



Western Ligurian Sea Port Authority unveils New Logo in Major Brand Refresh

16 February 2026



Genoa, 16 February 2026 -Genova, Pra', Savona and Vado are entering a new phase in the overall development of Italy's leading port, characterised by sizable infrastructure investment programmes, greater supply chain integration, an increasingly strategic role at the crossroads of the major maritime trade routes and a firm commitment to the energy transition and the decarbonisation of port operations.

To reflect this transformation, the Western Ligurian Sea Port Authority has adopted a new visual identity for the Ports of Genoa to mark strategic renewal and to communicate clearly the key drivers steering the dynamic port cluster towards the future.

Eight years since the establishment of the newly streamlined Italian Port Authorities, the scenario has changed substantially. The Ports of Genoa have consolidated their role at the heart of the Mediterranean as a modern, multiservice logistics platform, bolstered by the wide-ranging investment programme underway, a total of 3.6 billion euros, in both large-scale tangible infrastructure and intangible assets, such as technological innovation and environmentally clean energy transition projects. As the scope of activities has expanded, so too has the need for stronger strategic positioning, enhanced recognition and a more cohesive institutional profile. The new brand identity has, therefore, evolved to incorporate a vision towards a more integrated and competitive logistics hub, aligned with Italian and international best practices.

The Port Authority's mission has been visually embraced by the new logo: four geometric elements symbolise Vado, Savona, Prà and Genova, united in a single composition that reflects the balance struck between operational autonomy and shared governance. The forward-leaning forms convey direction and momentum, evoking the role of a dynamic intermodal hub that connects maritime traffic with Europe's overland logistic corridors. The chromatic progression from blue to green represents seamless connectivity between maritime and inland networks, whilst highlighting a firm commitment to environmental sustainability. The inclusion of the Italian flag reinforces the national mandate of the Port Authority to continue to fulfil its duty in serving the country's logistic requirements.

"The new visual identity of the Ports of Genoa responds to the need to represent forcefully a system that has grown in scale, responsibility and complexity," stated Matteo Paroli, President of the Western Ligurian Sea Port Authority. *"This is not a mere exercise in aesthetics, but a tool pivotal to conveying and inspiring confidence, trust and reliability. Today, the Ports of Genova, Pra', Savona and Vado rank*

as premier hub serving the major manufacturing, industrial and consumer areas in Northern Italy and as key maritime gateway to Europe's strategic multimodal transport corridors. The new brand successfully conveys a transformation that is already under way and strengthens our ability to represent—both in Italy and worldwide — an infrastructure that is vital to the country's overall economic growth."