



**ALABAMA  
PORT AUTHORITY**

# Press and Vendor Guidelines



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**Identity**

# Elements Overview

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Together, the logo, wordmark, and symbol create our identity suite. The logo is used most often as it contains the most information, both the symbol and wordmark. The wordmark is used next often, while the symbol is reserved only for applications that require it.

**Logo**  
Used most often



**Wordmark**  
Used often



**Symbol**  
Used least often



# Logo

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The logo is our primary identifier. It contains both the A symbol and our name in the wordmark. It should be used most often to represent our brand, especially when representing the entire network or collective accomplishments.



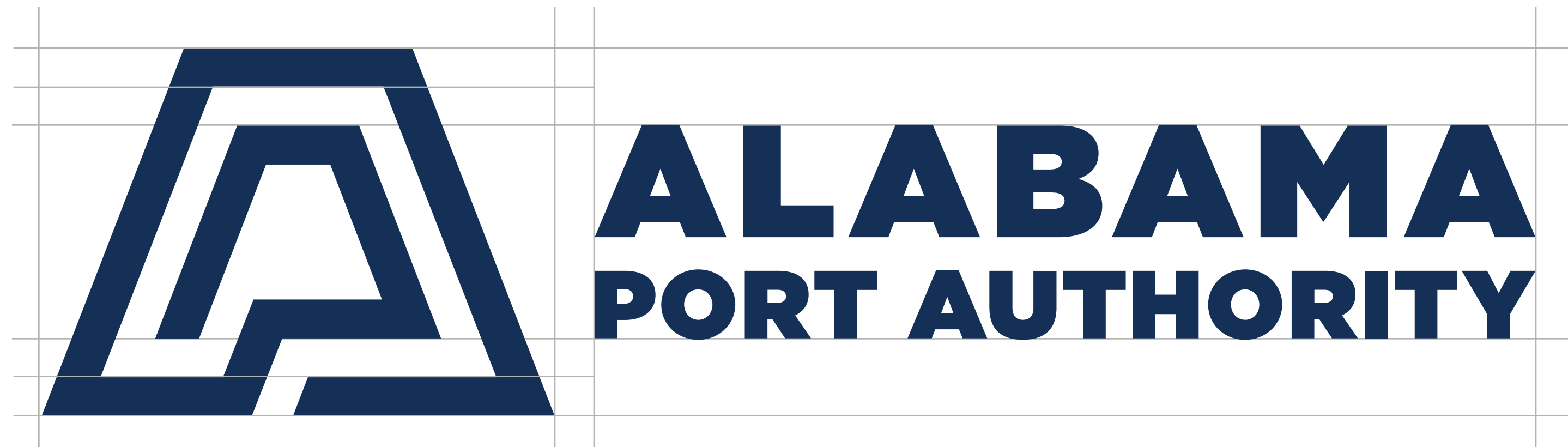
# Logo Construction

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The symbol and wordmark have been carefully scaled, spaced, and aligned together to create the logo. Do not alter its construction.

**\* Promotional Item Note:**

When using the horizontal combination mark, with the rightmost point of the symbol as the anchor, the size of the symbol can be adjusted between 50 - 100% of its size. The height of the icon is not to be less than the total height of the wordmark.



# Symbol

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The symbol is our primary branding element. The abstract “A” concept puts Alabama front and center through a design that reflects the shape of the state while also promoting the Port’s unique level of connectivity. The redeveloped mark is a progression of previous branding, allowing the new identity to retain valuable brand equity.



# Wordmark

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The wordmark carries our name and with it, our legacy.

Set in Gotham, it has been spaced to maintain consistency and legibility at all scales. Do not alter its construction and never recreate it.

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# Vertical Alignment

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In situations when horizontal spacing is limited, a vertical version of the logo may be used.

**\* Promotional Item Note:**

When using the vertical combination mark, with the base of the icon as the anchor, the size of the symbol can be increased up to 2x its size. The enlarged symbol's width is not to surpass the width of "Alabama".



**ALABAMA  
PORT AUTHORITY**

# The Flagship Brand: Port of Mobile

The Port of Mobile operates under Alabama Port Authority's stewardship as Alabama's flagship asset.



# Specialized Terminals

(Within Port of Mobile)

Terminals appear as named facilities beneath the wordmark within the lockup, similar to Port of Mobile.



# Mobile America Express

(MAX)

Mobile America Express, or MAX for short, is the branded logistics service of the Alabama Port Authority ecosystem.

MAX connects sea, rail, road, and inland operations into one customer-facing promise, “Born in the Port of Mobile. Built for the Heart of America.”



# Clearspace

When placing additional elements around the identity elements, be sure not to crowd them. Use the following as minimum spacing metrics for each.



X		
X	<b>ALABAMA</b> <b>PORT AUTHORITY</b>	
X		



# Color



# Core Palette

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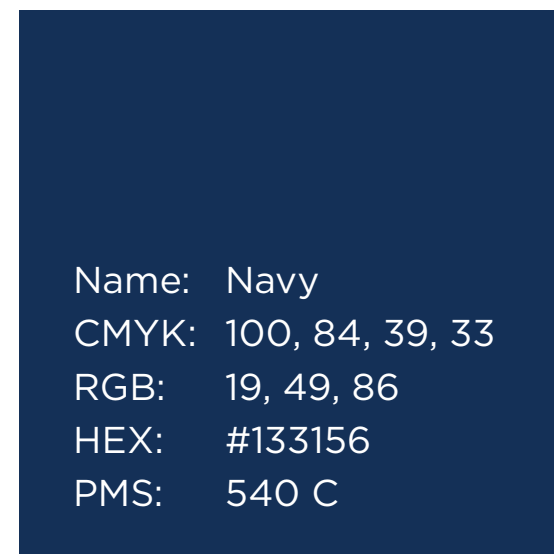
The following values represent our core palette. These are used most often in the system and should be relied on when the color palette must be limited.

Though the palette is designed to be harmonious, certain combinations should not be used due to vibrations or low contrast.

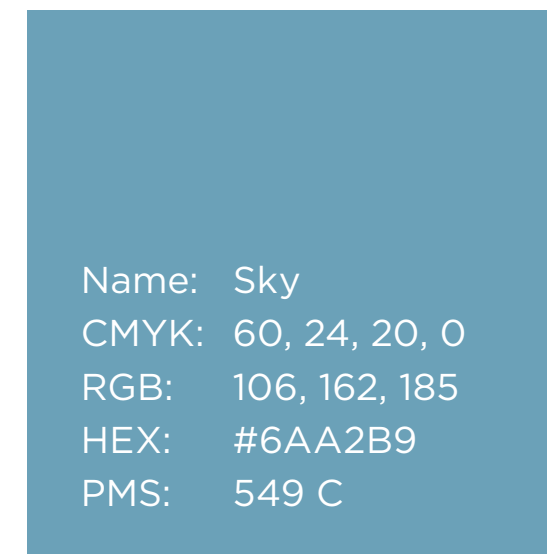
Always apply color to identity elements with intention and appropriate contrast. Most often, elements are used in Navy or White, with Black in use where needed.

Color contrast is crucial to legibility and accessibility in type. Always be sure there is enough contrast between the type and background. In most applications, type should be used in Black or White, with color being used to create emphasis.

## Primary

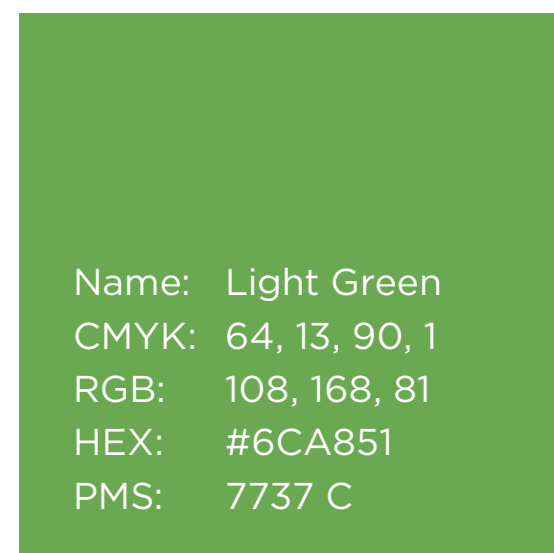


Name: Navy  
CMYK: 100, 84, 39, 33  
RGB: 19, 49, 86  
HEX: #133156  
PMS: 540 C



Name: Sky  
CMYK: 60, 24, 20, 0  
RGB: 106, 162, 185  
HEX: #6AA2B9  
PMS: 549 C

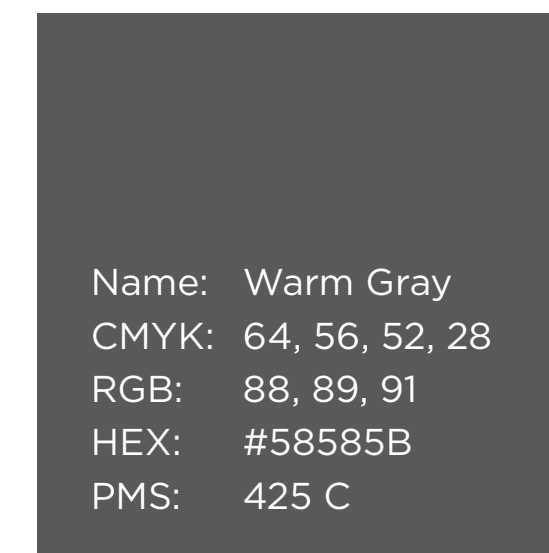
## Secondary



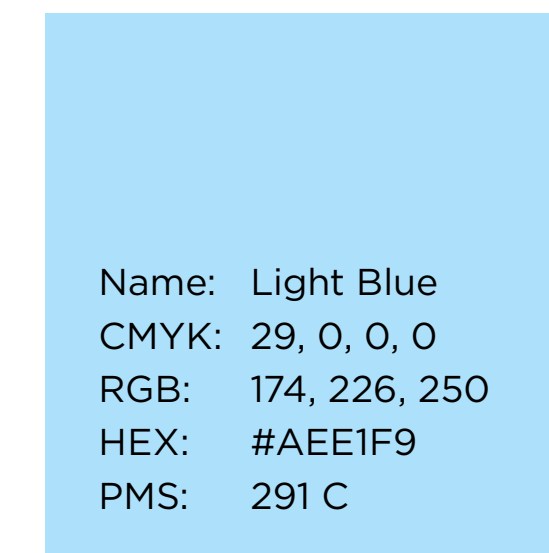
Name: Light Green  
CMYK: 64, 13, 90, 1  
RGB: 108, 168, 81  
HEX: #6CA851  
PMS: 7737 C



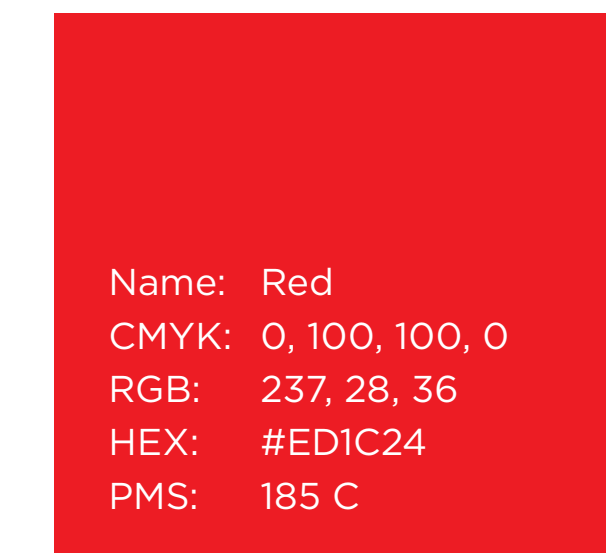
Name: Blue  
CMYK: 91, 68, 5, 0  
RGB: 36, 94, 164  
HEX: #245DA3  
PMS: 7684 C



Name: Warm Gray  
CMYK: 64, 56, 52, 28  
RGB: 88, 89, 91  
HEX: #58585B  
PMS: 425 C



Name: Light Blue  
CMYK: 29, 0, 0, 0  
RGB: 174, 226, 250  
HEX: #AEE1F9  
PMS: 291 C



Name: Red  
CMYK: 0, 100, 100, 0  
RGB: 237, 28, 36  
HEX: #ED1C24  
PMS: 185 C

AaBbCcDdEeFfG

HhIiJjKkLlMmNnO

# **Typography**

PpQqRrSsTtUuVv

WwXxYyZz

# Primary Typeface

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Typography is one of the most, if not the most, important communication tool for our brand. It carries our brand voice and with it we establish our tone, personality, and message.

Gotham, created by Hoefler & Co., is our primary typeface. A hard-working typeface for the ages lending authority. These letters are straightforward, honest and confident while providing a broad range of options.

**Gotham**

**AaBbCc**

**&?! .0123**

# Alternates

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Montserrat is our primary alternate in applications. It should only be used when needed. Follow the same typesetting principles as Gotham.

## Montserrat Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**123456789 !@#\$%^&\*()-+=**

## Montserrat Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**123456789 !@#\$%^&\*()-+=**

## Montserrat Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
123456789 !@#\$%^&\*()-+=

# Resources

## Information on Gotham typeface

[https://www.typography.com/  
fonts/gotham/overview](https://www.typography.com/fonts/gotham/overview)

## Information on Alternate typeface

[https://fonts.google.com/  
specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

## Questions?

[comms@alports.com](mailto:comms@alports.com)

