

2022 AAPA Communications Awards



6. Miscellaneous



FOURCHON

The Greater Lafourche Port Commission (GLPC)/Port Fourchon started with a businessman, a dream, a great location, and bananas. When Louisiana State Senator A. O. Rappelet, who is considered the founding father of Port Fourchon, successfully passed legislation in 1960, creating the Greater Lafourche Port Commission/Port Fourchon, few others shared his vision of a “Fourchon City.” However, Rappelet saw the potential in locating a port at the mouth of Bayou Lafourche to build a port from scratch in hopes of luring the lucrative banana trade from New Orleans to Lafourche Parish. Although Port Fourchon missed out on the bananas, the Port grew under the original vision of Senator Rappelet with guidance from those who have served on the Greater Lafourche Port Commission Board of Commissioners. Rappelet was able to drum up support and tax money from the community to begin the process of building this “Port of the Future” and his vision has carried forward to today. GLPC acquired the South Lafourche Leonard J. Miller, Jr. Airport from the Lafourche Parish Government in November 2001. We recognized the airport’s proximity to Port Fourchon only 22 miles by land or 10 minutes by air and the importance of providing air transportation services to facilitate the continued development of the port and the offshore industry. To allow the airport to further expand we acquired 1,200 acres surrounding the airport, which are slated for the industrial development of aviation-related businesses in support of energy activities at Port Fourchon and in the Gulf of Mexico.



FOURCHON

Greater Lafourche Port Commission

Challenges or Opportunities

The Greater Lafourche Port Commission (GLPC)/Port Fourchon and Airport executives and its dedicated Board of Commissioners wanted to implement an all-new rebrand entering our 60th anniversary, which focuses on the Port's bright future as it continues to function as the central Gulf's premier service and supply hub for the offshore energy industry. Part of this process was to create all new materials to communicate clearly how we are making a difference to our tenants, customers, community, visitors, and staff. We wanted everyone to take great pride in and help carry out our future vision with a clean, sleek look. After talking things over internally we found a local brand consultant agency (White Car Media) to help develop and design our new logo.

Mission

Our founding fathers saw the potential and began this journey. Our board members shaped and created the port's laws and business practices to maximize the flow of trade and commerce while preserving our environment and heritage. The people of the 10th Ward of Lafourche Parish, tax themselves to develop Port Fourchon and with it, our community's economy. Our port and airport tenants and companies came to build and grow with us. Our staff does what it takes every day to keep our port and airport running effectively.



GAO South Lafourche
Airport

Planning and Programming Components

When developing this rebrand we thought about our service and supply industries that are our backbone. Most people don't call it Port Fourchon. The people that work here every day call it "Fourchon." So, we wanted to play on what everybody knows us as and what everybody calls us. Our goals are to have the logo stand out just like our tenants and users. As we move ahead as a port/airport it's important to have this rebrand that tells the story of how this Port has modernized itself to meet the challenges of the 21st century through the hard work of many; including those early on that made the Port what it is today, which is the service provider for nearly 100-percent of all Deepwater Offshore Energy Production and activity in the Gulf of Mexico.

We had to get our executive team, consultant agency, and board of directors all on the same page to do this rebranding. After all the collaborations and coming into an agreement, we then finalized our logos, colors, etc. The central theme highlights the grid-like development of Port Fourchon where bulkheads intermix with the adjacent waterways of Bayou Lafourche and the Gulf of Mexico. The blocks depict the solid nature of the Port that has resulted from advanced mitigation techniques, which have helped add substantial land as well as commerce to south Louisiana through the years.

The Fourchon logo is a major identifier for the Fourchon brand and organization and is vital to maintaining brand recognition. The logo should always consist of two parts, the mark, and the namesake in their designated colors of Fourchon Gold and Fourchon Navy and sub-brands with Fourchon Green.



Harbor Police

Actions/Communication Outputs

We launched our new rebrand beginning in 2021, with the actual date of the reveal being January 14, 2021. This rebrand debut was staged by sending out a press release to local news outlets as well as the incorporation of the new logo on our website, social media platforms, etc. The press release announced why we took this step to change our look. Before our release, we needed to make sure we had all our i's dotted and t's crossed. With the help of our executive staff and port affairs coordinator, who is the detail queen as she puts it, we made sure everything that needed to be replaced like our signage, flag, letterhead, publications, advertising, website, webpages, social media, id tags, lanyards, email signatures, templates, PowerPoint slides, forms, license plates, banner, business cars, and vehicle decals were changed to reflect our new brand. We also needed to purchase promotional items like cups, facemask, hand sanitizer, pens, cell phone wallets, shirts, and hats. We started with our staff and handed out shirts, hats, and other promotional items for our new relaunch.

The main Fourchon logo is only one of several subset logos that showcase the GLPC and its many assets such as Harbor Police, the South Lafourche Leonard J. Miller, Jr., Airport, and the Port Fourchon Wetlands Park. Ready Today and Ready for Tomorrow remain the same, adding that the port continues to service the oil and gas industry while maintaining a sincere openness to expand into other areas of LNG, wind energy, solar power, and project cargo, to name a few.

Communications Outcomes

This rebrand is for everyone.

We are filled with renewed hope and confidence that this year and the future ones will be better for our region, state, and country. This logo reflects that profound optimism with its bold coloring and design. It also sets the stage for the future to create new opportunities for our port and community through its use in every internal and external document we send out our doors.