.

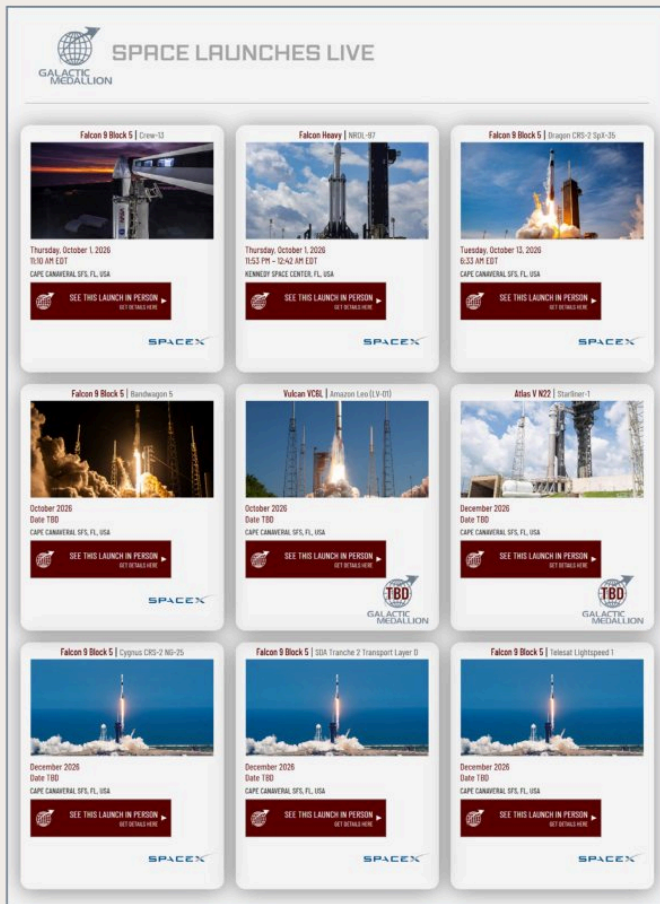
Each launch got a card: vehicle, mission, launch window, pad and provider, from SpaceX to Blue Origin, with a button that read “See this Launch in Person.” A featured launch sat above them with a running countdown, its status (“Go for Launch”), the mission description and the weather at the pad: temperature, clouds, wind and precipitation. Launch data came from The Space Devs’ Launch Library; the weather from OpenWeatherMap.

For Ken it was part of the same argument as the magazine: being in touch with what is happening in space,

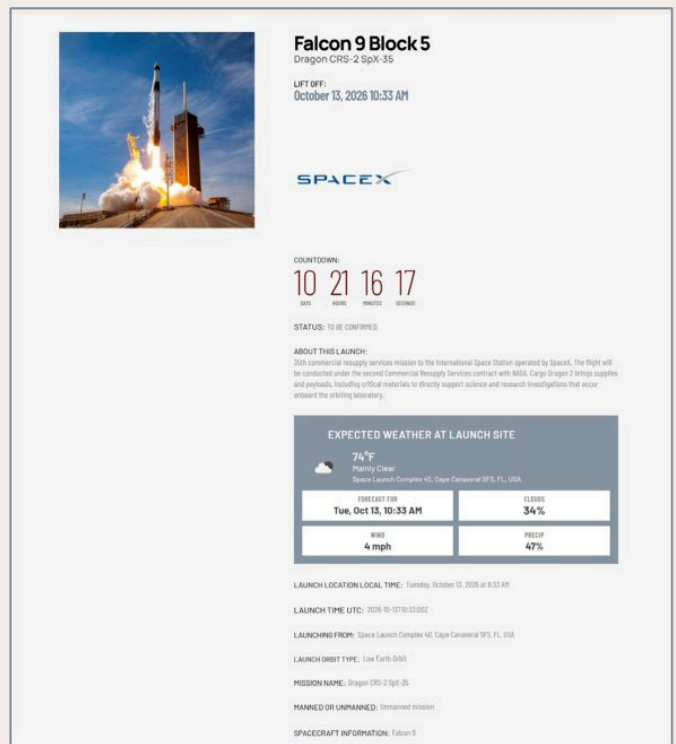
and giving people the chance to sign up for seats and witness a launch for themselves.

“A live view of every upcoming launch on the Space Coast, and the chance to be there for one.”

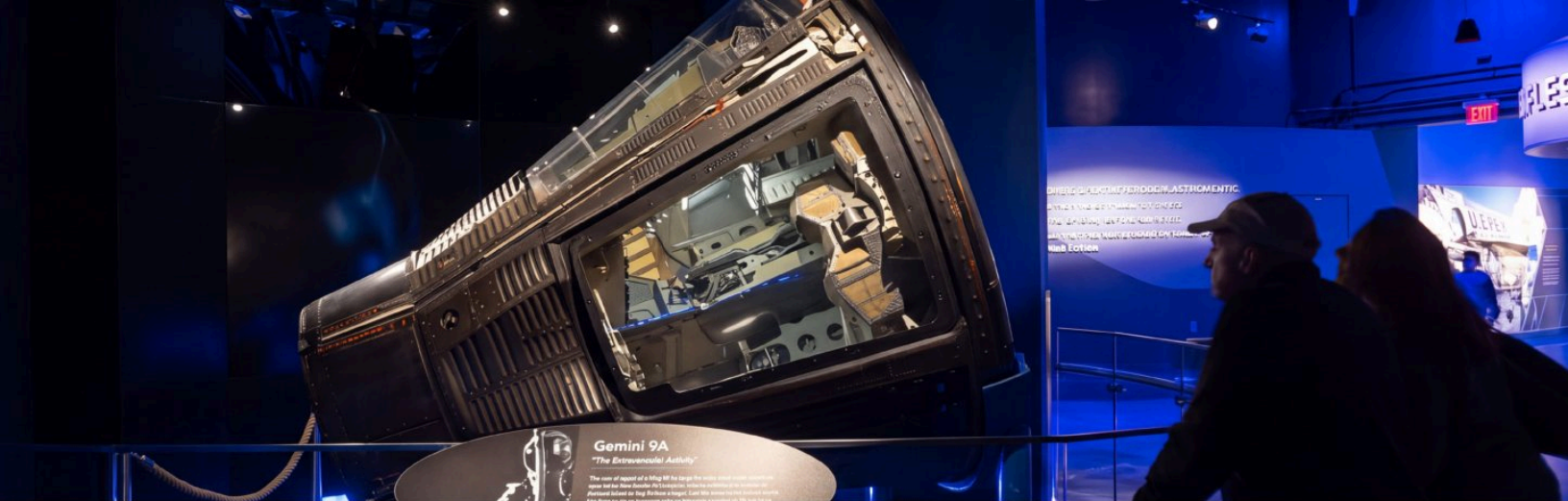
— KEN POND



Space Launches Live, rebuilt in 2026 from Ken’s original page, running live launch data.



The featured launch: countdown, status and weather at the pad.



Gemini 9A, flown by Thomas P. Stafford and Eugene Cernan in 1966, in Heroes & Legends at Kennedy Space Center Visitor Complex.
Photograph: Ken Pond.

09 · GALACTIC MAGAZINE

The everything-space blog

A tour company could have stopped at its tours. Ken believed it had to show it was on the pulse of space, its news and its history, and he wrote the proof himself: thirty-three posts between October 2024 and September 2025.

Seventeen posts cover space news, eight events and tours, six the people of spaceflight and two the theoretical end of physics. The magazine has its own masthead and a block on the homepage, where a feed of post cards keeps the site current.

“You don’t want to be a luxury tour company that’s out of touch and puts chocolates on the pillows. You want to understand space.”

— KEN POND



The Galactic Magazine block on the homepage.

FROM THE MAGAZINE

At the Dawn of Starship: The Towers of Ambition at Kennedy Space Center

OCTOBER 2024

Frank White — The Philosopher of Earthrise

OCTOBER 2024

Quantum Gravity and the Emergence of Spacetime

OCTOBER 2024

When Boeing’s Legacy Took a Hit: The Story of the Stranded Starliner

NOVEMBER 2024

The Astronauts Who Weren’t Stuck in Space

APRIL 2025

Kennedy Space Center Tour Prize — Kindness Carried Forward

SEPTEMBER 2025





Mike D. Leinbach speaking on *Bringing Columbia Home*, his 2018 book with Jonathan H. Ward. Photograph: Ken Pond.

10 · THE FILMS

Fourteen films

Between December 2023 and September 2025 Ken made fourteen films for Galactic Medallion: tour films, a founder profile, program films and interviews with the people who made the space age.

"You want people watching to be pulled in, to live it vicariously, and to want to be part of it too."

— KEN POND

"After a tragedy, he was a hero, and he continues to be."

— KEN POND

Mike D. Leinbach, a favorite Galactic Medallion guest speaker, was NASA's Space Shuttle launch director from 2000 until he retired in 2011. After Columbia was lost in 2003 he led the debris recovery team in Texas and Louisiana, then the team that reconstructed the orbiter to find the cause. The fleet stayed grounded until its safety problems were fixed.

He shot the tours himself, with two cameras on gimbals and lavalier microphones clipped to the guides and speakers, to catch the energy of the people on the tour. The films reach past the tours too: an eighteen-minute conversation with Frank White, author of *The Overview Effect*; a short on the Apollo 11 command module; a portrait of the self-taught astronomer Irving August Goetz.

"It was all about the people who made space what it is: exciting, tragic, turning something bad into something good, and always pushing for the next thing."

— KEN POND



From the films, left to right: an NSS Flagship Tour film (2024), Zero-G Space Flight Experience (2024), the Apollo 11 Command Module short (2024) and the EC130 helicopter tour (2025).





ELEVATING SPACE TOURISM WITH UNMATCHED LUXURY

Experience Florida's Space Coast like never before with our exclusive tours. Combining personalized service, immersive storytelling, and cutting-edge experiences, our journeys redefine luxury travel at the forefront of space exploration.

The pitch deck, page one.

11 • PRINT

The deck, and what guests held

The pitch deck is the piece Ken worked hardest on: five landscape pages that put the photography first and the pitch in a few lines beside it.

Around it sit the brochures, a helicopter stack, a Ritz-Carlton stack and a tiered general brochure; a scale chart of rockets from the Space Shuttle to the Big Falcon Rocket; and a boarding pass for the 3-2-1 Lift Off tour to Kennedy Space Center, with a QR code on the stub and "Mileage earned: 250,000,000 miles."



Boarding pass.



A panel of the tiered brochure.





A Galactic Medallion and NSS tour group, with the inaugural tour seal. Photograph: Ken Pond.

12 · IN THE FIELD 

On the ground, behind the camera

Ken planned and shot the inaugural tour Galactic Medallion ran with the National Space Society, January 12 to 14, 2024.

It opened on the rooftop Space Bar in Titusville. Over three days the group toured Kennedy Space Center and Cape Canaveral Space Force Station, heard Mike Leinbach inside Atlantis and over lunch, Dr. Kirby Runyon on lunar geology and “Sew Sister” Jean Wright, and visited Hangar C and the Cape Canaveral Lighthouse.

Ken filmed the Leinbach lunch, the Runyon talk and the Space Force Station day himself, two cameras on gimbals, a lavalier on each speaker, levels managed on a moving bus. The footage became the tour film and the site’s videos.

CREATIVE DIRECTION, DESIGN, PHOTOGRAPHY, FILM AND
WRITING: KEN POND.

“It’s not the old NASA. It’s exciting to be part of the new space era.”

– KEN POND

“A two-year undertaking to make this an experience people could not pass up, something they had to do in their lifetime.”

– KEN POND



Rocket sizes, to scale.