

PRESS KIT · 2026.08

Coastal Vanguard

Brand management, advertising, and marketing for category leaders.

ISSUED AUGUST 30, 2026
COASTAL VANGUARD LLC
DAYTONA BEACH, FL
[HTTPS://COASTALVANGUARD.ORG](https://coastalvanguard.org)

EXECUTIVE SUMMARY

David Lockhart

MANAGING MEMBER & FOUNDER · COASTAL VANGUARD

David Lockhart is the founder and Managing Member of Coastal Vanguard LLC, an upper-echelon brand management, advertising, and marketing firm. With more than fifteen years of progressive experience spanning operations, corporate development, technology leadership, and executive management, David founded the firm on a single operating principle: that the brands which compound are the ones which pair long-arc strategic thinking with short-arc operating discipline.

His approach draws on deep expertise across business transformation, operational excellence, logistics strategy, technology integration, and artificial intelligence — the multidisciplinary grounding that lets the firm engage category leaders on the full operating system rather than any single functional lever.

David writes the firm's research, leads its client engagements, and is the principal voice in every engagement. The firm's work is built on a posture of senior partnership: a small number of clients, deeply staffed, on a quarterly minimum engagement. He holds the firm's commitments personally.

“Build systems that scale. Pursue excellence without compromise. Execute with discipline.”

— DAVID LOCKHART

ABOUT THE FIRM

Coastal Vanguard.

Coastal Vanguard LLC is an upper-echelon brand management, advertising, and marketing firm. The firm works with a small number of category leaders, deeply, on a quarterly minimum engagement — long-arc positioning, paid acquisition, marketing analytics, brand and reputation, category design, and go-to-market engineering.

PRACTICES

· Brand Strategy & Positioning

· Performance Advertising

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INDUSTRIES

· Consumer Technology

· Healthcare & Life Sciences

- Marketing Analytics

· Brand & Reputation

· Category Design

· Go-to-Market Engineering

· Financial Services

· Industrial & B2B

LEGAL NAME

Coastal Vanguard LLC

HEADQUARTERS

Daytona Beach, FL 32118

FOUNDED

2025

MIN. ENGAGEMENT

Quarterly

BRAND ASSETS

The visual system, in spec.

For media use. Do not alter the colors, the type, or the proportions of the wordmark. For non-media use (e.g., derivative work, merchandise, partner co-branding), request written approval from the firm.

PALETTE



Navy 900
#0a182e · Primary surface (deep brand)



Navy 600
#1a3965 · Primary brand (the C of the logo)



Teal 500
#25aabd · Accent / CTA (VANGUARD text)



Teal 400
#3ab1c1 · Accent / link



Gold 400
#e0b66c · Highlight (the V glyph)



Coral 400
#fb845e · Deep accent (skyline detail)



Parchment 50
#fdfaf3 · Light surface



Parchment 200
#efe3cb · Subtle surface



Ink
#1a2540 · Text on light



Ink soft
#3b4664 · Muted text

TYPOGRAPHY

Cormorant Garamond

DISPLAY / HEADINGS (SERIF)

Inter

BODY / UI (SANS-SERIF)

JetBrains Mono

CODE / DATA (MONOSPACE)

PRESS CONTACT

EMAIL

**Management@coastalvan-
guard.org**

PHONE

+1-386-843-8160

WEB

coastalvanguard.org

