

Rebranding the Port of Port Angeles

The Port of Port Angeles is a leader in economic development on the north Olympic Peninsula in Washington State. In recent years, the Board of Commissioners and Port staff have taken a more active approach to marketing, communications and community outreach.

In 2016, the Port's Board of Commissioners decided that the Port's logo was in need of an update. The Port had commissioned the previous logo for its 75th anniversary in 1998. The Board of Commissioners tasked Laurel Black Communications + Design with creating a refreshed identity that would more clearly align with the value that the Port provides to its customers, tenants and agency partners. The assignment was to build on the concepts of the old logo, rather than develop a completely new design. The result is a new logo that pays homage to the historic strengths of the Port while portraying its true position as a 21st century regional leader in industry and economic development.

The new visual identity has been used to rebrand many of the Port's marketing and communications materials, including the Strategic Plan, the *Port Pilot* newsletter, staff business materials and marketing collateral, a refresh of the Port's web site and the Port's signage.

"The Port of Port Angeles has several business lines and a variety of customers and constituents," said Port Commissioner Colleen McAleer. "As a crucial economic link between our region and the world, it is vital that we present a professional, consistent and contemporary image to our markets. The Board is very pleased with our new brand identity."

PREVIOUS



NEW



UPDATED SEPTEMBER 2016



PORT OF PORT ANGELES

STRATEGIC PLAN

2015-2020

OUR VISION:
A Prosperous Clallam County.



OUR MISSION:
We bring people, resources and industry together to foster living wage jobs.





PORT
of Port Angeles

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The Port of Port Angeles
Composites Manufacturing Campus

A Unique Industrial Development

- Support for a broad range of composites manufacturing businesses
- Home to the Composites Recycling Technology Center for rCF technology
- Closest deep-water port to the Pacific Rim on the United States' west coast
- Two airports, six marine terminals
- Hundreds of acres for commercial, industrial facilities
- Two existing marine terminals support barge loading operations
- Available land for purchase/lease at competitive rates
- Local support services and dedicated workforce



Composites Campus with 220,000 sf of industrial space on 22 acres adjacent to international airport.



93,550 sf Turn-key Building • Taxiway to International Airport • 2 Miles to Deep Water Port

You're invited to visit the Port of Port Angeles and take a tour. To arrange a visit and for more information about business development and leasing opportunities, contact Karen Goschen, Executive Director: kareng@portofpa.com | Direct: 360.417.3424




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