



BRINGING THE BRAND TO LIFE



Background

**Since 1986, Port Canaveral
has lived off the marketplace
rather than the tax rolls**



Background

The Commission approved a branding campaign that would begin the process of transforming Port Canaveral into a governmental agency which thinks, talks and act like a private business.



Background

A total overhaul from how we look to how we operate, including an employee training program for the first time.



Background

Historically, the culture has allowed for every department to do as each department head decided.

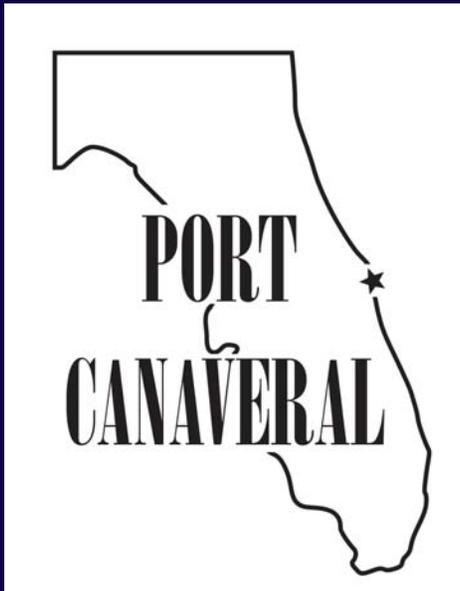


Challenges



Challenges

Evolution of the logo



The Brand

New logo and tagline



PORT
CANAVERAL

Smooth Sailing All The Way



The Brand

New vehicles graphics



The Brand

New Signs

Face Style 1 on Type 5B

Total Sign Height

50% maximum

Port Commerce Center

Face Style 1 on Type 6

Port Canaveral White

Port Canaveral Navy

A **Front Elevation**
SCALE: 1/2" = 1'-0"

COLORS (Excluding icon and logo):

- Matthews Paints # 18100 Met. Silver
- Port Canaveral White
- Port Canaveral Navy



The Brand

New uniforms



The Brand

Welcome desk



The Brand

Parking booth



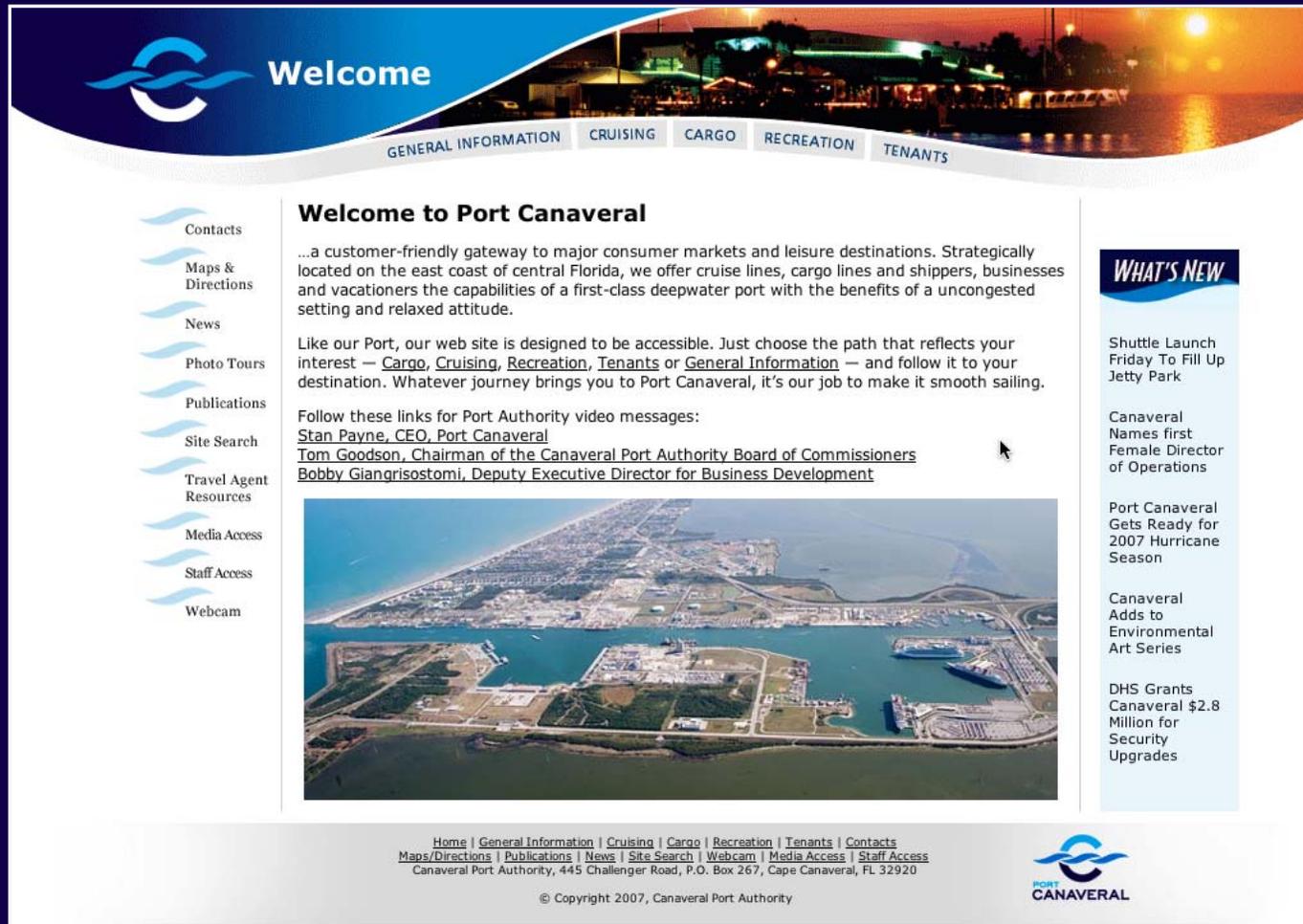
The Brand

New billboard



The Brand

New website



The screenshot shows the Port Canaveral website homepage. At the top, there is a blue header with the Port Canaveral logo and the word "Welcome". Below the header is a navigation bar with tabs for "GENERAL INFORMATION", "CRUISING", "CARGO", "RECREATION", and "TENANTS". The main content area is divided into three columns. The left column contains a vertical menu with links: "Contacts", "Maps & Directions", "News", "Photo Tours", "Publications", "Site Search", "Travel Agent Resources", "Media Access", "Staff Access", and "Webcam". The middle column features a "Welcome to Port Canaveral" section with a paragraph describing the port as a customer-friendly gateway, followed by a paragraph about website accessibility and a list of video message links for Stan Payne, Tom Goodson, and Bobby Giangrisostomi. Below this is a large aerial photograph of the port. The right column has a "WHAT'S NEW" section with three news items: "Shuttle Launch Friday To Fill Up Jetty Park", "Canaveral Names first Female Director of Operations", and "Port Canaveral Gets Ready for 2007 Hurricane Season". At the bottom, there is a footer with navigation links, the address "Canaveral Port Authority, 445 Challenger Road, P.O. Box 267, Cape Canaveral, FL 32920", the copyright notice "© Copyright 2007, Canaveral Port Authority", and the Port Canaveral logo.

Welcome

GENERAL INFORMATION | CRUISING | CARGO | RECREATION | TENANTS

Welcome to Port Canaveral

...a customer-friendly gateway to major consumer markets and leisure destinations. Strategically located on the east coast of central Florida, we offer cruise lines, cargo lines and shippers, businesses and vacationers the capabilities of a first-class deepwater port with the benefits of an uncongested setting and relaxed attitude.

Like our Port, our web site is designed to be accessible. Just choose the path that reflects your interest — [Cargo](#), [Cruising](#), [Recreation](#), [Tenants](#) or [General Information](#) — and follow it to your destination. Whatever journey brings you to Port Canaveral, it's our job to make it smooth sailing.

Follow these links for Port Authority video messages:

[Stan Payne, CEO, Port Canaveral](#)
[Tom Goodson, Chairman of the Canaveral Port Authority Board of Commissioners](#)
[Bobby Giangrisostomi, Deputy Executive Director for Business Development](#)

WHAT'S NEW

Shuttle Launch Friday To Fill Up Jetty Park

Canaveral Names first Female Director of Operations

Port Canaveral Gets Ready for 2007 Hurricane Season

Canaveral Adds to Environmental Art Series

DHS Grants Canaveral \$2.8 Million for Security Upgrades

[Home](#) | [General Information](#) | [Cruising](#) | [Cargo](#) | [Recreation](#) | [Tenants](#) | [Contacts](#)
[Maps/Directions](#) | [Publications](#) | [News](#) | [Site Search](#) | [Webcam](#) | [Media Access](#) | [Staff Access](#)
Canaveral Port Authority, 445 Challenger Road, P.O. Box 267, Cape Canaveral, FL 32920

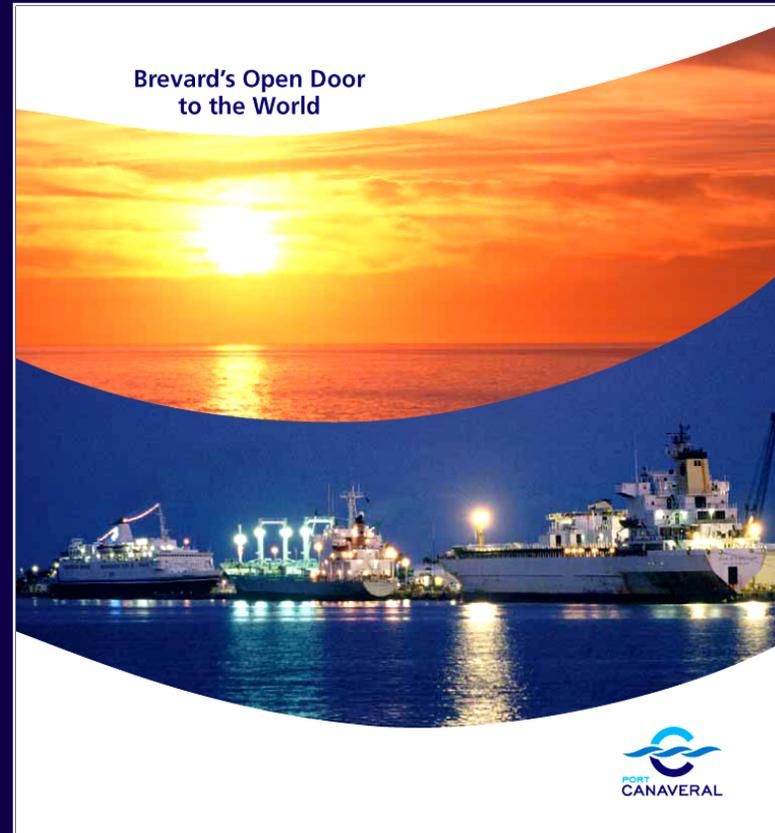
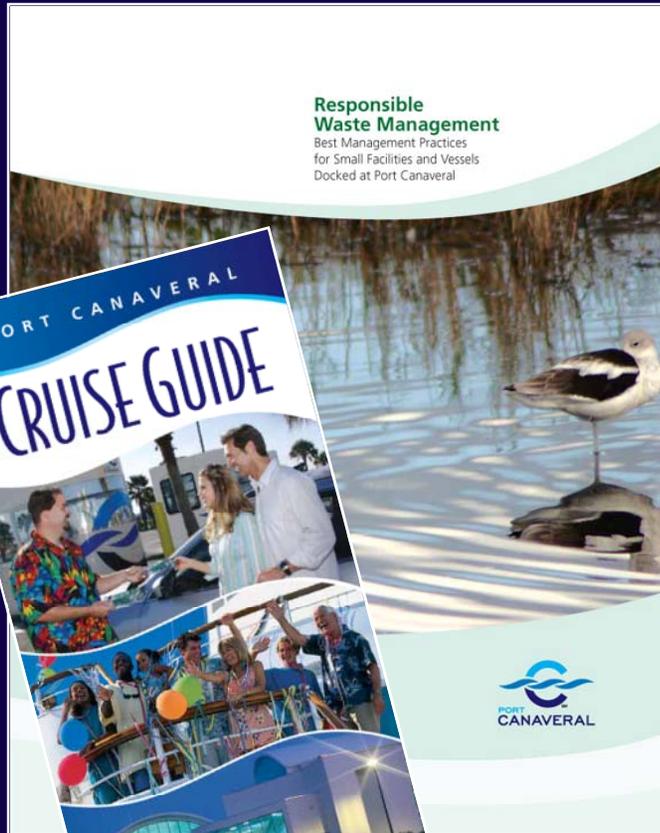
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PORT CANAVERAL



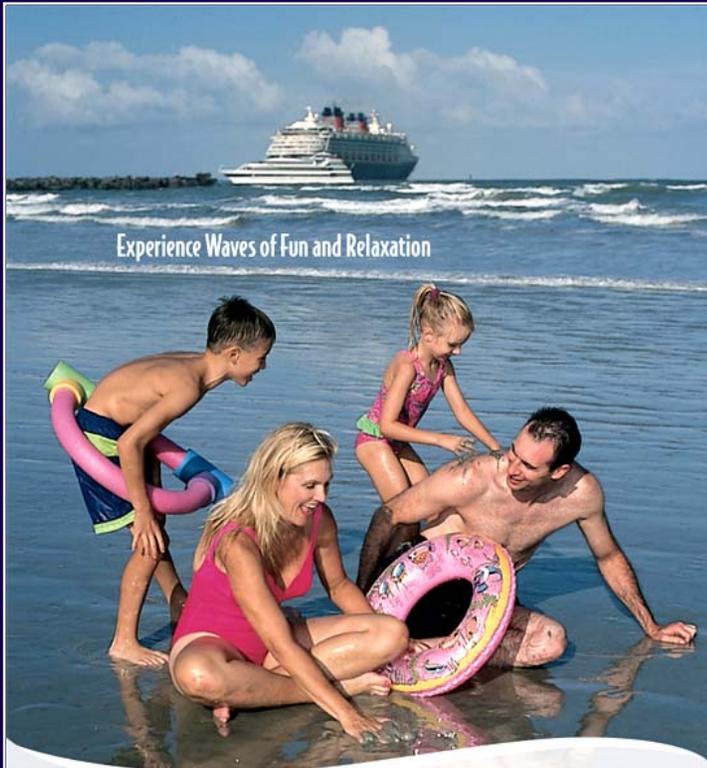
The Brand

Brochures



The Brand

Advertising



Experience Waves of Fun and Relaxation

Whether your heart's desire is the excitement of a gaming cruise, a 3-, 4- or 7-day cruise to tropical islands, landing a prize catch on a deep-sea fishing trip...or the relaxation of harborside dining on freshly caught seafood, a family picnic at a harborside park...or sleeping under the stars in a beachside campground, there are waves of fun and relaxation to ride at Port Canaveral.

For additional information, visit www.portcanaveral.org



Your Channel to a World of Opportunities

Products from around the globe, economical access to foreign markets, customers for your business, jobs supporting local and worldwide commerce and recreational activities on land and sea — All yours...through Port Canaveral



For additional information, visit www.portcanaveral.org





BRINGING THE BRAND TO LIFE

Port Staff Training



Training

TRAINING SESSION



Training

TRAINING SESSION



Professional Trainer



Training

TRAINING SESSION



26-minute training video on DVD



Training Video



Training Video

MISSION STATEMENT

Port Canaveral offers the high-quality capabilities of a metropolitan cruise and cargo port, without the hassles of a big-city location. Accessible and relaxed in attitude, Central Florida's strategically located port makes the pursuit of leisure or business a smooth and pleasurable experience.

Smooth Sailing All The Way



Training Video

MAIN MENU



- ▶ Message From The CEO
- ▶ Our Job, Our Brand
- ▶ Looking The Part
- ▶ Living The Part

- ▶ Your Challenge
 - ▶ About The Port
-
- ▶ Play All



Training Video

OUR BRAND, OUR JOB



Smooth Sailing
Our Brand, Our Job



Training Video

OUR BRAND, OUR JOB



What is a Brand



Training Video

OUR BRAND, OUR JOB

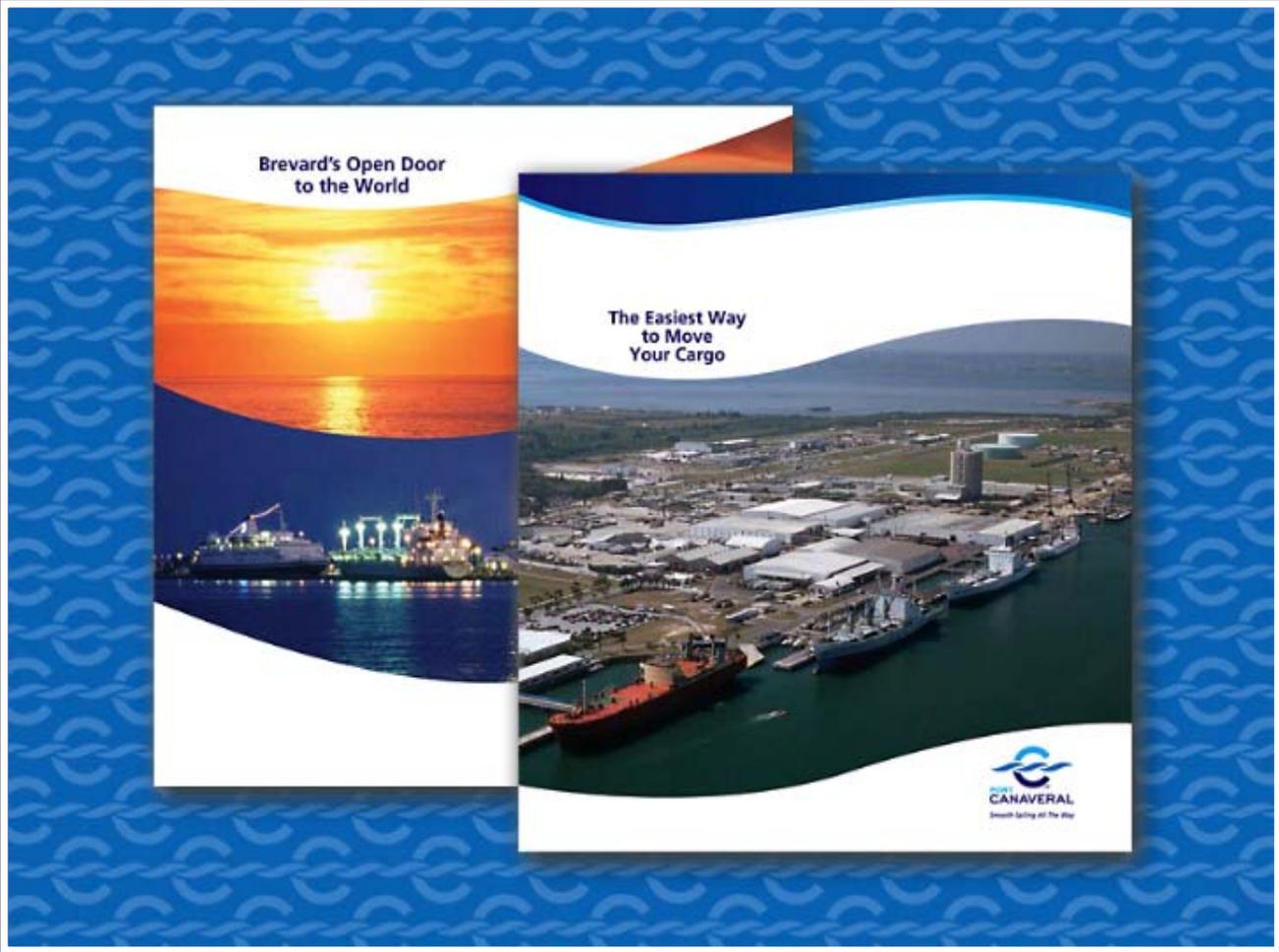


What is our Brand



Training Video

OUR BRAND, OUR JOB



Communicating the Brand



Training Video

OUR BRAND, OUR JOB



Every employee helps build the Brand



APPROVAL PROCESS

- 1. Submit Communication Plan form**
- 2. Submit concept or layout**
- 3. Submit proof**
- 4. Execute project upon approval of proof**



Training Video



“Judging a book by the cover”



Training Video

LOOKING THE PART

**WHAT CAN YOU DO
TO KEEP THE PORT
SHIP-SHAPE?**



Training Video

LOOKING THE PART



Quality guidelines



Training Video

LOOKING THE PART



Well-maintained and clean Port environment



Training Video

LOOKING THE PART



Take pride in your personal appearance



Training Video

LOOKING THE PART

WAVE

We All Value Excellence

Our motto



Training Video



PORT
CANAVERAL

LIVING THE PART
One on One



Training Video

LIVING THE PART

- Safety
- Communication
- Customer Service

Port priorities



- Treat everyone like a customer
- Be friendly, courteous and respectful
- Be prepared to find solutions
- Work as a team
- Follow through
- Remember the slogan

Personal communications & problem solving



Training Video

LIVING THE PART



Problems will arise



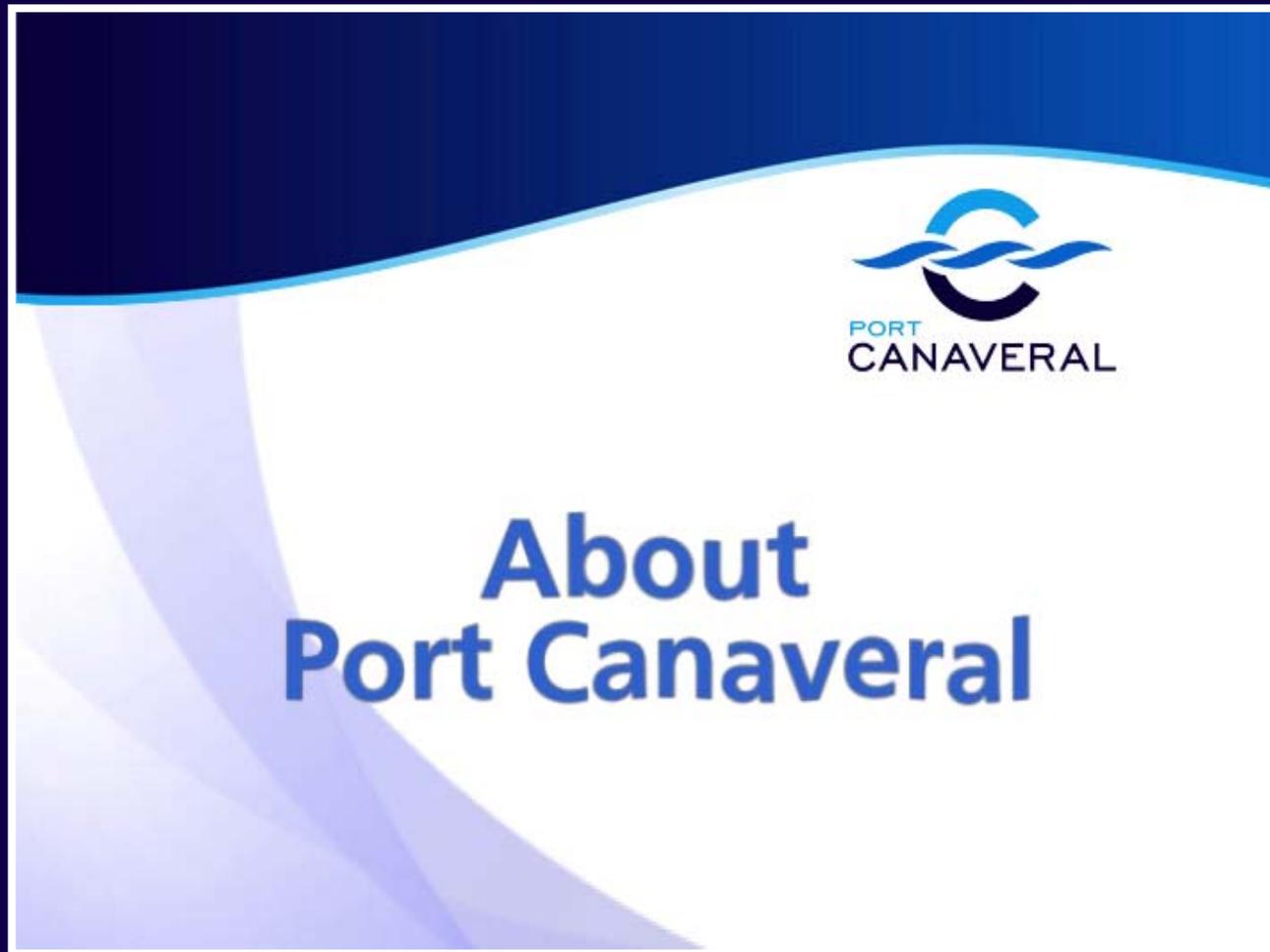
Training Video



Quality control



Training Video



*General information, history
and economic impact*



Training Video

ABOUT THE PORT



Port Commissioners and staff



Staff Training

GRADUATION

Goody bag
Quick facts guide
Photo keepsake



Staff Training

GRADUATION



Goody bag



Staff Training

GRADUATION

Port Snapshot

- Dedicated in 1953
- Deep water from entrance channel (44 ft.) to berths (- 39.5 to - 36 ft.)
- Nearly 3,300 acres of property
- Governed by the Canaveral Port Authority, an independent governmental agency
- “Landlord port”— Direct port operations, such as terminal operations, are conducted by private businesses
- Major revenue sources — cruise ships (70%), cargo ships (15%) and land leases (7%)

Important Contacts

Chief Executive Officer J. Stanley “Stan” Payne ext. 232
Departments
Business Development 253
Communications 244
Engineering 218
Environmental Plans & Programs 260
Finance 223
Operations 226
Port Control 281
Public Safety 277
Tenant Development & Foreign Trade Zone 136 250

Our Mission

Port Canaveral offers the high-quality capabilities of a metropolitan cruise and cargo port, without the hassles of a big-city location. Accessible and relaxed in attitude, Central Florida’s strategically located port makes the pursuit of leisure or business a smooth and pleasurable experience.



WJP9141/5009-06

Port Canaveral Quick Facts



Pocket-size quick facts guide



Cruise Facts

- One of the world's busiest cruise ports; more than 4.3 million revenue passengers annually
- Ten homeported cruise ships
- Cruise lines — Carnival, Disney, Royal Caribbean, Paradise Caribbean, Sterling Casino, Sunacruz Casino
- Itineraries from half-day to seven days
- Six dedicated cruise terminals — CT2, CT3, CT4 on the (B) south side and CT5, CT8, CT9/10 on the (A) north side

Cargo Facts

- More than 4 million tons annually
- Primary cargoes — cement, petroleum, lumber, slag, aggregate (for road building), frozen juices, fresh fruit, auto, truck, heavy equipment and steel
- Nine cargo berths, two liquid bulk facilities, a Roll-On/Roll-Off ramp; 780,000 square feet of dry freight storage; 49 acres of open air storage; 8.6 million cubic feet of freezer/chill storage
- Foreign Trade Zone, including four general-purpose warehouses at the Port

Recreation Facts

- **Jetty Park** — 4.5-acre ocean beach, 24-hour lighted and accessible to the disabled fishing pier, 126-site campground, refreshment center, bait and tackle shop, restrooms, picnic tables and pavilions
- **Freddie Patrick Park** — free boat-launch ramps, restrooms, picnic tables, fish-cleaning tables
- **Port's End Park** — free boat-launch ramps, restrooms, picnic tables, observation tower
- **The Cove** — waterfront recreation area with restaurants, lounges, charter boats

Economic Role

Countywide, Port Canaveral generates:

- 34,000+ jobs
- \$1.1 billion in wages
- \$1.5 billion in economic impact
- Almost 17% of Brevard County's total economic worth

Statewide, Port Canaveral generates:

- 90,000+ jobs
- \$3 billion in wages
- \$3.9 billion in economic impact

Pocket-size quick facts guide



Staff Training

GRADUATION



Graduation keepsake



Staff Training

GRADUATION



Graduation keepsake





BRINGING THE BRAND TO LIFE

