2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification: Overall Campaign

Brand Refresh and Launch
Working for Long Beach

Summary:

A refreshed brand was adopted by the Long Beach Board of Harbor Commissioners in January 2020, replacing the most recent update of the Port of Long Beach brand, which was initiated in 2007 following the 2005 adoption of the landmark Green Port Policy and communicated a vibrant community presence and commitment to environmental sustainability. The challenge for the Communications and Community Relations team and the Port’s brand services consultant, the Stellar Agency, was to develop a visual identity, based on the Port’s Strategic Plan and stakeholder input, representing the Port’s evolutionary business progress during the past 15 years and the Port’s future promise, alongside the environmental sustainability and community involvement focus of the 2007 brand. The refreshed brand would also provide design flexibility and modernize the usability of the brand for both print and electronic applications. The final phase of the project was successfully launching and incorporating the new brand elements.
The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than $170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, the Port today encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes. In 2019, the Port handled 7.6 million container units, the second-best year in its history.

The Port of Long Beach brand is more than just a name and logo. It encompasses all the ways that the Port presents itself as an organization including its quality of service, tone of interaction with local and trade communities, the look of Port publications and other materials, both printed and electronic, and the quality of shared information. These factors, among others, combine to express the Port’s identity and values.

The most recent update of the Port brand was initiated in 2007, and the challenge for the Communications and Community Relations team was to refresh and modernize the brand, based on the Port’s updated Strategic Plan and incorporating input from stakeholders, to reflect the evolution of the Port of Long Beach’s goals and objectives. The update would also provide design flexibility and modernize the usability of the brand in both print and electronic applications.
The development of new branding for the Port of Long Beach was not tied to a specific goal of the Port’s Strategic Plan, updated and released in April 2019, but it supports and acknowledges all six goals set out by the Board of Harbor Commissioners in the updated document:

- Strengthen the Port’s competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

Initiated in 2007, the Port’s previous brand communicated a vibrant presence in the community and a commitment to environmental sustainability. It came following the adoption of the landmark Green Port Policy in 2005. Over the past 15 years, the Port of Long Beach and its supply chain partners have reduced diesel air pollution from operations by 87 percent even as cargo increased 21 percent, demonstrating that the generation of good jobs and environmental protection can coexist.

Those efforts are, and will continue to be, significant parts of the Port’s brand promise, but the refreshed branding will reflect the further evolution of the Port of Long Beach’s goals and objectives as a conduit of international commerce and showcase the Port’s prowess as an economic engine and a provider of sustainable, responsible and efficient services and facilities.

The new logo and associated tagline, integrated in all Port communications and materials, is the visual representation of this positive evolution.
Planning and Programming Components

**Goal:**
The primary goal of the 2020 Brand Refresh for the Port of Long Beach was to develop a visual identity, based on the Port’s Strategic Plan and stakeholder input, that represents the Port’s evolutionary business progress and future promise alongside the environmental sustainability and community involvement focus of the 2007 brand.

Secondary goals included modernizing the brand logo for ease of use in both print and electronic communications, ensuring total and successful implementation of the new brand, and allowing for design flexibility, enabling the use of additional design elements or alternative tagline copy to promote specific projects or programs.

**Objectives:**
- Selecting a contractor to collaborate with the Port Communications and Community Relations team in the development of an updated visual brand mark for the Port, including research and discovery, design development, as well as guidelines and procedures for proper implementation and recommendations for brand rollout on all platforms;
- Completing the Brand Update on schedule and within a $300,000 overall budget approved by the Long Beach Board of Harbor Commissioners, governing body for the Port;
- Involving Harbor Commissioners, Port Communications designers and other stakeholders in the step-by-step development and progress of the new brand;
- As the cornerstone of the updated brand’s expression and promise, developing a logo that stands out and becomes instantly recognizable as the Port of Long Beach mark, embodies industry-related design elements, allows for flexibility and is modernized for ease of use in all platforms;
- Providing detailed guidelines and training to ensure the correct and most beneficial implementation of the new logo by all users.

**Target Audiences:**
- Board of Harbor Commissioners
- Port executives, directors and staff
- Port tenants and customers
- Port contractors and vendors
- All members of the international supply chain
- Long Beach business community
- Local, state, and national elected officials
- Long Beach residents and community organizations
- Unions and longshore workers
- Members of the news media
- Regulatory agencies
- Educators and students
- Designers and others charged with incorporating the new logo
- All others who will either utilize or be expected to recognize the significance of the updated brand.
Overview & Preparation Timeline:
The Port of Long Beach Strategic Plan update was approved by the Board of Harbor Commissioners in early 2019. One of the action items was to refresh the current brand (which was designed in 2007) to align with the goals set out in the updated Plan. However, action on the brand refresh began well before the Plan was finalized, as the updated Strategic Plan was taking shape.

A $300,000 line item was included in the Fiscal Year 2019 Budget to hire a brand consultant to accomplish this project in collaboration with the Port’s Communications and Community Relations team.

In August 2018, a Request for Proposals was distributed to qualified branding services agencies. Responses were received in September from 18 companies. After a preliminary review to narrow down the field, the top bidders were selected and interviewed in December. Torrance-based Stellar Agency was selected to collaborate with the Port’s Communications and Community Relations team.

In January 2019, the Director of Communications and Community Relations presented a Branding Update to the Board of Harbor Commissioners, reviewing the current brand logo, discussing the need for the Brand Refresh, detailing the selection process for the branding services contractor, providing an overview of the process to be employed and sharing ways in which the Port logo is implemented.

Following final approval of the Strategic Plan by the Board in April 2019, brand work began in earnest in June 2019; the final Brand Refresh logo treatment was approved by the Board of Harbor Commissioners in January 2020, the Brand Refresh Launch commenced in February 2020, and production of prioritized items to be rebranded is ongoing.

Elements of the Phased Brand Refresh Program:
Research Phase
June 2019
• Communications Review of the Strategic Plan and past branding documents.
• Kickoff Meeting with Port Communications and Stellar Agency team.
• Employee Survey – An email to Port employees from the Stellar team explained the Brand Refresh Project and invited staff to take a short, three-question survey. There were 144 respondents.
  1. What words would you like people to use when describing the new brand and logo for the Port of Long Beach? Select your top 5 (list provided).
  2. Taking into consideration the Strategic Plan, what themes come to mind when you think about the new branding for the Port of Long Beach? Select your top 3 (list provided).
  3. In 3 to 4 sentences, what do you feel is the single most important aspect that needs to be a part of the new Port of Long Beach brand and logo?
• Key Stakeholder Interviews – Similar questions were asked during 60 interviews with key stakeholders including harbor commissioners, Port executives, directors, other staff and the Long Beach Mayor’s Office.
  https://www.dropbox.com/s/f53zw4ccxzmIC/Data_All_190809.pdf?dl=0

Strategy Phase
August 2019
• Directional Insights – Several key insights were uncovered during the stakeholder interviews that influenced the design work shared
Q1 What words would you like people to use when describing the new brand and logo for the Port of Long Beach? Select your top 5.

Answered: 144  Skipped: 0

- Business
- Innovation
- Professional
- Community
- Environment
- Customer Service
- Diversity
- Reliable
- Operationally Efficient
- Simple
- Streamlined
- Effective
- Sustainable
- Resilient
- International
- Movement
- Confidence
- People

Brand Update Project Survey
SurveyMonkey
Q2 Taking into consideration the Strategic Plan, what themes come to mind when you think about the new branding for the Port of Long Beach?

Please select your top 3.

Answered: 144 Skipped: 0

Visionary Change
Global Leadership
Operational Excellence
Sustainable Development
Cost-Effective Solutions
Reliability & Confidence
Diversity & Inclusion
Health & Safety
Superior Governance
High-Performance Teamwork
Healthy and Prosperous Communities
Environmental Stewardship
Financial & Economic Strength

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES RESPONSES
Visionary Change 11.11% 16
Global Leadership 46.61% 70
Operational Excellence 63.08% 92
Sustainable Development 29.06% 43

Total Respondents: 144
<table>
<thead>
<tr>
<th>#</th>
<th>RESPONSES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It should be simple, modern, and understandable.</td>
<td>8/6/2019 7:02 AM</td>
</tr>
<tr>
<td>2</td>
<td>The logo should be simple, modern, and understandable.</td>
<td>8/6/2019 8:53 AM</td>
</tr>
<tr>
<td>3</td>
<td>A symbol to show established international presence in the shipping industries in the global arena.</td>
<td>8/6/2019 4:54 AM</td>
</tr>
<tr>
<td>4</td>
<td>Operational excellence and speed. Efficient movement of cargo into/out of the gateway.</td>
<td>8/7/2019 11:58 AM</td>
</tr>
<tr>
<td>5</td>
<td>The Port of Long Beach is vital to the Southern California economy, directly and indirectly.</td>
<td>8/7/2019 9:51 AM</td>
</tr>
<tr>
<td>6</td>
<td>It needs to reflect the fact that it’s a port. It should not be to “cluttered” with trying to include “all” aspects of the Strategic Plan. Sometimes simple sends a strong statement.</td>
<td>8/7/2019 8:20 AM</td>
</tr>
<tr>
<td>7</td>
<td>The Port of Long Beach has a better reputation for sustainability than that of POLB so that is where I believe the importance lies.</td>
<td>8/7/2019 3:34 AM</td>
</tr>
<tr>
<td>8</td>
<td>Including elements of Strategic Plan like operational excellence, environmental stewardship, sustainable movement of goods, cost-effective solutions and teamwork.</td>
<td>8/7/2019 12:50 AM</td>
</tr>
<tr>
<td>9</td>
<td>Continue to emphasize the green components of our Port.</td>
<td>8/8/2019 11:45 AM</td>
</tr>
<tr>
<td>10</td>
<td>We are a business partner to provide efficient, environmentally-focused facilities and low carbon footprint. clean new logo is what is needed.</td>
<td>8/8/2019 12:09 AM</td>
</tr>
<tr>
<td>11</td>
<td>It needs to be instantly recognizable.</td>
<td>8/8/2019 12:09 AM</td>
</tr>
<tr>
<td>12</td>
<td>The Port of Long Beach is vital to the Southern California economy, directly and indirectly supporting jobs across the region, and in fact to the state and national economies as well.</td>
<td>8/10/2019 9:48 AM</td>
</tr>
<tr>
<td>13</td>
<td>I liked the old logo and don’t think we should spend money on a new logo.</td>
<td>8/10/2019 9:42 AM</td>
</tr>
<tr>
<td>14</td>
<td>We are a business partner to provide efficient, environmentally-focused facilities and low carbon footprint. clean new logo is what is needed.</td>
<td>8/10/2019 9:41 AM</td>
</tr>
<tr>
<td>15</td>
<td>pick an image that shows diversity of people, innovation, name of company/department</td>
<td>8/10/2019 9:20 AM</td>
</tr>
<tr>
<td>16</td>
<td>It needs to be instantly recognizable.</td>
<td>8/10/2019 7:38 AM</td>
</tr>
<tr>
<td>17</td>
<td>The new brand/logo needs to be simple, quickly and easily understood and recognized upon first glance.</td>
<td>8/10/2019 6:52 AM</td>
</tr>
<tr>
<td>18</td>
<td>The Port of Long Beach is vital to the Southern California economy, directly and indirectly supporting jobs across the region, and in fact to the state and national economies as well.</td>
<td>8/10/2019 6:52 AM</td>
</tr>
<tr>
<td>19</td>
<td>The Port of Long Beach is vital to the Southern California economy, directly and indirectly supporting jobs across the region, and in fact to the state and national economies as well.</td>
<td>8/10/2019 6:52 AM</td>
</tr>
<tr>
<td>20</td>
<td>The new brand/logo needs to be simple, quickly and easily understood and recognized upon first glance.</td>
<td>8/10/2019 6:52 AM</td>
</tr>
</tbody>
</table>

Q3 What do you feel is the single most important aspect that needs to be a part of the new Port of Long Beach brand and logo? Please limit your answer to 3 to 4 sentences.

Answered: 117  Skipped: 27

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>It should be simple, modern, and understandable.</td>
<td>8/6/2019 7:02 AM</td>
</tr>
<tr>
<td>The logo should be simple, modern, and understandable.</td>
<td>8/6/2019 8:53 AM</td>
</tr>
<tr>
<td>A symbol to show established international presence in the shipping industries in the global arena.</td>
<td>8/6/2019 4:54 AM</td>
</tr>
<tr>
<td>Operational excellence and speed. Efficient movement of cargo into/out of the gateway.</td>
<td>8/7/2019 11:58 AM</td>
</tr>
<tr>
<td>The Port of Long Beach is vital to the Southern California economy, directly and indirectly supporting jobs across the region, and in fact to the state and national economies as well.</td>
<td>8/7/2019 9:51 AM</td>
</tr>
<tr>
<td>It needs to reflect the fact that it’s a port. It should not be to “cluttered” with trying to include “all” aspects of the Strategic Plan. Sometimes simple sends a strong statement.</td>
<td>8/7/2019 8:20 AM</td>
</tr>
<tr>
<td>The Port of Long Beach has a better reputation for sustainability than that of POLB so that is where I believe the importance lies.</td>
<td>8/7/2019 3:34 AM</td>
</tr>
<tr>
<td>Including elements of Strategic Plan like operational excellence, environmental stewardship, sustainable movement of goods, cost-effective solutions and teamwork.</td>
<td>8/7/2019 12:50 AM</td>
</tr>
<tr>
<td>We are a business partner to provide efficient, environmentally-focused facilities and low carbon footprint. clean new logo is what is needed.</td>
<td>8/10/2019 9:42 AM</td>
</tr>
<tr>
<td>We are a business partner to provide efficient, environmentally-focused facilities and low carbon footprint. clean new logo is what is needed.</td>
<td>8/10/2019 9:41 AM</td>
</tr>
<tr>
<td>pick an image that shows diversity of people, innovation, name of company/department</td>
<td>8/10/2019 9:20 AM</td>
</tr>
<tr>
<td>It needs to be instantly recognizable.</td>
<td>8/10/2019 7:38 AM</td>
</tr>
<tr>
<td>The new brand/logo needs to be simple, quickly and easily understood and recognized upon first glance.</td>
<td>8/10/2019 6:52 AM</td>
</tr>
</tbody>
</table>
2020 AAPA Excellence in Communications Awards

Port of Long Beach - Classification: Overall Campaign

Brand Update Project Survey

<table>
<thead>
<tr>
<th>SurveyMonkey</th>
<th>8/5/2019 7:46 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>Innovation, sustainability and adapting to the newest technologies in goods movement. That is what makes the Port of Long Beach stand out and what it should be really recognized for.</td>
</tr>
<tr>
<td>51</td>
<td>The new GDB-Bridge, rail efficiency, customer service</td>
</tr>
<tr>
<td>52</td>
<td>It needs to be vibrant, bold and uncomplicated. It should not be something that looks like a good object to debate in an abstract museum.</td>
</tr>
<tr>
<td>53</td>
<td>The single most important aspect of cargo movement. I would also like to more professional looking Port logo because ours isn’t compared to other ports or businesses.</td>
</tr>
<tr>
<td>54</td>
<td>To be honest, I was fine with the old logo. I don’t know why we are changing it.</td>
</tr>
<tr>
<td>55</td>
<td>These are the four most vital for you.</td>
</tr>
<tr>
<td>56</td>
<td>Logo needs to symbolize cooperation and global</td>
</tr>
<tr>
<td>57</td>
<td>Timeliness so that the brand can progress along with the Port and not require future rebranding. Simple and sleek yet strong and solid. Great toward attracting new business.</td>
</tr>
<tr>
<td>58</td>
<td>The Port is an innovative, global leader in enabling international commerce for the benefit of many while doing so in an environmentally friendly and sustainable way.</td>
</tr>
<tr>
<td>59</td>
<td>Showing the world the Port of Long Beach is a leader in innovation and we are always thinking ahead of all other Ports.</td>
</tr>
<tr>
<td>60</td>
<td>Adapting to changes in the industry and technology, and embracing change early on to be the Port of the future, today.</td>
</tr>
<tr>
<td>61</td>
<td>The port’s role as an economic engine in SoCal echos the nation’s providing jobs and income – and the belief that we can be a global industry leader, protect the environment and be a good community partner.</td>
</tr>
<tr>
<td>62</td>
<td>Autonomous leadership, driven by a common sense pursuit of obtainable goals, noticed or dominated by a 1000 stylo objects.</td>
</tr>
<tr>
<td>63</td>
<td>It needs to be simple, clean, and not colorful. It needs to be modern like our new headquarters. It needs to incorporate “the Green Port”.</td>
</tr>
<tr>
<td>64</td>
<td>The logo should be able to convey, through imagery, the purpose of the Port (cargo movement), and stewardship of the future environment in which we exist - focusing on the “green port” will surely be a good focus as we move towards zero emissions. We are not changing the purpose or means of the Port, just “how” we do business. Good luck!</td>
</tr>
<tr>
<td>65</td>
<td>Simplicity</td>
</tr>
<tr>
<td>66</td>
<td>The fact that we’re the Green Port with the 3 mentioned above that are the strategic pillars.</td>
</tr>
<tr>
<td>67</td>
<td>The branding of the Port should reflect the items the industry prides itself on and wants to continue to reflect upon. That brand must incorporate the global and local economy which shows the importance of the port and not just to be environmentally conscious. At this point in marketing, many brands are finding success in simplistic logos, which I believe the Port could benefit from.</td>
</tr>
<tr>
<td>68</td>
<td>We are an organization run by people who are experts in our respective fields. The administration of the Port is not automated, we are actual people.</td>
</tr>
<tr>
<td>69</td>
<td>The Port of Long Beach is an innovative and a visionary port. We cannot forget that we have been and continue to be leaders of environmental stewardship. The Port will remain focused financial and economic strength and utilize these resources to continue to be global leaders of the environment, but also create efficiencies for the port complex in order to allow for growth and opportunities within the global market.</td>
</tr>
<tr>
<td>70</td>
<td>As stewards of the port, we foster the culture of hard work and teamwork, to respectfully and efficiently interact with all stakeholders. We support each other, and our customers support to exceed expectations.</td>
</tr>
<tr>
<td>71</td>
<td>Clear, thoughtful design, even better. If it has express. A brand that evokes and reflects the Port’s confidence in its positioning.</td>
</tr>
</tbody>
</table>

Brand Update Project Survey

<table>
<thead>
<tr>
<th>SurveyMonkey</th>
<th>8/5/2019 7:46 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>72</td>
<td>Our logo needs a clear purpose, not one that endeavors to be everything to everyone (even though we already do that as an organization). We need something that is strong, purposeful, and clear.</td>
</tr>
<tr>
<td>73</td>
<td>Core. Make a logo that says POLA with a grytone crane lowering the t into position with a setting sun in the background to the right and two beams lighting up the upper right corners of each letter.</td>
</tr>
<tr>
<td>74</td>
<td>Global Leadership, Environmental Stewardship, High Performance Teamwork</td>
</tr>
<tr>
<td>75</td>
<td>The brand's commitment to environmental stewardship and the Port's commitment to environmental stewardship at all while increasing cargo volumes and creating jobs.</td>
</tr>
<tr>
<td>76</td>
<td>Focus on the leadership and keep the branding and logo simple, sleek, and modern.</td>
</tr>
<tr>
<td>77</td>
<td>Responsible because of their operational efficiency, environmental sustainability, and social responsibility with the community the Port services.</td>
</tr>
<tr>
<td>78</td>
<td>Emissions in the green port theme as climate change is the primary concern of the new generation of leaders and which would reflect our commitment to the environment and set us apart from other Ports.</td>
</tr>
<tr>
<td>79</td>
<td>Remaining the “green port”</td>
</tr>
<tr>
<td>80</td>
<td>The new logo should first and foremost endorse what the Port base for a living and that it is to move cargo and maintain its place as a primary gateway for international trade. Cargo movement and business at the site stands for the Port and the City of Long Beach.</td>
</tr>
<tr>
<td>81</td>
<td>Worldwide network. Working with other countries.</td>
</tr>
<tr>
<td>82</td>
<td>Simplicity</td>
</tr>
<tr>
<td>83</td>
<td>A new logo should be both simple and streamlined with a professional and strong look. This logo should be something that can be easily recognized by the Port and its constituents and moved across documents, business cards, teammate shirts, flyers, community event materials, etc.</td>
</tr>
<tr>
<td>84</td>
<td>The new logo needs to incorporate “the Green Port”.</td>
</tr>
<tr>
<td>85</td>
<td>Logo should have a modern look. Logo should have a deeper meaning or layer which could be used as a talking point when exchanging business cards.</td>
</tr>
<tr>
<td>86</td>
<td>Global Leader</td>
</tr>
<tr>
<td>87</td>
<td>It should have strong characteristics without too many symbols of significance; “less is more” approach. Should be fairly monochromatic so it translates well between printed paper products, digital age, and promotional items as well as social media.</td>
</tr>
<tr>
<td>88</td>
<td>Clear efficient operations providing a needed and good service. Not some mega industrial 1-1 created organization perpetually chasing record volumes, record vessel sizes, and the press it brings to feed out titanic insecure ego.</td>
</tr>
<tr>
<td>89</td>
<td>It doesn’t need to convey as much hope for the future (i.e. “strategic change”) or outdated references (“high-performance team” it needs to convey the now. Operational excellence, global leadership and environmental stewardship-things we excel at right now in the moment to continue forward.</td>
</tr>
<tr>
<td>90</td>
<td>The “Environment”</td>
</tr>
<tr>
<td>91</td>
<td>Preservation of sea life and improvement of the ocean environment as it pertains to the life within it. Everyone loves the sight of a dolphin, sea lion or pelican-but these animals won’t be around unless we-meaning the community, the future generations, and the POLB and all other entities that have an impact and a responsibility for our oceans. actively work to repair the damage that has already been done and prevent new damage.</td>
</tr>
<tr>
<td>92</td>
<td>A focused and straightforward brand</td>
</tr>
<tr>
<td>93</td>
<td>Excellence is what the Port of Long Beach strives for everyday and building new infrastructure to better the future.</td>
</tr>
<tr>
<td>94</td>
<td>Dynamic and timeless design to inspire customer loyalty and employee pride.</td>
</tr>
<tr>
<td>95</td>
<td>Diversity and Inclusion</td>
</tr>
<tr>
<td>96</td>
<td>Leader in shipping transportation industry. Serving the shipping industry with the future in mind. Stable and dependable.</td>
</tr>
</tbody>
</table>

---

2020 AAPA Excellence in Communications Awards

Port of Long Beach - Classification: Overall Campaign
97 | Plain and simple “Striving for Excellence” it says it all.
8/5/2019 6:49 AM

98 | Efficiency & simplicity. Ability to move cargo at a faster speed with simplicity.
8/5/2019 6:48 AM

99 | Environmentalism is a big part of the Port’s identity. Any nod to that attribute is appreciated!
8/5/2019 6:48 AM

100 | I think keeping the Green Port as part of the brand and logo is important. It shows that we are committed not just to the environment but also the health of the people who live nearby. If that is discarded for a more “professional” brand, it looks like we no longer care about the environment or the community and that we’re willing to throw their health away for our bottom line.
8/5/2019 6:48 AM

101 | Operational Excellence in the movement of goods.
8/5/2019 6:48 AM

102 | I think a simple logo with a globe would be nice.
8/5/2019 6:48 AM

103 | The Port’s environmental commitments and the Green Port Policy.
8/5/2019 6:47 AM

104 | Sustainable movement of cargo. We are a part that moves goods for the benefit of the local and national economy and limits the negative impact on the local community.
8/5/2019 6:47 AM

105 | Global environmental consciousness and awareness.
8/5/2019 6:47 AM

106 | Visibility be the Green Port.
8/5/2019 6:46 AM

107 | Integrity.
8/5/2019 6:46 AM

108 | Simple.
8/5/2019 6:46 AM

109 | We can move your cargo faster and more reliable than anyone else.
8/5/2019 6:45 AM

110 | Focus, My opinion prefers simple and direct brand and logo without trying to capture multiple different points.
8/5/2019 6:45 AM

111 | Operation Excellence and environmental stewardship.
8/5/2019 6:44 AM

112 | Brandability. A single look, and you should know it’s the Port of Long Beach.
8/5/2019 6:44 AM

113 | The existing brand/logo is very cool. Since the port is essentially two game in town venture (the other is LA, and they are really one), branding is not as vital for the port as for a consumer packaged goods company. Use the funds to pay down POLB debt or a refund to customers.
8/5/2019 6:44 AM

114 | Reliable efficient delivery of cargo.
8/5/2019 6:43 AM

115 | Being recognizable and immediate association to the Port when the logo is seen.
8/5/2019 6:42 AM

116 | Sustainable movement and environmentally aware.
8/5/2019 6:42 AM

117 | Business friendly and quick to respond to customer requests.
8/5/2019 6:41 AM
in an Identity Workshop:
1. There is strong alignment on the current brand and its legacy;
2. Executive stakeholders were overwhelmingly focused on the future of the Port;
3. Employees were more focused on the legacy brand aspects;
4. Innovation is a golden thread that connects nearly every aspect of the Port;
5. The top Core Themes emerged as: Operational Excellence, Operational Efficiency, Customer Service, Innovation, Teamwork and Visionary Leadership;
6. Versatility is important in creating a flexible and adaptable brand story.

- Identity Workshop – The Project team conducted a series of discussions about logo concept categories (Conceptual, Pictorial, Relational and Typographical) and typography styles and were asked to select preferences.

Design Phase
September-December 2019

- Brand Reviews – A series of Brand Reviews were scheduled, with each review incorporating input from the prior review and narrowing the focus from many options to a few selected “brand stories” based on the resulting Themes (Business, Innovation, Operational Excellence, Leadership, Community, Sustainability, Reliability) and Attributes (Friendly, Approachable, Dynamic-Active, Smart, Timeless, Forward Looking).

1. Based on all the input, Brand Stories were developed around three themes with accompanying key words and logo designs: Story 1: Innovate, Story 2: Embrace, Story 3: Lead.
2. Tagline options were considered to accompany the logo.

Approval
January 2020

- Final Logo/Tagline selection and Approval – The final presentation to the Board of Harbor Commissioners was scheduled for January 13, 2020. Three final versions were presented to the Board with the recommendation from the Brand Refresh team to select the option based on Story 1: Innovate. The Board voted to approve the recommendation.

https://stellaragency.app.box.com/s/1vcktibrkhbx8b83wqij2o9gzb9jpjy/file/594958816971

- Design and Copy Elements of the New Logo – The clean, symbolic lines of the new logo, which shows a cargo container at an angle, doubles as a check mark. Animation of the new logo, created for use in video production, indicates the checking action. The shape of a container forms the foundation of the logo, as it does for the maritime shipping industry. The check mark denotes progress, achievement and action. Together, they are aligned with the Port’s ongoing commitment to both a healthy environment and a strong economy. The logo comes with a palette of colors led by a bold hue of turquoise. This bright and singular color -- which itself is a combination of green and blue -- succinctly symbolizes the combination of the Port’s “green” environmental focus and the “blue” business focus of a deep-water port. The primary tagline is “The Port of Choice,” which reinforces the Port’s drive to compete and collaborate, but alternate taglines may be substituted or additional design elements added for specific programs or events.


Brand Refresh Launch & Implementation
February 2020

The launch of the new brand and logo was planned in three phases: Planning, Internal Launch and External Launch, ultimately targeting all Port stakeholders including:

- Port of Long Beach staff
- City/government
- Business community
- Tenants
- Vendors/partners
- Community
- News media
Story 2: Embrace

Innovate. Partner. Expand. Neighbor. The Port of Long Beach enthusiastically embraces the many merits of its ports. We believe in diversity, inclusion, and teamwork. We are actively engaging the future by developing successful partnerships that facilitate our mission to support the local and global community. We are constantly searching for new ways to connect, share, and invest the efforts of our global and local communities.

Together we are stronger.

Story 3: Lead

We believe the best way to lead is by example. The Port of Long Beach is committed to guiding the way in a sustainable future. To delivering operational excellence and safeguarding our environment. To maintaining a healthy, robust economy that delivers the goods to our international business community. We are the blueprint for the future of the shipping industry.

Exceeding expectations. And leading the way. Follow us to brighter futures.
Phase 1 – Planning
This included building the internal/external team responsible for planning, managing and executing the brand launch; developing the physical and digital materials required to launch the brand internally and externally, and identifying business collateral to update first, including stationery, PowerPoint templates, promotional materials, forms, signage, uniforms, fleet logos, advertising, news release templates and social media.

Visual Identity Elements Guide – This Guide was produced by the Brand Refresh team as a reference for all uses, by the Port design team or others (internal or external) incorporating the new logo in projects. It includes instructions for proper usage of the visual elements of the new brand identity and includes:

- An Introduction of the brand and its development;
- Brand Identity Elements, including preferred uses, color selections, typography, and proper format;
- Examples of Brand Identity, including an Identity System Overview and examples of how the new logo and tagline should be represented on everything from pencils and pins, to uniforms, vehicles and billboards.

Phase 2 – Internal Launch

- Brand Ambassadors – During Phase 1, directors of each of the Port’s 21 divisions appointed a Brand Ambassador to assist their staff with the implementation phase. They were trained to be brand advocates and the divisional go-to person for employees with Brand questions. Twice-monthly meetings are scheduled with the Communications team to discuss needs, issues or questions raised within the divisions. Their first assignment was to inventory items to be rebranded and provide a prioritized list to Communications for implementation. That implementation is underway and ongoing.

- POLB Brand Refresh Launch Presentation – At a Brand Ambassadors Kickoff Celebration, the Communications Director shared a PowerPoint presentation introducing the new logo and its design elements, Brand Ambassador responsibilities, the internal and external soft roll-out process, and more.

- Dear Teammates Letter – The Port Executive Director emailed a letter to all Port Teammates introducing the new logo, its creative evolution, what it symbolizes and encouraging participation in implementing use of the new brand mark.

- Employee events will encourage ongoing engagement, education and excitement among employees with posters, promotional items and other employee workspace reminders.

Phase 3 – External Launch
Following Board approval of the new logo and tagline January 13, 2020, it was introduced to the public on January 22 at the annual State of the Port event, a review of the Port’s past year and preview of the year ahead, attended by hundreds of community and industry leaders.

Plans for the external launch involved:

- Collaborating with internal public-facing and external media relations;
- A news release launching the new brand, in conjunction with the launch of the Port’s new website, which incorporates the new logo and brand strategy;
- Educating public-facing Port employees about the new brand and logo, particularly Business Development and Community Relations;
- Creating talking points, based on the brand guidelines.
- Producing a video telling the story of the Brand Refresh for use with business audiences (in production); a shorter “sizzle reel” version for presentations and social media is complete and can be seen here.

https://youtu.be/SOt6BDt-9wc
Branding is more than just a name and a logo. It encompasses all of the ways that we present ourselves as an organization — the quality of our services, the tone of our interactions with local and trade communities, the look of our publications and the quality of information we share. These factors, among others, combine to express who we are, what we do and what we value.

By carefully managing our brand, we can cultivate our presence, create enduring relationships as we continue to grow, stand apart from other ports worldwide and shape the communities around us. **Ensuring consistent representation of the Port of Long Beach brand is a responsibility we all share.**

Please consult with the Port’s Communications and Community Relations Division for proper usage of the new brand and logo. Your collaboration in this initiative will help the Port communicate and achieve its goals and objectives.
0.2 A New Brand For A Brand New Era

In 2020, the Port of Long Beach’s new logo is ushering in an exciting era for the Port. Talented designers created the logo as part of a larger Brand Update initiative that began in 2019.

The Port of Long Beach’s new logo places additional emphasis on operational excellence and customer service. The shipping industry is a global, highly competitive business. Clear, thoughtful communication of the Port’s strengths is paramount. The new logo effectively captures the innovation, leadership and collaboration that are the essence of the Port.

In clean, symbolic lines, the new logo shows both a cargo container at an angle and a check mark in a box. The container represents the foundation of our cargo business, and the check mark denotes progress, action and achievement. The mark as a whole presents a clear, recognizable symbol of the Port’s prowess as a provider of sustainable, responsible and efficient services and facilities. The new brand arrives with a carefully selected palette of colors led by a bold shade of turquoise. This bright, singular tone is a combination of two colors – the “green” of proven environmental commitment and the “blue” business focus of a leading deep water port.

The Port of Long Beach will primarily use the tagline “The Port of Choice,” which emphasizes our drive to compete and collaborate. Other taglines may be developed over time or to support specific events and/or initiatives.
BRAND IDENTITY ELEMENTS

1.1 Our Preferred Logo

Creating a consistent presentation of our brand is an important part of building visual equity with our new logo. To ensure that it will always represent the Port in the most effective way, we must present it carefully and consistently across all channels of communication including print, digital, outdoor, packaging, signage, etc. With this in mind, we have developed a Preferred Logo.

The version below represents our Preferred Logo. While other variations of the logo exist, these alternate versions have largely been developed for specific usage occasions. The Preferred Logo should always be used unless there is a specific need and/or usage occasion that dictates using an alternative version of the logo.
1.2 Our Preferred Logo: Alternate Versions

We have provided, Two-Line and Vertical alternate versions of the Preferred Logo to accommodate different usage needs and varying layouts. These should only be used when the Preferred Logo will not work with the anticipated usage parameters.
1.3 Our Environmental Logo

The version of the logo below is referred to as the Environmental Logo and includes the Port’s legacy tagline, The Green Port. The Horizontal lock-up should be used unless there is a specific need for a different version.

The Environmental Logo can be used when addressing issues or initiatives related to the environment and the Port’s environmental stewardship.

Please consult with Communication Division for proper usage.
1.4 Our Environmental Logo: Alternate Versions

We have provided, Vertical, Single-Line and Two-Line alternate versions of the Environmental Logo to accommodate different usage needs and varying layouts. Please consult with Communications Division for proper usage.
1.8 Improper Usage

Our logo should always be used in accordance with the guidelines set forth in this document. Do NOT change or modify the specifications of the logo. Improper use of the logo dilutes our brand and potentially compromises our ability to legally protect it. While the number of potential improper usage situations is virtually endless, we have attempted to illustrate some of the more common improper usage scenarios below.

**AS A RULE OF THUMB, “WHEN IN DOUBT, THROW IT OUT.” IF THERE IS ANY DOUBT ABOUT THE WAY YOU ARE USING THE LOGO THEN YOU ARE PROBABLY NOT ADHERING TO OUR USAGE GUIDELINES AND SHOULD LOOK FOR A WAY TO USE OUR PREFERRED LOGO.**

- **DO NOT** add effects to the logo.
- **DO NOT** combine any unapproved typographic elements with the logo.
- **DO NOT** crop the logo in any way.
- **DO NOT** change the relationship of the mark to the logotype.
- **DO NOT** change any colors in the logo.
- **DO NOT** distort the logo in any way.
- **DO NOT** change the orientation of the logo in any way.
- **DO NOT** place the logo in a frame or shape.
- **DO NOT** place the full color logo on a background color other than white.
- **DO NOT** place the full color logo over photos or images.
- **DO NOT** display the logo on tinted image.
- **DO NOT** display the logo on tinted image.
- **DO NOT** stretch or alter logo mark proportions.
- **DO NOT** rearrange the Horizontal Version to create a Vertical Version.
1.9 Logo Color Variations

There are inevitably situations when using our Preferred Logo in its full-color version may not be practical or possible due to limitations in printing, color and/or available space. For these situations, we can use one of the Secondary Logo versions. These include the Full-Color Logo, One-Color Logo (POLB Turquoise, POLB Navy, POLB Platinum), Black Logo or White Logo versions.
1.10 Logo and Photography Usage 1

All white versions of the logo (Preferred, Environmental, Alternates) can be used with a non-tinted photographic background. This usage pattern first requires careful attention to the photograph. Some photo images are not well suited for this, especially photographs that are busy and have a high level of visual noise. Placing the logo over a busy image, or a busy portion of the image, will result in a less than stellar application. Select photos and images that will complement, rather than detract from, the Port’s logo. When considering where to place the logo within an image (see below), choose an area that is not busy.

DO NOT place the logo over busy background.

Logo should be displayed on images that complement the logo.
1.13 Color Palette

The color palette is anchored around POLB Turquoise. As you probably know, Turquoise is a combination of Green and Blue. POLB Turquoise is therefore derived from a combination of the Green aspect of the Port, which speaks to its environmental stewardship, and the Blue aspect of the port, which speaks to its deep-water foundation and business/operational excellence.

POLB Navy and POLB Accent Yellow were selected because they provide a strong, yet complementary contrast to POLB Turquoise.
### 1.14 Typography

The typographic families used in our logos include Fedra Sans and Fedra Serif. These two typefaces were chosen for their legibility, flexibility, character, and complementary designs. Both typefaces communicate prestige and elegance, and each can be set in both text and display sizes. Use Fedra Serif for headlines and body copy. Use Fedra Sans for captions, subheadings, and technical copy. The heavier weights should be used only for emphasis and/or secondary typographic hierarchy. The italic weights should only be used for captions and to emphasize body copy or to set the titles of certain publications.

To obtain either typeface family, please contact the Communications Division.

For general usage, please use Calibri for stationary and email and Tahoma for powerpoint presentations.

<table>
<thead>
<tr>
<th>BRANDING</th>
<th>Font (Preferred)</th>
<th>Book</th>
<th>Demi</th>
<th>Medium</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fedra Sans</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fedra Serif (Alternate)</td>
<td>Book</td>
<td>Demi</td>
<td>Medium</td>
<td>Serif</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*Port of Long Beach Visual Identity Elements Guidelines V 0.14*
1.16 Graphic Motif
**BRAND IDENTITY ELEMENTS**

### 1.17 File Format: Our Preferred Logo Horizontal

Our logos are provided in a variety of file formats to accommodate all anticipated usage occasions. This page lists the file formats available for reproduction of the Preferred Logo, Horizontal Version. All versions of the logo were created with either Adobe Illustrator® or Adobe Photoshop® and are categorized by file type below.

For all screen-based applications, use the .JPG or .PNG versions of the logo. For all print applications, the .EPS versions should be used. If you need digital artwork or an alternative file format for a specific usage occasion, contact the Communications Division.

<table>
<thead>
<tr>
<th>Logo Variation</th>
<th>Full Color (4 color)</th>
<th>Full Color (2 color)</th>
<th>POLB Turquoise</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>POLB_PC_h_4c.eps</td>
<td>POLB_PC_h_4c.jpg</td>
<td>POLB_PC_h_1c_t.eps</td>
<td>POLB_PC_h_1c_k.eps</td>
<td>POLB_PC_h_1c_w.eps</td>
</tr>
<tr>
<td></td>
<td>POLB_PC_h_4c.jpg</td>
<td>POLB_PC_h_4c.pdf</td>
<td>POLB_PC_h_1c_t.jpg</td>
<td>POLB_PC_h_1c_k.jpg</td>
<td>POLB_PC_h_1c_w.jpg</td>
</tr>
<tr>
<td></td>
<td>POLB_PC_h_4c.png</td>
<td></td>
<td>POLB_PC_h_1c_t.png</td>
<td>POLB_PC_h_1c_k.png</td>
<td>POLB_PC_h_1c_w.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_1c_b.eps</td>
<td>POLB_PC_h_1c_b.eps</td>
<td>POLB_PC_h_1c_g.eps</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_2c_b.jpg</td>
<td>POLB_PC_h_2c_b.jpg</td>
<td>POLB_PC_h_1c_b.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_2c_b.pdf</td>
<td>POLB_PC_h_2c_b.pdf</td>
<td>POLB_PC_h_1c_b.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_2c_b.png</td>
<td>POLB_PC_h_2c_b.png</td>
<td>POLB_PC_h_1c_b.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_1c_g.eps</td>
<td>POLB_PC_h_1c_g.jpg</td>
<td>POLB_PC_h_1c_g.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_1c_g.jpg</td>
<td>POLB_PC_h_1c_g.pdf</td>
<td>POLB_PC_h_1c_g.png</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>POLB_PC_h_1c_g.png</td>
<td>POLB_PC_h_1c_g.png</td>
<td>POLB_PC_h_1c_g.png</td>
</tr>
</tbody>
</table>

Port of Long Beach Visual Identity Elements Guidelines V 0.14
2.2 Pins

Port of Long Beach Visual Identity Elements Guidelines V 0.14
2.3 Business Card
BRAND IDENTITY APPLICATIONS

2.4 Stationery
2.6 Pencil

Port of Long Beach Visual Identity Elements Guidelines V 0.14
BRAND IDENTITY APPLICATIONS

2.10 Vehicles

Port of Long Beach Visual Identity Elements Guidelines V 0.14
BRAND IDENTITY APPLICATIONS

2.11 Billboards

Building

Street
2.12 Lobby Signage

**Full Color Applique**
YES: Light-tone or white walls

**Platinum (Extruded)**
YES: Colored or dark-tone walls

**Brushed Metal (Extruded)**
YES: Light-tone or white walls

NO: Brightly colored or dark-tone walls

NO: Walls of a similar tone

Sample Platinum Texture

Sample Brushed Metal Texture
Communications Outcomes and Evaluation Methods

- The Port of Long Beach Brand Refresh Program was completed by the Stellar Agency, in collaboration with the Port of Long Beach Communications and Community Relations Division, below the $300,000 budget cap.
- The project timeline was extended from the original 13 weeks (June-September 2019), to run through January 2020 when the new logo was approved by the Board of Harbor Commissioners.
- The Brand Ambassador program is in place and meeting twice monthly to raise and address any issues among the ambassadors’ respective Port divisions.
- Integration of the new logo has begun and is ongoing. First in production are everyday business-related materials including business cards, letterhead, stationery, car decals, promotional items and all marketing materials including banners, signage, community banner tents and more.
- Integration of the new logo and tagline is ongoing, based on prioritized lists provided to Communications by division Brand Ambassadors.

“I am very proud of the working team that completed this Brand Refresh and Launch project. The Port’s Communications and Community Relations Division always does top-notch work, and Stellar Agency team members provided outstanding professional branding services. The enthusiastic involvement of everyone at the Port, from Commissioners to our Brand Ambassadors and division employees, was also key to our success. This logo demonstrates the business innovation, leadership and collaboration that we are known for.”
– Mario Cordero, Executive Director, Port of Long Beach

“The new logo and website reflect the evolution of the Port of Long Beach’s goals and objectives as a conduit of international commerce, and provide a showcase for our prowess as an economic engine and a provider of sustainable, responsible and efficient services and facilities, making us truly “The Port of Choice” for our industry partners.”
– Dr. Noel Hacegaba, Deputy Director of Administration and Operations, Port of Long Beach
“Our existing brand, initiated in 2007, helped to communicate our vibrant presence in the community as well as our commitment to environmental sustainability. Those are, and will continue to be, very significant parts of the Port’s brand promise. We will continue with our Green Port objectives while making strides with our community initiatives. The new mark helps to round out these established qualities with our emphasis on operational excellence and customer service that is key to our continued success.”
– Kerry Gerot, Director of Communications and Community Relations, Port of Long Beach

“The Port of Long Beach has a nuanced brand promise because it connects commerce and community. We are deeply committed to the region and our neighbors, as well as our global customers and partners. Our new updated brand is a reflection of our green history combined with a strategic investment in the future. I am confident that it has helped us capture the innovative identity of the Port of Long Beach and I’m proud of the image we have to convey to the world.”
– Stephanie Montuya-Morisky, Assistant Director of Communications and Community Relations, Port of Long Beach

“I think the former Port brand was cool. It was very innovative and broke a lot of rules. But the visual elements of our new brand are designed to be more adaptable to modern electronic distribution of information and social media, something that was not so prevalent in 2007. The new logo is more successfully reproduced, losing less clarity and detail, on everything small to large, pencils to billboards. Also, our logo is often incorporated in materials produced by outside stakeholders, and this new logo stands out better, particularly in the company of other industry logos.”
– Jen Choi, Manager of Creative Arts and Design, Communications & Community Relations Division, Port of Long Beach

“I really love the new color – the turquoise is a great color.”
– Julia Perkins, Engineering Design Division Brand Ambassador, Port of Long Beach

Follow the Port of Long Beach: