

Port of Portland

Miscellaneous Entry: “The Possibilities Guide” – Developed as a corporate brand book, the port’s objective with this printed brochure is to introduce the Port of Portland and its competitive advantages to Oregon’s key influencers, business leaders, and the port’s current and prospective clients, while conveying a sense of the port’s personality and core values. The guide’s key messages include identifying the port’s premier location and customer service, leadership in handling automobiles, sports apparel, wheat, and its spirit of cooperation. The guide also has a pocket to add customized or tailored project overviews and a “Port Fast Facts” booklet.