



## **PORT OF ALLYN**

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# Press Release

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## **Port of Allyn Unveils New Logo**

At its August 3, Commissioner's meeting, the Port of Allyn unveiled its new logo to the public. It colorfully depicts the Port's signature facility, the dock at the Allyn Waterfront Park, with Mt. Rainier in the background. The new logo will be the Port's identity, and used on all Port collateral, including printed materials, a new website which is currently under construction and scheduled to debut on or before October 1, all signage and on branded wearable items such as the promotional ball caps the Port will be offering at the upcoming Taste of Hood Canal event.

"The Commissioners just felt the time had come to refresh our brand, and to increase public awareness of the Port and the work it does," stated the Port's Executive Director, Lary Coppola.

He said that in an effort to minimize the cost of the rebranding, all printed materials will be replaced as supplies run out. "There's no point in throwing away perfectly good materials like business cards for example, but as each person runs out of them, we will replace them with ones using the new logo," he added. "We are at a point, where a lot of the things we use, such as brochures, envelopes, and more, are in short supply, so this seemed like an optimal time to implement such a change."



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