



# **NORTHWEST SEAPORT ALLIANCE REQUEST FOR PROPOSALS No. 070994**

## **Marketing & Advertising Support Services**

The NWSA  
P.O. Box 2985  
Tacoma, WA 98401-2985

<b>RFP INFORMATION</b>	
Contact:	Heather Shadko, Procurement
Email Addresses:	<a href="mailto:nwsaprocurement@nwseaportalliance.com">nwsaprocurement@nwseaportalliance.com</a>
Phone:	253-428-8697
Submittal Date	<b>NOVEMBER 6, 2018 @ 2:00 PM (PST)</b>

PLEASE SUBMIT ALL CORRESPONDENCE AND PROPOSALS  
VIA E-MAIL DIRECTLY TO THE PROCUREMENT CONTACT LISTED ABOVE  
AND INCLUDE 'MARKETING & ADVERTISING SUPPORT SERVICES' IN THE  
SUBJECT LINE

Northwest Seaport Alliance (NWSA)  
Request for Proposals (RFP) 070994  
**MARKETING & ADVERTISING SUPPORT SERVICES SUPPORT  
SERVICES**

The Northwest Seaport Alliance (NWSA) and Port of Tacoma are seeking a creative agency partner with whom to collaborate on strategic messaging and marketing solutions targeting business and community audiences, to be executed in advertising, print and digital formats. Consultants will be evaluated on proven and demonstrated creativity, resourcefulness and capability to help the NWSA and the Port meet or exceed goals to increase awareness and position in a highly competitive marketplace. Teaming is encouraged to ensure a full suite of services is offered. Proposals will also be evaluated on the breadth and depth of staff and capabilities to execute on selected marketing strategies. The purpose of this procurement is to identify and select the Consultant the NWSA and Port believes is the best marketing, advertising and communications solutions partner. Any contract resulting from this RFP is subject to NWSA Managing Member approval.

The expected duration of the contract is two (2) years, not to exceed \$200,000 per year for The Northwest Seaport Alliance and \$25,000 per year for the Port of Tacoma. Printing and mail services will be covered by separate purchase orders with home port and NWSA-approved Consultants.

**BACKGROUND**

The NWSA is a municipal port authority formed in August 2015 through a marine cargo operating agreement between the Ports of Seattle and Tacoma. The agreement unifies management of the ports' marine cargo facilities and business units to strengthen the Puget Sound gateway and attract more marine cargo and jobs for the region.

The NWSA management structure is the first of its kind in North America. As the fourth-largest container gateway in North America, the NWSA delivers less congestion, closer proximity to Asia and award-winning ease of doing business. The NWSA's primary customers and partners are international shipping lines, beneficial cargo owners, logistics service providers, warehouse and distribution centers, trucking companies and railroads.

For information about the NWSA vision and lines of business, visit [www.nwseaportalliance.com](http://www.nwseaportalliance.com).

The Port of Tacoma is a municipal port authority created by a vote of Pierce County citizens in 1918. Shipping and industrial activities at the port drive economic development and job creation for the County and the region.

To learn more about the Port of Tacoma, visit [www.portoftacoma.com](http://www.portoftacoma.com).

The NWSA's Standard Terms and Conditions are included with the Personal Services Contract Template which is Attachment B to this RFP. By submitting a Proposal, the Consultant represents that it has carefully read and agrees to be bound by the NWSA's Standard Terms and Conditions. Identify during the question submittal and response period any sections you consider onerous, clarify why you consider these sections onerous, propose alternative language and describe why it is in the NWSA's best interests to adopt the alternative language.

Proposals submitted with altered or conditioned Terms and Conditions or RFP documents without prior written agreement from the NWSA will be considered non-responsive and not considered for evaluation.

## **B. SCOPE OF SERVICES:**

The successful agency's responsibilities will include collaboration with NWSA staff on:

- Strategic messaging for business and community audiences.
- Conducting a brand awareness study to measure overall awareness and customer/stakeholder perceptions
- Print and digital advertising, including messaging, design and production.
- Development of an advertising plan to support marketing goals, and measurement of brand awareness and advertising campaign effectiveness.
- Planning, design and production of printed promotional materials, including brochures, flyers, guides and direct mail literature.
- Design and printing of the corporate magazine, Pacific Gateway (2 per year), and annual reports for the NWSA and Port of Tacoma
- Design and production of materials and ad campaigns for conferences, trade shows and conventions, such as booth displays, banners and print and event-related digital and print advertising.
- Production of an annual video holiday message.
- Analysis, advice and support for various Port campaigns.
- Budget planning and shared responsibility for cost control.

The Consultant will be expected to perform all functions normally required of a full-service creative agency. Key personnel should have at least 10 years of experience in communications strategy, brand management, marketing and advertising.

## **Marketing and Advertising**

The Consultant will assist in developing a cost-effective communications plan in collaboration with the Commercial and Public Affairs departments to meet marketing objectives and budget. The plan will include advertising, event participation, direct mail and email campaigns, and supporting materials, such as publications, print and social media advertising, videos, banners and media story pitches.

The Consultant will consult with the NWSA on a media and advertising plan that is consistent with and furthers the NWSA's marketing plan. The advertising plan will detail all campaigns planned during the year, including budget estimates for design and production costs of creative to support the campaigns. Media plans will be efficient and cost effective and provide the desired reach and frequency and must take into account industry-specific trade publications.

The Consultant will recommend campaign ideas, messages and materials that reflect the best, most effective practices available in the shipping/seaport economic development sectors. The Consultant will review and evaluate effectiveness of each ad campaign, and propose changes to messaging or media mix on a quarterly basis.

The NWSA will provide an estimated annual total dollar expenditure, from which the Consultant will develop an annual budget detailing fees and hard costs for work and other services required to execute on this RFP or the contract resulting from this RFP.

The Consultant must recommend ways to generate cost savings wherever possible and provide quantitative and qualitative measurements that illustrate the return on investment for marketing and advertising programming. The Consultant must make no commitment on behalf of the NWSA or Port without prior approval.

The Consultant will be responsible for the creative design, copywriting and production of printed materials produced in support of the marketing and advertising efforts, work product to be approved by the NWSA.

The Consultant will also produce an animated/video holiday card, two magazine-style publications, the NWSA annual report along with other print and digital publications. The Consultant will also provide creative design support and advice for the Port of Tacoma annual report. NWSA and the Port will own all original artwork, layout, design and final product. All creative work will be produced in accordance with NWSA brand standards and exemplify the spirit of the brand.

The Consultant must offer alternative campaigns rather than only one creative solution for a particular promotion. Up to three storyboards, ads or other creative concepts must be offered when the Consultant makes a creative presentation to the NWSA. The Consultant will be expected to obtain written approval from the ports or NWSA before producing any advertisement or related material. When producing any creative work, the Consultant must not vary from approved scripts, copy, storyboards or layouts without the NWSA's written approval. The Consultant will be liable for all costs if

advertisements or collateral materials are executed in a manner not consistent with the NWSA's written approval.

The Consultant shall charge the NWSA only one time for artwork that is used in multiple forms, except for the reduction or enlargement of the artwork. Artwork required for any print advertisements must be billed as a one-time item. Any duplication of charges for artwork will be rejected. All original artwork and design files become the property of NWSA or the home port and will be delivered upon completion of the project.

Following creative bid approval by NWSA staff, the Consultant will be responsible for the execution, creation and production of marketing materials, including print and digital advertising, videos and other materials that may be required by the NWSA. The Consultant must develop multimedia campaigns in support of the promotions identified in the NWSA's marketing plan. The Consultant may also be required to assist NWSA or the port on developing slogans, logos, illustrations, maps, copywriting or art for other uses. Consultant will use the NWSA's approved printers and mail houses for production as directed.

The Consultant will submit all production estimates for NWSA approval. Estimates must clearly indicate any subcontractors or other parties who will be involved in the production work and where those parties are located.

Routine meetings between the Consultant and port/NWSA staff will be required. These meetings will include discussions about schedules and planning, concept approvals, pre-production of advertisements or other agency-produced materials. Additional meetings may be held with certain NWSA personnel as needed.

### **C. RFP ELEMENTS & EVALUATION CRITERIA:**

Proposals should present information in a straightforward and concise manner, while ensuring complete and detailed descriptions of the firm's/team's abilities to meet the requirement of this RFP. Emphasis will be on completeness of content.

Proposals are limited to 11 numbered pages (8 ½ by 11 inch) **excluding** the cover letter and all appendices. Proposals that do not follow this format will not be reviewed.

The cover letter shall include the RFP title and1 number as well as the name, title, email address, phone number and address of the proposing team's main contact and include the following information:

- Describe any claim submitted by any client against the firm within the past two years related to the services provided by the firm or its key personnel. For purposes of this request, "claim" means a sum of money in dispute in excess of 5% of the firm's fee for the services provided.
- Any real or perceived conflict of interests for team members, inclusive of the prime, sub-consultants and key team members.

- A statement indicating acceptance of the Port's Terms and Conditions and acknowledgement of any addenda issued.

**Proposals are to address, and will be evaluated upon, the following criteria:**

**INITIAL EVALUATION PHASE**

**1. Qualifications & Experience.....40 PTS**

- Identify the proposed team of Key Personnel (to include name, position, and firm (if using sub-consultants)), demonstrate the team's experience in performing extensive marketing, advertising, brand management and creative design, and describe how the team meets or exceeds required qualifications.
  - Resumes of Key Personnel may be included as an appendix and are not included in the total page count. Resumes are to be limited to one single-sided, letter-size page. Resumes exceeding this limit will not be reviewed.
- The Port will evaluate the experience, technical competence and qualifications of the Key Personnel identified, their project specific roles and responsibilities, and overall organization of the project team. Emphasis will be placed on identification of specific expertise in planning and execution of strategic, measurable marketing programs, supported by verifiable metrics demonstrating the successful outcome, including prevailing science and standards.
- Include a list of recent contracts/projects in the last three years, to include a point of contact, contact information (phone and email), and a brief description of the project, specific experience and expertise of the team members and their roles and responsibilities on the project. Only projects completed by key members of the project team will be considered.

**2. Project Approach.....40 PTS**

Proposals must clearly outline the team's recommended approach and methodology for:

- Assisting in the development of a marketing plan, creating an advertising plan to support the marketing plan objective, and designing and producing multi-media materials.
- Provide a plan for communications and interactions between the project team, the NWSA's project manager(s) and the various stakeholders involved.

**3. Compensation.....20 PTS**

Budget proposals shall provide a monthly retainer based on 40 hours of work per month. In addition, for work or special projects beyond the monthly retainer, submit hourly rates and project-based rates packages (Attachment D).

All rates quoted shall be full cost inclusive of sales tax and other government fees, taxes and charges and valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

**Compensation information MUST be provided separately from the proposal, in an individual PDF document.**

All rates and costs/fees quoted shall be:

- **Fixed, fully burdened, including, but not limited to, travel, per diem, lodging, administrative overhead and all direct/indirect expenses.**
- Quoted in US Dollars.
- Full cost inclusive of sales tax and other government fees, taxes and charges, and
- Valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

NOTE: THE NWSA RESERVES THE RIGHT TO AWARD A CONTRACT FROM THE INITIAL EVALUATION PHASE. IF THIS RIGHT IS NOT EXERCISED, THE NWSA WILL INTERVIEW THE TOP THREE RANKED FIRMS AND SCORE THE REFERENCES AND INTERVIEWS AS INDICATED BELOW IN THE FINAL EVALUATION PHASE. THE AWARD WILL THEN BE BASED ON THE FINAL CUMULATIVE SCORE (PRE-INTERVIEW SCORING, REFERENCE AND INTERVIEW SCORING).

**FINAL EVALUATION PHASE (if applicable)**

4. References.....50 PTS

Ensure completion of a **minimum of 3 maximum of 5 references** submitted using Attachment C. All references must be received by the Port by the proposal due date. The Port will evaluate the reference checks to assess the proposed team's overall performance and success of previous, similar work. Reference checks will also be utilized to validate information contained in the proposal. The Port may contact submitted reference sites directly to accomplish this.

5. Interviews.....100 PTS

Interviews may be conducted with the top-ranked proposers. Failure to participate in the interview process will result in the proposer's disqualification from further consideration. Interviews will be held at the Port of Tacoma, Tacoma, WA. Travel costs will not be reimbursed for the interview.

**ATTACHMENT A – INSTRUCTIONS FOR PROPOSING**

**ATTACHMENT B – PERSONAL SERVICES TERMS AND CONDITIONS**

**ATTACHMENT C – REFERENCE QUESTIONNAIRE**

**ATTACHMENT D–RATE/RETAINER SHEET**

**ATTACHMENT–NWSA BRAND GUIDELINES**

**ATTACHMENT D – NWSA BRAND GUIDELINES**

## **RFP PROCESS**

### **SOLICITATION TIMELINE:**

Issuance of RFP	OCTOBER 15, 2018
Last Day To Submit Questions	OCTOBER 25, 2018
<b>Proposals due</b>	<b>NOVEMBER 6, 2018 @2:00 PM (PST)</b>
Review/Shortlist*	<b>NOVEMBER 14, 2018</b>
Interviews (if required)*	NOVEMBER 28, 29 AND/OR 30, 2018
Final Selection*	DECEMBER 2018
Execute Contract*	DECEMBER 2018**

\*Dates are tentative.

\*\*Dependent on Managing Member approval.

All status updates on the above solicitation timeline will be announced on the [Port's website for this solicitation](#).

### **VENDOR OBLIGATION**

Northwest Seaport Alliance Request for Proposals can be accessed on the Port's website, [www.portoftacoma.com](http://www.portoftacoma.com) under 'Contracts'; 'Procurements'.

When viewing the details page for this procurement on the Port's Website firms have the option of subscribing to the Holder's List.



By subscribing to the Holder's List, firms will automatically be notified when new documents or changes relating to this procurement occur.

**\*Only those who have subscribed to the Holder's List will receive notifications throughout the procurement process, up until a firm is selected.**

### **COMMUNICATION / INQUIRES**

Proposers who, relative to this scope of services, contact any individuals or Commission members representing either of the ports and or Northwest Seaport Alliance, other than the Procurement Representative listed on the RFP may be disqualified from consideration.

Written questions about the meaning or intent of the Solicitation Documents shall only be submitted to the Procurement Department, [NWSAprocurement@nwseaportalliance.com](mailto:NWSAprocurement@nwseaportalliance.com) (**Solicitation Name** in the subject line).

Proposers who may have questions about provisions of these documents are to email their questions by the date listed above. The NWSA will respond to all written questions submitted by this deadline.

## **ADDENDA**

The NWSA may make changes to this Solicitation. Oral or other interpretations, clarifications or submittal instructions will be without legal effect. Any information modifying a solicitation will be furnished in a formal, written addendum. If at any time, the NWSA changes, revises, deletes, increases, or otherwise modifies the Solicitation, the NWSA will issue a written Addendum to the Solicitation. Addenda will be posted to the Port's web site and conveyed to those potential submitters who have requested to be placed on the Holder's List. Acknowledgement of addenda is required in cover letter.

## **SUBMITTAL PROCESS**

Proposals must be received via email on or before the date and time outlined on the front page of this proposal. Send your electronic submittal to:

[NWSAprocurement@nwseaportalliance.com](mailto:NWSAprocurement@nwseaportalliance.com)

Name of Firm, ITB Title (Subject Line)

Please submit proposal, including all appendices and compensation in separate Adobe Acrobat PDF format. Submittals need to be limited to **9 MB in total email size**. It is the **Consultant's responsibility to verify the receipt of the submittal**. Electronic verification will be provided upon request.

**\*Late proposals will not be accepted by the NWSA. Proposals received after the stated date and time will not be reviewed and shall be deemed non-responsive.**

All proposals submitted shall be valid and binding on the submitting firm for a period of ninety (90) days following the submittal deadline and for any extension of time granted by the submitting firm.

## **EVALUATION AND AWARD PROCESS**

An evaluation team, using the point method of award, will review each proposal and evaluate all responses received based upon the criteria listed herein. The NWSA may request clarifications or additional information, if needed. After the evaluation team individually scores each proposal, the scores are tallied and the firms are ranked based on the scores.

A selection may be made based on the proposals and initial evaluation criteria alone. Alternatively, the evaluation team may create a short list of the top ranked firms and invite the short-listed firms in for interview and/or check references. Scores for reference checks and interviews will be tallied and added to the short-listed firm's initial evaluation scores. Final selection will be based on the accumulative score.

The NWSA intends to select the Proposer who represents the best value to the NWSA.

The NWSA reserves the right to accept or reject any or all information in its entirety or in part and to waive informalities and minor irregularities and to contract as the best interest of the Port NWSA may require. The NWSA reserves the right to reject any or all Proposals submitted as non-responsive or non-responsible.

### **Procedure When Only One Proposal is received**

In the event that a single responsive proposal is received, the Proposer shall provide any additional data required by the NWSA to analyze the proposal. The NWSA reserves the right to reject such proposals for any reason.

### **GENERAL INFORMATION**

News releases pertaining to this RFP, the services, or the project to which it relates, shall not be made without prior approval by, and then only in coordination with, the NWSA.

### **COSTS BORNE BY PROPOSERS**

All costs incurred in the preparation of a Proposal and participation in this RFP and negotiation process shall be borne by the proposing firms.

### **PROTEST PROCESS**

A Bidder protesting for any reason the Bidding Documents, a Bidding procedure, the NWSA's objection to a Bidder or a person or entity proposed by the Bidder, including but not limited to a finding of non-Responsibility, the Award of the Contract or any other aspect arising from or relating in any way to the Bidding shall cause a written protest to be filed with the NWSA within two (2) business days of the event giving rise to the protest. (Intermediate Saturdays, Sundays, and legal holidays are not counted as business days.) The written protest shall include the name of the protesting Bidder, the bid solicitation number and title under which the protest is submitted, a detailed description of the specific factual and legal grounds for the protest, copies of all supporting documents, evidence that the apparent low bidder has been given notice of the protest, and the specific relief requested. The written protest shall be sent by email to [NWSAprocurement@nwseaportalliance.com](mailto:NWSAprocurement@nwseaportalliance.com).

Consideration. Upon receipt of the written protest, the NWSA will consider the protest. The NWSA may, within three (3) business days of the NWSA's receipt of the protest, provide any other affected Bidder(s) the opportunity to respond in writing to the protest. If the protest is not resolved by mutual agreement of the protesting Bidder and the NWSA, the Contracts Director of the Port or his or her designee will review the issues and promptly furnish a final and binding written decision to the protesting Bidder and any other affected Bidder(s) within six (6) business days of the NWSA's receipt of the protest. (If more than one (1) protest is filed, the NWSA's decision will be provided within six (6) business days of the NWSA's receipt of the last protest.) If no reply is received from the NWSA during the six (6) business-day period, the protest will be deemed rejected.

Waiver. Failure to comply with these protest procedures will render a protest waived.

Condition Precedent. Timely and proper compliance with and exhaustion of these protest procedures shall be a condition precedent to any otherwise permissible judicial consideration of a protest.

## **SMALL BUSINESS AND DISADVANTAGED BUSINESS OPPORTUNITIES**

The Northwest Seaport Alliance encourages participation in all of its contracts by MWBE firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation/invitation or as a subcontractor to a Bidder/Proposer. However, unless required by federal statutes, regulations, grants, or contract terms referenced in the contract documents, no preference will be included in the evaluation of bids/submittals, no minimum level of MWBE participation shall be required as a condition for receiving an award and bids/submittals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply. The selected firm will be required to show evidence of outreach.

## **PUBLIC DISCLOSURE**

Proposals submitted under this Solicitation will be considered public documents and, with limited exceptions, will become public information and may be reviewed by appointment by anyone requesting to do so following the conclusion of the evaluation, negotiation, and award process. This process is concluded when a signed contract is completed between the NWSA and the selected Consultant.

If a firm considers any portion of its response to be protected under the law, the vendor shall clearly identify each such portion with words such as "CONFIDENTIAL," "PROPRIETARY" or "TRADE SECRET" on each page for which the protection is sought. If a request is made for disclosure of such portion, the NWSA will notify the vendor of the request and allow the vendor not less than ten (10) days to seek a protective order from the Courts or other appropriate remedy and/or waive the claimed confidentiality. Unless such protective order is obtained and provided to the NWSA by the stated deadline, the NWSA will release the requested portions of the proposal. By submitting a response the vendor assents to the procedure outlined in this paragraph and shall have no claim against the NWSA on account of actions taken under such procedure.

## PERSONAL SERVICES AGREEMENT NO. 070994

PROJECT: Marketing & Advertising Support Services

CONSULTANT: Company, Address, City, State, Zip

PROJECT MANAGER: Nick Demerice GL ACCOUNT NO. 20-6005-88-0000-00

THIS AGREEMENT is made and entered into by and between the **Northwest Seaport Alliance** (hereinafter referred to as the "NWSA") and **xxCOMPANYxx** (hereinafter referred to as the "Consultant") for the furnishing of **Marketing & Advertising Support Services** (hereinafter referred to as the "Project").

The NWSA and Consultant mutually agree as follows:

### **SCOPE OF WORK**

The Consultant will

### **DELIVERABLES**

### **ASSUMPTIONS**

### **COMPENSATION**

This will be accomplished on a **fully burdened, Task order** basis and will not exceed **\$00,000.00** without prior written approval from the NWSA.

Consultant is responsible for working within the budget as agreed. Should the Consultant incur costs beyond the not-to-exceed contract budget amount without an executed amendment to this contract, the Consultant is solely responsible for the additional costs.

All invoices shall be emailed: [NWSAinvoices@nwseaportalliance.com](mailto:NWSAinvoices@nwseaportalliance.com) The email must include the required supporting documentation. Incomplete or improperly prepared invoices will be returned for correction without processing or payment.

Consultant agrees to submit timely invoices as the work progresses. Invoices that are submitted for payment 90 days or more after the work was completed are subject to non-payment.

The length of this agreement is from the **date of execution to xxDATExx**.

**AGREED**

**CONSULTANT (LEGAL NAME)**

By

Name	Date
Title	

## **Northwest Seaport Alliance Terms and Conditions Personal Services Agreement**

In consideration of the mutual covenants, obligations, and compensation to be paid by the NWSA to Consultant, it is agreed that:

### **1.**

#### **Key Personnel**

The Consultant and/or its subconsultants' key personnel, as described in its Consultant selection submittals, shall remain assigned for the duration of the Project unless otherwise agreed to by the NWSA, or unless such key personnel leave the employ of the Consultant and the informs the NWSA such key personnel no longer work for the Consultant.

### **2. Relationship of the Parties**

Consultant, its subconsultants and employees, is an independent Contractor. Nothing contained herein shall be deemed to create a relationship of employer and employee or of principal and agent.

### **3. Conflicts of Interest**

Consultant warrants that it has no direct or indirect economic interest which conflicts in any manner with its performance of the services required under this Agreement. Consultant warrants that it has not retained any person to solicit this Agreement and has not agreed to pay such person any compensation or other consideration contingent upon the execution of this Agreement.

### **4. Compliance with Laws**

This Agreement shall be governed exclusively by the laws of the State of Washington both as to interpretation and performance without recourse to

any principles of Conflicts of Laws. Any action at law, suit in equity or judicial proceeding for the endorsement of this Agreement or any provisions thereof shall be instituted and maintained only in any of the courts of competent jurisdiction in Pierce County, Washington. Consultant agrees to comply with all local, state, tribal and federal laws and regulations applicable to the project, including building codes and permitting regulations existing at the time this Agreement was executed and those regarding employee safety, the work place environment, and employment eligibility verifications as required by the Immigration and Naturalization Service. Consultant shall obtain all professional licenses and permits required to complete the scope of work as defined.

### **5. Records and other Tangibles**

The NWSA is a public entity and must maintain access to, and be able to provide, records per RCW 40.14, RCW 42.56 and the Secretary of State's Local Government Common Records Retention Schedule (CORE) Version 3.3 (October 2016). Therefore, until the expiration of six years after the term of this Agreement, Consultant agrees to maintain accurate records of all work done in providing services specified by the Agreement and to deliver such records to the NWSA upon termination of the Agreement or otherwise as requested by the NWSA.

## **6. Ownership of Work**

The services to be performed by Consultant shall be deemed instruments of service for purposes of the copyright laws of the United States. The NWSA has ownership rights to the plans, specifications, and other products prepared by the Consultant. Consultant shall not be responsible for changes made in the models, programs, reports or other products by anyone other than the Consultant. Consultant shall have free right to retain, copy and use any tangible materials or information produced but only for its own internal purposes. Use of models, programs, reports or other products prepared under this Agreement for promotional purposes shall require the NWSA's prior consent. Notwithstanding anything to the contrary in this Agreement, Consultant and its personnel are free to use and employ their general skills, know how, and expertise, and use, disclose, and employ any generalized ideas, concepts, know-how, methods, techniques, or skills gained or learned during the course of this Agreement so long as they acquire and apply such information without any unauthorized use or disclosure of confidential or proprietary information from the NWSA.

## **7. Disclosure**

All information developed by the Consultant and all information made available to the Consultant by the NWSA, and all analyses or opinions reached by the Consultant shall be confidential and shall not be disclosed by the Consultant without the written consent of the NWSA. The foregoing protections will not apply to information which: (i) is or becomes generally known to the public other than as a result of Consultant's breach of this Section 7; (ii) prior to Consultant's receipt from NWSA, was obtained by Consultant from a third party who is

under no obligation of confidentiality with respect to such information; (iii) is developed by Consultant completely independent from the confidential information of NWSA; or (iv) is required by law or regulation to be disclosed, but only to the extent and for the purpose of such required disclosure after providing NWSA with advance written notice if reasonably possible such that NWSA is afforded an opportunity to contest the disclosure or seek an appropriate protective order. Consultant shall have the burden of proving the existence of any of the exceptions described in this Subsection. The forgoing notwithstanding, the Consultant may not disclose any information gained as a result of this Agreement without the written consent of the NWSA.

## **8. Compensation**

As full compensation for the performance of its obligations of this Agreement and the services to be provided, the NWSA shall pay Consultant as specified in the Agreement.

## **9. Payment Schedule**

Consultant shall submit detailed numbered invoices showing contract number, description of work items being invoiced, title of project, total authorized, total current invoice, balance of authorization, hours, hourly rate by the 10<sup>th</sup> of the month to be paid by the end of the current month, unless other terms are agreed to by the parties.

## **10. Costs and Disbursements**

Consultant shall pay all costs and disbursements required for the performance of its services under this Agreement.

## 11. Insurance - Assumption of Risk

- a) As a further consideration in determining compensation amounts, the Consultant shall procure and maintain, during the life of this Agreement, such commercial general and automobile liability insurance as shall protect Consultant and any subconsultants performing work under this Agreement from claims or damages from bodily injury, including death, resulting there from as well as from claims for property damage which may arise under this Agreement, whether arising from operations conducted by the Consultant, any subconsultants, or anyone directly or indirectly employed by either of them. Certificates of Insurance shall evidence:

i. Commercial General Liability coverage on occurrence form CG0001 or equivalent with limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

ii. Automobile Liability: ISO Form Number CA 00 01 covering owned, non-owned and hired vehicles of \$1,000,000 combined single limit per accident.

iii. Workers Compensation Insurance: Statutory Workers Compensation Insurance as required by the State of Washington.

iv. Stop Gap/Employers Liability Insurance shall be provided with a limit of not less than \$1,000,000 per claim.

- b) With respect to claims other than professional liability claims, Consultant and its subconsultants agree to defend, indemnify and hold harmless the NWSA, its appointed and elective officers and its

employees from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatever kind and nature, including attorney fees and costs by reason of any and all claims and demands on it, its officers and employees, arising from the negligent acts, errors or omissions by the Consultant in the performance of the Consultant's professional services.

- c) With respect to professional liability claims only, Consultant and its subconsultants agree to indemnify and hold harmless the NWSA, its appointed and elective officers and its employees from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatever kind and nature, including attorney fees and costs by reason of any and all claims and demands on it, its officers and employees, arising from the negligent acts, errors or omissions by the Consultant in the performance of the Consultant's professional services.

- d) All policies shall be issued by a company having an A. M. Best Financial Strength Rating of A- and Financial Size Category of VI or better. The Consultant shall be responsible for notifying the NWSA in writing within ten (10) days of receipt of notice of coverage being suspended, voided, cancelled or materially reduced. The NWSA shall be named as an additional insured on all policies by endorsement on ISO Form CG 20 10 Form B or equivalent. Additionally, except for Workers Compensation, waivers of subrogation shall be provided by endorsement to all policies.

## 12. Standard of Care

Consultant shall perform its work to conform to generally accepted

professional standards. Consultant shall, without additional compensation, correct or revise any errors or omissions in such work.

### **13. Time**

Time is of the essence in the performance by the Consultant of the services required by this Agreement.

### **14. Assignability**

Consultant shall not assign any interest in this Agreement and shall not transfer any interest in the Agreement to any party without prior written consent of the NWSA.

### **15. Term of this Agreement**

The effective dates of this Agreement are as specified. This Agreement may be terminated by the NWSA for cause when the NWSA deems continuation to be detrimental to its interests or for failure of the consultant to perform the services specified in the Agreement. The NWSA may terminate this Agreement at any time for government convenience in which case it shall provide notice to the Consultant and reimburse the Consultant for its costs and fees incurred prior to the notice of termination.

### **16. Disputes**

If a dispute arises relating to this Agreement and cannot be settled

through direct discussions, the parties agree to endeavor to settle the dispute through a mediation firm acceptable to both parties, the cost of which shall be divided equally. The NWSA reserves the right to join any dispute under this Agreement with any other claim in litigation or other dispute resolution forum, and the Consultant agrees to such joinder, so that all disputes related to the project may be consolidated and resolved in one forum. Venue for any litigation shall be the Pierce County Superior Court of the state of Washington and the prevailing party shall be entitled to recover its costs and reasonable attorney's fees.

### **17. Extent of Agreement**

This Agreement represents the entire and integrated understanding between the NWSA and Consultant and may be amended only by written instrument signed by both the NWSA and Consultant.

---

**Attachment C**  
**REFERENCE'S RESPONSE TO:**  
**RFP Number: 070994**

**INSTRUCTIONS TO THE PROPOSER:**

---

Proposers **selected for interviews** are allowed three (3) completed reference questionnaires. To ensure the receipt of three(3) references, we recommend that 4-5 are sent. The completed reference questionnaires must be from individuals, companies, or agencies with knowledge of the proposer's experience that is similar in nature to the products or services being requested by this RFP, and are within the last 3 years from the date this RFP was issued.

If more than three (3) qualifying references are received, the first three (3) fully completed references received will be used for evaluation purposes. References will be averaged.

**INSTRUCTIONS**

1. Proposers **must** complete the following information on page 2 of the "Reference's Response To" document **before** sending it to the Reference for response.

- a. Print the name of your reference (company/organization) on the "REFERENCE NAME" line.
- b. Print the name of your company/organization on the "PROPOSER NAME" line.

2. Send the "Reference's Response To" document to your references to complete.

**NOTE:** It is the proposer's responsibility to follow up with their references to ensure timely receipt of all questionnaires. Proposers may e-mail the Procurement Representative prior to the RFP closing date to verify receipt of references.

**Attachment C**  
**REFERENCE'S RESPONSE TO:**  
**RFP Number: 070994**  
**RFP Title: Marketing & Advertising Support Services**

**REFERENCE NAME (Company/Organization):** \_\_\_\_\_

**PROPOSER NAME (Company/Organization):** \_\_\_\_\_ has submitted a proposal to the Port of Tacoma, provide the following services: Marketing & Advertising Support. We've chosen you as one of our references.

**INSTRUCTIONS**

1. Complete **Section I. RATING** using the Rating Scale provided.
2. Complete **Section II. GENERAL INFORMATION** (*This section is for information only and will not be scored.*)
3. Complete **Section III. ACKNOWLEDGEMENT** by manually signing and dating the document. (*Reference documents must include a signature.*)
4. E-mail **THIS PAGE** and your completed reference document, **SECTIONS I through III** to:  
  
E-mail: [NWSAprocurement@nwseaportalliance.com](mailto:NWSAprocurement@nwseaportalliance.com)
5. This completed document **MUST** be received no later than **November 27, 2018 @ 5:00PM** (Pacific Time). Reference documents received after this time will not be considered. **References received without an signature will not be accepted.**
6. DO **NOT** return this document to the Proposer.
7. In addition to this document, the Port may contact references by phone for further clarification if necessary.

**REFERENCE  
QUESTIONNAIRE RFQ  
Number: 070994**

**RFP Title: MARKETING & ADVERTISING SUPPORT SERVICES**

E-mail: [NWSAprocurement@nwseaportalliance.com](mailto:NWSAprocurement@nwseaportalliance.com)

<b>Reference Firm Name</b>	
<b>Reference Name</b>	
<b>Project Name /Year work done</b>	
<b>Generally describe the nature of the work the firm did for you, including the Contract term and cost.</b>	
<b>Was the staff generally available and easy to reach?</b>	
<b>1. Was the work often completed within schedule &amp; within budget? If not, explain.</b>  <i>1 poor – 10 outstanding</i>	
<b>2. How would you rate the quality of work provided?</b>  <i>1 poor – 10 outstanding</i>	
<b>3. Would you hire them again? Why or why not?</b>	

<p><b>4. How would you rate the quality of their staff?</b></p> <p><i>1 poor – 10 outstanding</i></p>	
<p><b>5. How would you rate their responsiveness to your requirements for changes/amendments, invoicing/billing reconciliation and responsiveness to inquiries?</b></p> <p><i>1 poor – 10 outstanding</i></p>	
<p><b>6. General Comments</b></p>	

## ACKNOWLEDGEMENT

I affirm to the best of my knowledge that the information I have provided is true, correct, and factual:

\_\_\_\_\_  
Signature of Reference

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

## Attachment D

### HOURLY RATES

**Consultant**  
**Marketing & Advertising Support Services**  
**PSA No. 070994 / GL Account No. 20-6005-888-0000-00**

Monthly Retainer, based on 40 hours per month.	\$
--	----

#### Personnel

#### Hourly Rates

Sr. Consultant 2	\$
Sr. Consultant 1	\$
Consultant 2	\$
Consultant 1	\$
Project 2	\$

#### Project Based Packages

#### Rates

Layout & Design for Annual Report	\$
Holiday Video	\$

Additional personnel are not authorized without prior written approval from the Port's Project Manager.



**THE NORTHWEST**  
SEAPORT ALLIANCE

# Brand Book

VERSION 01 | 04.23.2015

# TABLE OF CONTENTS

The purpose of this document is to serve as a toolkit to maintain brand quality and creative consistency throughout all internal and external communications. The acronym for The Northwest Seaport Alliance is NWSA and will be used throughout this brand book.

This is a “living document” meaning it will be updated and revised over time as more creative execution samples become available or as more clarity is needed with regard to specific brand applications.

## THE NORTHWEST SEAPORT ALLIANCE BRAND BOOK

### INTRODUCTION TO OUR BRAND

- 03 Our brand
- 04 Our strategy and brand promise
- 05 Our brand attributes and key messages
- 06 Our brand platform: outcome
- 07 Our look and feel

### OUR LOGO

- NWSA logo and tagline
- 08 Minimum size and clear space
- 09 Logo color and backgrounds
- 10 Black andwhite and on images
- 11 Misuse

### COLOR

- 12 Brand color palette: primary, secondary, tertiary
- 13 Primary color palette usage
- 14 Secondary color palette usage
- 15 Tertiary color palette usage

### TYPOGRAPHY

- 16 Corporate fonts: display and primary
- 17 Corporate fonts: secondary and body copy
- 18 Corporate fonts: tertiary and web
- 19 Primary fonts in applications
- 20 Secondary & tertiary fonts in applications
- 21 Leading and tracking

### VOICE AND EDITORIAL TONE

- 22 Promotional copy and voice
- 23 Brand focused

### PHOTOGRAPHY

- 24 Photography Style
- 25 Symbolic photography
- 26 Stylized and Retouching
- 27 Cropping photos

### GRAPHIC ELEMENTS

- 28 Assets
- 29 Examples
- 30 Misuse

### DESIGN EXAMPLES

- 31 Corporate identity
- 32 Marketing communications
- 33 More marketing communications

### PAPER

- 34 Paper guidelines

### RESOURCES

- 35 Contact info

We are proud of The Northwest Seaport Alliance brand and all it represents. We see it as a reference to what we need to aim at, aspire to and fulfill in our daily actions, services we provide and involvements we champion. It is a foundation to what we are and stand for, and an image for which we are recognized worldwide, gather behind to build successes, head off challenges and deliver excellence.

The brand comprises of many elements, strategic, tactical, visual, tonal, aesthetic, all working in congress to exemplify our difference, our commitment and our goals. It articulates and specifies who we are, what we do, what principals we stand on. It gives us an appearance, a voice, it defines how we communicate and how we want to be understood and seen by others.

Our brand is important to us. It is at the core of our organization and among our key competitive assets. We see it as our responsibility to ensure that The Northwest Seaport Alliance is represented clearly, correctly and consistently throughout all internal and external communications.

We hope this guideline of the brand elements will be instructive and helpful. Enjoy!

Our strategic position is the corner stone of our brand. It is our competitive difference that we “own”. The Brand Platform that derives from it, elaborates and explains it further and is the foundation on which all other brand elements are based on and answer to.

STRATEGIC POSITION

Responsive Solution Generator

POSITIONING STATEMENT

The Northwest Seaport Alliance [NWSA] Is an action-driven **proactive** leader [in the global shipping industry focused on anticipating and generating inventive, **performance-driven** solutions that provide complete customer **value**, boost competitive advantage, benefit community and advance growth.

BRAND PROMISE

The Northwest Seaport Alliance Proactively develops and implements shipping business solutions aimed at the delivery of the highest **quality** of service, top **efficiency**, consistent **reliability** and **ease** of doing business.

Our attributes define our brand. They work separately and in unison in order to express and connect our identity factually and emotionally in all applications from high-level ideas to targeted direct marketing. You can use these attributes to ensure all of our communications are consistent and on-brand.










EASY	KEY MESSAGES		
NWSA is ranked highest in the industry for the <b>ease of doing business</b>	<ul style="list-style-type: none"><li>With our dedication to ease, quality and value, we make the experience at our ports a viable alternative to the more congested ports on the West Coast.</li></ul>	<ul style="list-style-type: none"><li>Our ability to anticipate customer needs and to respond in an expedient manner is why customers rank us #1 in ease of doing business and being preferred partners in providing fair value.</li></ul>	
INVENTIVE	KEY MESSAGES		
NWSA anticipates and generates <b>inventive</b> , performance-driven solutions	<ul style="list-style-type: none"><li>We are the first in North America to create an Alliance between two ports in order to provide greater efficiencies in port activities, combine investments for infrastructure upgrades and produce greater influence over legislation for improved services.</li></ul>	<ul style="list-style-type: none"><li>Our innovative KPI performance tracker allows for transparent reporting of key measures of port performance, demonstrating our commitment to, and belief in, making ongoing and real time improvements in customer service.</li></ul>	<ul style="list-style-type: none"><li>Using a resourceful and anticipatory approach to business solutions, we continually generate innovative insights and create value across the spectrum of port activities.</li></ul>
RELIABLE	KEY MESSAGES		
NWSA delivers top efficiency and consistent <b>reliability</b>	<ul style="list-style-type: none"><li>Dependable, consistent and trust worthy are qualities we are known for and why we are viewed as quick, responsive and able to provide customized solutions for customer needs.</li></ul>	<ul style="list-style-type: none"><li>As the third largest container port in North America, customers can rely on us for less congestion, higher efficiencies and an honest straightforward approach to business.</li></ul>	<ul style="list-style-type: none"><li>We recognize our responsibility to the region where our ports reside and proactively create programs that reduce our eco footprint, enhance our community through job creation and support the citizens with whom we share our environment.</li></ul>

The Outcome, or The One Thing, is a result of what all the Brand Platform elements boil down to. It is the articulation of the end goal and aspiration of the brand.

OUTCOME




**To be the gateway of choice in the shipping business.**

Our brand aesthetics are a true expression of The Northwest Seaport Alliance’s brand vision. This consists of The Northwest Seaport Alliance’s logo, a color palette, a comprehensive library of typography and imagery guidelines that ensure authentic images.

LOGO	LOGO WITH TAGLINE	COLOR PALETTE
 <b>THE NORTHWEST</b> SEAPORT ALLIANCE	 <b>THE NORTHWEST</b> SEAPORT ALLIANCE Gateway to Solutions	<div>PRIMARY COLOR PALETTE</div> <div></div> <div>PMS 7710 C PMS 165 C</div> <div>SECONDARY COLOR PALETTE</div> <div></div> <div>PMS 7401 C PMS COOL GRAY 8 C PMS 1235 C PMS 186 C</div> <div>TERTIARY COLOR PALETTE</div> <div></div> <div>PMS 550 C PMS 540 C</div>
TYPOGRAPHY	IMAGERY	
<p><b>PRIMARY FONT — GILL SANS</b> The Gill Sans family is a sans-serif font primarily used for displays and headlines. It is also the font that is used for ‘The Northwest Seaport Alliance’ in our logo.</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&amp;*()</p> <p><b>SECONDARY FONT – FRUTIGER</b> Fruitger is a sans-serif font primarily used for body copy and subheads. It is also the font used for the tagline in our logo.</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&amp;*()</p> <div><div><p><b>TERTIARY FONT – ADOBE CASLON PRO</b> Adobe Caslon Pro is a serif font and should be used sparingly for photo descriptions and small type point size usage.</p></div><div><p><b>WEB FONT – ARIAL</b> Arial is only used for body copy on the web.</p></div></div>	<div></div> <p><b>PHOTOGRAPHY STYLE</b> People need to look authentic and working together. Focused spot color on various elements.</p> <p><b>SYMBOLIC PHOTOGRAPHY</b> Needs to reflect our brand strategy. Always in either duotone color combination.</p>	

# LOGO AND TAGLINE USE: MINIMUM SIZE AND CLEAR SPACE

The logo and tagline must retain the proportions as indicated below. Never try to recreate or alter the name with the logo and or with the tagline. Always use the jpeg, png or tiff provided.







MINIMUM SIZE	CLEAR SPACE
<div>WITH TAGLINE</div> <div><p>1.25"</p></div>	<div></div>
<div>WITHOUT TAGLINE INSIDE THE BANNER</div> <div><p>0.75"</p></div>	

Minimum width of The Northwest Seaport Alliance’s logo with tagline is 1.25 inch.  
Minimum width of The Northwest Seaport Alliance’s logo without tagline is 0.75 inch.

The Northwest Seaport Alliance’s logo must have a clear space surrounding the logo equal to where X appears, top, bottom, left and right side.

# LOGO AND TAGLINE USE: LOGO COLOR AND BACKGROUNDS

The logo and tagline should always be used in full color. However in some instances it can be used as a knockout graphic in white on teal.

LOGO AND TAGLINE COLOR	BACKGROUND CONTROL		TAGLINE
			Only use The Northwest Seaport Alliance's logo with the tagline "GATEWAY TO SOLUTIONS"
	Color logo/tagline on a white background	Color logo/tagline on a cream background	
<div><div></div><div></div></div> <div><div>TEAL</div><div>PMS 7710 C CMYK: 80, 12, 28, 0 RGB: 0, 166, 181 HEX: 00A6B5</div><div>BURNT ORANGE</div><div>PMS 165 C CMYK: 0, 74, 95, 0 RGB: 255, 103, 27 HEX: FF671B</div></div>		For certain uses only, white logo on a teal background	
This is the corporate logo colors, breakdown in spot, CMYK, RGB and HEX.		For all applications The Northwest Seaport Alliance's color logo must appear as one of these approved colors:	

# LOGO AND TAGLINE USE: BLACK & WHITE AND ON IMAGES

The logo can be read as a positive graphic or as a knockout graphic in white. When the logo is placed over an image make sure the contrast between the logo and the image is strong enough for legibility.

EXAMPLES OF ARTWORK IN BLACK & WHITE

EXAMPLES OF KNOCKOUT ARTWORK ON IMAGES



For black and white uses only, left shape is 100% black, right shape is 61% black. To be used only on a white background



For black and white uses only, white logo on a black background



Good contrast between background



Good legibility



Simple background

These are examples of what should not be done to the logo and its tagline. For brand recognition, it is very important to maintain our brand aesthetic consistently, in all applications.

EXAMPLES OF MISUSED ARTWORK

WRONG COLOR



OUTLINE



BAD CROPPING LOGO



ROTATING



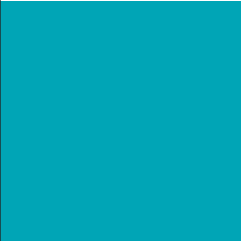
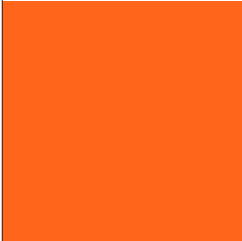
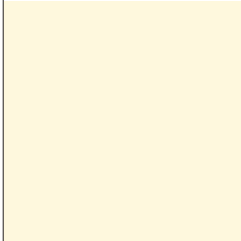



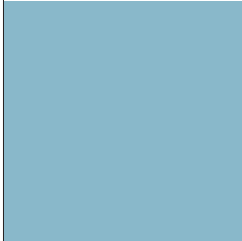

NOT ENOUGH DARK AREA ON BACKGROUND IMAGE



# BRAND COLOR PALETTE—PRIMARY, SECONDARY, TERTIARY

COLOR

The following colors are used for collateral, printed material, online materials and multimedia campaigns for our brand. The selection of the color palette will be determined by the media you are using.

PRIMARY PALETTE		SECONDARY PALETTE				TERTIARY PALETTE	
<div>TEAL</div> <div></div> <div>PMS 7710 C CMYK: 80, 12, 28, 0 RGB: 0, 166, 181 HEX: 00A6B5</div>	<div>BURNT ORANGE</div> <div></div> <div>PMS 165 C CMYK: 0,74, 95,0 RGB: 255, 103, 27 HEX: FF671B</div>	<div>CREAM</div> <div></div> <div>PMS 7401 CMYK: 0, 2, 15, 0 RGB: 255, 246, 220 HEX: FFF6DC</div>	<div>COOL GRAY</div> <div></div> <div>PMS COOL GRAY 8 C CMYK: 48, 40, 38, 3 RGB: 138, 138, 141 HEX: 8A8A8D</div>	<div>YELLOW</div> <div></div> <div>PMS 1235 C CMYK: 0, 32, 95, 0 RGB: 255, 184, 25 HEX: FFB819</div>	<div>RED</div> <div></div> <div>PMS 186 C CMYK: 0, 100, 81, 4 RGB: 224, 0, 43 HEX: E0002B</div>	<div>BLUE</div> <div></div> <div>PMS 550 C CMYK: 44, 15, 15, 0 RGB: 142, 184, 201 HEX: 8EB8C9</div>	<div>NAVY</div> <div></div> <div>PMS 540 C CMYK: 100, 80, 38, 37 RGB: 0, 48, 86 HEX: : 003056</div>

The primary corporate colors are Teal and Burnt Orange. These colors are the base of our brand.

The secondary corporate colors are Cream, Cool Gray, Yellow and Red. These colors are used sparingly in all applications. Apply these colors in a limited amount to areas that complement the primary brand corporate colors which will result in simple and tasteful communications.

\*The cream does not have an accurate PMS equivalent, therefore it is preferable to only use CMYK or RGB for this color.

The tertiary corporate colors will be used for special uses, such as a specific campaign, graphs and maps. Navy can also be used type. They are used primarily in conjunction with the primary corporate colors.

# PRIMARY COLOR PALETTE USAGE

The primary color palette is used as a core part of our branding system with the brand logo. Teal can also be used as a subhead and occasionally as a headline or a background color. Burnt orange can be used as type for emphasis or an accent. Body copy can be in black, white or cool gray depending on the background color.

EXAMPLES

TEAL

BURNT ORANGE

Black type

Teal Subhead

Teal Background, white type

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tincidunt augue ut mauris euismod, at dignissim augue dapibus. Vestibulum non lorem.

Vestibulum non lorem.

THE NORTHWEST SEAPORT ALLIANCE

Gateway to Solutions

Color logo

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tincidunt augue ut mauris euismod, at dignissim augue dapibus. Vestibulum non lorem.

Vestibulum non lorem.

THE NORTHWEST SEAPORT ALLIANCE

Gateway to Solutions

Knockout logo

VERSION 01 | 04.23.2015

THE NORTHWEST SEAPORT ALLIANCE | NWSA

13

# SECONDARY COLOR PALETTE USAGE

The secondary corporate colors are Cream, Cool Gray, Yellow and Red. Cream can be used as a background color. Cool Gray can be used for type.

Yellow and Red should be used sparingly in charts, maps and graphics. Apply these colors in a limited quantity with primary colors to add emphasis or a pop of color.

## EXAMPLES



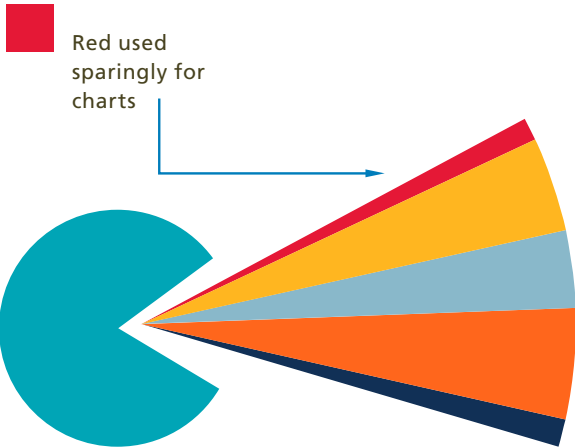
Cool gray type

Cream background



Color logo

Burnt orange type for emphasis

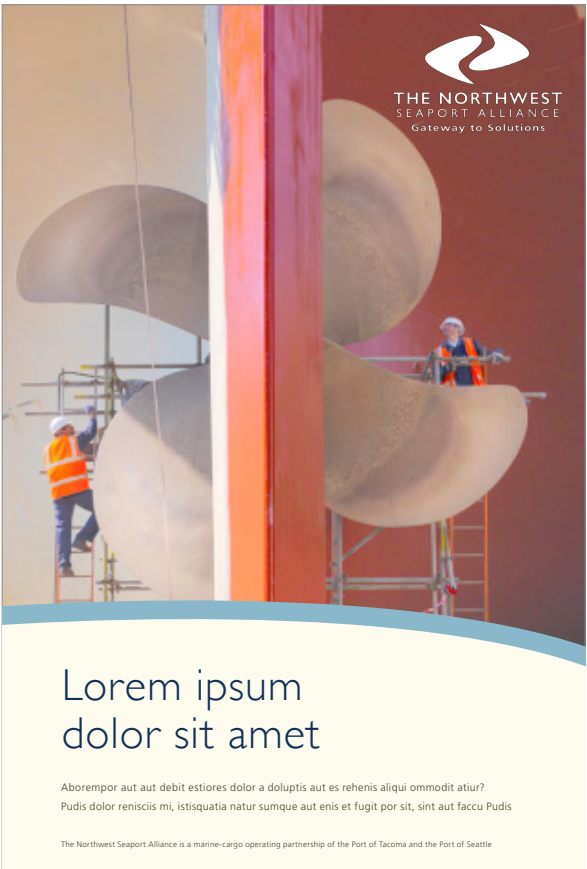


Yellow stroke

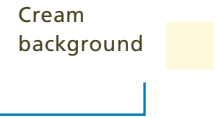
# TERTIARY COLOR PALETTE USAGE

The tertiary corporate colors can be used for special communications. Navy can be used for type, blue can be used for graphic elements. They should be used sparingly in conjunction with the primary and secondary corporate colors.

## EXAMPLES



Knockout logo



The Gill Sans font is one of most modern sans-serif fonts. It has an extended family ranging from regular to bold with an italicized version. This typeface should be used primarily for displays or headlines. It can also be used for subheads. However the UltraBold font should not be used as it is too chunky and not a good representative of our brand.

PRIMARY FONT

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

The Frutiger font is a sans-serif font that complements the primary font Gill Sans. It’s family ranges from regular to bold with an italicized version. This typeface should be used primarily for body copy. It can also be used for subheads.

SECONDARY FONT

FRUTIGER 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 46 LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 56 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 65 BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 75 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 76 BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

FRUTIGER 95 ULTRA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^and\*()

Adobe Caslon Pro is a serif font that should be used sparingly and is primarily used for descriptive copy that is a small point size. Arial should only be used for for body copy in online communications.

TERTIARY FONT		WEB FONT (ONLY FOR BODY COPY)
<p>ADOBE CASLON PRO REGULAR</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</p>	<p>ADOBE CASLON PRO ITALIC</p> <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</i></p>	<p>ARIAL REGULAR</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</p>
<p>ADOBE CASLON PRO SEMI BOLD</p> <p><b>abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></p>	<p>ADOBE CASLON PRO BOLD</p> <p><b>abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></p>	<p>ARIAL ITALIC</p> <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</i></p>
<p>ADOBE CASLON PRO SEMI BOLD ITALIC</p> <p><i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></i></p>	<p>ADOBE CASLON PRO BOLD ITALIC</p> <p><i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></i></p>	<p>ARIAL BOLD</p> <p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></p>
		<p>ARIAL BOLD ITALIC</p> <p><i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^and*()</b></i></p>

EXAMPLES

Gill Sans should be used in primary displays and headlines, it can be Gill Sans light, regular, semi bold and in some instances bold. You may use all caps or initial caps depending on desired emphasis.



Fruitger 55 roman, 45 light or 65 bold can be used for subheads but it is mainly used for body copy. You may use all caps or initial caps depending on desired emphasis.



The sign-off line 'The Northwest Seaport Alliance is a marine-cargo operating partnership of the Port of Tacoma and the Port of Seattle' should be in Frutiger 45 light.



EXAMPLES

Subheads can be Gill Sans light, regular or semi bold or Fruitiger 45 light, 55 roman or 65 bold.

Body copy must be Fruitiger 45 light, 55 roman or 65 bold.

Primary display and headlines can be upper case or initial case Gill Sans light, regular or semi bold.

Descriptive copy for photos and graphs that are small point sizes can be Adobe Caslon Pro regular or semi bold.

The sign-off line **‘The Northwest Seaport Alliance is a marine-cargo operating partnership of the Port of Tacoma and the Port of Seattle’** should be in Frutiger 45 light.



# LEADING AND TRACKING

Our primary displays, headlines and short subheads have wide tracking to be friendly and readable. Depending on applications, you may tighten or loosen. Note: This should not be applied to body copy and longer subheads to ensure readability. Leading and tracking for body copy should be consistent throughout applications.

MORE LIKE THIS	LESS LIKE THIS
----------------	----------------



Loose leading and wide tracking with some extra space between headline and subhead.



Leading and tracking are too tight in headline and body copy. Space between headline and body copy is too close.

Our copy and voice should reflect our brand attributes with messaging that is simple, direct and to the point. We want to forward the advantage of our brand by letting people know our proactive approach and unique benefits not just a set of features. Remember to keep it clear and easy.

THE NORTHWEST SEAPORT ALLIANCE’S PERSONA






In developing a voice and a tone it can be helpful to think of our brand as a person.

- He/She is between 35-55 years old.
- He/She is smart professional, knows his business and likes people he interacts with.
- He/She is cool under pressure, thinks ahead and is quick to respond with a solution.
- He/She is business casual and doesn’t care for ostentation.
- He/She is driven by proactive invention that drives results.
- He/She is clear and to the point but always friendly and easy to deal with.

Our persona speaks from professional and knowledgeable point of view in a unique voice. It articulates how the brand is a proactive facilitator of inventive industry solutions and a responsive, reliable partner. It is friendly and straightforward in tone. It creates an emotional connection that is aspirational and brings attention, awareness and loyalty to the brand.

MORE LIKE THIS	LESS LIKE THIS	HERE'S WHY:
We don't just fix things after the fact. We anticipate your needs and serve solutions that make your business flow easier.	The Northwest Seaport Alliance is a leader in providing solutions to challenges in shipping business. And we provide responsive service as well!	<ul style="list-style-type: none"><li>– It's straightforward, active and business friendly</li></ul>
You thought it'll take too much time. We thought how it shouldn't.	Our friendly staff will make sure your cargo will travel to its' destination faster and with less unwanted delays!	<ul style="list-style-type: none"><li>– It's smart and simple</li></ul>
Reliable response is not an option.	Our clients deserve unmatched reliability and responsiveness that can boost their bottom line.	<ul style="list-style-type: none"><li>– Quick, to the point, and not loud or overstated</li></ul>

The Northwest Seaport Alliance’s photography should reflect the spirit of the brand of the Alliance created between two ports. This is represented by two workers working side by side. They should reflect a candid moment in time that has been captured, not something that is posed or forced. Subjects should never be looking directly at the camera. Photos will be have one or two elements in the photo that pop with color, bringing focus to a few elements and evoking a simple yet precise and inventive feeling. People need to look authentic and comfortable. Photos below are examples of the photography style. Do not use the images in the section ‘NOT LIKE THIS’ for any purpose.

LIKE THIS	NOT LIKE THIS
<div data-bbox="312 544 740 1037"></div> <div data-bbox="312 1060 631 1088">Two people working together</div> <div data-bbox="790 544 1218 857"></div> <div data-bbox="790 878 1179 906">Only certain colors pop for emphasis</div>	<div data-bbox="1624 544 2173 849"></div> <div data-bbox="1624 867 2063 894">Too posed, looking directly at the camera</div> <div data-bbox="1624 933 1879 1175"></div> <div data-bbox="1624 1195 1879 1248">Too oversaturated, only one person</div> <div data-bbox="1926 933 2428 1240"></div> <div data-bbox="1926 1258 2041 1286">Too staged</div>

Our symbolic photos should be used as a support to the lifestyle images in brochures and other communications where applicable. They reflect our brand attributes—they evoke the feeling of being easy, inventive, reliable. They represent the coming together of elements that together create a stronger and more directed path that evokes the notion of being ‘solution oriented’. Photos should not be forced, too complicated or corny, but always show a directed path moving forward.

LIKE THIS



- 1. RAILROADS  
Royalty-free image  
shutterstock.com, #
- 2. DIRECTED ARROWS  
Royalty-free image  
shutterstock.com, #
- 3. ROADS MERGING  
Royalty-free image  
shutterstock.com, #

NOT LIKE THIS



Not a duotone, corny image



Too busy, not coming together to one path



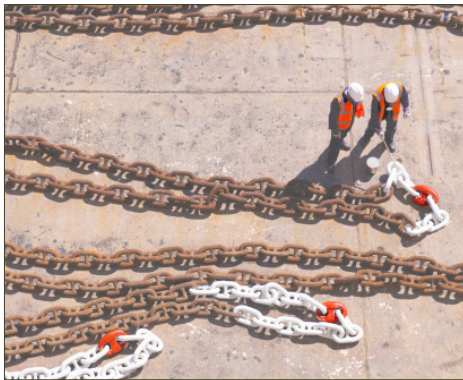
Forced image

It is important that our photos are always stylized and retouched according to the guidelines below to maintain a consistent brand image. The ‘working together’ photos should have a few elements that pop in color, help direct your focus and to highlight the story of the photograph. The symbolic photos are always a duotone in either black with teal or black with burnt orange.

WORKING TOGETHER



Original image



Retouched image

COLOR: CREATING OUR PHOTOS

All of our ‘working together’ photos should focus on people performing their tasks and other highlighted graphic elements in the composition that tell the story. To create the correct hue and highlights use Photoshop. Open the file, make a new layer above the photo and fill it with white. Give the new white layer approximate 20%–35% opacity (this may vary depending on how light or dark the photo is). The transparent layer will create a desired lightness over the photos. To make the highlights and allow certain elements to pop in color, use the eraser tool and carefully erase parts of the white layer over the color elements so that the intensity of their original color is revealed. Part of the ‘workers’ should always be one of the highlighted elements; for example his face and vest. When creating these photos always ask yourself if certain elements in the photo pop with color to help tell the story.

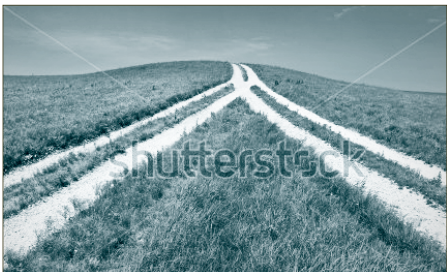
CONTRAST, BRIGHTNESS AND VIBRANCY:

Add some contrast, brightness and vibrancy if image looks washed-out, but avoid adding too much to create an unreal look. You may also adjust the photo in areas you are placing type to assure readability.

SYMBOLIC



Original image



Retouched images



TEAL

BURNT ORANGE

COLOR: DUOTONE WITH EITHER TEAL OR BURNT ORANGE

All of our symbolic images will only appear in a duotone with either teal or burnt orange. You can convert color images to gray scale in Photoshop then apply either primary brand color with black.

CONTRAST AND BRIGHTNESS:

Add some contrast and brightness if image looks washed-out, but avoid adding too much to create too dark or too bright look. You may also adjust the photo in areas you are placing type to assure readability.

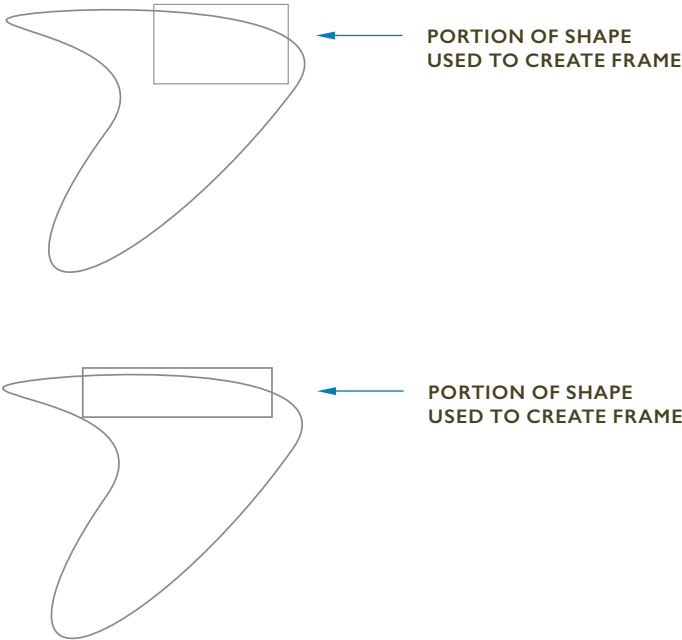
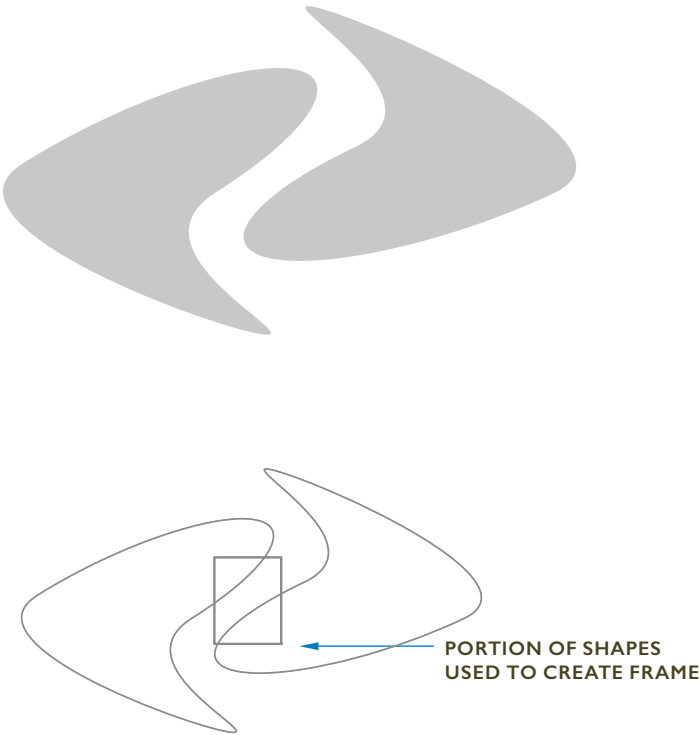
# CROPPING PHOTOS

Use cropping to enhance your image, composition and layout. Keep it simple, clean and direct. You don't need any excess information, you just want to focus on what's important and what will best represent the brand. Here are a few examples.

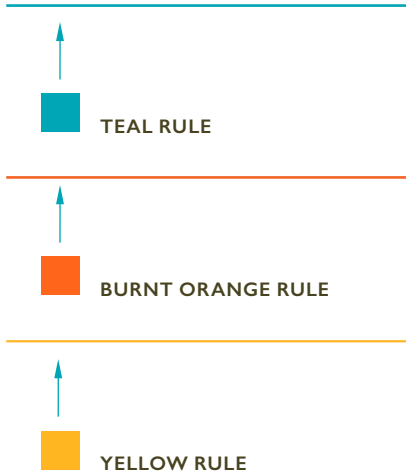
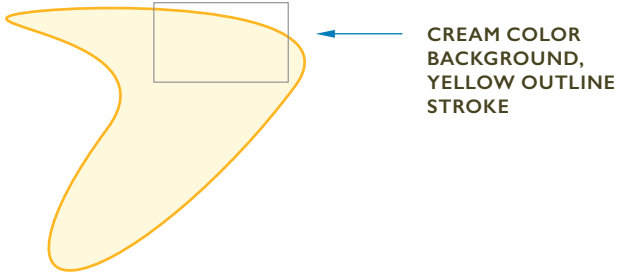
LIKE THIS	NOT LIKE THIS	LIKE THIS	NOT LIKE THIS
			
<p><b>FOCUS:</b> The workers and the action.</p> <p><b>COMPOSITION:</b> Create an interesting composition by cropping in, but not so much that the focus is not clear.</p>		<p><b>FOCUS:</b> Focus on the candid moment in time that is being captured.</p> <p><b>COMPOSITION:</b> Create an interesting composition by cropping in, but not so much that what you are looking at loses meaning.</p>	

We can use the graphic shapes of the logos together or separately to create a unique layout with the focus placed on a scene, or create a shape to house information. You may put white, teal and cream within these shapes if you are using typography in them. The burnt orange color should be used sparingly as background for typography and not used behind general body copy. Outline strokes may be used on the shapes when kept simple. Rules may also be used for some applications to divide content. Keep the layout clean and simple.

SHAPES



COLORS IN SHAPES, STROKES, RULES



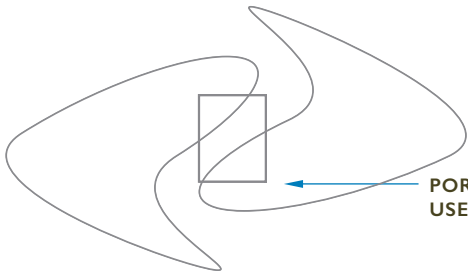
Here are a few examples of how we use our graphic shapes. Keep it as simple as possible and use them tastefully.

SHAPES AND STROKES

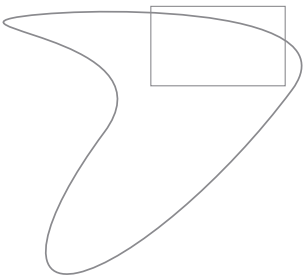


← USING SHAPES TO FRAME IMAGE

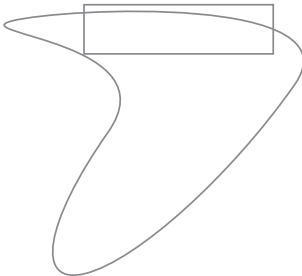
← CREATED FRAME FROM SHAPE GRAPHIC



PORTION OF SHAPES USED TO CREATE FRAME



PORTION OF SHAPE USED TO CREATE FRAME



PORTION OF SHAPE USED TO CREATE FRAME

Although we have the graphic shapes to create a unique layout, there are some things we need to be careful with and avoid. Here are some misuse examples. It is important to maintain our brand aesthetic consistently for our brand recognition.

FRAME AND RULES



OUTLINE STROKE IS  
TOO THICK



SHAPE NOT PLACED  
CORRECTLY



USING WRONG PART  
OF SHAPE, NOT PLACED  
CORRECTLY

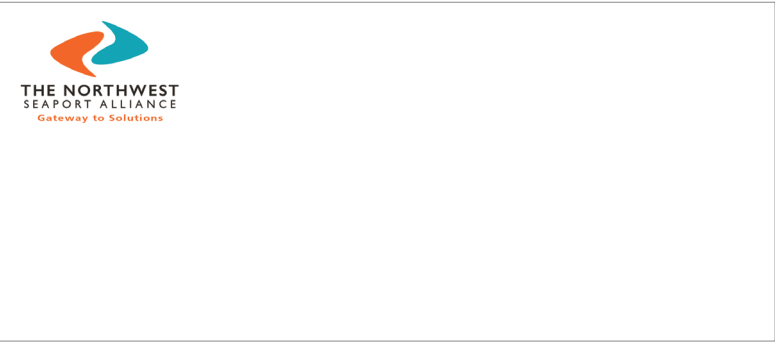


WRONG  
COLOR IN SHAPE

LIKE THIS



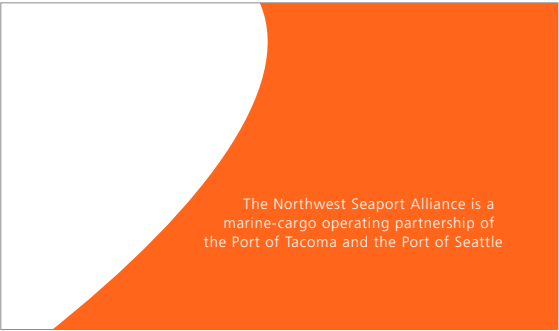
STATIONARY



ENVELOPE



BUSINESS CARD



The sign-off line **'The Northwest Seaport Alliance is a marine-cargo operating partnership of the Port of Tacoma and the Port of Seattle'** should be in Frutiger 45 light.

LIKE THIS



POSTER

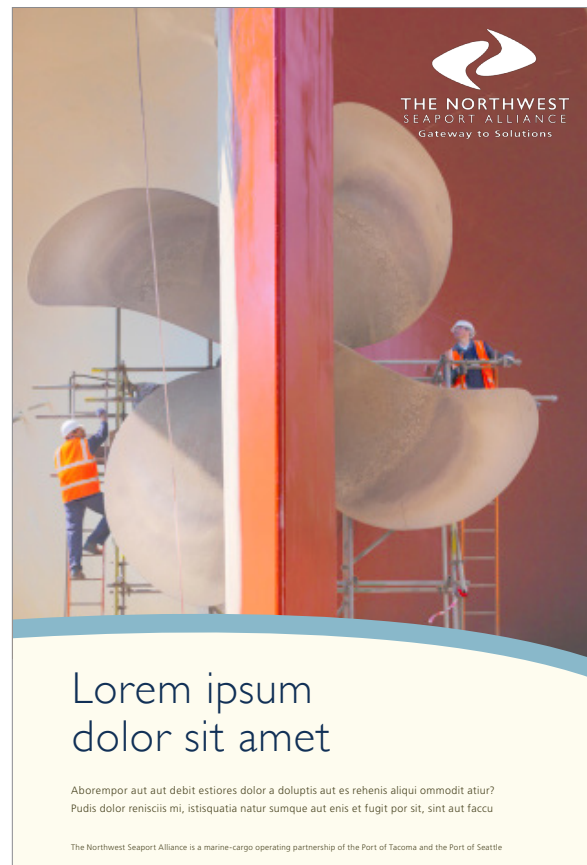


BANNER



COLLATERAL

LIKE THIS



## POSTER



BROCHURE



- When choosing paper always choose one that is bright white, never use any other color paper.
- For good quality, use Sterling Ultra Matte Cover 9 pt or equivalent 80# white.
- Use a satin varnish when showing photography avoid high gloss coatings (such as gloss UV).  
The goal is to achieve a satin finish effect.
- Use an uncoated stock and/or a dull varnish when using a photography as this will enhance the simple and clean feel.  
Other good paper options when resources are limited are Sonoma Matte Cover 80# or Unisource Velvet Cover #100.
- In order to be environmentally friendly use paper that contains at least recycled fiber and use soy-based ink.  
Whenever possible seek properly managed paper products (FSC) associated. Add the following line to your printed material as appropriate.



Printed on recycled paper using soy-based ink

**LARGE PRINT RUNS REQUIRING WEB PRINTING**

weight: 9 pt or equivalent  
white: #2 brightness  
coating: matte or satin coated stock

**SMALLER PRINT RUNS UTILIZING SHEET FED OR SPECIALTY PRINTING**

weight: 10-12pt or equivalent  
white: #1 or #2 brightness  
coating: uncoated stock and/or dull varnish

**DIGITAL PRINTING**

Adhere to above requirements

THE NORTHWEST SEAPORT ALLIANCE

If questions email: