

WELCOME COAC MEETING

FEBRUARY 17, 2022



ZOOM PARTICIPANT REVIEW

- ▶ Zoom view available for Presenters and COAC members; the general public viewing via YouTube livestream
- ▶ Please raise your hand to speak – please remain on mute until recognized.
- ▶ COAC: Please keep your video camera on
- ▶ Others: Please keep your video off unless speaking

Technical issues?
Text or call Sanoba at: 503-479-8674

AGENDA

1. Welcome, Meeting Platform and Ground Rules
2. Overview COAC January 20th Meeting Summary Notes
3. Project Updates
 - a. Project Committee updates
4. I-5 Rose Quarter Rebrand
5. Diversity Plan Discussion
6. Public Comments
7. Next Steps and Conclusion

MEETING FORMAT & OVERVIEW

- ▶ General Public Attendees (Non-COAC Members) will be in listen-mode.
- ▶ Today's meeting will be live streamed and recorded via YouTube and will be made public on ODOT's Project website, www.oregon.gov/odot/projects/pages/project-details.aspx?project=19071

MEETING FORMAT & OVERVIEW

- ▶ Recordings of the individual sessions will be posted online once available after the meeting.

GROUND RULES AND FACILITATION

- ▶ Let everyone participate by listening to and respecting diverse views and opinions
- ▶ Listen with an open mind
- ▶ Value learning from different input
- ▶ Stay open to new ways of doing things
- ▶ Treat others constructively and respectfully

GROUND RULES AND FACILITATION

- ▶ Respect the role of the facilitator to guide the group process
- ▶ Attack the problem, not the person
- ▶ Disagreement, frustrations and differences of opinion are acknowledged, explored and addressed

OVERVIEW OF JANUARY 20 COAC MEETING SUMMARY NOTES



PROJECT UPDATES

I-5 ROSE QUARTER REBRAND

SOMETHING NEW

The I-5 Rose Quarter Rebrand:
Where we started, where we're
headed, and why.



THE BRILLIANCE BEHIND THE BRAND



Jessica Stanton, Principal
Stanton Global Communications



Ralen Jones,
Founder and
Executive Director,
PDX Black
Excellence



Jarren Simmons,
Creative Director
PDX Black Excellence

OUR PRIMARY BRAND MARK

The primary logo is the MVP of a brand. It should be used most frequently, whenever space allows.





Single Color Brand Mark



Reversed Color Brand Mark

HORIZONTAL BRAND MARKS

CLEAR SPACE REQUIREMENTS

The minimum required clear space around the brand mark is equal to the width of the "I-5" text. No outside elements should be placed within this area.



Alternate Color Brand Mark



Single Color Brand Mark



Reversed Color Brand Mark



**PLEASE DON'T
DO THAT>**



Do Not rotate brand mark



Do Not recolor brand mark



Do Not remove elements of brand mark



Do Not rescale/manipulate brand mark



Do Not place elements over brand mark



Do Not desaturate brand mark



Do Not put brand mark directly on black (use official Reverse Version of logo)



Do Not add elements to the brand mark

TOP LINE MESSAGING

- ▶ The I-5 Rose Quarter Improvement Project is committed to supporting a safer, more just and inclusive Albina community.



TOP LINE MESSAGING

- ▶ The project will make travel more predictable and reduce frequent crashes on the I-5 corridor, supporting Oregon's economy, and create new community connections to support future economic development.



TOP LINE MESSAGING

- ▶ It is critical that the Historic Albina community benefits from the investment of this project.



TOP LINE MESSAGING

- ▶ As the project advances, it is important that the logo reflects the Historic Albina community and connects the project to the community.





I-5 ROSE QUARTER COLOR PALETTE



#FFFFFF
PROCESS WHITE
R:0 G:0 B:0
C:0 M:0 Y:0 K:0

#FF9800
PMS 2013 C
R:255 G:152 B:0
C:0 M:48 Y:100 K:0

#F44336
PMS BRIGHT RED C
R:244 G:67 B:54
C:0 M:89 Y:84 K:0

#673AB7
PMS 266 C
R:103 G:58 B:183
C:72 M:84 Y:0 K:0

#000000
PROCESS BLACK
R:0 G:0 B:0
C:0 M:0 Y:0 K:100



Photo: Credit

PHOTOGRAPHY

The photographic style for the I-5 Improvement Project highlights the humanity of Black Portland and illuminates its genuine moments. The dynamic nature of the project is reinforced by showing subjects in-action, captured mid-motion or activity. Avoid using subjects with stagnant or overly rigid body language. Photography should feel natural and lively, highlighted with references to family, community and unique local offerings/activities.

OUR PHOTOGRAPHY SHOULD BE:

▶ Celebratory

▶ Regional

▶ Bright

▶ Genuine

▶ Hopeful

▶ Positive

▶ Optimistic

▶ High Contrast

▶ Energetic



**THANK
YOU!**



**THE ROSE
QUARTER**

**CREATING
COMMUNITY**

The advertisement features a young Black woman with her eyes closed and a smile, her hand resting on her voluminous afro hair. She is wearing a purple long-sleeved shirt. The background is a plain white wall with orange and white striped triangular accents in the top corners. The entire image is framed by a black border.

DIVERSITY PLAN DISCUSSION



PUBLIC COMMENTS



CONCLUSION OF THE COAC MEETING





**I-5 ROSE
QUARTER**

**IMPROVEMENT
PROJECT**