

The Port of Long Beach

Miscellaneous Entry: “Port of Long Beach Brand Identity System” – As a means to redefine the port authority to its employees and surrounding community, the Port of Long Beach needed a single, identifiable brand to convey a clear, consistent and recognizable identity that reflects its core values. To that end, it developed an image and identity system that supports the organization’s mission, vision and strategic goals. The program includes a new port logo to express its promise of vibrancy and leadership to the community, and new design standards to promote consistency in its public relations and marketing materials, as well as to help create a more attractive harbor district.