SUMMARY

In 2018, the Port of Vancouver hired Cord Media Company to create and develop the brand for its Terminal 1 waterfront project. The development of Terminal 1 is a major goal in the port’s strategic plan and will create an iconic destination that honors the port’s birthplace, serves as the gateway to the state, creates access to the Columbia River, and promotes tourism and economic development. This effort was a year-long process to create a brand for Terminal 1 that could unite the project under a common logo, look and feel that would be iconic to Terminal 1. This effort was led by the port’s External Affairs department with assistance from a multi-disciplinary internal team. Along with the creative personnel from Cord Media, this team of approximately 25 people each contributed to the brand development.

CHALLENGES AND OPPORTUNITIES

Goal: To create a brand that is representative of an iconic destination that honors the port’s birthplace, serves as a gateway to the state, creates access to the Columbia River, and promotes tourism and economic development.

Challenges:

- Establish a name and brand that is distinctive from the Port of Vancouver’s logo and brand yet can work together as the brands will consistently be shown side-by-side.
- Terminal 1 refers historically to the port’s original warehouse on the waterfront and is the birthplace of the port. It was important to use this name in the branding development to honor this history, but also to bring new life and meaning to the development in the 21st Century and beyond.
- Terminal 1 sits at the entrance to the state of Washington and is directly across the Columbia River from Portland, Oregon. It was important that the brand identify the project location as being in Vancouver, Washington.
- Directly adjacent to Terminal 1 is a 33-acre waterfront project being privately developed. It has its own brand identity as the “Waterfront Vancouver.” The branding of Terminal 1 needed to have its own identity from the Waterfront Vancouver development, yet be complimentary.

Opportunities:

- Create a unique identity for the port’s waterfront project
- Define a new vibrant, authentic and fresh feel for Terminal 1
- Reflect the Port of Vancouver’s history and culture
INCORPORATION OF MISSION

The port’s mission is to provide economic benefit to its community through leadership, stewardship, and partnership in marine, industrial, and waterfront development. In the port’s Strategic Plan, the Terminal 1 development is a major community goal. The plan specifically says that Terminal 1 will include a public market, will support public enjoyment and tourism and incorporate art, history and culture. The entire development is viewed as a generator for jobs and tourism in Southwest Washington.

The Terminal 1 branding initiative is essential in helping establish Terminal 1 as a preferred destination for residents and visitors alike.

PLANNING AND PROGRAMMING COMPONENTS

To effectively name and brand the waterfront project, a comprehensive, multi-pronged approach was undertaken. Some research was conducted so that the final brand spoke not only to the Port of Vancouver’s history but the greater Vancouver community.

Objectives:

- Conduct a cohesive research study to learn and discover all information needed for developing the waterfront project’s brand
  - Primary market research segmentation
  - In-person interviews
  - Market survey
- Establish who the target audience of the waterfront development is
- Confirm the use of Terminal 1 as the brand’s name
- Develop multiple logos in a staged process to ensure the best overall evaluation and outcome for the brand:
  - Present logos in black and white initially to focus on the marks, fonts and overall look of each logo
  - Once the top logos were selected, color, texture and other elements were added in the second round of review; along with taglines until a final logo and tagline were selected
- Build out the initial collateral and marketing designs that the brand will be used in

ACTIONS AND COMMUNICATION OUTPUTS

Cord Media put together a thorough research plan and throughout 2018 the following tactics and actions were completed for the research phase of the brand’s development:

Primary Market Research Segmentation
A ten-page report outlining a brief history of Vancouver and Terminal 1, Vancouver demographics and economics of the Vancouver/Portland Metro area was created by Cord Media. This report helped the agency to understand the surrounding community and the Port of Vancouver and served as the starting point for the research portion of the branding process. It allowed the agency to develop a deeper understanding of where the Terminal 1 brand and logo would be used, as well as help establish who the primary audience is and how best to communicate the new brand.
**In-Person Interviews**
The agency completed ten interviews with Port of Vancouver staff. The interviews were done in a variety of group sizes to give the agency an opportunity to capture the most research data. Key stakeholders were interviewed one-on-one, small groups were done with those that shared similar roles in the project, and larger groups allowed entire departments to be interviewed together. All in all, approximately 45 Port of Vancouver staff were interviewed over the course of three days.

**Sample Interview Questionnaire**

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What words would you NOT want to see describing your brand?

What attributes and emotions would you not want associated with your brand?

Where do you see Terminal 1 in 10 years?

How closely do you feel the brand should compliment Port of Vancouver?

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How do you feel the Port of Vancouver should be included? Check which you most prefer:
- [ ] Port of Vancouver’s Terminal 1
- [ ] Terminal 1 at Port of Vancouver
- [ ] Terminal 1 Waterfront by Port of Vancouver

How important is the historical element to Terminal 1?

We recently read that Vancouver wants to be more ______. How do you envision Terminal 1 accomplishing this?

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**BRAND ACTIVITY #1 – BRAND ATTRIBUTION SCALE**
Check one number that best represents your opinion.

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Vancouver Market Survey

A 20-question online survey was prepared to gather input from Vancouver residents. More than 245 local residents participated in the survey over a three-week period. This allowed the study to be statistically significant for the research process as a minimum participation level of 200 was needed. The purpose of the study was to gauge the interest and knowledge of the Port of Vancouver’s Terminal 1 waterfront project and get a better understanding of the local mindset as it related to this project.

Once the research phase had been completed, the following information became clear:

- Lead with Terminal 1 name
- History needs to be important component of the brand
- Port of Vancouver needs to be included and recognized in the brand
- Terminal 1’s brand will bring vibrancy and energy to Vancouver
- Terminal 1’s brand will build up Vancouver’s brand
- Terminal 1 to target locals primarily, followed by tourists
- Terminal 1 to have its own identity from The Waterfront Vancouver, yet be complimentary
June – December 2018

The first set of logo drafts were presented in black and white for review. Port of Vancouver staff reviewed the work and made selections. After selections were made, colored logos were developed using texture, imagery, and mock ups of what the logo would look like in different marketing/promotional environments. Once the colored logos were presented, small rounds of revisions were made that ultimately led to the finalized logo concept.

Branding Budget

The design of the logo, including the research phase, brand standards guide development and initial marketing design totaled $50,000.
After months of research and branding development, the Port of Vancouver was extremely pleased to finalize and share the new Terminal 1 brand in early 2019. The final logo and branding included the tagline “Discover Terminal 1.” The rollout began with an internal distribution of the brand standards guide to the staff which provided guidance on proper logo, colors and fonts usage.

**Brand Standards**
Following the internal distribution of the brand standards guide, early implementation included a website, template for e-newsletters, signage, along with tee-shirts and buttons for use at public events.

**Community Newsletter Introduces Public to new Branding**

In November 2019 the Port of Vancouver mailed its biannual Community Report newsletter to over 90,000 residents of the port district. The issue included a story on Terminal 1 that gave the public their first look at the logo and announced that a new website was in development.
At public events that the Port of Vancouver participated in, staff wore Terminal 1 tee-shirts, promoted the Terminal 1 project and also handed out Terminal 1 buttons. The buttons proved very popular with local residents and event attendees! The Vancouver Market Night was one event in particular where Port of Vancouver staff were excited to share the Terminal 1 tee-shirts and buttons with hundreds of market attendees. There was quite the buzz!
Overall, there has been excellent feedback from not only Port of Vancouver staff, but from the local community as well. The branding effort has been enthusiastically embraced and incorporated into all Terminal 1 work products. At this point is hard to think of this project without its fresh and vibrant new brand.

**Supporting documents**
- Terminal 1 website - [https://www.discoverterminal1.com/](https://www.discoverterminal1.com/)