



PORT OF MOBILE
ALABAMA PORT AUTHORITY

FOR IMMEDIATE RELEASE

**ALABAMA PORT AUTHORITY REBRANDS:
POSITIONS PORT OF MOBILE FOR FUTURE GROWTH**

MOBILE, ALA – January 10, 2022. The Alabama Port Authority unveiled today its new website and a harmonious family of new brandmarks aimed at highlighting the capabilities and connectivity at one of the nation’s largest deep-water seaports. The new website – www.ALPorts.com – utilizes imagery reflective of the port’s infrastructure investment and provides in a streamlined format information important to the port’s customers, service providers, stakeholders, and the public at large.

“We are embarking on telling the story of the Port of Mobile to a wide audience – locally and statewide, but also nationally and internationally. The Port has seen exceptionally strong growth with minimal operational disruptions,” said John C. Driscoll, director and chief executive officer for the Alabama Port Authority “In launching our new brand and website, our intent is to communicate our unsurpassed efficiency, reliability and connectivity.”

The brandmark’s streamlined “M” design illustrates the modernization of the port. Since 2001, the Alabama Port Authority has invested over \$1.3 billion in public seaport, terminal rail and waterway infrastructure geared toward diversifying its business lines and servicing the larger vessels calling North American ports. With over \$750 million in new infrastructure in implementation or planning stages, the Port Authority continually strives to provide cost-efficient transportation solutions to its current customers, while meeting new customer growth demand.

The unveiled family of brand iconography reflects the Alabama Port Authority’s dual mission. Nationally, and around the world, the Alabama Port Authority at the Port of Mobile is recognized for its cargo diversity, efficiency, business-friendly service, and connectivity. The full-service public seaport terminals support import and export containerized, breakbulk, bulk, RO/RO and over-dimensional cargo movements across major global trade lanes. Additionally, the Alabama Port Authority is the statutory authority over Alabama’s navigable waterways, river, and deep-water ports. In this context, the Port Authority’s mission is to develop transportation solutions to support first, Alabama’s, and then the nation’s, shippers to foster economic development and generate jobs. Currently, the Port Authority’s vessel and cargo activities support over 150,400 jobs and generate \$25.4 billion in economic value in Alabama alone.

The family of brand colors are representative of what the Alabama Port Authority provides to employees, customers, and stakeholders. Blue represents trust and responsibility, red represents energy and passion, and green represents reliability and sustainability.

- more -

The new website and branding campaign reflects over six months of work with contributions from the Port Authority's management, public relations, and information technology teams. Much of the information conveyed in the port's new website was derived with the input of the port's front-line managers and supervisors engaged in day-to-day communications with customers and stakeholders. The creative work for both the brand and the website was developed by the Port Authority's national and regional award-winning firm, [JJPR Agency](#).

The Alabama State Port Authority oversees the deep-water public port facilities at the Port of Mobile. The Port Authority's container, general cargo and bulk facilities have immediate access to two interstate systems, five Class 1 railroads, nearly 15,000 miles of inland waterways and air cargo connections.

Learn more at www.ALPorts.com or at www.facebook.com/AlabamaStatePortAuth/

###

Contact:

Judith Adams, Vice President, Internal/External Affairs
Alabama Port Authority | 251-441-7003 (o); 251-751-3497 (c) | Judith.Adams@ALPorts.com

Sheri Collins, Manager, Public Relations
Alabama State Authority | 251-441-7001 (o); 251-680-4222 (c) | Sheri.Collins@ALPorts.com