

# BECOMING WASHINGTON'S WORKING PORT

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## THE PORT OF LONGVIEW'S BRANDING JOURNEY LEADS THEM BACK TO THEIR ROOTS

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WORD COUNT: 675

### SUMMARY

FOR YEARS THE PORT OF LONGVIEW STRUGGLED WITH ITS IDENTITY. FINALLY IN 2014, THE PORT EMBRACED ITS DEEPLY ROOTED BLUE-COLLAR HISTORY AND DECLARED THEMSELVES PROUDLY AS WASHINGTON'S WORKING PORT.

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**THE PORT OF LONGVIEW'S BRANDING JOURNEY  
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INTERNATIONAL ASSOCIATION OF PORTS AND HARBORS  
2015 COMMUNICATIONS AWARD ENTRY

## BACKGROUND

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Over the course of nearly ten years, the Port of Longview struggled to embrace a visual identity that reflected all that it had to offer. We itched in our own skin, not ever feeling like we were truly representing the real us. We went through the motions of new fancy colors and different marketing materials, but still we were not yet at ease.

Year after year we struggled to find a professional design partner. In 2014, the Port joined forces with Pacific Northwest design partner Rusty George Creative (RGC) that stopped telling us what we needed and instead listened to what we wanted.

As a result of a long and thoughtful rebranding process, the Port of Longview is finally home, which is where we had been all along. All we had to do was look in the mirror to find what set us apart from the competition, what made us our community's port.

Over the course of nearly a year, the Port worked closely with RGC to execute branding and identity ideas that had been carrying around all along - to visually represent what we have to offer our customers and our neighbors.

Our identity crisis has finally ended and our journey brought us home, back to our blue-collar roots.

## PURPOSE

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The purpose of the project was two fold. Most obviously, we needed a stable foundation from which we could build our communications tools. We needed standard colors, design guidelines, a logo.

Most importantly, we needed an identity that would embrace and promote our strengths, that created a sense of team and that was something we could truly be. Time to be proud of ourselves.

## AUDIENCE

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**CUSTOMERS.** Many of the value-added cargo services we were providing at the Port were never promoted as strengths because they were just part of what we do to get the job done. We didn't consider ourselves heroes for going above and beyond for our customers or think that our cargo handling solutions were anything more than just doing what had to be done. Through this process we found that who we are inherently is our strength and that by promoting it we could attract additional business.

**COMMUNITY.** Our new brand is truly a reflection of our community - honest and hard working. Instead of just saying "we create local jobs", we wanted to show them. This process removed the corporate fluff and allowed us to show the people, to use images and references that my neighbors can relate to. In this new brand our community truly sees their reflection and knows that we are working hard on their behalf.

## METHODOLOGIES

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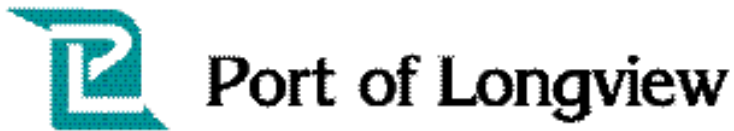
In the beginning this was a dreadful process - just plain ugly. We knew that in order to find our strengths we had to identify our weaknesses. We had to boil it down to find out what was truly thought of the Port. We knew it would hurt. The anticipation of the pain was the worst. Surprisingly, what we had all along considered our weaknesses were truly our strengths. But let's not kid ourselves, it wasn't all roses. This is the path we followed. design > discover > strategize > shape > execute > evolve

## ANALYSIS

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This process has been one of the most difficult, yet rewarding projects of my career. It's taken multiple tries, several years and two CEO's, but we did it. We have finally established our place in the world as Washington's Working Port.


In late 2014, we unveiled the project to all of Washington State's 75 ports and received overwhelming accolades. One partner said, "this is what we should all be doing." Our legislative leadership and congressional partners have praised our efforts. Our community has thanked us for honestly and proudly representing it. Our staff believes in it. This is who we are and what we do - and we're proud of it. In my opinion, it doesn't get more successful than that.



THIS IS WHERE IT ALL STARTED. A GIANT IDENTITY CRISIS.

**Launching January 2009**

Monthly barge service to Honolulu, Hawaii and surrounding islands.



Longview, WA to Barber's Point, Oahu


Port of Longview direct to Hilo, Hawaii

All Steel Products, Lumber, Building Materials & Palletized Goods

Offering 40' Flat Racks & Containers

Inside & Outside Storage Options Available

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PORT OF LONGVIEW CONTACT: Valerie Harris (360) 425-3305 | vharris@portoflongview.com



**PORT OF LONGVIEW**  
Longview, Washington, USA



**Strength in Numbers.**

The Port of Longview is proud to announce the arrival of our second mobile harbor crane. Your cargo can now be handled faster and more efficiently than ever before. Call or click today and discover what the power of two can mean for your cargo.

Visit [www.portoflongview.com](http://www.portoflongview.com)

**PORT OF LONGVIEW**  
*get connected.*

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➤ **\$444 MILLION** FOR LOCAL BUSINESSES

➤ **1 IN 10 LOCAL JOBS**

➤ **\$5.2 MILLION** FOR LOCAL SCHOOLS AND ROADS

CLICK TO LEARN ABOUT THE ECONOMIC BENEFITS THE PORT GENERATES FOR THE LOCAL COMMUNITY.



**PORT OF LONGVIEW**



**GLOBAL CARGO CONNECTIONS**



**PORT OF LONGVIEW**

[www.portoflongview.com](http://www.portoflongview.com)



## SO FIRST, WE WROTE OUR STORY

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As one of the first ports in the state of Washington, the Port of Longview has long prided itself on its hard working labor force and deep roots in the state's blue-collar industries. A collection of hardy longshoremen, millwrights and other laborers and operators who work hard and play hard, thinking up custom solutions and innovations that ultimately help businesses thrive. Supported by a management team that's not afraid to get their hands dirty, when there is work to be done, its all hands on deck – literally and figuratively.

More than its stalwart crew, the Port works for the community as an economic driver for a variety of industries and businesses within Longview and the surrounding area. The Port of Longview creates jobs, supports local programs and contributes revenue back to the community to continually improve the quality of life for its residents.

On a larger scale, the Port works for national and worldwide commerce. Serving as the connection point between Washington's exports and the rest of the world, the Port of Longview makes international trade possible, whereby supporting the global economy as well as our national infrastructure.

We are Washington's Working Port.





## THEN, WE BUILT OUR LOGO

Creating a logo that captures nearly 100 years of history is no simple task. Rusty George Creative worked closely with the Port of Longview to understand what makes the Port tick and how to create a logo that represents the blood, sweat and tears that go into keeping local and international business moving through the efforts of Port of Longview. Thousands of ideas were born and if they were lucky evolved to be scrutinized again. Working with the story of the Port and visualizing what “Washington’s Working Port” means lead us directly to our goal.



## WE CALL IT OUR BADGE OF HONOR

The visual representation of the brand story for the Port of Longview needed to be just that, a reflection of the story. Countless initial sketches, taking into account the story and unique characteristics of the Port were submitted and reviewed; some were kept, some were discarded. After much consideration, thought and evaluation, it was determined that being positioned as Washington's Working Port would be a badge of honor, which would be worn with pride. The Port's nearly 100 year legacy, the spirit of those who work at the Port and the result of those who are impacted by the Port is captured in a logo that is the badge of the Port of Longview.



## THE TAGLINE

Washington's Working Port started as the title to the brand story. As the brand evolved, it became apparent that this phrase was an important element in the visual translation as well. A platform on which the Port can proudly stand and claim as their own. The Port works in and of itself, for the community, the nation and for global trade.

FINAL SECONDARY LOGO WITH TAGLINE



PRIMARY LOGO WITH TAGLINE HORIZONTAL





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10 PORT WAY, LONGVIEW, WASHINGTON 98632

PORT OF LONGVIEW  
EST. 1921

**CLOSER**  
5,000 MILES FROM ASIA

**FASTER**  
FIRST PORT ON THE COLUMBIA RIVER

**SMARTER**  
EXPERIENCED WORKFORCE AND MANAGEMENT TEAM

**BETTER**  
NEW EQUIPMENT AND FACILITIES TO SERVE YOUR NEEDS

**SKILLED**

Washington's Working Port

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WASHINGTON'S WORKING PORT

**REVITALIZING WILLOW GROVE PARK**

UPCOMING ADDITIONS TO THE PARK

- Infrastructure
- Extended Areas
- Picnic Tables
- Educational Info

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PORT OF LONGVIEW  
EST. 1921

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WASHINGTON'S WORKING PORT

VOYAGE DAYS FROM ASIAN PORTS  
**14**

KILOMETERS FROM ASIAN PORTS  
**8,212**

**4 DAYS RAIL TO U.S. MIDWEST**

EXPORT TYPES

EXPORT TYPE	PERCENTAGE
PROJECT/HEAVY LIFT	40/60
BULK	
BREAK BULK	

LOCAL JOBS

**1 OUT OF 10**

FOR LOCAL BUSINESSES:  
**\$444 MILLION**

FOR LOCAL SCHOOL AND INFRASTRUCTURE:  
**\$5.2 MILLION**

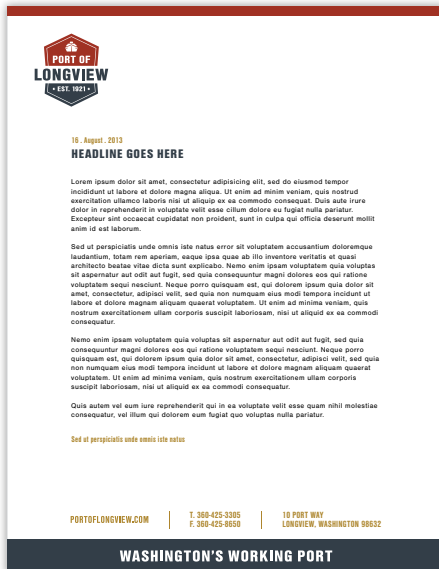
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## BRINGING IT TOGETHER

With the brand story and mark in place, the extension of the brand look and feel is critical. The application of the color palette reflected the strength and solidarity of the Port. Utilizing close-up imagery of the textures of the cargoes that move through the Port offered a unique perspective on the types of businesses the Port supports. Environmental and lifestyle imagery focuses on the breadth and expanse of the Port as well as the folks who contribute to the Port's successful operation.



# STATIONERY



## CARD FRONT



## VARIOUS CARD BACK



# ADVERTISEMENTS

Port of Longview advertisements are either a standard photo-based ad or an article-driven advertorial. Photos should compliment the headlines and content. Keep content brief on standard ads.



# VIDEO

The most emotional and compelling piece of this project comes in video. The footage was all shot by labor partners, customers and staff who had their boots on the ground. We used GoPro cameras to capture what happens within the Port's gates, but even more importantly - these videos embrace the people and jobs that exist within our community because we have a strong port. Below are scenes from our video.

