



2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification: Overall Campaign

Brand Refresh and Launch



Working for Long Beach

Summary:

A refreshed brand was adopted by the Long Beach Board of Harbor Commissioners in January 2020, replacing the most recent update of the Port of Long Beach brand, which was initiated in 2007 following the 2005 adoption of the landmark Green Port Policy and communicated a vibrant community presence and commitment to environmental sustainability. The challenge for the Communications and Community Relations team and the Port's brand services consultant, the Stellar Agency, was to develop a visual identity, based on the Port's Strategic Plan and stakeholder input, representing the Port's evolutionary business progress during the past 15 years and the Port's future promise, alongside the environmental sustainability and community involvement focus of the 2007 brand. The refreshed brand would also provide design flexibility and modernize the usability of the brand for both print and electronic applications. The final phase of the project was successfully launching and incorporating the new brand elements.



Horizontal Version



Vertical Version



Two-Line Version



7

Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, the Port today encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes. In 2019, the Port handled 7.6 million container units, the second-best year in its history.

The Port of Long Beach brand is more than just a name and logo. It encompasses all the ways that the Port presents itself as an organization

including its quality of service, tone of interaction with local and trade communities, the look of Port publications and other materials, both printed and electronic, and the quality of shared information. These factors, among others, combine to express the Port’s identity and values.

The most recent update of the Port brand was initiated in 2007, and the challenge for the Communications and Community Relations team was to refresh and modernize the brand, based on the Port’s updated Strategic Plan and incorporating input from stakeholders, to reflect the evolution of the Port of Long Beach’s goals and objectives. The update would also provide design flexibility and modernize the usability of the brand in both print and electronic applications.



Port of Long Beach

2 Complementing the Overall Mission

The development of new branding for the Port of Long Beach was not tied to a specific goal of the Port's Strategic Plan, updated and released in April 2019, but it supports and acknowledges all six goals set out by the Board of Harbor Commissioners in the updated document:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;

- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

Initiated in 2007, the Port's previous brand communicated a vibrant presence in the community and a commitment to environmental sustainability. It came following the adoption of the landmark Green Port Policy in 2005. Over the past 15 years, the Port of Long Beach and its supply chain partners have reduced diesel air

pollution from operations by 87 percent even as cargo increased 21 percent, demonstrating that the generation of good jobs and environmental protection can coexist.

Those efforts are, and will continue to be, significant parts of the Port's brand promise, but the refreshed branding will reflect the further evolution of the Port of Long Beach's goals and objectives as a conduit of international commerce and showcase the Port's prowess as an economic engine and a provider of sustainable, responsible and efficient services and facilities.

The new logo and associated tagline, integrated in all Port communications and materials, is the visual representation of this positive evolution.

3

Planning and Programming Components

Goal:

The primary goal of the 2020 Brand Refresh for the Port of Long Beach was to develop a visual identity, based on the Port's Strategic Plan and stakeholder input, that represents the Port's evolutionary business progress and future promise alongside the environmental sustainability and community involvement focus of the 2007 brand.

Secondary goals included modernizing the brand logo for ease of use in both print and electronic communications, ensuring total and successful implementation of the new brand, and allowing for design flexibility, enabling the use of additional design elements or alternative tagline copy to promote specific projects or programs.

Objectives:

- Selecting a contractor to collaborate with the Port Communications and Community Relations team in the development of an updated visual brand mark for the Port, including research and

discovery, design development, as well as guidelines and procedures for proper implementation and recommendations for brand rollout on all platforms;

- Completing the Brand Update on schedule and within a \$300,000 overall budget approved by the Long Beach Board of Harbor Commissioners, governing body for the Port;
- Involving Harbor Commissioners, Port Communications designers and other stakeholders in the step-by-step development and progress of the new brand;
- As the cornerstone of the updated brand's expression and promise, developing a logo that stands out and becomes instantly recognizable as the Port of Long Beach mark, embodies industry-related design elements, allows for flexibility and is modernized for ease of use in all platforms;
- Providing detailed guidelines and training to ensure the correct and most beneficial implementation of the new logo by all users.

Target Audiences:

- Board of Harbor Commissioners
- Port executives, directors and staff
- Port tenants and customers
- Port contractors and vendors
- All members of the international supply chain
- Long Beach business community
- Local, state, and national elected officials
- Long Beach residents and community organizations
- Unions and longshore workers
- Members of the news media
- Regulatory agencies
- Educators and students
- Designers and others charged with incorporating the new logo
- All others who will either utilize or be expected to recognize the significance of the updated brand

4 Actions Taken and Communication Outputs Used

Overview & Preparation Timeline:

The Port of Long Beach Strategic Plan update was approved by the Board of Harbor Commissioners in early 2019. One of the action items was to refresh the current brand (which was designed in 2007) to align with the goals set out in the updated Plan. However, action on the brand refresh began well before the Plan was finalized, as the updated Strategic Plan was taking shape.

A \$300,000 line item was included in the Fiscal Year 2019 Budget to hire a brand consultant to accomplish this project in collaboration with the Port's Communications and Community Relations team.

In August 2018, a Request for Proposals was distributed to qualified branding services agencies. Responses were received in September from 18 companies. After a preliminary review to narrow down the field, the top bidders were selected and interviewed in December. Torrance-based Stellar Agency was selected to collaborate with the Port's Communications and Community Relations team on the

Brand Refresh project. Under a separate contract, Stellar was also the winning bidder to produce a new Port of Long Beach website, incorporating the new branding. The contract amount was approved at \$113,000 with a 10 percent contingency for a total of \$125,000.

A project lead was selected from the membership of the working team composed of Communications and Stellar Agency personnel. The hundreds of hours invested in the Project by the Communications Division were not included in this amount. The production of any materials redesigned to incorporate the new logo would also be separate and included in the budget of the ordering Port division.

In January 2019, the Director of Communications and Community Relations presented a Branding Update to the Board of Harbor Commissioners, reviewing the current brand logo, discussing the need for the Brand Refresh, detailing the selection process for the branding services contractor, providing an overview of the process to be employed and sharing ways in which the Port logo is implemented.

Following final approval of the Strategic Plan by the Board in April 2019, brand work began in earnest in June 2019; the final Brand Refresh logo treatment was approved by the Board of Harbor Commissioners in January 2020, the Brand Refresh Launch commenced in February 2020, and production of prioritized items to be rebranded is ongoing.

Elements of the Phased Brand Refresh Program:

Research Phase June 2019

- Communications Review of the Strategic Plan and past branding documents.
- Kickoff Meeting with Port Communications and Stellar Agency team.
- Employee Survey – An email to Port employees from the Stellar team explained the Brand Refresh Project and invited staff to take a short, three-question survey. There were 144 respondents.
 1. What words would you like people to use when describing the

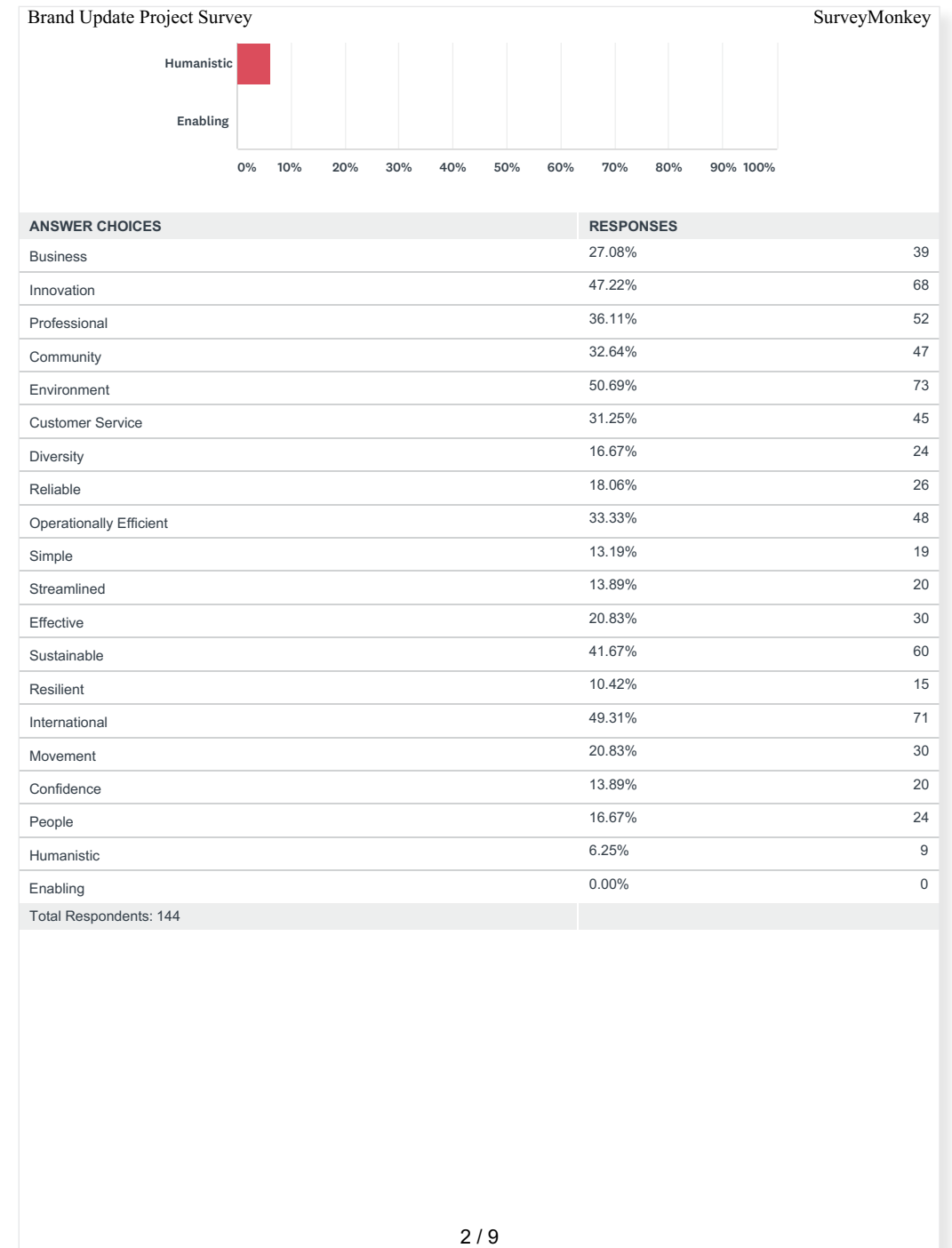
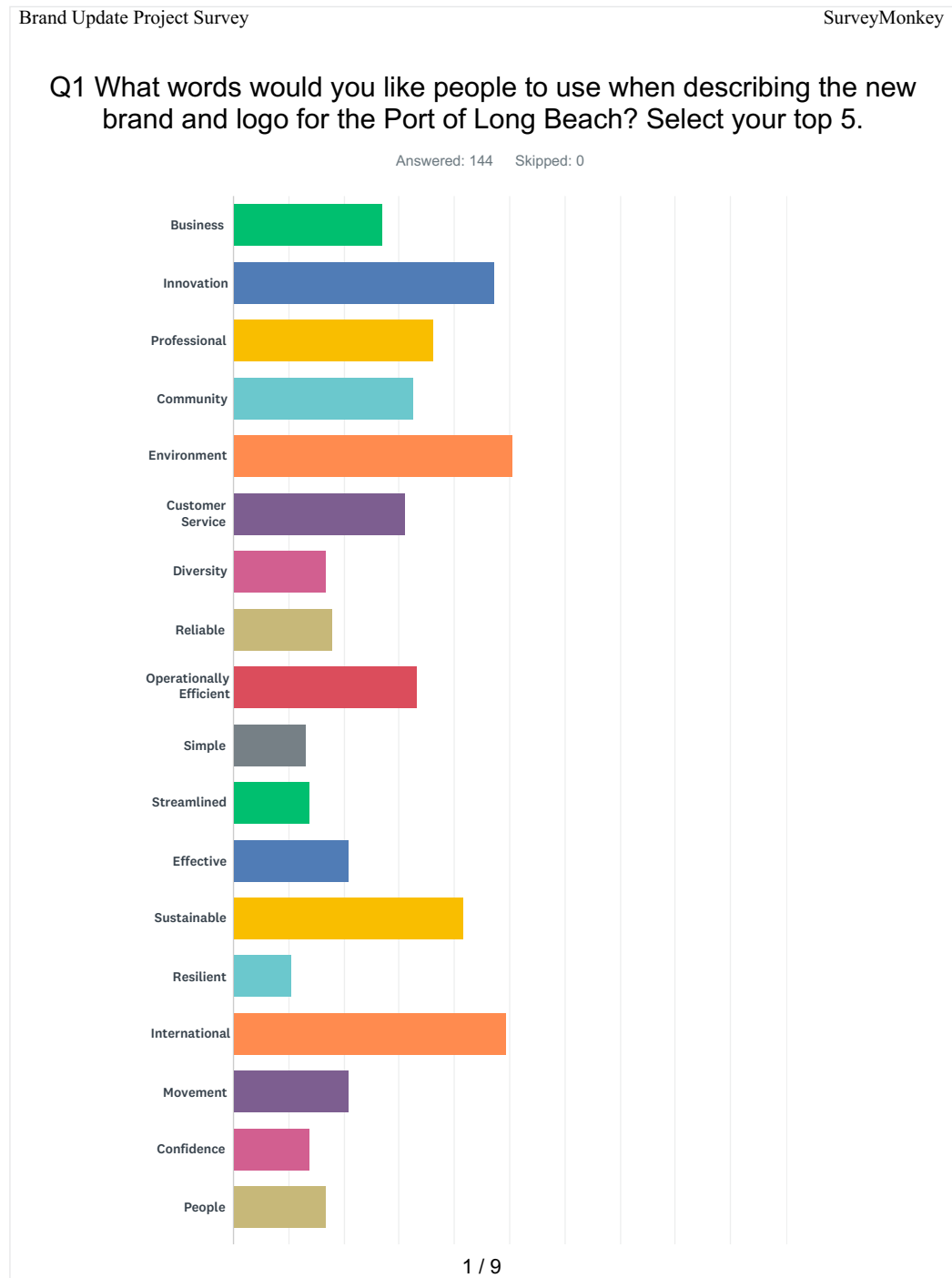
new brand and logo for the Port of Long Beach? Select your top 5 (list provided).

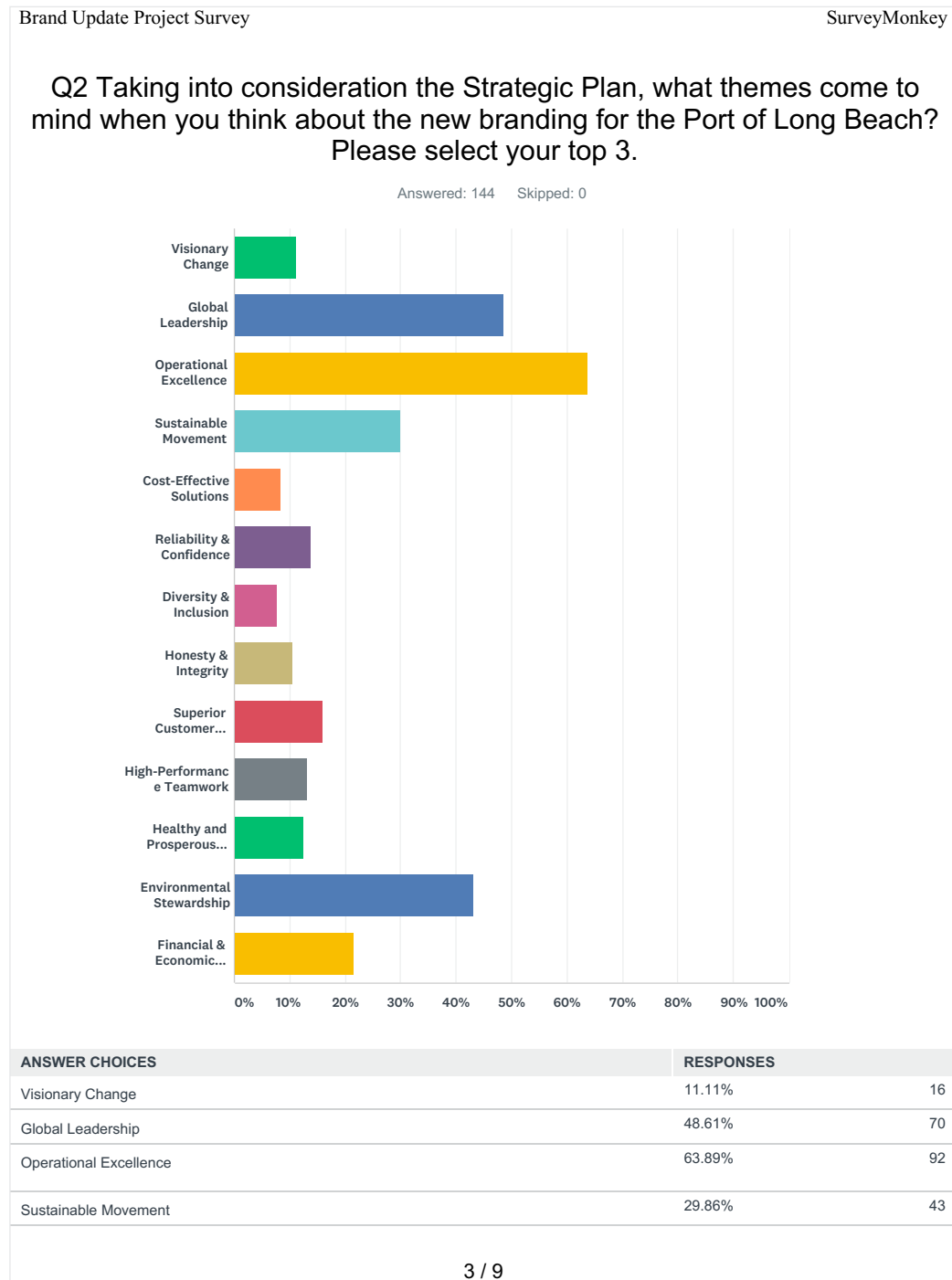
2. Taking into consideration the Strategic Plan, what themes come to mind when you think about the new branding for the Port of Long Beach? Select your top 3 (list provided).
3. In 3 to 4 sentences, what do you feel is the single most important aspect that needs to be a part of the new Port of Long Beach brand and logo?

- Key Stakeholder Interviews – Similar questions were asked during 60 interviews with key stakeholders including harbor commissioners, Port executives, directors, other staff and the Long Beach Mayor's Office.
https://www.dropbox.com/s/f532vz4cc2x7mlc/Data_All_190809.pdf?dl=0

Strategy Phase August 2019

- Directional Insights – Several key insights were uncovered during the stakeholder interviews that influenced the design work shared





Brand Update Project Survey SurveyMonkey

Cost-Effective Solutions	8.33%	12
Reliability & Confidence	13.89%	20
Diversity & Inclusion	7.64%	11
Honesty & Integrity	10.42%	15
Superior Customer Service	15.97%	23
High-Performance Teamwork	13.19%	19
Healthy and Prosperous Communities	12.50%	18
Environmental Stewardship	43.06%	62
Financial & Economic Strength	21.53%	31
Total Respondents: 144		

4 / 9

Q3 What do you feel is the single most important aspect that needs to be a part of the new Port of Long Beach brand and logo? Please limit your answer to 3 to 4 sentences.

Answered: 117 Skipped: 27

#	RESPONSES	DATE
1	It should be simple, modern and classy. It should reflect motion and excellence but not lose the environmental aspect (that could be kept with "The Green Port"). It should explain itself!	8/9/2019 7:02 AM
2	The logo should be simple, modern, and streamlined.	8/9/2019 6:52 AM
3	representative of the diversity of LB innovation; forward thinking/forward moving timeless	8/9/2019 4:54 AM
4	A symbol to show established international presence in the shipping industries in the global arena.	8/8/2019 7:36 AM
5	Visual effectiveness	8/8/2019 2:14 AM
6	Operational excellence and speed. Efficient movement of cargo in/out of the gateway.	8/7/2019 11:38 AM
7	N/A	8/7/2019 8:51 AM
8	It needs to be simple, easily recognizable as the Port of Long Beach and maintain our "Green Port" brand.	8/7/2019 8:20 AM
9	The brand should click or be easily understandable/identifiable to all stakeholders, and not be abstract. It should be unique to the Port and not relatable to any other existing brand.	8/7/2019 3:34 AM
10	It needs to reflect the fact that it's a port. It should not be to "cluttered" with trying to include "all" aspects of the Strategic Plan. Sometimes simple sends a strong statement.	8/7/2019 12:57 AM
11	The Port of Long Beach is vital to the Southern California economy, directly and indirectly supporting jobs across the region, and in fact to the state and national economies as well.	8/6/2019 9:48 AM
12	The Port logo should be a representation of the staff and their commitment to the Port and the Long Beach Community.	8/6/2019 9:42 AM
13	We are a business partner to provide efficient, environmentally-focused facilities and low carbon footprint inland connections for their business. Yes excellent customer service is important to our tenants, though as a landlord port out interactions have a limited scope. The majority of Port customers do not talk with us. Companies need to show their business partners (on their websites and shareholder reports), including POLB, have goals/facilities/etc. in line with their stated goals - for example in limiting their carbon footprint. Our website should be a main page showcase in line with the values of our business partners. We should also take legal control of portoflongbeach.com from the squatter in San Diego and direct traffic to polb.com	8/6/2019 9:41 AM
14	something that shows diversity of people, innovation, name of company/department	8/6/2019 9:20 AM
15	Innovative, yet simple.	8/6/2019 7:29 AM
16	Middle and Lower level Port personnel are essential part of the Port's teamwork.	8/6/2019 7:17 AM
17	Green Port identity	8/6/2019 6:16 AM
18	it should strong and represent our business. it should reflect our everyday...piers, docks, ships, cargo, people.	8/6/2019 3:35 AM
19	It all depends on where we are at with efficiency. If we are not there yet then we can't advertise that. I think the Port is in continually evolving to meet demands and change.	8/6/2019 3:11 AM
20	It needs to cater to both international business and local community	8/6/2019 2:59 AM
21	Transparency, doing the right thing all the time no matter what the outcome is.	8/6/2019 1:47 AM
22	I feel the new brand should be simplistic and to the point. Our previous brand was too busy and abstract. The new brand should focus on environment, community, and strength. A good old fashion strong logo is what is needed.	8/6/2019 1:36 AM

23	Include elements of Strategic Plan like operational excellence, environmental stewardship, sustainable movement of goods, cost-effective solutions and teamwork	8/6/2019 1:19 AM
24	It needs to be instantly recognizable.	8/6/2019 12:58 AM
25	Global leadership and cutting edge service with a vision towards the future.	8/6/2019 12:56 AM
26	I liked the old logo and don't think we should spend money on a new logo.	8/6/2019 12:18 AM
27	I feel that the employees are the single most important aspect and without them, the Port would not be able to work toward a strategic plan.	8/6/2019 12:09 AM
28	Bold shapes and contrasting aspects to convey authority and also the ocean. Dark, cool-toned colors.	8/6/2019 12:06 AM
29	Business oriented.	8/6/2019 12:04 AM
30	The Port of Long Beach has a better reputation for sustainability and cost-effective benefits over Port of Los Angeles, but I believe that POLA is thought of as an International Gateway more so than that of POLB so that is where I believe the importance lies.	8/5/2019 11:45 PM
31	the people	8/5/2019 11:29 PM
32	Colorful. What I like best about the current logo is how colorful it is. I think the current logo is confusing, but it's "pretty."	8/5/2019 11:12 AM
33	First and foremost, we are a port, and our function is to support maritime commerce (this is who we are). To do that well, we need to balance the needs of business, the environment, and the community (this is how we do it).	8/5/2019 10:05 AM
34	The new brand/logo needs to be simple, quickly and easily understood and recognized upon first glance.	8/5/2019 9:10 AM
35	The most important aspect of the new Port of Long Beach logo has to be the emotional relation between the company and person. It is crucial that each person who looks at our logo relates in some way, shape, and/or form.	8/5/2019 9:09 AM
36	If I could sum it up in one word it would be "partnership". That would be: partners in global trade and our economy; partners with our community and the environment; partners with customers for innovative solutions for continued operational excellence; partners with our stakeholders to ensure we are reliable and resilient to changes in the industry, community, environment, and economy.	8/5/2019 9:08 AM
37	Customer service excellence!	8/5/2019 8:57 AM
38	I feel the use of ships, the waterfront, and cranes should be included in the logo.	8/5/2019 8:57 AM
39	To continue to be known as the green port.	8/5/2019 8:53 AM
40	bridge	8/5/2019 8:43 AM
41	Trust	8/5/2019 8:42 AM
42	The ability to service our clients, in the most efficient way, that reduces their cost, and/or contribute to delivering their product on time.	8/5/2019 8:40 AM
43	Although we are apart of the San Pedro Bay Ports, we need to stand out - separate and apart from the Port of Los Angeles. There should be a strong and distinct difference between our two Ports.	8/5/2019 8:39 AM
44	Environmental stewardship.	8/5/2019 8:30 AM
45	Continue to emphasize the green components of our Port.	8/5/2019 8:24 AM
46	Operational excellence through fast, reliable, and cost-effective movement of cargo.	8/5/2019 8:11 AM
47	It should complement our Strategic Plan's focus of customer-service-oriented operational excellence. Yes we are a port, but that is what should set us apart, allowing us to attract and keep customers.	8/5/2019 8:04 AM
48	Most efficient container movement. Best customer service. Best the best.	8/5/2019 8:01 AM
49	Pick a motto or phrase that actually makes sense and is feasible. The Green Port is horribly false when the shipping industry is one of the biggest polluters. We may be greener than other ports, but still not actually green.	8/5/2019 7:52 AM

Brand Update Project Survey		SurveyMonkey
50	Innovation, sustainability and adapting to the newest technologies in goods movement. That is what makes the Port of Long Beach stand out and what it should be really recognized for.	8/5/2019 7:46 AM
51	The new GDB Bridge, rail efficiency, customer service	8/5/2019 7:46 AM
52	It needs to be vibrant, bold and uncomplicated. It should not be something that looks like a good object to debate its meaning in an abstract museum.	8/5/2019 7:43 AM
53	The single most important aspect is cargo movement. I would also like a more professional looking Port logo because ours isn't compared to other ports or businesses.	8/5/2019 7:41 AM
54	To be honest, I was fine with the old logo. I don't know why we are changing it.	8/5/2019 7:41 AM
55	That we will go the extra mile for you.	8/5/2019 7:38 AM
56	logo needs to symbolize cooperation and global	8/5/2019 7:37 AM
57	Timeless so that the brand can progress along with the Port and not require future re-branding. Simple and sleek yet strong and bold. Geared towards attracting new business.	8/5/2019 7:37 AM
58	Long Beach is the gateway of choice because it is efficient, reliable and cost effective.	8/5/2019 7:33 AM
59	The Port is an innovative, global leader in enabling international commerce for the benefit of many while doing so in an environmentally friendly and sustainable way.	8/5/2019 7:33 AM
60	Showing the world the Port of Long Beach is a leader in innovation and we are always thinking ahead of all other Ports.	8/5/2019 7:32 AM
61	Adapting to changes in the industry and technology, and embracing change early on to be the Port of the future, today.	8/5/2019 7:28 AM
62	The port's role as an economic engine in SoCal and the nation -providing jobs and income - and the belief that we can be a global industry leader, protect the environment and be a good community partner.	8/5/2019 7:22 AM
63	Autonomous leadership, driven by a common sense pursuit of obtainable goals, not led or distracted by a 1000 shiny objects.	8/5/2019 7:22 AM
64	It needs to be simple, clean, and not colorful. It needs to be modern like our new headquarters. It needs to incorporate "the Green Port".	8/5/2019 7:16 AM
65	The logo should be able to convey, through imagery, the purpose of the Port (cargo movement), and stewardship of the ocean environment in which we use -- focusing on "the green port" will surely be a good focus as we move towards zero emissions. We are not changing the purpose or means of the Port, just "how" we do business. Good luck!	8/5/2019 7:16 AM
66	Simplicity	8/5/2019 7:15 AM
67	Tie the fact that we're the Green Port with the 3 mentioned above that are in the strategic plan.	8/5/2019 7:12 AM
68	The branding of the Port should reflect the items the institution prides itself on and wants to continue to reflect upon. The brand must incorporate the global and local economy which showing the importance of the port and must not forget to be environmentally conscious. At this point in marketing, many brands are finding success in simplified logos, which I believe the Port could benefit from.	8/5/2019 7:11 AM
69	We are an organization run by people who are experts in our respective fields. The administration of the Port is not automated, we are actual people.	8/5/2019 7:10 AM
70	The Port of Long Beach is an innovative and a visionary port. We cannot forget that we have been and continue to be leaders of environmental stewardship. The Port will maintain financial and economic strength and utilize these resources to continue to be global leaders of the environment, but also create efficiencies for the port complex in order to strive for growth and opportunities within the global market.	8/5/2019 7:10 AM
71	As teammates of the port ,We fostering the culture of trust and team work, to respectfully and ethically interact with all stakeholders. We support each other, and our outsource supports to exceed expectations.	8/5/2019 7:10 AM
72	Clean, thoughtful design, ever better if it feels expensive. A brand that evokes and reflects the Port's confidence in its positioning.	8/5/2019 7:07 AM

Brand Update Project Survey		SurveyMonkey
73	Our logo needs a clear purpose, not one that endeavors to be everything to everyone (even though we already do that as an organization). We need something that is strong, purposeful, and clear.	8/5/2019 7:07 AM
74	Cranes. Make a logo that says POLB with a gantry crane lowering the L into position with a setting sun in the background to the right and sun beams lighting up the upper right corners of each letter.	8/5/2019 7:05 AM
75	Global Leadership, Environmental Stewardship, High Performance Teamwork	8/5/2019 7:04 AM
76	The Port's commitment to environmental stewardship all while increasing cargo volumes and creating jobs.	8/5/2019 7:04 AM
77	Focus on global leadership and keep the branding and logo simple, sleek, and modern.	8/5/2019 7:01 AM
78	Responsible because of their operational efficiency, environmental sustainability, and social responsibility with the community the Port embodies.	8/5/2019 7:00 AM
79	Enhance the green port theme as climate change is the primary concern of the new generation of leaders and which would reflect our continued commitment to the environment and set us apart from other Ports.	8/5/2019 7:00 AM
80	Remaining the "green port"	8/5/2019 6:59 AM
81	The new logo should first and foremost embrace what the Port does for a living and this is to move cargo and maintain its position as a premier gateway for international trade. Cargo movement and business is the life blood for the Port and the City of Long Beach.	8/5/2019 6:58 AM
82	Worldwide network. Working with other countries.	8/5/2019 6:57 AM
83	Simplicity	8/5/2019 6:55 AM
84	A new logo should be both simple and streamlined with a professional and strong look. This logo should be something that can be easily recognized by the Port and LB communities and transferred as a "standalone logo" to documents, business cards, teammate shirts, flyers, community event materials, etc.	8/5/2019 6:54 AM
85	Logo should have a modern look. Logo should have a deeper meaning or layer which could be used as a talking point when exchanging business cards.	8/5/2019 6:54 AM
86	Global Leader	8/5/2019 6:54 AM
87	It should have strong characteristics without too many subjects of symbolism; "less is more" approach. Should be fairly monochromatic so it translates well between printed paper products, digital art, and promotional fabric screening and embroidery.	8/5/2019 6:53 AM
88	clean efficient operation providing a needed and good service. Not some mega industrial #1 crazied organization perpetually chasing record volumes, record vessel sizes, and the press it brings to feed our bottomless insecure egos.	8/5/2019 6:53 AM
89	It doesn't need to convey so much hope for the future (i.e. "visionary change") or outdated references ("high-performance teamwork"). It needs to convey the now. Operational excellence, global leadership and environmental stewardship - things we excel at right now in the moment to create confidence.	8/5/2019 6:53 AM
90	The Environment	8/5/2019 6:51 AM
91	Preservation of sea life and improvement of the ocean environment as it pertains to the life within it. Everyone loves the sight of a dolphin, sea lion or pelican-but these animals won't be around unless WE-meaning the community, the future generations, and the POLB and all other entities that have an impact and a responsibility for our oceans, actively work to repair the damage that has already been done and prevent new damage.	8/5/2019 6:51 AM
92	A focused and straightforward brand	8/5/2019 6:51 AM
93	Excellence is what the Port of Long beach strides for everyday and building new infrastructure to better the future.	8/5/2019 6:51 AM
94	Dynamic and timeless design to inspire customer loyalty and employee pride.	8/5/2019 6:50 AM
95	Diversity and Inclusion	8/5/2019 6:49 AM
96	Leader in shipping transportation industry. Serving the shipping industry with the future in mind. Stable and dependable.	8/5/2019 6:49 AM

Brand Update Project Survey		SurveyMonkey
97	Plain and simple "Striving for Excellence" it says it all.	8/5/2019 6:49 AM
98	Efficiency & simplicity Ability to move cargo at a faster speed with simplicity.	8/5/2019 6:48 AM
99	Environmentalism is a big part of the Port's identity. Any nod to that attribute is appreciated!	8/5/2019 6:48 AM
100	I think keeping the Green Port as part of the brand and logo is important. It shows that we are committed not just to the environment but also the health of the people who live nearby. If that is discarded for a more "professional" brand, it looks like we no longer care about the environment or the community and that we're willing to throw their health away for our bottom line.	8/5/2019 6:48 AM
101	Operational Excellence in the movement of goods	8/5/2019 6:48 AM
102	I think a simple logo with a globe would be nice.	8/5/2019 6:48 AM
103	The Port's environmental commitments and the Green Port Policy.	8/5/2019 6:47 AM
104	sustainable movement of cargo. We are a port that moves goods for the benefit of the local and national economy and limits the negative impact on the local community.	8/5/2019 6:47 AM
105	Global environmental consciousness and awareness	8/5/2019 6:47 AM
106	Visibly be the Green Port.	8/5/2019 6:46 AM
107	Integrity,	8/5/2019 6:46 AM
108	Simple	8/5/2019 6:46 AM
109	We can move your cargo faster and more reliable than anyone else.	8/5/2019 6:45 AM
110	Focus. My opinion prefers simple and direct brand and logo without trying to capture multiple different points	8/5/2019 6:45 AM
111	Operation Excellence and environmental stewardship	8/5/2019 6:44 AM
112	Brandability. A single look, and you should know it's the Port of Long Beach.	8/5/2019 6:44 AM
113	The existing brand/logo is very cool Since the port is essentially a two game in town venture (the other is LA, and they are really one), branding is not as vital for the port as for a consumer packaged goods company. Use the funds to pay down POLB debt. Or a refund to customers.	8/5/2019 6:44 AM
114	Reliable efficient delivery of cargo	8/5/2019 6:43 AM
115	Being recognizable and immediate association to the Port when the logo is seen.	8/5/2019 6:42 AM
116	Sustainable movement and environmentally aware	8/5/2019 6:42 AM
117	business friendly and quick to respond to customer requests	8/5/2019 6:41 AM

in an Identity Workshop:

1. There is strong alignment on the current brand and its legacy;
 2. Executive stakeholders were overwhelmingly focused on the future of the Port;
 3. Employees were more focused on the legacy brand aspects;
 4. Innovation is a golden thread that connects nearly every aspect of the Port;
 5. The top Core Themes emerged as: Operational Excellence, Operational Efficiency, Customer Service, Innovation, Teamwork and Visionary Leadership;
 6. Versatility is important in creating a flexible and adaptable brand story.
- Identity Workshop – The Project team conducted a series of discussions about logo concepts categories (Conceptual, Pictorial, Relational and Typographical) and typography styles and were asked to select preferences.

Design Phase

September-December 2019

- Brand Reviews – A series of Brand Reviews were scheduled, with each

review incorporating input from the prior review and narrowing the focus from many options to a few selected “brand stories” based on the resulting Themes (Business, Innovation, Operational Excellence, Leadership, Community, Sustainability, Reliability) and Attributes (Friendly, Approachable, Dynamic-Active, Smart, Timeless, Forward Looking).

1. Based on all the input, Brand Stories were developed around three themes with accompanying key words and logo designs: Story 1: Innovate, Story 2: Embrace, Story 3: Lead.
2. Tagline options were considered to accompany the logo.

Approval

January 2020

- Final Logo/Tagline selection and Approval – The final presentation to the Board of Harbor Commissioners was scheduled for January 13, 2020. Three final versions were presented to the Board with the recommendation from the Brand Refresh team to select the option based on Story 1: Innovate. The

Board voted to approve the recommendation.

<https://stellaragency.app.box.com/s/1vcktibrkhb8b8331wqizgag9qb3tipk/file/594958816971>

- Design and Copy Elements of the New Logo – The clean, symbolic lines of the new logo, which shows a cargo container at an angle, doubles as a check mark. Animation of the new logo, created for use in video production, indicates the checking action. The shape of a container forms the foundation of the logo, as it does for the maritime shipping industry. The check mark denotes progress, achievement and action. Together, they are aligned with the Port’s ongoing commitment to both a healthy environment and a strong economy. The logo comes with a palette of colors led by a bold hue of turquoise. This bright and singular color -- which itself is a combination of green and blue -- succinctly symbolizes the combination of the Port’s “green” environmental focus and the “blue” business focus of a deep-water

port. The primary tagline is “The Port of Choice,” which reinforces the Port’s drive to compete and collaborate, but alternate taglines may be substituted or additional design elements added for specific programs or events.

https://www.dropbox.com/s/oownemfr6vstxt8/POLB%20Brand%20Guidelines_YFR%205-20_6_9.pdf?dl=0

Brand Refresh Launch & Implementation February 2020

The launch of the new brand and logo was planned in three phases: Planning, Internal Launch and External Launch, ultimately targeting all Port stakeholders including:

- Port of Long Beach staff
- City/government
- Business community
- Tenants
- Vendors/partners
- Community
- News media

stellar

PORT OF LONG BEACH BRAND REFRESH

BOARD OF HARBOR COMMISSIONERS — BRAND IDENTITY REVIEW

JANUARY 13, 2020



- ### Business and Brand Objectives
- Extensive stakeholder interviews, an employee survey, and the strategic plan helped us identify and prioritize the Port's business and brand objectives. From a strategic standpoint, focusing on Operational Excellence will enable the Port to more effectively attract and retain BCO customers like Walmart, Target and other big box retailers.
- Business Objectives**
- Maintain the Port's reputation as the international gateway for the reliable, efficient and sustainable movement of goods
 - Establish the Port of Long Beach as the most customer-service friendly Port
 - Emphasize operational excellence, preparation for future challenges and the strategic management of resources
 - Incorporate the strategic plan and messaging, POLB's vision, mission and value proposition
- Brand Objectives**
- Establish a standalone identity for the Port
 - Create a connection between the Port and the City of Long Beach
 - Consider all audiences including community, national and international stakeholders

Story 1 **Innovate** Story 2 **Embrace** Story 3 **Lead**

Story 1: Innovate

Innovation is a part of the Port's DNA. It's the multi-dimensional, transformative element that's infused into everything the port does. From its smart (and often-copied) Community Grants Program to its pioneering Green Port Policy and its commitment to a sustainable future, the Port of Long Beach is a first-mover. A visionary. An innovator.

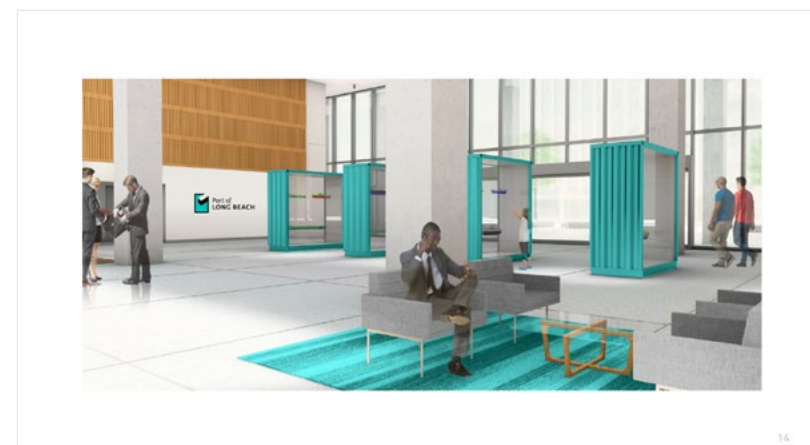
Keywords

Multi-dimensional
Transformative
Smart
Pioneering
Visionary

Often copied, never duplicated.

Spring

Bright and warm colors from nature. Invoke a sense of energy, optimism, and honesty.



Story 2: Embrace

Innovator. Partner. Steward. Neighbor. The Port of Long Beach enthusiastically embraces the many roles it plays. We believe in diversity, inclusion, and teamwork. We are actively embracing the future by developing sustainable practices that advance our industry without harming our global environment or community. We are constantly searching for new ways to connect, share and complement the efforts of our global and local communities.

Together we are stronger.

Keywords

Diversity
Teamwork
Connect
Share
Complement

23

Marine Layer



Colors:
Colors chosen to reflect global and local sustainability.

26



27



28

Story 3: Lead

We believe the best way to lead is by example. The Port of Long Beach is committed to guiding the way to a sustainable future. To delivering operational excellence while safeguarding our environment. To nurturing a healthy, vibrant economy that delivers the goods to our international and local communities. We are the blueprint for the future of the shipping industry.

Exceeding expectations. And leading the way. Follow us to a better future.

Keywords

Guiding
Delivering
Safeguarding
Nurturing
Exceeding

37

Moving Through The Night



Colors:
These vibrant colors were lifted from informational executions like maps, signs, and other way-finding devices.

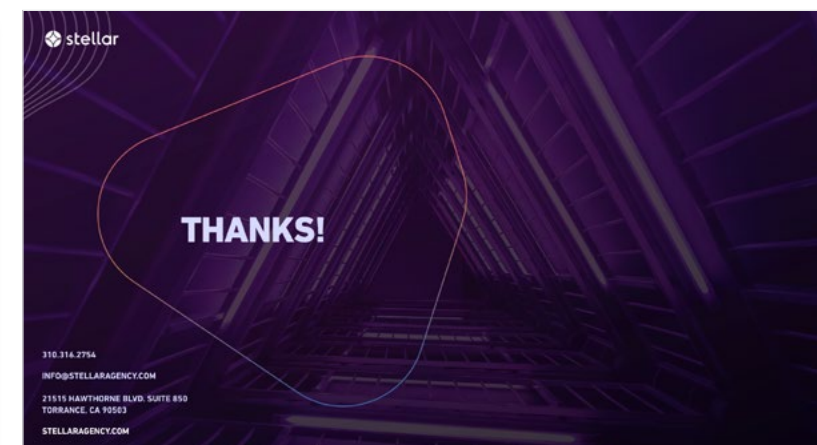
40



41



42



Phase 1 – Planning

This included building the internal/external team responsible for planning, managing and executing the brand launch; developing the physical and digital materials required to launch the brand internally and externally, and identifying business collateral to update first, including stationery, PowerPoint templates, promotional materials, forms, signage, uniforms, fleet logos, advertising, news release templates and social media.

Visual Identity Elements Guide – This Guide was produced by the Brand Refresh team as a reference for all uses, by the Port design team or others (internal or external) incorporating the new logo in projects. It includes instructions for proper usage of the visual elements of the new brand identity and includes:

- An Introduction of the brand and its development;
- Brand Identity Elements, including preferred uses, color selections, typography, and proper format;
- Examples of Brand Identity, including an Identity System

Overview and examples of how the new logo and tagline should be represented on everything from pencils and pins, to uniforms, vehicles and billboards.

Phase 2 – Internal Launch

- Brand Ambassadors – During Phase 1, directors of each of the Port's 21 divisions appointed a Brand Ambassador to assist their staff with the implementation phase. They were trained to be brand advocates and the divisional go-to person for employees with Brand questions. Twice-monthly meetings are scheduled with the Communications team to discuss needs, issues or questions raised within the divisions. Their first assignment was to inventory items to be rebranded and provide a prioritized list to Communications for implementation. That implementation is underway and ongoing.
- POLB Brand Refresh Launch Presentation – At a Brand Ambassadors Kickoff Celebration, the Communications Director shared a PowerPoint presentation introducing

the new logo and its design elements, Brand Ambassador responsibilities, the internal and external soft roll-out process, and more.

<https://www.dropbox.com/s/62s75qpye71d5qv/POLB%20Brand%20Launch.pdf?dl=0>

- Dear Teammates Letter – The Port Executive Director emailed a letter to all Port Teammates introducing the new logo, its creative evolution, what it symbolizes and encouraging participation in implementing use of the new brand mark.
<https://www.dropbox.com/s/bpotoetguntc8ls/Dear%20Teammates.pdf?dl=0>
- Employee events will encourage ongoing engagement, education and excitement among employees with posters, promotional items and other employee workspace reminders.

Phase 3 – External Launch

Following Board approval of the new logo and tagline January 13, 2020, it was introduced to the public on January 22 at the annual State of the Port event, a review of the Port's past year and preview of the year ahead, attended by hundreds of community and industry leaders.

Plans for the external launch involved:

- Collaborating with internal public-facing and external media relations;
- A news release launching the new brand, in conjunction with the launch of the Port's new website, which incorporates the new logo and brand strategy;
<https://polb.com/port-info/news-and-press/new-website-brand-launched-to-highlight-port-progress-02-27-2020/>
- Educating public-facing Port employees about the new brand and logo, particularly Business Development and Community Relations;
- Creating talking points, based on the brand guidelines.
- Producing a video telling the story of the Brand Refresh for use with business audiences (in production); a shorter "sizzle reel" version for presentations and social media is complete and can be seen here.
<https://youtu.be/SOt6BDt-gwc>



Branding - Logo at end of video clip.
<https://vimeo.com/407713597/60aa798506>



INTRODUCTION

0.1 Our Brand

Branding is more than just a name and a logo. It encompasses all of the ways that we present ourselves as an organization — the quality of our services, the tone of our interactions with local and trade communities, the look of our publications and the quality of information we share. These factors, among others, combine to express who we are, what we do and what we value.

By carefully managing our brand, we can cultivate our presence, create enduring relationships as we continue to grow, stand apart from other ports worldwide and shape the communities around us. **Ensuring consistent representation of the Port of Long Beach brand is a responsibility we all share.**

Please consult with the Port's Communications and Community Relations Division for proper usage of the new brand and logo. Your collaboration in this initiative will help the Port communicate and achieve its goals and objectives.

INTRODUCTION

0.2 A New Brand For A Brand New Era

In 2020, the Port of Long Beach's new logo is ushering in an exciting era for the Port. Talented designers created the logo as part of a larger Brand Update initiative that began in 2019.

The Port of Long Beach's new logo places additional emphasis on operational excellence and customer service. The shipping industry is a global, highly competitive business. Clear, thoughtful communication of the Port's strengths is paramount. The new logo effectively captures the innovation, leadership and collaboration that are the essence of the Port.

In clean, symbolic lines, the new logo shows both a cargo container at an angle and a check mark in a box. The container represents the foundation of our cargo business, and the check mark denotes progress, action and achievement. The mark as a whole presents a clear, recognizable symbol of the Port's prowess as a provider of sustainable, responsible and efficient services and facilities. The new brand arrives with a carefully selected palette of colors led by a bold shade of turquoise. This bright, singular tone is a combination of two colors -- the "green" of proven environmental commitment and the "blue" business focus of a leading deep water port.

The Port of Long Beach will primarily use the tagline "The Port of Choice," which emphasizes our drive to compete and collaborate. Other taglines may be developed over time or to support specific events and/or initiatives.

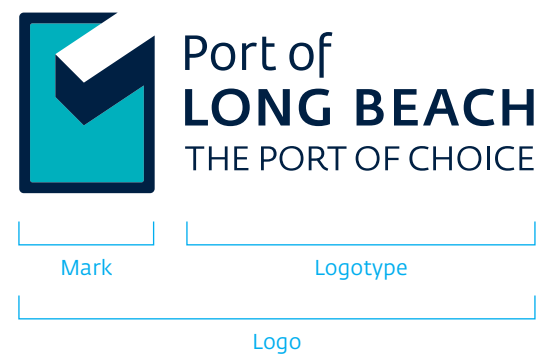
BRAND IDENTITY ELEMENTS

1.1 Our Preferred Logo

Creating a consistent presentation of our brand is an important part of building visual equity with our new logo. To ensure that it will always represent the Port in the most effective way, we must present it carefully and consistently across all channels of communication including print, digital, outdoor, packaging, signage, etc. With this in mind, we have developed a Preferred Logo.

The version below represents our Preferred Logo. While other variations of the logo exist, these alternate versions have largely been developed for specific usage occasions. The Preferred Logo should always be used unless there is a specific need and/or usage occasion that dictates using an alternative version of the logo.

Horizontal Version



BRAND IDENTITY ELEMENTS

1.2 Our Preferred Logo: Alternate Versions

We have provided, Two-Line and Vertical alternate versions of the Preferred Logo to accommodate different usage needs and varying layouts. These should only be used when the Preferred Logo will not work with the anticipated usage parameters.

Two-Line Version



Vertical Version



BRAND IDENTITY ELEMENTS

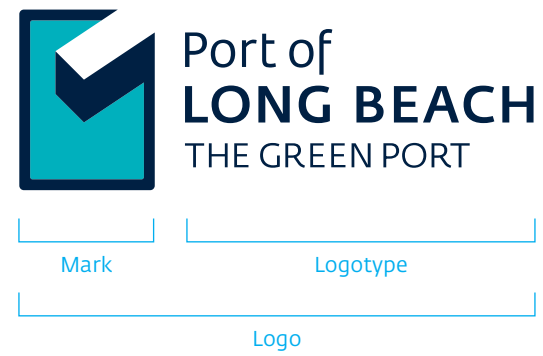
1.3 Our Environmental Logo

The version of the logo below is referred to as the Environmental Logo and includes the Port's legacy tagline, The Green Port. The Horizontal lock-up should be used unless there is a specific need for a different version.

The Environmental Logo can be used when addressing issues or initiatives related to the environment and the Port's environmental stewardship.

Please consult with Communication Division for proper usage.

Horizontal Version



BRAND IDENTITY ELEMENTS

1.4 Our Environmental Logo: Alternate Versions

We have provided, Vertical, Single-Line and Two-Line alternate versions of the Environmental Logo to accommodate different usage needs and varying layouts.

Please consult with Communications Division for proper usage.

Two-Line Version



Vertical Version



BRAND IDENTITY ELEMENTS

1.8 Improper Usage

Our logo should always be used in accordance with the guidelines set forth in this document. Do NOT change or modify the specifications of the logo. Improper use of the logo dilutes our brand and potentially compromises our ability to legally protect it. While the number of potential improper usage situations is virtually endless, we have attempted to illustrate some of the more common improper usage scenarios below.

As a rule of thumb, "When in doubt, throw it out." If there is any doubt about the way you are using the logo then you are probably not adhering to our usage guidelines and should look for a way to use our Preferred Logo.



DO NOT add effects to the logo.



DO NOT combine any unapproved typographic elements with the logo.



DO NOT crop the logo in any way.



DO NOT change the relationship of the mark to the logotype.



DO NOT change any colors in the logo.



DO NOT distort the logo in any way.



DO NOT change the orientation of the logo in any way.



DO NOT place the logo in a frame or shape.



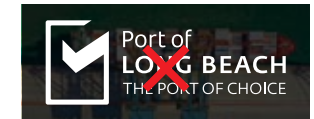
DO NOT place the full color logo on a background color other than white.



DO NOT place the full color logo over photos or images.



DO NOT display the logo on tinted image.



DO NOT display the logo on tinted image.



DO NOT stretch or alter logo mark proportions



DO NOT rearrange the Horizontal Version to create a Vertical Version.

BRAND IDENTITY ELEMENTS

1.9 Logo Color Variations

There are inevitably situations when using our Preferred Logo in its full-color version may not be practical or possible due to limitations in printing, color and/or available space. For these situations, we can use one of the Secondary Logo versions. These include the Full-Color Logo, One-Color Logo (POLB Turquoise, POLB Navy, POLB Platinum), Black Logo or White Logo versions.

Full Color



POLB Turquoise



Black



POLB Navy



White



POLB Platinum



BRAND IDENTITY ELEMENTS

1.10 Logo and Photography Usage 1

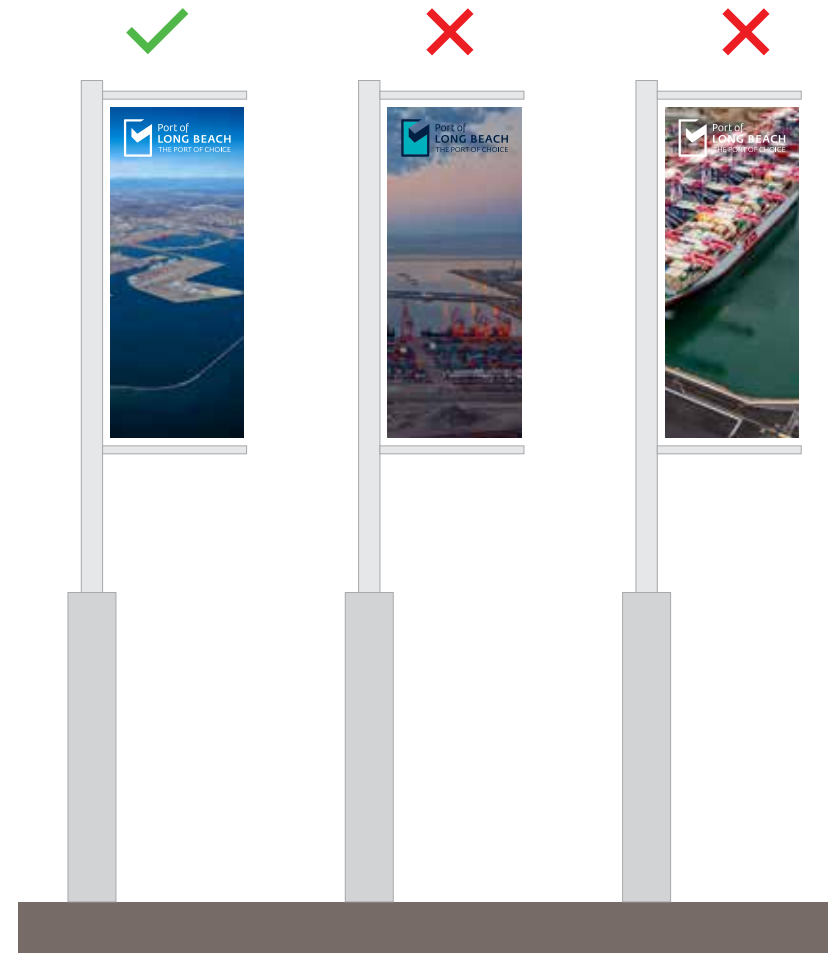
All white versions of the logo (Preferred, Environmental, Alternates) can be used with a non-tinted photographic background. This usage pattern first requires careful attention to the photograph. Some photo images are not well suited for this, especially photographs that are busy and have a high level of visual noise. Placing the logo over a

busy image, or a busy portion of the image, will result in a less than stellar application. Select photos and images that will compliment, rather than detract from, the Port's logo. When considering where to place the logo within an image (see below), choose an area that is not busy.

✗ DO NOT place the logo over busy background.



✓ Logo should be displayed on images that complement the logo.

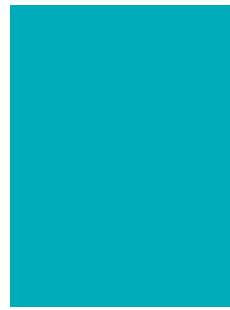


BRAND IDENTITY ELEMENTS

1.13 Color Palette

The color palette is anchored around POLB Turquoise. As you probably know, Turquoise is a combination of Green and Blue. POLB Turquoise is therefore derived from a combination of the Green aspect of the Port, which speaks to its environmental stewardship, and the Blue aspect of the port, which speaks to its deep-water foundation and business/operational excellence.

POLB Navy and POLB Accent Yellow were selected because they provide a strong, yet complimentary contrast to POLB Turquoise.



POLB Turquoise
PMS: 7466 C
CMYK: C91, M0, Y30, K0
RGB: R0, G176, B185
HEX: #00B0B9



POLB Navy
PMS: 2965 C
CMYK: C100, M40, Y0, K82
RGB: R0, G38, B62
HEX: #00263E



POLB Platinum
PMS: 877 C
CMYK: C45, M34, Y34, K0
RGB: R141, G144, B147
HEX: #8D9093



POLB White
PMS: Opaque White
CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255
HEX: #FFFFFF



POLB Accent Yellow
PMS: 1235 C
CMYK: C0, M25, Y94, K0
RGB: R255, G184, B28
HEX: #FFB81C

BRAND IDENTITY ELEMENTS

1.14 Typography

The typographic families used in our logos include Fedra Sans and Fedra Serif. These two typefaces were chosen for their legibility, flexibility, character, and complementary designs. Both typefaces communicate prestige and elegance, and each can be set in both text and display sizes. Use Fedra Serif for headlines and body copy. Use Fedra Sans for captions, sub-headings, and technical copy. The heavier weights should be used only for emphasis and/or secondary typographic hierarchy. The italic weights should only be

used for captions and to emphasize body copy or to set the titles of certain publications.

To obtain either typeface family, please contact the Communications Division.

For general usage, please use Calibri for stationary and email and Tahoma for powerpoint presentations.

Fedra Sans (Preferred)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Fedra Serif (Alternate)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BRAND IDENTITY ELEMENTS

1.15 Image Palette



Port of Long Beach Visual Identity Elements Guidelines V0.14

BRAND IDENTITY ELEMENTS

1.16 Graphic Motif



BRAND IDENTITY ELEMENTS

1.17 File Format: Our Preferred Logo Horizontal

Our logos are provided in a variety of file formats to accommodate all anticipated usage occasions. This page lists the file formats available for reproduction of the Preferred Logo, Horizontal Version. All versions of the logo were created with either Adobe Illustrator® or Adobe Photoshop® and are categorized by file type below.

For all screen-based applications, use the .JPG or .PNG versions of the logo.

For all print applications, the .EPS versions should be used. **If you need digital artwork or an alternative file format for a specific usage occasion, contact the Communications Division.**



Full Color (4 color)
POLB_PC_h_4c.eps
POLB_PC_h_4c.jpg
POLB_PC_h_4c.pdf
POLB_PC_h_4c.png



POLB Turquoise
POLB_PC_h_1c_t.eps
POLB_PC_h_1c_t.jpg
POLB_PC_h_1c_t.pdf
POLB_PC_h_1c_t.png



Black
POLB_PC_h_1c_k.eps
POLB_PC_h_1c_k.jpg
POLB_PC_h_1c_k.pdf
POLB_PC_h_1c_k.png



Full Color (2 color)
POLB_PC_h_2c.eps
POLB_PC_h_2c.jpg
POLB_PC_h_2c.pdf
POLB_PC_h_2c.png



POLB Navy
POLB_PC_h_1c_b.eps
POLB_PC_h_1c_b.jpg
POLB_PC_h_1c_b.pdf
POLB_PC_h_1c_b.png



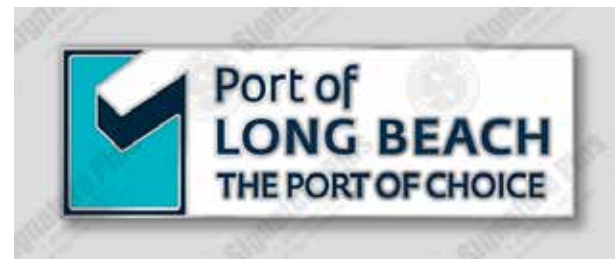
White
POLB_PC_h_1c_w.eps
POLB_PC_h_1c_w.jpg
POLB_PC_h_1c_w.pdf
POLB_PC_h_1c_w.png



POLB Platinum
POLB_PC_h_1c_g.eps
POLB_PC_h_1c_g.jpg
POLB_PC_h_1c_g.pdf
POLB_PC_h_1c_g.png

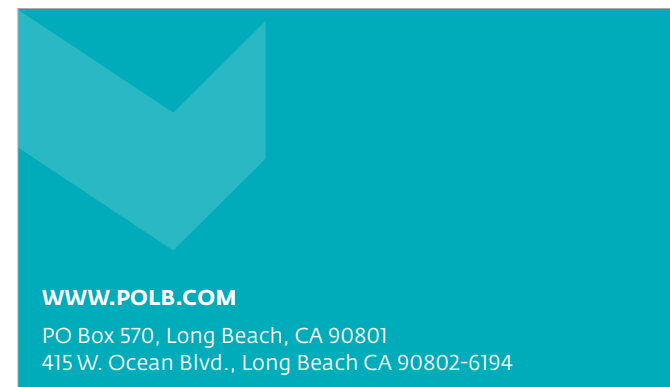
BRAND IDENTITY APPLICATIONS

2.2 Pins



BRAND IDENTITY APPLICATIONS

2.3 Business Card



BRAND IDENTITY APPLICATIONS

2.4 Stationery



BRAND IDENTITY APPLICATIONS

2.6 Pencil



BRAND IDENTITY APPLICATIONS

2.10 Vehicles



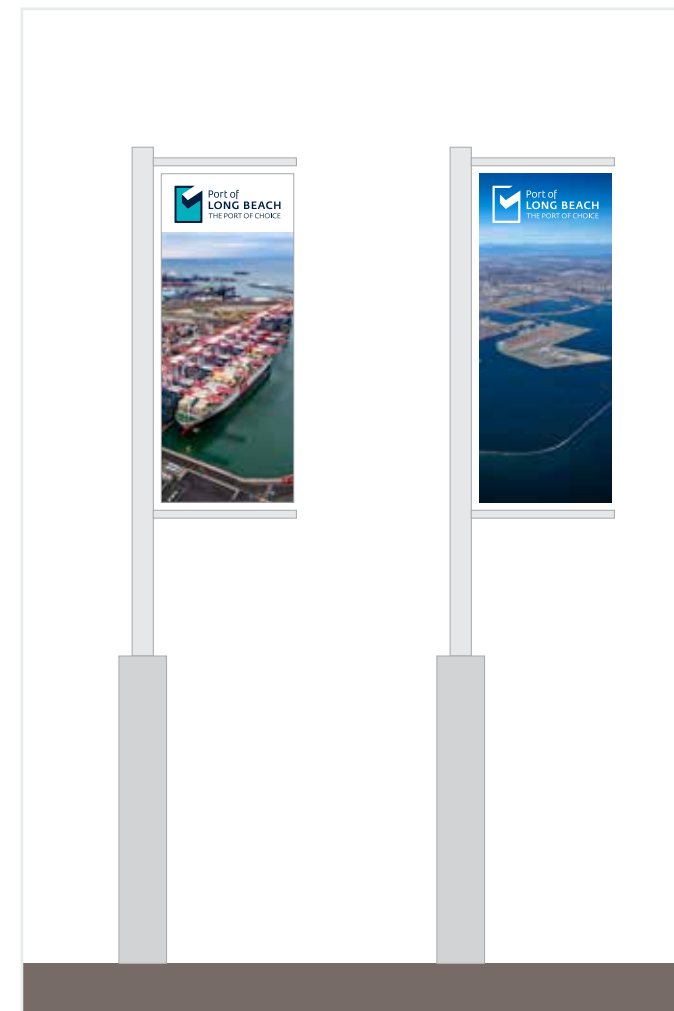
BRAND IDENTITY APPLICATIONS

2.11 Billboards

Building

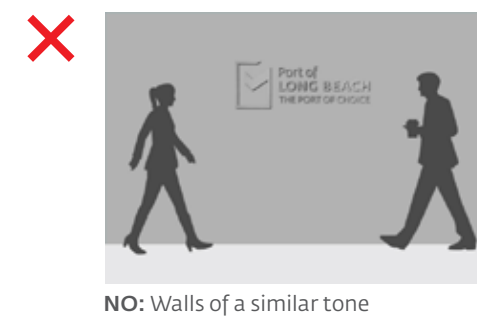
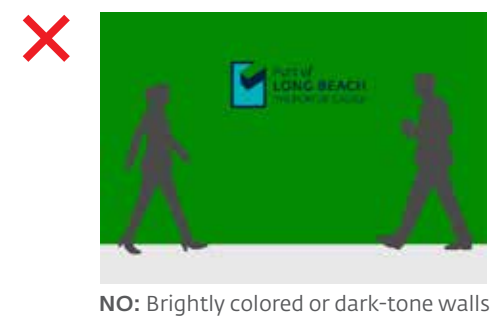
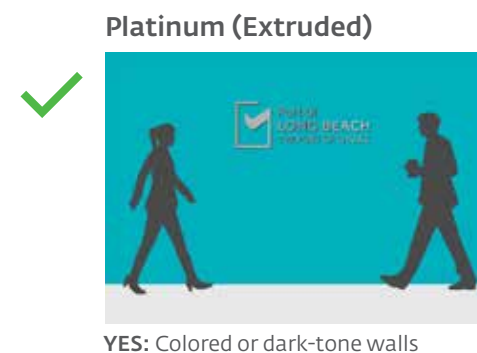


Street



BRAND IDENTITY APPLICATIONS

2.12 Lobby Signage



5 Communications Outcomes and Evaluation Methods

- The Port of Long Beach Brand Refresh Program was completed by the Stellar Agency, in collaboration with the Port of Long Beach Communications and Community Relations Division, below the \$300,000 budget cap.
- The project timeline was extended from the original 13 weeks (June-September 2019), to run through January 2020 when the new logo was approved by the Board of Harbor Commissioners.
- The Brand Ambassador program is in place and meeting twice monthly to raise and address any issues among the ambassadors' respective Port divisions.
- Integration of the new logo has begun and is ongoing. First in production are everyday business-related materials including business cards, letterhead, stationery, car decals, promotional items and all marketing materials including banners, signage, community banner tents and more.
- Integration of the new logo and tagline is ongoing, based on prioritized lists provided to Communications by division Brand Ambassadors.

"I am very proud of the working team that completed this Brand Refresh and Launch project. The Port's Communications and Community Relations Division always does top-notch work, and Stellar Agency team members provided outstanding professional branding services. The enthusiastic involvement of everyone at the Port, from Commissioners to our Brand Ambassadors and division employees, was also key to our success. This logo demonstrates the business innovation, leadership and collaboration that we are known for."

– Mario Cordero, Executive Director, Port of Long Beach

"The new logo and website reflect the evolution of the Port of Long Beach's goals and objectives as a conduit of international commerce, and provide a showcase for our prowess as an economic engine and a provider of sustainable, responsible and efficient services and facilities, making us truly 'The Port of Choice' for our industry partners."

– Dr. Noel Hacegaba, Deputy Director of Administration and Operations, Port of Long Beach

"Our existing brand, initiated in 2007, helped to communicate our vibrant presence in the community as well as our commitment to environmental sustainability. Those are, and will continue to be, very significant parts of the Port's brand promise. We will continue with our Green Port objectives while making strides with our community initiatives. The new mark helps to round out these established qualities with our emphasis on operational excellence and customer service that is key to our continued success."

– Kerry Gerot, Director of Communications and Community Relations, Port of Long Beach

"The Port of Long Beach has a nuanced brand promise because it connects commerce and community. We are deeply committed to the region and our neighbors, as well as our global customers and partners. Our new updated brand is a reflection of our green history combined with a strategic investment in the future. I am confident that it has helped us capture the innovative identity of the Port of Long Beach and I'm proud of the image we have to convey to the world."

– Stephanie Montuya-Morisky, Assistant Director of Communications and Community Relations, Port of Long Beach

"I think the former Port brand was cool. It was very innovative and broke a lot of rules. But the visual elements of our new brand are designed to be more adaptable to modern electronic distribution of information and social media, something that was not so prevalent in 2007. The new logo is more successfully reproduced, losing less clarity and detail, on everything small to large, pencils to billboards. Also, our logo is often incorporated in materials produced by outside stakeholders, and this new logo stands out better, particularly in the company of other industry logos."

– Jen Choi, Manager of Creative Arts and Design, Communications & Community Relations Division, Port of Long Beach

"I really love the new color – the turquoise is a great color."

– Julia Perkins, Engineering Design Division Brand Ambassador, Port of Long Beach

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