

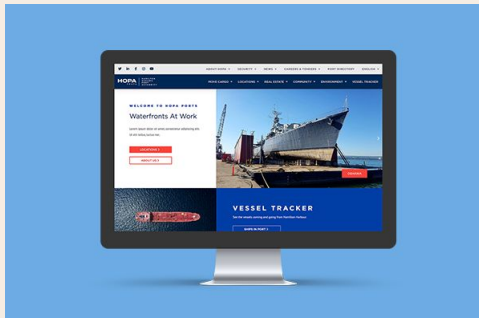
Meet the Hamilton Oshawa Port Authority

As a growing integrated port network, the Hamilton Oshawa Port Authority (HOPA Ports) offers innovative ports and marine assets on the Great Lakes. In the wake of the recent Hamilton-Oshawa amalgamation, HOPA Ports looked to Kitestring to efficiently transform their brand to embody the future of their port system.

Our relationship with HOPA Ports has grown into a powerful partnership; a buildup of trust beginning with an infographic assignment quickly evolved into

confidently developing an extensive website, and eventually executing a full rebrand from the Hamilton Port Authority to HOPA Ports. A decisive rebrand connected enduring history with an innovative forward vision, linking clients throughout Southern Ontario, and positioning the organization in a quickly evolving global market.

With deep roots in the Hamilton community, the HOPA Ports brand brings a sense of collaboration, certitude, and professionalism to the ever-evolving



marine transportation industry. The brand leverages its enduring reputation, seamlessly integrates the addition of new ports as the organization grows, and positions HOPA Ports as visionary leaders in developing multi-modal spaces to support industry and trade.

BRAND GUIDELINES

