

Gulfport, Mississippi

The brand system of Gulfport, MS, contains several components including a civic seal, a marketing logo, and organizational brand extension that will allow for the consistent implementation of the brand color palate, font selection and graphic style.

The marketing logo is a multi-part brand system that includes both a wordtype and an icon. This system allows for multiple use and the elevation of icon status after a certain maturation period. The wordtype features two symbolic graphic elements: One being the three blue lines, symbolizing the Gulf of Mexico; The second being the sunburst, symbolizing the dawning of a new day. These two elements have also been incorporated into a stylized “G,” creating the letter icon. This logo system is shown in full-color, one color, black and white, and reversed. This system also features a two-color gray and gold business development logo, allowing for variation of look and feel by target. In addition, there is a tagline associated with this logo system. “An Opportunity of a Lifetime” is a temporary tagline that shows our positive outlook on our rebirth as well as our focus on creating an environment that is friendly to reconstruction.

