



## OVERVIEW:

When the industry giant of Shell Oil located to the town of Norco, LA in 1929, it was a big news! During this era, the petrochemical industry was just starting up. Shell brought jobs, community improvements and a sturdy tax base to St. Charles Parish. The Shell complex was a community within a community. Complete with a swimming pool, baseball diamond and recreation hall; families lived on-site and social activities revolved around the complex. The town of Norco and Shell share a fence row and co-exist as neighbors. The 90th year celebration of Shell Norco honored the history, the people, and the community of both Shell and Norco.

## PROJECT:

Shell Norco: 90th Anniversary Celebration

## CRITERIA:

Celebrate with the community of Norco the symbiotic relationship Shell has enjoyed for 90+ years.

- Emphasis the connection between the Norco community and the Shell facility through use of the large expanse of “shared fence line”
- Create an emotional connection through the use of historical photos that celebrate both the community of Norco and the 90+ year legacy of the Shell facility
- Recognize and thank the residents and generations of the community of Norco for their continued support of the Shell facility
- Culmination of the 90th Anniversary with an Shell On-Site and Norco Community Celebration





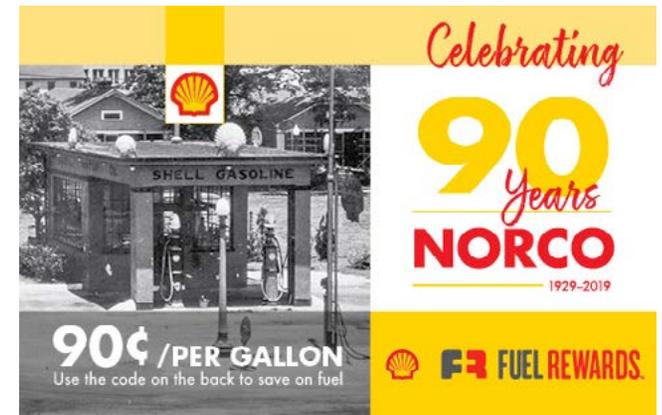
CREATIVE:

**Concept/Logo Development:**

CREATIVE:

**Logo Development:**

Create logo for the 90th Anniversary Celebration that branded the event in all mediums.



# Shell Norco | 90th Anniversary Celebration

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## Pole Banners:

### Community:

Banners using vintage photos, the legacy of the Shell logo and the 90th Anniversary Celebration logo were developed. In the town of Norco, the banners were placed on three main streets. As an additional thank you to the community, Shell repaired and installed banner supports as needed on the town owned poles.

### In-Plant:

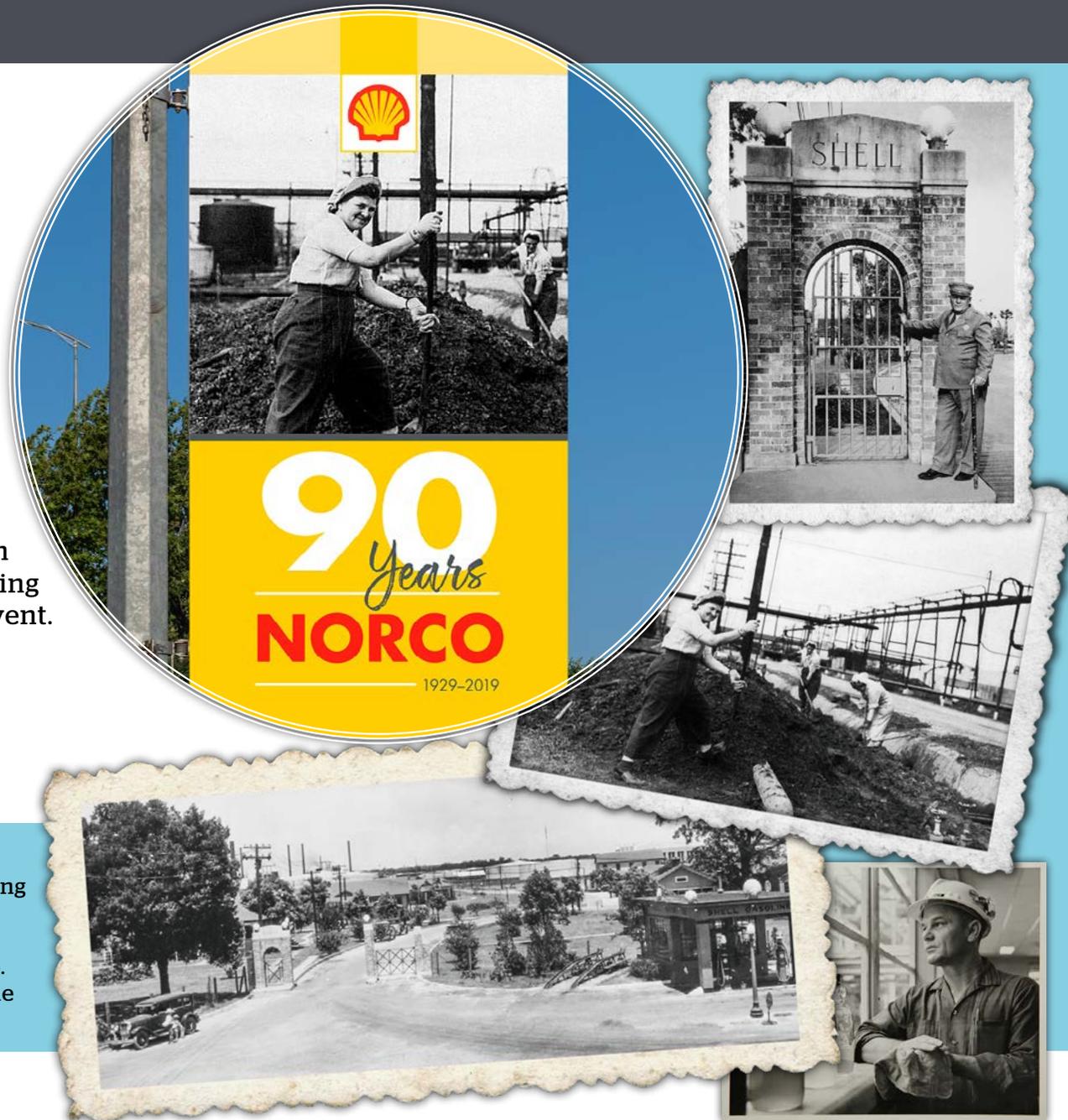
Image banners were temporarily taken down and 90th Anniversary Banners installed during the three-month window surrounding the event.

### Unexpected:

\* Celebration banners were so popular with the community and employees that they were distributed by request following the celebration.

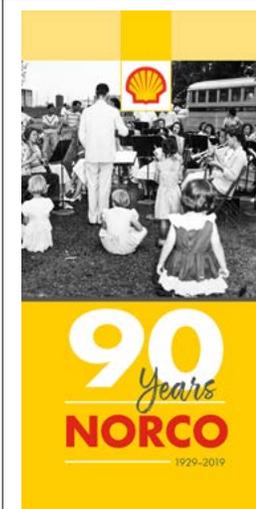
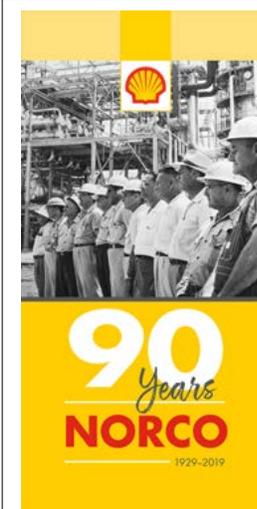
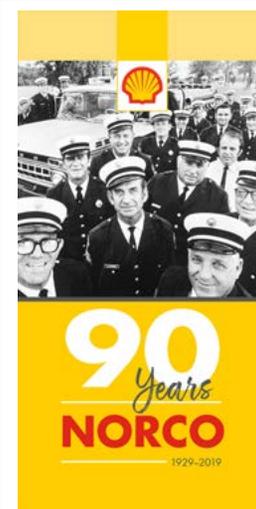
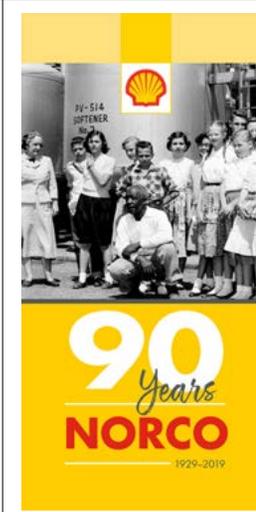
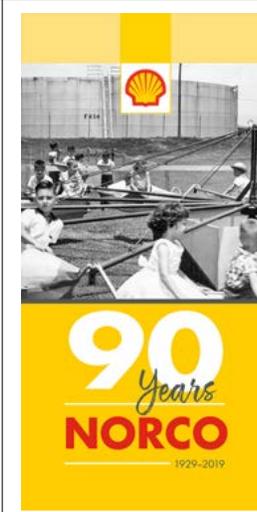
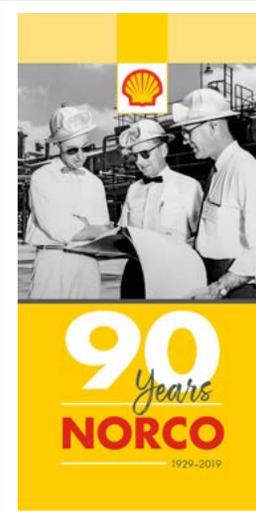
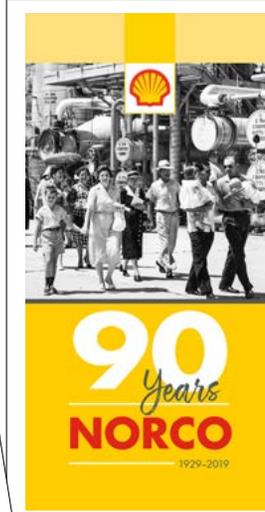
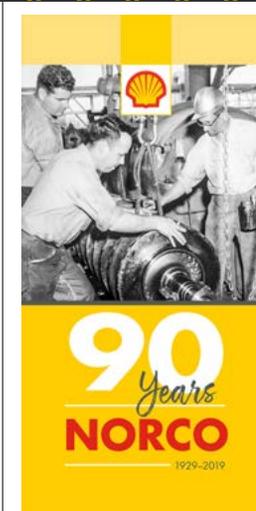
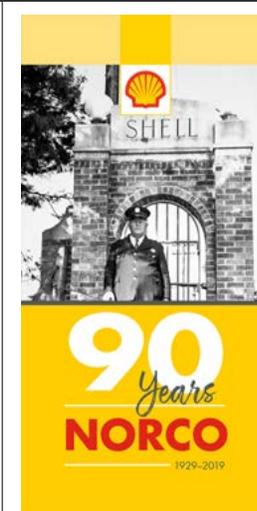
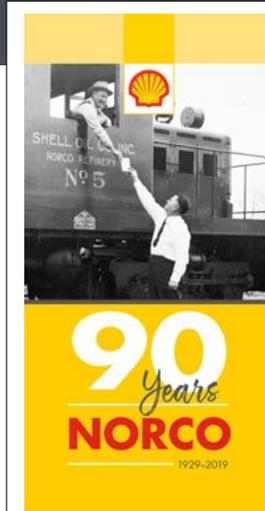
## Creative Journey:

Scrapbooks and boxes of vintage photos, some dating as far back as 1929, were respectfully perused and replicated. These photos became the source files that visually represented the history of Shell Norco. The emotional connection these photos made to the community was immediate and appreciated.



# BANNERS:

A total of 24 different banners files were produced for the town of Norco and inside the fence line of the Shell facility. The total number of banners imaged for the celebration was 100+.



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## Fence Row Banners:

Because Shell Norco actively shares a fence row with their community- another way to increase the visibility of the 90th Celebration was through fence row banners installed along site perimeters. Each banner was 10' by 5', and 138 banners using 12 core designs were placed 1" apart on chain link fences. Though the use of a grid, the banners had a feeling of continuity when viewed from a distance. Elements of the fence row banners were the legacy of the Shell logo, key words that described the Shell brand in Norco and the celebration logo. Over 1,380 feet of fence row was blanketed.



*\*The banners have an extended life beyond the 90th Anniversary! The celebration banners were replaced with "Shell Norco" banners and the feeling of continuity was kept by adjusting the grid to the right of the banner.*

## Creative Journey:

Visually Speaking had boots on the ground and photographed and measured potential fence rows on-site. Quantity and design were tweaked until budget and creative perimeters were in sync. It took a 2-man crew three days to install all of the banners. The planning stage was crucial and well worth the investment - to insure that install was completed as smoothly as possible.





**Billboards:**

Image billboards were replaced at two locations near Shell Norco with 90th Anniversary boards. The artwork was a nod to the magnificence of the facility at night, with type treatment honoring the span of years.



# Shell Norco | 90th Anniversary Celebration

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## Special Print Publication:

Replacing the regular bi-monthly Norco Newsline, the 90th Anniversary Special Publication had a vintage flair. The nameplate was redesigned just for this issue. Vintage photos accompanied by a timeline highlighted important events. Beginning in 1929 and culminating with a look toward the future, this special publication was a nostalgic narrative of the 90-year history Shell has shared with the community of Norco.



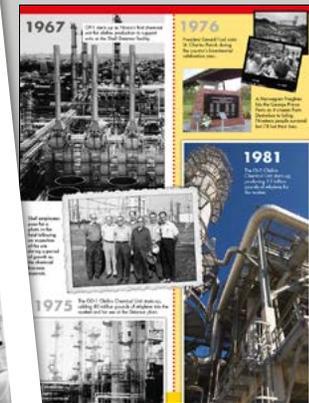
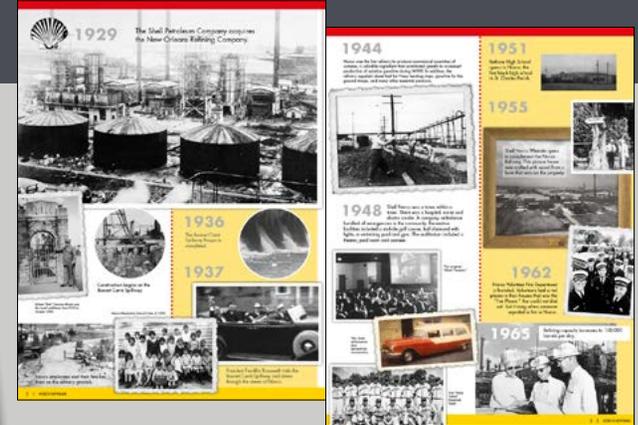
**1929** | The Roaring Twenties were drawing to a close leaving an unprecedented impact on lifestyle from the way people dressed to the way they worked. The heartaches of War World I were fading as the crash on Wall Street and the start of the Great Depression brought a new reality. Art and entertainment fueled the American Spirit however, with the opening of the Museum of Modern Art, the first Academy Awards celebration, the debut of Broadway Melody as the first major musical talkie. Jazz matured as a musical genre while Rudy Vallee and George Gershwin tunes were heard on in-home radios. Automobiles were becoming more affordable for the American family and Shell gasoline stations were opening for business in neighborhoods throughout the country.

In Louisiana, families were recovering from the 1927 Mississippi River flood, Governor Huey Long stimulated economic growth with a focus on infrastructure and an emphasis on public education. New Orleans enhanced its reputation as the birthplace of jazz and during a streetcar conductor strike the po-boy sandwich emerged as a culinary delight.

**IN THE SMALL TOWN OF NORCO**, which took its name from the New Orleans Refining Company, the rhythm of Louisiana and the spirit of America was beating strong with an economic event that would be the foundation for growth, prosperity and a deep rooted sense of community. Shell Oil Company purchased the New Orleans Refining Company in December 1929. The 366-acre site, located on the grounds of former sugar plantations, would be the home of one of the largest oil-products refineries in Louisiana.

**OPERATIONS CONSISTENTLY EXPANDED** and by the 1940s, the plant was processing 25,000 barrels of crude oil daily. With advancements in equipment and technology, oil discoveries and construction of pipelines, the refinery continued to increase capacity and improve its products. The addition of a chemical manufacturing plant in the late sixties complemented refining operations, significantly enhancing the site's contributions as a major manufacturing complex.

**This special Anniversary Edition of Newsline** depicts Shell Norco's growth through nine decades of commitment to safety, community, family, quality and education. You will see photos from the days when Norco employees received an on-the-grounds housing along with a full range of recreational, educational and entertainment opportunities along with community and Shell highlights over the years.

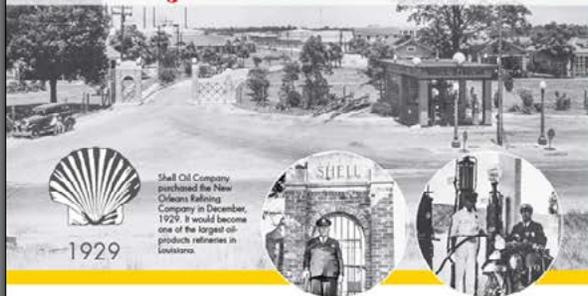




**Ads in Local Paper:**

A series of ads ran in the community paper. The ads lead with a thank you to the community and a historical overview of Shell in Norco. Subsequent ads that focused on the 90th Anniversary and featured stakeholder quotes in support of Shell.

*Thank you Norco* FOR EMBRACING SHELL IN ST. CHARLES PARISH FOR 90 YEARS!



**F**rom families living on the grounds of the facility, to a full service gas station dispensing freshly refined Shell petrol near the guard gate, there have been a lot of changes at Shell Norco over the years. Our trademark Pecten has evolved and so has our commitment to:

*Safety, Community, Family, Quality and Education.*



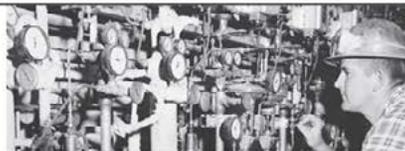
Women were instrumental in the work force of Shell Norco during WWII. Shell also supplied much of the fuel needed for the war effort.

Together with our community, we weathered the depression, helped troops win in WWII, and set the rhythm in Louisiana that shaped manufacturing across the world. The last 90 years of achievements were fueled by the creative energy brought by generations of Shell employees.

St. Charles Parish is where we live and we're proud to call it home! We look forward to making a bright and sustainable future.



Norco is growing and prospering.



Family days and facility progress were high points of Shell Norco in the 1950s and early 1960s.



Today, Shell Norco has a workforce of 1,100 and supports over a thousand contract employees. We're a world-class facility sharing a fence row with our neighbors in the community of Norco.



**COMMITTED TO EDUCATION**



BRETT WOLTJEN  
General Manager, Shell Norco



FELECIA GOMEZ-WALKER  
Former Superintendent, St. Charles Parish Public Schools

**R**eflecting on Shell's 90 year history in Norco and St. Charles Parish - we consider ourselves an integral part of this community and plan to be here for a very long time. Part of that commitment is now being realized through the creation of a \$5 million endowment to support arts education and the Dr. Rodney R. Lafon Performing Arts Center. The hope is that this gift will provide additional resources to the performing arts experiences held in the Shell Theatre.

**This is not just an investment in the school system, but in the future of our community."**

**A**s an educator I have seen things evolve with the relationship and partnership with Shell. Shell employees sit at the table with us as collaborators and advisors. They are really a partner with the entire school system. We have a belief statement in our school system and that is "excellence is worth the cost". Shell has gone a step above that.

**Shell realizes that education is not a cost, but an investment."**

View video "A look back in history - Shell Norco turns 90" @ Shell Norco Manufacturing Complex Facebook page  
standard, and particularly in regard to the community involvement and philanthropy.

I'm happy to say congratulations to Shell for 90 years of wonderful service."

saw a need, they were there.

They provided my livelihood for the 90 years that I've been born. Happy 90th anniversary Shell Norco and I do hope you can stay here for many, many more years."

View video "Norco Neighbors wish us Happy 90th" @ Shell Norco Manufacturing Complex Facebook page

# Shell Norco | 90th Anniversary Celebration

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## Community Celebration:

Because of the close proximity of the Shell plant to the community of Norco- a special “thank you” community celebration was held. Residents received a postcard inviting them to the event featuring gifts, gas cards and car washes.

Cars lined up along River Road in anticipation of the community celebration. The Shell General Manager personally greeted every driv of Shell. Employee volunteers distributed the gifts and washed cars.



## Summary:

The 90th Anniversary Celebration at Shell Norco was well received by employees and the community. It reinforced the legacy of the Shell brand and paved the way for positive feelings toward the future.



Visually Speaking is a graphic design firm located in Baton Rouge. Consistently exceeding customer expectations and forming long-lasting relationships is our strength. As a creative partner we bring energy, ideas and great design to every project.

Customers include public entities, industrial manufacturers and many other businesses.

The core of graphic design is problem-solving and communication. By thinking strategically and remaining open to inspiration, we build effective projects with deep-rooted and lasting results. At Visually Speaking, we love what we do and happy, repeat customers make it a fulfilling profession.

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**Vi-SPEAK**

Victoria Richard  
[vrichard@vispeak.com](mailto:vrichard@vispeak.com)

Kayla Wernet  
[kwernet@vispeak.com](mailto:kwernet@vispeak.com)

9477 Brookline Ave.  
Baton Rouge, LA 70809  
225.928.5200

[vispeak.com](http://vispeak.com)

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