

2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- 1 Advertisements – Single _____
- 2 Advertisements – Series _____
- 3 Annual Reports _____
- 4 AudioOnly Presentations _____
- 5 Directories/Handbooks _____
- 6 Miscellaneous XX _____
- 7 Overall Campaign _____
- 8. Periodicals _____
- 9. Promotional/Advocacy Material _____
- 10. Social/WebBased Media _____
- 11. Special Events _____
- 12. Videos _____
- 13. VisualOnly Presentations _____
- 14. Websites _____

XX CATEGORY 1 CATEGORY 2

Entry Title New Logo

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win: Name
PORT OF LOS ANGELES

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess all major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming Goals** (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)

- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)



Communications Challenge/Opportunity

Following a year-long Centennial Celebration in 2007, the Port of Los Angeles wanted to introduce a new, more modern logo in February 2008. The goal was to design a logo that was clean and strong, a logo that clearly identifies itself as a port, and one that reflects the second century of the Port of Los Angeles. As directed, some element of the logo was to symbolize the "green growth" philosophy that was and is the focus of the Port's operations and initiatives. The commonly accepted "LA" design element from the previous logo was to be retained on the new logo, if possible.

In addition, the new logo must be easy to reproduce in any size and in both color and black and white applications, an issue related to the previous logo in use from 1995 to 2007. Acceptance by Port staff was critical. However, Communications staff was directed to design and introduce the new logo within a relatively short timeframe of three months. This tight schedule did not allow for widespread input from employees. It was decided that the new logo would be introduced to staff at an annual all-hands Employee Assembly traditionally held in mid-February.

Planning and Programming

The Port's contract advertising agency was recruited to design the new logo because of its familiarity with the goals and policies of the Port, as well as its extensive experience with corporate branding. The design process began with the collection of various logos in use by both ports and private businesses. Each was reviewed and discussed with the Port's Senior Management and Marketing teams. The target audiences were Port employees and the maritime industry. Acceptance and recognition were dual goals of the new design.

Actions Taken & Outputs

The agency initially responded with 12 logo approaches, with three finalists further developed as to colors and slight design options. The current logo was selected because it successfully achieved all goals. "The Port" appears in a bolder, larger typeface and, combined with the "wave," successfully reflects a maritime agency. The distinctive green of the wave within the "LA" further defines the Port's "green growth" policies. The logo is simple and can be used with or without the words. In addition, the agency designed a horizontal application and a Style Guide to assist in implementation. Introduction of the new logo also allowed the Port to redesign its letterhead which had some typing limitations due to a left column design for names and address details.

The design of the logo, including Style Guide development, totaled \$71,000. Many of the applications were further refined and/or designed by the Port's Graphic Services staff.

The new logo was successfully and positively introduced as part of the remarks by the Executive Director during the Assembly. The new logo, combined with a *Make It Happen!* slogan and campaign, were the focus of her remarks and direction for the year to follow.

Outcome and Evaluation

The Port's "What's New, Crew?" monthly publication was used to assess the staff's acceptance of the new logo. Responses from employees to an article/survey in that newsletter were overwhelmingly positive and supportive. Staff was also provided with t-shirts with the new logo. The rate at which these items were worn and the Employees Club shift of its own logo to include the corporate logo were indicative of the employees' acceptance. Anecdotally, comments from customers and community members indicate that they too embraced the change.

Early implementation of the logo included street banners throughout the Port, its use on new promotional materials and gifts, and on Warehouse One signage which welcomes ships to the Port. In the two years since the logo was introduced, its implementation has continued on all print and electronic media including the website and a PowerPoint template, all other communications tools, on clothing, on all signage, on vehicles, and various other applications. In many cases, the new logo is accompanied by a green wave design element which further emphasizes the maritime and green focuses.