



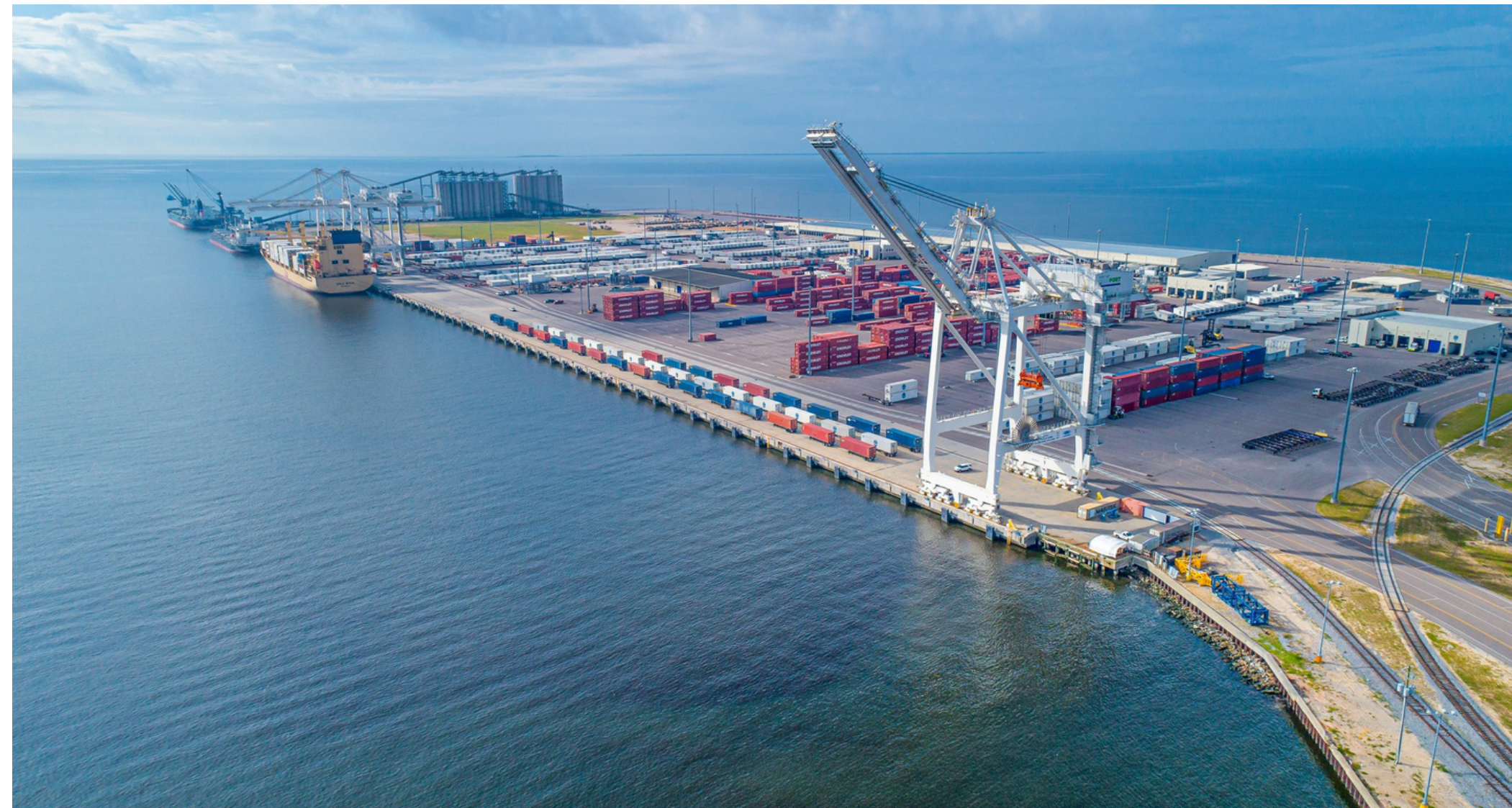
PORT OF
GULFPORT
MISSISSIPPI

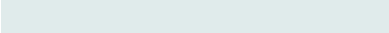
BRAND REFRESH



EXECUTIVE SUMMARY

This proposal outlines a phased, low-disruption brand refresh for the Port of Gulfport. The intent is not to overhaul the Port's identity but to gradually modernize and align it with current industry standards and communication goals. This will support the Port's strategic vision while preserving recognition and stakeholder trust.





REFRESHING GOALS

- Modernize visual elements without losing legacy value.
- Improve consistency across digital and physical brand assets.
- Align with evolving stakeholder expectations and maritime industry trends.
- Roll out changes gradually to allow for internal alignment, community adaptation and cost-effective implementation.

WHY A SLOW ROLLOUT?

A gradual approach ensures:

Continuity & Familiarity

Stakeholders won't be alienated by a sudden shift.

Cost-Efficiency

Budget can be spread over multiple quarters or fiscal years.

Controlled Implementation

Allows for testing, feedback and iteration

Operational Flexibility

Updates occur alongside ongoing Port activities without disruption.

KEY BRAND ELEMENTS TO REFRESH

Element	Proposed Action
Logo	Simplify and modernize while retaining the lighthouse and navy blue
Typography	Introduce clean, modern fonts with strong readability
Color Palette	Keep navy blue, eliminate green and additional colors
Imagery	Shift toward high-resolution, people-centric, and industry-forward visuals
Messaging	Refine tone of voice to reflect innovation, reliability and regional impact

REFRESH SCOPE

PHASE 1: VISUAL IDENTITY UPDATES

Q3 - Q4 2025

1

Finalize refreshed
logo and brand
elements

DELIVERABLE

Logo files: full color,
black, white

2

Develop
comprehensive
brand style guide

DELIVERABLE

Completed style guide
available on intranet
and website

3

Identify all brand
touchpoints that
need updating

DELIVERABLE

Website, signage, swag,
shirts, social media, email
signatures, etc.

4

Updated
typography and
color palette

DELIVERABLE

Remove green and
modernize fonts

STATIONERY

BUSINESS CARD



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ENVELOPE



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LETTERHEAD



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DOCUMENTS & FORMS TO BE UPDATED

- Presentations
- Memos
- Forms
 - Check request
 - Purchasing
- Requisitions
- Board attachments
- Branding kit on Canva, SharePoint & website

- Email signatures
- ADP
- Website
- Social media
 - Facebook
 - Twitter
 - Instagram
 - YouTube
 - LinkedIn

Cost Considerations:

- Port vehicles
- Hard hats
- Safety vests
- Swag
- Shirts
- Stationery
 - Letterhead
 - Envelopes
 - Business cards
- Tents
- Step-and-repeat backdrops
- Table covers

REFRESH SCOPE

PHASE 2: WEBSITE & DIGITAL ASSETS

Q1 2026

1

Updates to www.shipmspa.com layout with refreshed branding

2

Quietly phase in new branded materials

DELIVERABLES: Update email signatures, presentations, internal documents, stationery

3

Begin using refreshed assets in social media graphics and posts

4

New iconography, improved accessibility, visual consistency across pages

REFRESH SCOPE

PHASE 3: COLLATERAL & SIGNAGE

Q2 - Q4 2026

1

Updated PowerPoint templates, letterhead and business cards

2

Refresh port signage, wayfinding and event materials as inventory cycles out

ONGOING: INTERNAL LAUNCH & EDUCATION



**Provide brand
guidelines for staff**



**Host internal rollout
meeting or toolkit
walkthrough**



**Include messaging
templates for
external
communications**



KEY BENEFITS

- Positions the Port as forward-looking without abandoning heritage.
- Builds stakeholder trust through transparency and consistency.
- Aligns brand expression with operational excellence and innovation.
- Enhances the Port's competitiveness regionally and nationally.

PROPOSED TIMELINE

Phase	Focus Area	Timeline
1	Visual Identity + Guidelines	Q3 - Q4 2025
2	Website + Digital Assets	Q1 2026
3	Collateral + Signage	Q2 - Q4 2026
-	Internal Education & Rollout	Throughout 2025 - 2026

NEXT STEPS

1. Executive team review and feedback
2. Approval of Phase 1 deliverables and budget
3. Assign internal project lead or task force
4. Schedule vendor briefings (if external support is needed)

CONCLUSION

A slow and steady brand refresh will enhance the Port of Gulfport's public presence while respecting its legacy and operational needs. This measured approach ensures alignment across all channels and builds a cohesive, professional image that supports long-term strategic goals.