

**AAPA 2020 Communications Awards Program
Port of Vancouver USA**

Classification: Miscellaneous
Entry Title: Terminal 1 Branding

SUMMARY

In 2018, the Port of Vancouver hired Cord Media Company to create and develop the brand for its Terminal 1 waterfront project. The development of Terminal 1 is a major goal in the port's strategic plan and will create an iconic destination that honors the port's birthplace, serves as the gateway to the state, creates access to the Columbia River, and promotes tourism and economic development. This effort was a year-long process to create a brand for Terminal 1 that could unite the project under a common logo, look and feel that would be iconic to Terminal 1. This effort was led by the port's External Affairs department with assistance from a multi-disciplinary internal team. Along with the creative personnel from Cord Media, this team of approximately 25 people each contributed to the brand development.

CHALLENGES AND OPPORTUNITIES

Goal: To create a brand that is representative of an iconic destination that honors the port's birthplace, serves as a gateway to the state, creates access to the Columbia River, and promotes tourism and economic development.

Challenges:

- Establish a name and brand that is distinctive from the Port of Vancouver's logo and brand yet can work together as the brands will consistently be shown side-by-side.
- Terminal 1 refers historically to the port's original warehouse on the waterfront and is the birthplace of the port. It was important to use this name in the branding development to honor this history, but also to bring new life and meaning to the development in the 21st Century and beyond.
- Terminal 1 sits at the entrance to the state of Washington and is directly across the Columbia River from Portland, Oregon. It was important that the brand identify the project location as being in Vancouver, Washington.
- Directly adjacent to Terminal 1 is a 33-acre waterfront project being privately developed. It has its own brand identity as the "Waterfront Vancouver." The branding of Terminal 1 needed to have its own identity from the Waterfront Vancouver development, yet be complimentary.

Opportunities:

- Create a unique identity for the port's waterfront project
- Define a new vibrant, authentic and fresh feel for Terminal 1
- Reflect the Port of Vancouver's history and culture

INCORPORATION OF MISSION

The port's mission is to provide economic benefit to its community through leadership, stewardship, and partnership in marine, industrial, and waterfront development. In the port's Strategic Plan, the Terminal 1 development is a major community goal. The plan specifically says that Terminal 1 will include a public market, will support public enjoyment and tourism and incorporate art, history and culture. The entire development is viewed as a generator for jobs and tourism in Southwest Washington.

The Terminal 1 branding initiative is essential in helping establish Terminal 1 as a preferred destination for residents and visitors alike.

PLANNING AND PROGRAMMING COMPONENTS

To effectively name and brand the waterfront project, a comprehensive, multi-pronged approach was undertaken. Some research was conducted so that the final brand spoke not only to the Port of Vancouver's history but the greater Vancouver community.

Objectives:

- Conduct a cohesive research study to learn and discover all information needed for developing the waterfront project's brand
 - Primary market research segmentation
 - In-person interviews
 - Market survey
- Establish who the target audience of the waterfront development is
- Confirm the use of Terminal 1 as the brand's name
- Develop multiple logos in a staged process to ensure the best overall evaluation and outcome for the brand:
 - Present logos in black and white initially to focus on the marks, fonts and overall look of each logo
 - Once the top logos were selected, color, texture and other elements were added in the second round of review; along with taglines until a final logo and tagline were selected
- Build out the initial collateral and marketing designs that the brand will be used in

ACTIONS AND COMMUNICATION OUTPUTS

Cord Media put together a thorough research plan and throughout 2018 the following tactics and actions were completed for the research phase of the brand's development:

Primary Market Research Segmentation

A ten-page report outlining a brief history of Vancouver and Terminal 1, Vancouver demographics and economics of the Vancouver/Portland Metro area was created by Cord Media. This report helped the agency to understand the surrounding community and the Port of Vancouver and served as the starting point for the research portion of the branding process. It allowed the agency to develop a deeper understanding of where the Terminal 1 brand and logo would be used, as well as help establish who the primary audience is and how best to communicate the new brand.



Port of Vancouver
PRIMARY MARKET RESEARCH SEGMENTATION
03.27.18



THE PEOPLE

The Remarkable History of Vancouver, Washington

For thousands of years, the Vancouver area was home to native people who flourished on the bounty of forest and river.

In May 1792, American trader/sailor Robert Gray became the first non-native to enter the fabled "Great River of the West," the Columbia River. Later that year, British Lt. William Broughton, serving under Capt. George Vancouver, explored 100 miles upriver. Along the way, he named a point of land along the shore in honor of his commander.

In 1805, American explorers Meriwether Lewis and William Clark camped at what is now Capt. William Clark Park at Cottonwood Beach just east of Vancouver on the return leg of their famed western expedition. Lewis characterized the area as "the only desired situation for settlement west of the Rocky Mountains."

In 1825, Dr. John McLaughlin decided to move the northwest headquarters of the Hudson's Bay Company from Astoria, Oregon to a more favorable setting upriver. He named the site after Point Vancouver on Broughton's original map. Fort Vancouver was thus born.

For many years, Fort Vancouver was the center of all fur trading in the Pacific Northwest from its vital location on the Columbia River. Vancouver was also a center of British dominion over the Oregon Territory. In 1846, American control was extended north to the 49th parallel. The northwest became part of the United States and the Hudson's Bay Company moved north to Victoria, Canada.

In 1849, American troops arrived to establish Columbia (later Vancouver) Barracks. It served as military headquarters for much of the Pacific Northwest. The neighboring settlement was named "the City of Columbia."

Finally, on Jan. 23, 1857, the City of Vancouver was incorporated. Through the rest of the century, Vancouver steadily developed. In 1908, the first rail line east through the Washington side of the Columbia River Gorge reached Vancouver. In 1910, a railroad bridge was opened south across the Columbia. In 1917, the first span of the Interstate Bridge was completed.

During World War I, a site later to become named Pearson Airfield was the location of the world's largest spruce cut-up mill. It cut raw timber into the lumber used to build the airplanes that helped win the war in Europe. During World War II, Vancouver's Kaiser Shipyard built a variety of crafts that contributed greatly to America's war effort.

The City of Vancouver and our community partners - Fort Vancouver National Park, Fort Vancouver National Trust and the State of Washington - work hard to revitalize Fort Vancouver National Site. Examples include restoring Officer's Row buildings (pictured above), the city also supports the Clark County Historical Museum, owns Esther Short Park, the oldest public square in the Pacific Northwest, the Stocum House, and Covington House and creates historical interpretive and art displays across our community.

Where do you get your information on a daily basis?

- Email Social Media TV Word of mouth (friends and coworkers)

Other _____

What are your favorite brands? Why do you like them?

What do you currently see missing from the Vancouver area?

Describe your ideal guest at Terminal I.

List 3-5 words that represent Terminal I's brand.

List three messages your brand needs to communicate.

What type of feeling do you want the brand to evoke?

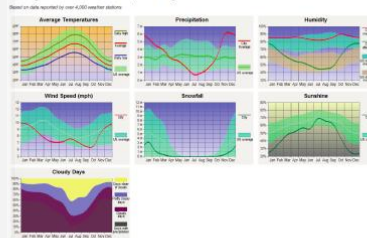
What are some adjectives you hope people describe Terminal I as?

THE ENVIRONMENT

Vancouver lies just north of Portland, Oregon and shares a similar climate. Both are classified as dry-summer subtropical on the Köppen climate classification, with certain key exceptions. High pressures east of the Cascade Range create something of a venturi effect, leading to cold east winds down the Columbia River Gorge. Unsheltered by the Willamette Valley, Vancouver has historically seen colder temperatures, including "silver thim" storms where freezing rain cakes limbs and power lines. Such storms can paralyze Vancouver and this occasionally freezes the river. Rainfall occurs frequently throughout the fall, winter, and spring, but ceases around the middle of June, with dry and warm weather lasting through September.

The city of Vancouver is in the Western Lowlands region of Washington. When clouds do not blanket the Puget-Willamette trough formed by the Cascade and Coast Range, Mount Hood, Mount Saint Helens, Mount Jefferson and Mount Adams are all visible from Vancouver.

Average climate in Vancouver, Washington



SOURCES: <http://www.city-data.com/city/vancouver-washington.html> and https://en.wikipedia.org/wiki/Vancouver,_Washington

In-Person Interviews

The agency completed ten interviews with Port of Vancouver staff. The interviews were done in a variety of group sizes to give the agency an opportunity to capture the most research data. Key stakeholders were interviewed one-on-one, small groups were done with those that shared similar roles in the project, and larger groups allowed entire departments to be interviewed together. All in all, approximately 45 Port of Vancouver staff were interviewed over the course of three days.

Sample Interview Questionnaire

What words would you NOT want to see describing your brand?

What attributes and emotions would you not want associated with your brand?

Where do you see Terminal I in 10 years?

How closely do you feel the brand should compliment Port of Vancouver?

How do you feel the Port of Vancouver should be incorporated into the logo? Check which you most prefer:

Port of Vancouver's Terminal I

Terminal I at Port of Vancouver

Terminal I Waterfront by Port of Vancouver

How important is the historical element to Terminal I's logo?

We recently read that Vancouver wants to be more than just a port. How do you envision Terminal I accomplishing this?

BRAND ACTIVITY #1 – BRAND ATTRIBUTION SCALE

Check one number that best represents your opinion

Feminine - Masculine

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Feminine | 2 | 3 | 4 | Masculine |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Simple - Intricate

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Simple | 2 | 3 | 4 | Intricate |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Grey - Colorful

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Grey | 2 | 3 | 4 | Colorful |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Conservative - Extravagant

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Conservative | 2 | 3 | 4 | Extravagant |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Approachable - Authoritative

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Approachable | 2 | 3 | 4 | Authoritative |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Necessity - Luxury

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Necessity | 2 | 3 | 4 | Luxury |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Fun - Serious

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Fun | 2 | 3 | 4 | Serious |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Professional - Casual

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Professional | 2 | 3 | 4 | Casual |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Modern - Classic

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Modern | 2 | 3 | 4 | Classic |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Sporty - Elegant

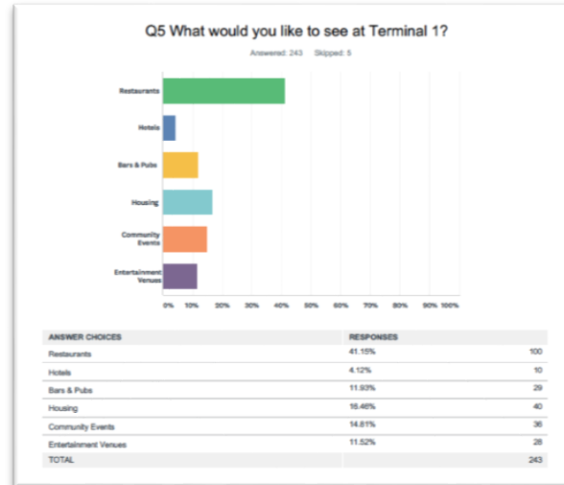
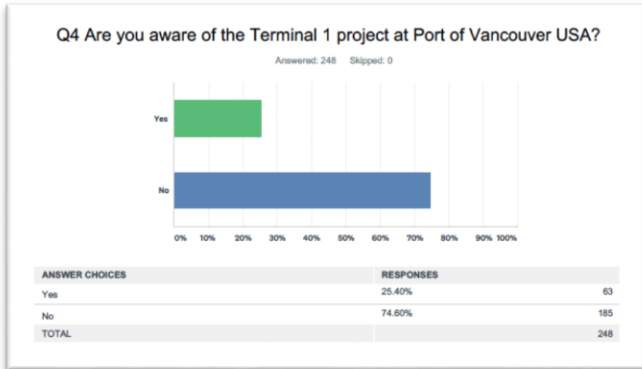
| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Sporty | 2 | 3 | 4 | Elegant |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Extreme - Safe

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extreme | 2 | 3 | 4 | Safe |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Vancouver Market Survey

A 20-question online survey was prepared to gather input from Vancouver residents. More than 245 local residents participated in the survey over a three-week period. This allowed the study to be statistically significant for the research process as a minimum participation level of 200 was needed. The purpose of the study was to gauge the interest and knowledge of the Port of Vancouver's Terminal 1 waterfront project and get a better understanding of the local mindset as it related to this project.

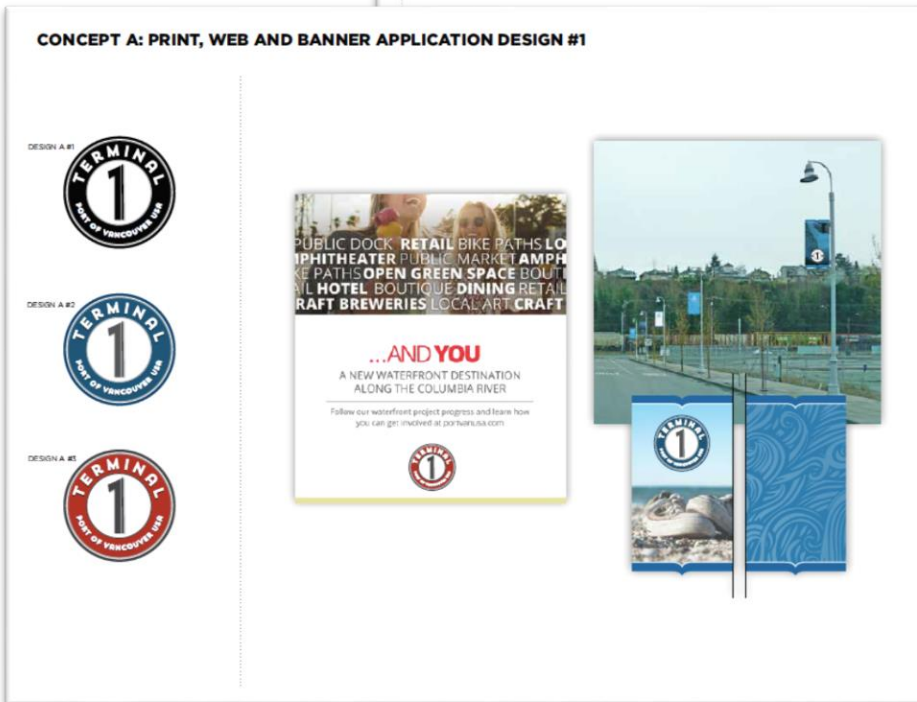
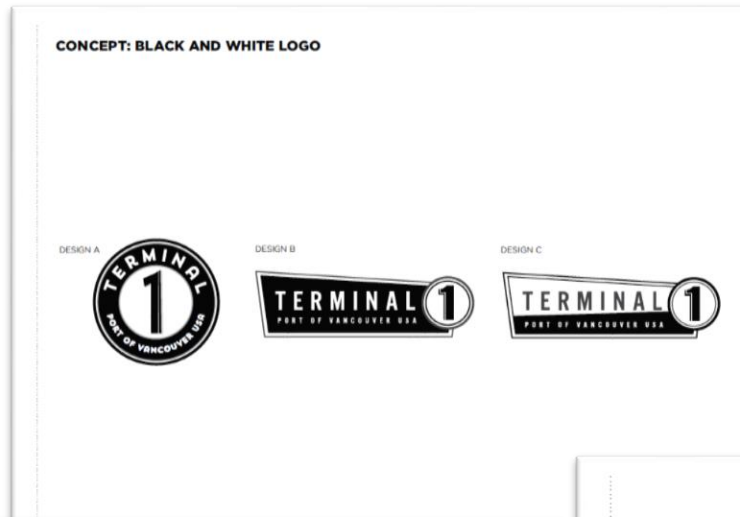


Once the research phase had been completed, the following information became clear:

- Lead with Terminal 1 name
- History needs to be important component of the brand
- Port of Vancouver needs to be included and recognized in the brand
- Terminal 1's brand will bring vibrancy and energy to Vancouver
- Terminal 1's brand will build up Vancouver's brand
- Terminal 1 to target locals primarily, followed by tourists
- Terminal 1 to have its own identity from The Waterfront Vancouver, yet be complimentary

June – December 2018

The first set of logo drafts were presented in black and white for review. Port of Vancouver staff reviewed the work and made selections. After selections were made, colored logos were developed using texture, imagery, and mock ups of what the logo would look like in different marketing/promotional environments. Once the colored logos were developed, small rounds of revisions were made that ultimately led to the finalized logo concept.



PLEASE VOTE FOR YOUR FAVORITE LOGO
(SELECT ONE)

LOGO A
 BLUE
 MAROON

LOGO B
 BLUE
 MAROON

LOGO C
 BLUE
 MAROON

PLEASE SELECT FOR YOUR FAVORITE TAGLINE
(SELECT ONE)

TAGLINE #1
Let's Meet at Terminal 1
I PREFER THIS TAGLINE

TAGLINE #2
Discover Terminal 1
I PREFER THIS TAGLINE

Branding Budget

The design of the logo, including the research phase, brand standards guide development and initial marketing design totaled \$50,000.

EVALUATION METHODS AND COMMUNICATIONS OUTCOMES

After months of research and branding development, the Port of Vancouver was extremely pleased to finalize and share the new Terminal 1 brand in early 2019. The final logo and branding included the tagline “Discover Terminal 1.” The rollout began with an internal distribution of the brand standards guide to the staff which provided guidance on proper logo, colors and fonts usage.

Brand Standards



APPROVED COLORS

SPOT COLORS

COATED PAPER

- Pantone 180C
- Pantone Cool Gray 12c
- Black

UNCOATED PAPER

- Pantone 200u
- Pantone 485u
- Black

Spot colors will vary slightly when printing on coated paper compared to uncoated paper. A specific spot color has been chosen to best represent the primary red for printing on these different paper stocks. Please use the logo file labeled with either (SPOT_C or SPOT_U) in the filename.

PROCESS (CMYK) COLORS

- C:15 M:90 Y:75 K:20
- 85% Black
- Black

Process colors also vary slightly when printing on coated paper compared to uncoated papers. Please use the logo file labeled with (CMYK) in the filename. Adjustments to these color values may be needed when printing on different paper stocks, but the color match should always target Pantone 180C.

RGB & WEBSAFE COLORS

- R:175 G:50 B:60
- R:77 G:77 B:79
- R:35 G:31 B:32
- #32c
- 4444f
- 000000

Web colors will vary slightly based on Mac/PC browsers and screen color bit. Please use the file format with (WEB) in the filename for best representation online.



When placing the logo on a white background, the tagline font should using our 85% black.

In some cases when the size of the logo is under 1/2", the tagline may become unreadable, and may need to be removed.



When placing the logo on a red or dark background the tagline font should be changed to white. No changes to the primary logomark is needed.

Additionally, a black and white version of the logo should also follow the same guidelines for tagline color.




APPROVED TYPEFACES

TAGLINE/HEADLINE FONT

The primary typeface for the Terminal 1 brand is Trend Sans One. It is preferable to use this font very sparingly so not to dilute the uniqueness of the logo. Only use in headlines as it is a upper case only font. Large amounts of body copy should use Callori, as a supporting typeface.

TREND SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Supporting Font

The supporting typeface for the Terminal 1 brand is Callori. Based on its availability on both PC and Mac systems, it's compliments the larger Trend Sans One headlines. Callori can be used in three weights, Light, Regular and Bold for accenting and creating a hierarchy within the documents.

Callori Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Callori Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Callori Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nam, voluptas similes sitatque core parisi di affici ut erodeat met maxime crado. Qui ut acido etur sus et iam, consequi sapitque uoluptatum unde cum faciam utam nec solum aut voluptibus eum conserniat perferum rabque vellet aut est, officio pro quam duntaxatque, tes debeat sequi qui onserniat que parsi maxime duntaxat quod, opti cum etiamque amittit repentes est tenendi maiorem eximilis repret.

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Following the internal distribution of the brand standards guide, early implementation included a website, template for e-newsletters, signage, along with tee-shirts and buttons for use at public events.

Community Newsletter Introduces Public to new Branding

In November 2019 the Port of Vancouver mailed its biannual Community Report newsletter to over 90,000 residents of the port district. The issue included a story on Terminal 1 that gave the public their first look at the logo and announced that a new website was in development.

WHAT'S INSIDE...
[Wind Shipments](#)
[Terminal 1](#)
[Trail Opening](#)
[Economic Benefits](#)

Community Report

A NEWS UPDATE FROM THE
 **Port of Vancouver USA** NOVEMBER 2019



Julianna Marler
CEO

Every four years, the Port of



Terminal 1 rendering

Terminal 1's Momentum Continues

This has been a big year for the Port of Vancouver's Terminal 1. In May, the project received \$4.7 million from the State of Washington to move the next phase of development forward, and improvements are already underway.

For the past few months, Greenworks, PC has been working with the port on design and renovation of Vancouver Landing. This will transform the amphitheater area into an inviting "front porch" for Vancouver and provide a beautiful gathering place for our community. We're also in the process of

designing the East Portal, a stormwater collection and management facility which will serve as a rain garden area along the Renaissance Trail.

Initial construction activities for Vesta Hospitality's new seven-story, 150-room AC Hotel by Marriott are also underway. The hotel will be located at the corner of Daniels Way and Columbia Way, and construction is expected to be complete in mid-2021. This will be the first completed project at the port's Terminal 1 development and will be LEED Gold certified - one of the highest green building standards

available. Ground stabilization is a critical component of construction that will strengthen the foundation of the development and will be completed by the end of this year.

We are pleased to announce that we are in the beginning stages of designing the Terminal 1 website, DiscoverTerminal1.com! The site will be active mid-December with project updates, Terminal 1 news, upcoming events and more.

The port and our partners are excited to see continued progress at Terminal 1 and look forward to sharing updates with the community as they are available.

At public events that the Port of Vancouver participated in, staff wore Terminal 1 tee-shirts, promoted the Terminal 1 project and also handed out Terminal 1 buttons. The buttons proved very popular with local residents and event attendees! The Vancouver Market Night was one event in particular where Port of Vancouver staff were excited to share the Terminal 1 tee-shirts and buttons with hundreds of market attendees. There was quite the buzz!



SIGNAGE



Overall, there has been excellent feedback from not only Port of Vancouver staff, but from the local community as well. The branding effort has been enthusiastically embraced and incorporated into all Terminal 1 work products. At this point is hard to think of this project without its fresh and vibrant new brand.

Supporting documents

- Terminal 1 website - <https://www.discoverterminal1.com/>