HOW DO WE DIFFERENTIATE US FROM THEM?
THEM (OTHER PORTS)
BRAND

A “promise” and “visual identity” used to distinguish an organization from competitors and create a memorable impression in the minds of the public.
CURRENT BRAND PROMISE

At the Port of Long Beach, we believe that integrating our economic and environmental interests helps every member of our local and trade communities flourish.

We are a catalyst for a vibrant Long Beach, spearheading an ongoing cooperative effort that brings together all of our valued Port stakeholders, and developing industry-leading policies and procedures that consider health, safety and environmental factors in every decision.

Shaping a vibrant community.
## CURRENT BRAND PLATFORM

<table>
<thead>
<tr>
<th>WHAT WE PROVIDE</th>
<th>ECONOMIC VITALITY, ENVIRONMENTAL HEALTH AND COMMUNITY INTEGRITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY WE PROVIDE IT</td>
<td>SO THAT EVERY MEMBER OF OUR TRADE AND LOCAL COMMUNITIES CAN FLOURISH</td>
</tr>
<tr>
<td>HOW WE PROVIDE IT</td>
<td>BY BEING A CATALYST THAT ADVANCES ECONOMIC AND ENVIRONMENTAL INTERESTS</td>
</tr>
<tr>
<td>WHO WE ARE</td>
<td>PROACTIVE COLLABORATIVE INSPIRING</td>
</tr>
</tbody>
</table>
OUR EVOLVING VISUAL IDENTITY

1970s  1980s  2008
US
A BRAND IDENTITY THAT DISTINGUISHES US AND PROMOTES INSTANT RECOGNITION

Port of LONG BEACH
The Green Port
OUR BRAND IDENTITY EXISTS IN EVERYTHING WE DO.
TIME FOR AN UPDATE...
BUSINESS CHANGES
BRANDING UPDATE
(BEFORE AND AFTER)
BRANDING UPDATES
(BEFORE AND AFTER)
NEW BRANDS FOR BUSINESS COMPETITIVENESS

(BEFORE AND AFTER)
NEW LOGOS FOR SMARTPHONE AGE
(BEFORE AND AFTER)
BRAND STRATEGY PROCESS

- Brand Strategy
- Identity Development
- Brand Alignment
- Launch + Implementation
SO FAR

- Harbor Commission approved FY19 budget including $300,000 for brand consultant (June 2018)

- Requests for Proposals
  - Memo to Board on release of RFP for consultant (August 2018)
  - 18 firms respond to RFP (September 2018)
  - Top firms interviewed (December 2018)
IMPLEMENTATION
PHASED RE-BRANDING
BANNERS, STATIONERY, PROMOTIONAL ITEMS
STREET SIGNS
VEHICLES
BUILDING SIGNS
QUESTIONS