



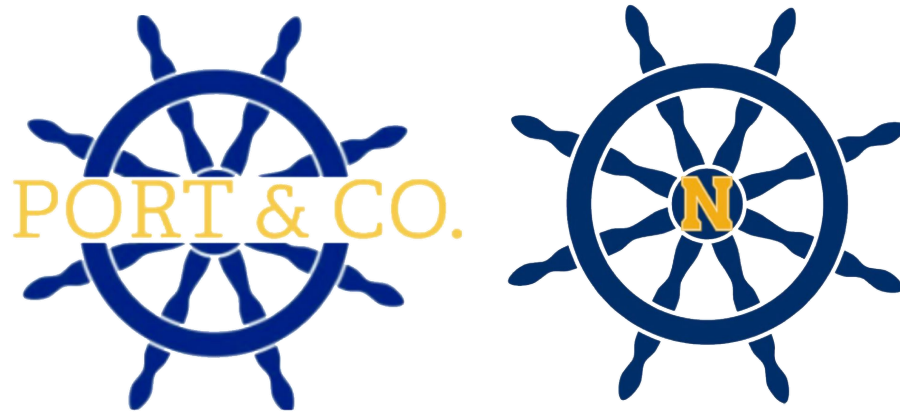
2019 National Company Branding Information



Lifestyle Products

Port & Co. is a startup, established in 2017 based out of Northport New York. The company sells clothing and apparel and has recently expanded its line to include lifestyle products such as blankets, towels and air fresheners. Port & Co markets its products to high school students and Northport community members looking to show off their towns spirit.

Company Logo

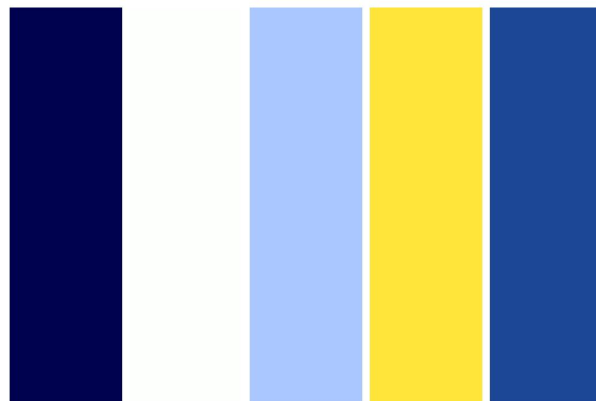


Port & Co chose to use a ship steering wheel as their logo because of the town being built around Northport Harbor. This year they also chose to use two different logos, for different purposes. The logo on the right, featuring an N on the wheel is used on products such as clothing and various lifestyle products. The logo on the left, with a Port & Co on the wheel is used for official business ventures such as business cards and the company's website.

Color Scheme



Port & Co decided to keep their colors consistent with that of Northport High School. This means primarily using gold, white, and navy blue while also mixing in different shades of blue for certain products.



Professional Business Cards



Portclothing@gmail.com
Portclothing6.wixsite.com/mysite

154 Laurel Hill Rd
Northport, NY, 11768
Instagram: @portncompany



Life's Short, Buy Port

On the front of the card, we have our company slogan- “Life’s Short, Buy Port.” On the back we have the formal company logo as well as the email of the employee, our company website, address, and instagram profile. The card was designed to contain all the things needed to research our company and contact the individual on the card, while also showing some of the spirit of Northport with a colorful design featuring our logo.

Company Newsletter



Fall Newsletter
Port & Co.
October 21st, 2019
154 Laurel Hill Road
Northport, NY 11768



Our Grand Opening!

Virtual Enterprise International is an in-school, live, global business simulation that offers high school students a competitive edge through project-based, collaborative learning and the development of 21st-century skills in entrepreneurship, global business, problem solving, communication, personal finance and technology.

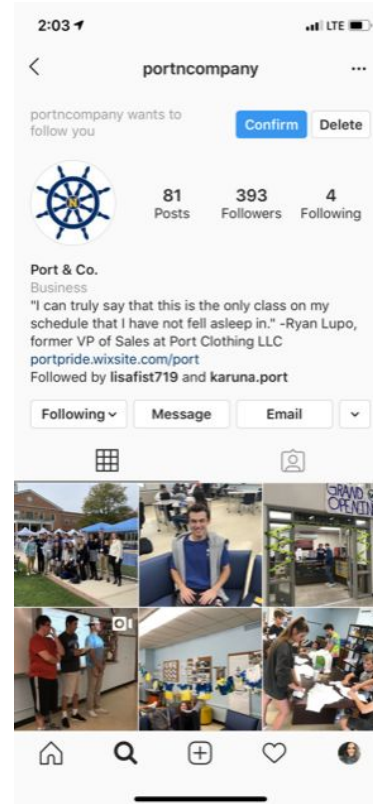
Our company newsletter was recently sent out to all of our investors. This is sent as a way to show our investors how hard we are working to return their investment, as well as offering a personal touch by including pictures of our staff at various events as well as working in class.

“Crew” T-shirts



Port & Co recently made company T-shirts in a project led by their design team. These will be worn at functions throughout the year.

Social Media Account



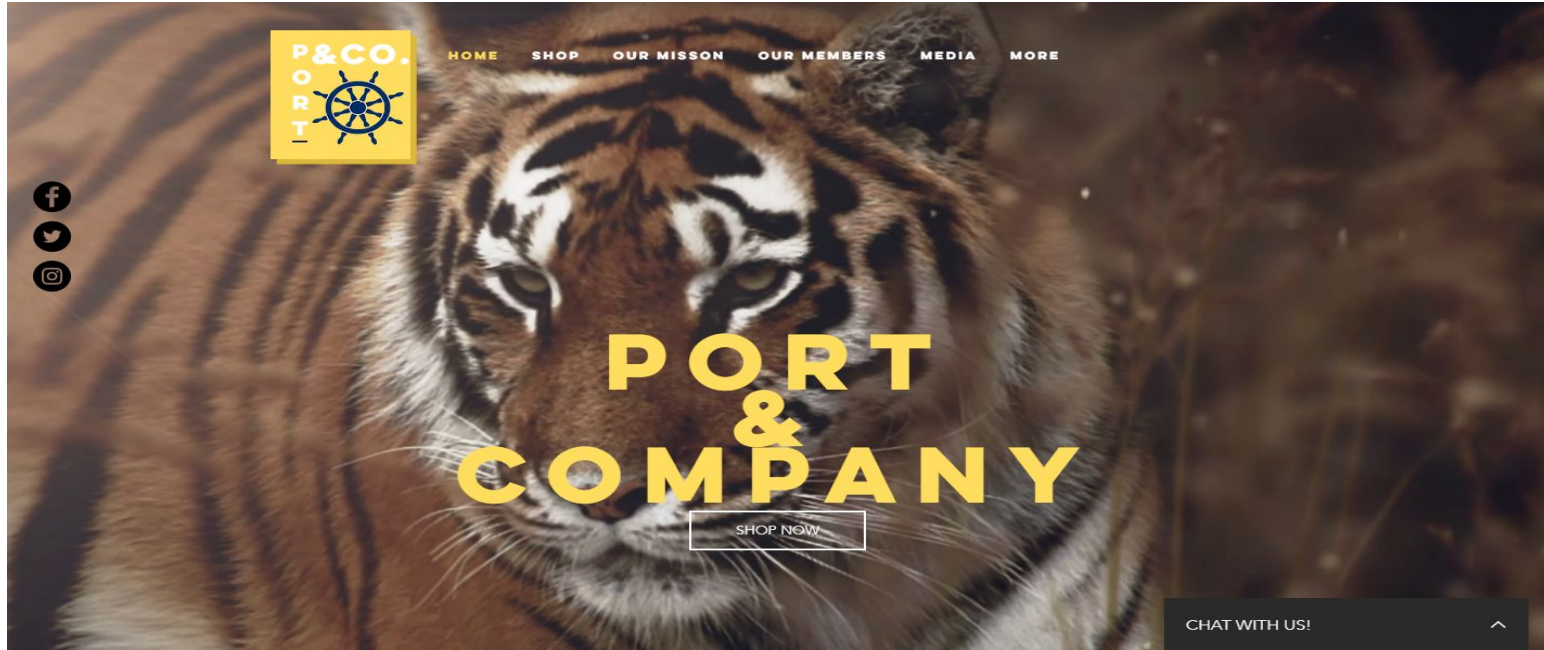
Port & Co is active on Instagram. They post weekly showing off hard working employees, upcoming events as well as future and current products.

Company Banner



Port & Co chose to use their official logo for their banner, but mixed up their colorway adding a lighter blue. This banner will be hung at important company functions as a way of showcasing the presence of Port & Co.

Company Website



Port & Co is actively working on their website, hoping to launch it within a few weeks. When completed it will offer customers online shopping, a look into the companies staff, aspirations, social media presence and more.

Promotional Items

A promotional flag with a blue border. The central design features a cartoon tiger wearing a grey cap with a ship's wheel logo, standing in front of the word "PORT" in large, bold, blue letters. The flag is shown with two binder rings on the left side.

NORTHSTAR
—FLAGS.com

1-800-958-3009

This is a single-sided flag. Your design will be printed on one side with a 60-90% show thru on the back. Show thru will depend on how dark your colors are.