

**4261**

**MAX.GW  
TARE  
NET**

**30.480 KGS  
67.200 LBS  
3.740 KGS  
8.245 LBS  
26.740 KGS  
58.955 LBS**

**CU.CAP.**

**67.8 CU.M.  
2.394 CU.FT.**

**UNITY**

Hutchison Ports invented the International Ports category.

Over decades, we've built the world's most comprehensive port network, stretching throughout Asia, the Middle East, Africa, Europe, the Americas and Australasia.

We have more experience, knowledge and expertise than any other group.

Today we are the world's leading port network. This book explains how our brand and values keep us at the forefront.

# THE WORLD'S LEADING PORT NETWORK

**“NOW AS WE GO FORWARD,  
WE ARE MOVING INTO THE  
STRONGEST POSITION  
WE’VE EVER BEEN IN.  
WE’LL CONTINUE TO LEAD  
TOGETHER, ACROSS OUR  
NETWORK, STRENGTHENING  
OUR POSITION AS THE  
LEADING PORT OPERATOR.”**

**ERIC IP,** GROUP MANAGING DIRECTOR.

Leading an industry is a bold ambition for any organisation, in any category. And one that few can realise.

We began our journey 150 years ago, and we’ve been leading the way ever since, delivering best on what matters most to all our customers, partners and employees.



## OUR STRENGTHS

WE ARE AN **EXPERIENCED** INTERNATIONAL PORTS OPERATOR

WE **SET THE STANDARDS** FOR OUR INDUSTRY

WE ARE A **TRUE GLOBAL NETWORK** OF PORTS

OUR **SUCCESS IS PROVEN** THROUGH GENERATIONS AND CONTINENTS

WE FOCUS ON THE **FUTURE**, NOT JUST THE PRESENT

WE OFFER **CUSTOMISED SERVICE**, NOT ONE-SIZE-FITS-ALL

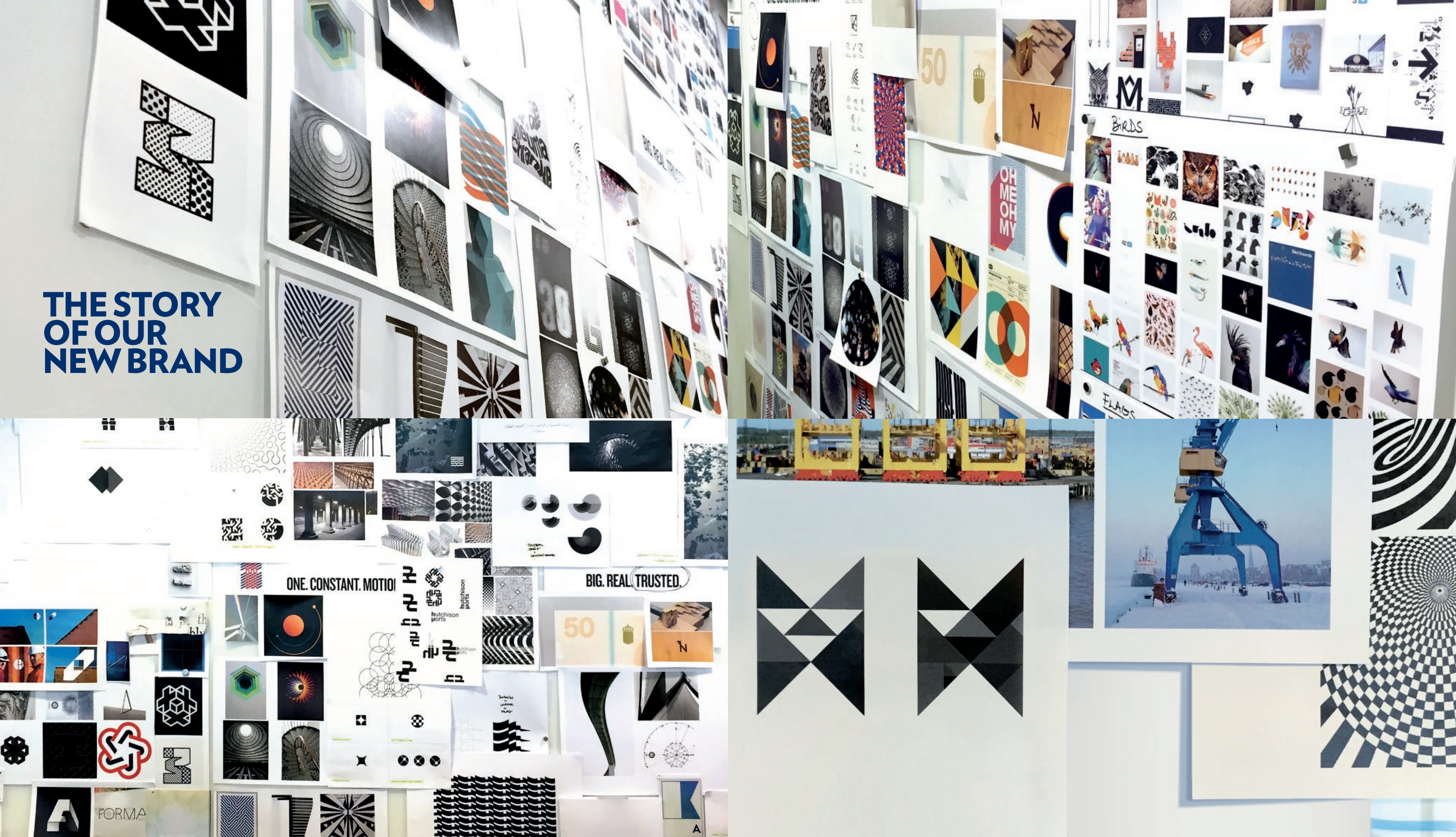
WE DEVELOP LONG-TERM **PARTNERSHIPS**

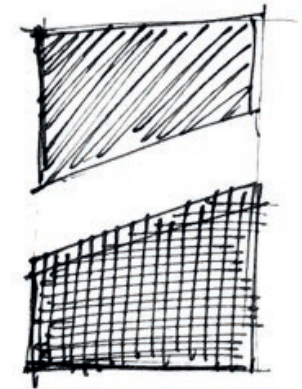
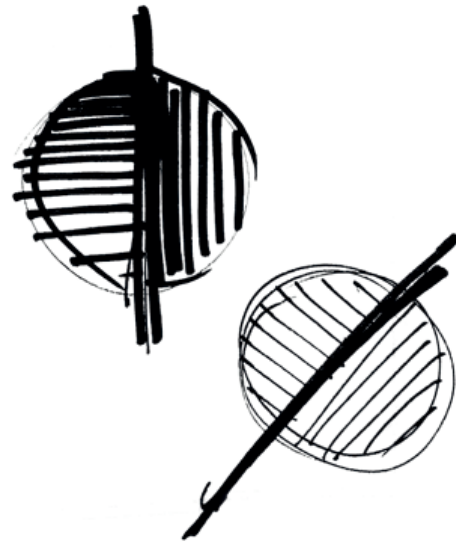
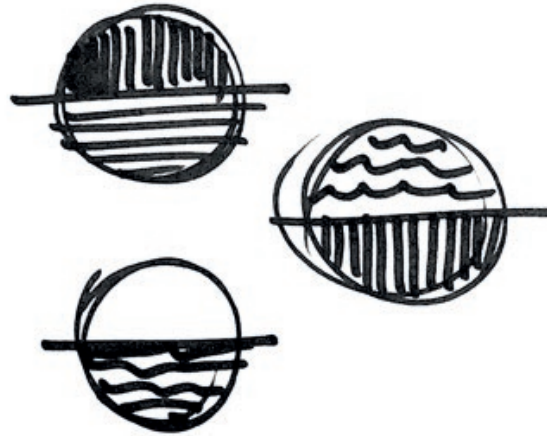
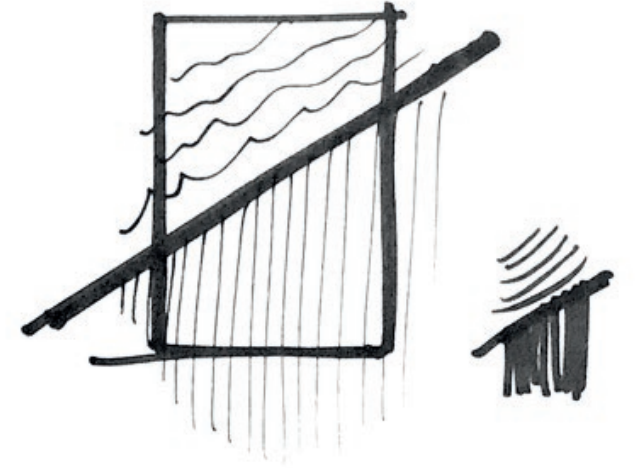
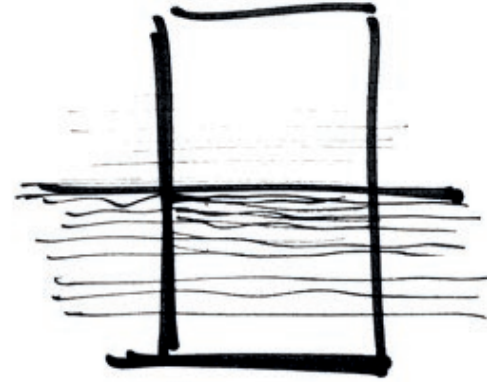
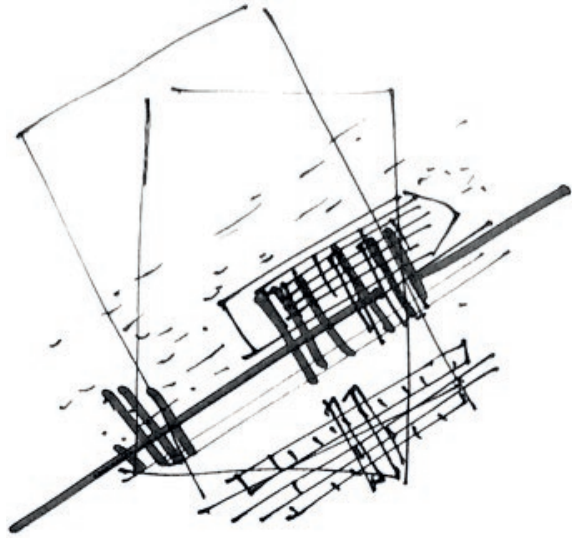
WE BUILD **TRUST** WHEREVER WE OPERATE

**IT IS NOT ENOUGH  
TO FOCUS SOLELY ON  
THE HERE AND NOW.  
WE LOOK TO THE  
FUTURE, WITH AMBITION  
TO IMPROVE, AND A  
COMMITMENT  
TO PROGRESS.**

**ONWARDS, UPWARDS.**

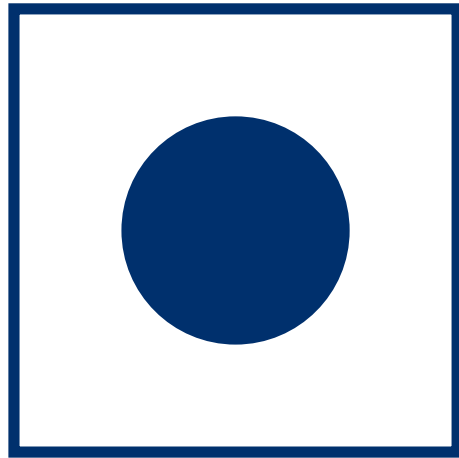
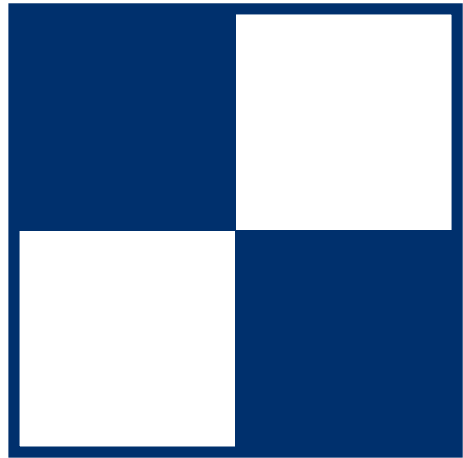
THE STORY  
OF OUR  
NEW BRAND





The journey towards a new identity begins.  
Starting with sky and sea, horizons,  
global and local perspectives,  
the 'H' of Hutchison Ports.

**HARMONY  
AND BALANCE  
INSPIRE OUR  
VISUAL LANGUAGE.**



**ESTABLISHED  
NAUTICAL CODES  
INSPIRE OUR  
IDENTITY.**

# HUTCHISON PORTS

We are Hutchison Ports. Our name says who we are and what we do. It is a confident reflection of our scale and reach.



**“THE SYMBOL WAS CONCEIVED AS A VISUAL SHORTHAND FOR HUTCHISON PORTS; WHO THEY ARE AND WHAT THEY DO.**

**ON ONE LEVEL IT DENOTES THE MEETING OF SEA AND SKY, AND THE HORIZON WHICH CONNECTS THEM.**

**BUT IT ALSO REPRESENTS THE IDEA OF UNITY; THE COMING TOGETHER OF EXPERTISE, KNOWLEDGE AND PEOPLE IN A SINGLE GLOBAL NETWORK.”**

**WHAM,** CK HUTCHISON'S GLOBAL CREATIVE AGENCY

**Sky and sea blues.** The Hutchison Ports primary colours. They are Ports Sky Blue and Ports Sea Blue. We will show our colours proudly and prominently across the network.

**Our progressive angle.** The upward angle in our symbol represents a horizon line, progress and ambition, and our commitment to improve and grow.

**OUR LOGO.  
APPLIED  
CONSISTENTLY,  
RECOGNISED  
GLOBALLY.**



## OUR TYPEFACE

### **Verlag by Hoefler and Frere-Jones.**

Verlag is Hutchison Ports' principal typeface. Designed in the 1990s, but only released publicly in 2006, Verlag stands the test of time. It evokes images of the past, in the simple liveries of ocean-going vessels. But it is also contemporary; bearing the gravitas of an industry leader and future-facing organisation.

Verlag is flexible and global; available in over 30 weights, widths and styles, and over 100 languages. It unifies our network, how we look and how we communicate.



Maritime tradition inspires our typography.

# VERLAG



**MOVEMENT AND  
PROGRESS INSPIRE  
OUR SHAPES AND  
COLOURS.**



The elements of our new identity come together. Logo, colours, shapes and typography.





OUR PHOTOGRAPHY  
CAPTURES THE  
SCALE AND REACH  
OF OUR NETWORK.

**A SYMBOL  
OF EXCELLENCE  
IN THE WORLD  
OF PORTS.**



**WHEREVER IN THE  
WORLD WE OPERATE,  
WE CLEARLY  
DEMONSTRATE  
THE SAME SET OF  
STRENGTHS AND  
VALUES. FOR EVERY  
CUSTOMER WE SERVE,  
WE DELIVER THE  
HIGHEST STANDARDS.**



**UNITY.**  
**THE HUTCHISON PORTS WAY.**

UNITY is what we stand for, and it sums up our values as a network. It is the word that best describes who we are, how we operate and why we are the industry leaders.

U

**UNRIVALLED  
STANDARDS**

N

**NETWORK  
STRENGTH**

I

**INFORMED  
DECISIONS**

T

**TRUSTED AND  
HONEST**

Y

**YOUR  
PARTNERS**

**THE COMING  
TOGETHER  
OF PEOPLE,  
KNOWLEDGE,  
EXPERTISE  
AND IDEAS.**





**UNRIVALLED STANDARDS**

UNRIVALLED STANDARDS


**WE SET NEW  
STANDARDS AND  
CONTINUOUSLY  
STRIVE TO  
EXCEED THEM.**





UNRIVALLED STANDARDS

**WE ARE ALWAYS  
INNOVATING,  
CONSTANTLY  
LOOKING FOR  
BETTER AND MORE  
EFFICIENT WAYS  
OF WORKING.**



UNRIVALLED STANDARDS

**WE GO ABOVE  
AND BEYOND  
EXPECTATIONS,  
TO PROVIDE THE  
BEST SERVICE AND  
VALUE FOR ALL OUR  
PARTNERS AND  
CUSTOMERS.**



**NETWORK STRENGTH**

NETWORK STRENGTH

**WE SHARE  
AN AMBITION  
TO KEEP  
IMPROVING  
OUR NETWORK.**





NETWORK STRENGTH

**WE WORK TOGETHER  
AS ONE TEAM. ACROSS  
THE WORLD, AROUND  
THE CLOCK.**





NETWORK STRENGTH

**WE RESPECT,  
SUPPORT AND LISTEN  
TO EACH OTHER.  
NOT JUST OPERATING,  
BUT COOPERATING.  
ACROSS PORTS,  
NATIONS AND  
CONTINENTS.**



**INFORMED DECISIONS**



INFORMED DECISIONS

**WE ARE EXPERTS  
IN WHAT WE DO.  
WE MAKE DECISIONS  
WITH THE FUTURE  
IN MIND.**



INFORMED DECISIONS

**WE SEE THE BIG  
PICTURE AND THE  
SMALLEST DETAILS  
IN AND AROUND  
OUR PORTS.**



INFORMED DECISIONS

**WE CONSTANTLY  
SEEK TO FURTHER  
OUR KNOWLEDGE,  
TO IMPROVE  
OUR INDUSTRY AND  
EVERYTHING  
IT TOUCHES.**



**TRUSTED AND HONEST**

TRUSTED AND HONEST

**OUR APPROACH TO  
BUSINESS IS ALWAYS  
PROFESSIONAL,  
ETHICAL, HONEST  
AND UP-FRONT.**





TRUSTED AND HONEST

**WE TAKE  
RESPONSIBILITY  
FOR OUR ACTIONS  
AND DECISIONS.  
THIS IS OUR WORD,  
AND WE STAND  
BY IT.**



An aerial photograph of a large ship's hull, painted red and black, floating in a deep blue ocean. A red buoy is visible in the water near the ship. Two white ropes are stretched across the water's surface. The text is overlaid on the right side of the image.

TRUSTED AND HONEST

**WE UNDERSTAND  
OUR PLACE IN THE  
WORLD AND OUR  
RESPONSIBILITY  
TO OPERATE  
SUSTAINABLY.**



**YOUR PARTNERS**

YOUR PARTNERS

**OUR CUSTOMERS  
COME FIRST.  
WHAT MATTERS  
MOST TO THEM,  
MATTERS MOST  
TO US.**



YOUR PARTNERS

**WE ARE FLEXIBLE  
AND RESPONSIVE  
IN THE WAY  
WE WORK.**





YOUR PARTNERS

**WE OFFER  
OUR CUSTOMERS  
SOLUTIONS THAT  
ARE TAILORED  
TO THEIR PRECISE  
NEEDS.**

A large-scale construction project featuring a massive, bright blue safety netting structure. Several workers in orange safety suits and yellow hard hats are positioned on a metal walkway or staircase that runs diagonally across the frame. The workers are actively managing the netting, which appears to be part of a containment or safety system for a large excavation or construction area. The background shows more of the netting and some industrial equipment at the top edge.

YOUR PARTNERS

**WHEREVER WE  
OPERATE, WE  
FORM AND  
MAINTAIN STRONG  
PARTNERSHIPS.**

# UNITY MAKES US THE WORLD'S LEADING PORT NETWORK.

## UNRIVALLED STANDARDS

We set new standards and continuously strive to exceed them.

We are always innovating, constantly looking for better and more efficient ways of working.

We go above and beyond expectations, to provide the best service and value for all our partners and customers.

## NETWORK STRENGTH

We share an ambition to keep improving our network.

We work together as one team. Across the world, around the clock.

We respect, support and listen to each other. Not just operating, but cooperating. Across ports, nations and continents.

## INFORMED DECISIONS

We are experts in what we do. We make decisions with the future in mind.

We see the big picture and the smallest details in and around our ports.

We constantly seek to further our knowledge, to improve our industry and everything it touches.

## TRUSTED AND HONEST

Our approach to business is always professional, ethical, honest and up-front.

We take responsibility for our actions and decisions. This is our word, and we stand by it.

We understand our place in the world and our responsibility to operate sustainably.

## YOUR PARTNERS

Our customers come first. What matters most to them, matters most to us.

We are flexible and responsive in the way we work.

We offer our customers solutions that are tailored to their precise needs.

Wherever we operate, we form and maintain strong partnerships.

**“HUTCHISON PORTS  
IS A COMMITTED  
PORT INVESTOR AND  
OPERATOR. WE ARE  
BUILDING FOR  
THE FUTURE.”**

**ERIC IP,** GROUP MANAGING DIRECTOR.



[hutchisonports.com](https://hutchisonports.com)



