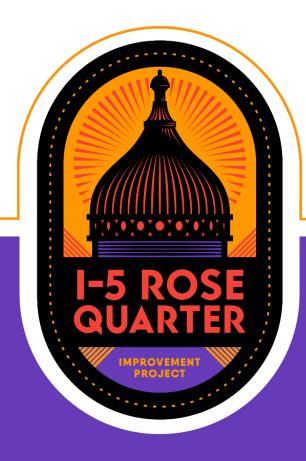
## WELCOME COAC MEETING

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 20<sup>th</sup> 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/projectdetails.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

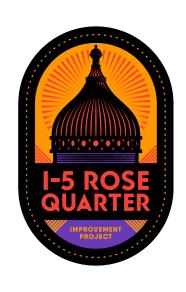


## **GROUND RULES AND FACILITATION**

- ► 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

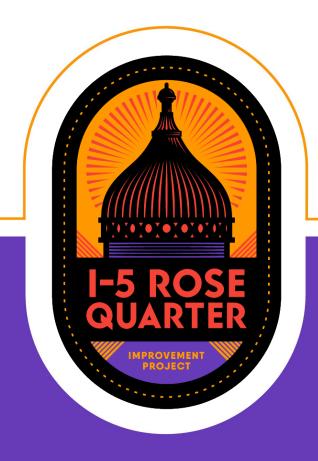


## PROJECT UPDATES

## 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



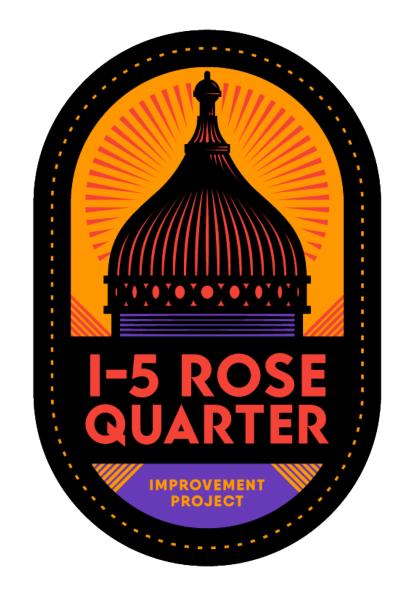
Jarren Simmons, Creative Director PDX Black Excellence

### **OUR PRIMARY BRAND MARK**

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



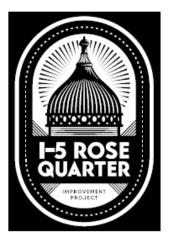








Single Color Brand Mark



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

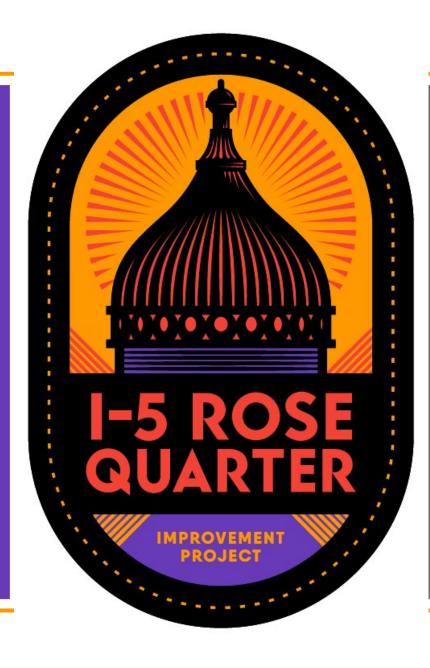


**Do Not** put brand mark directly on black (use official Reverse Version of logo)

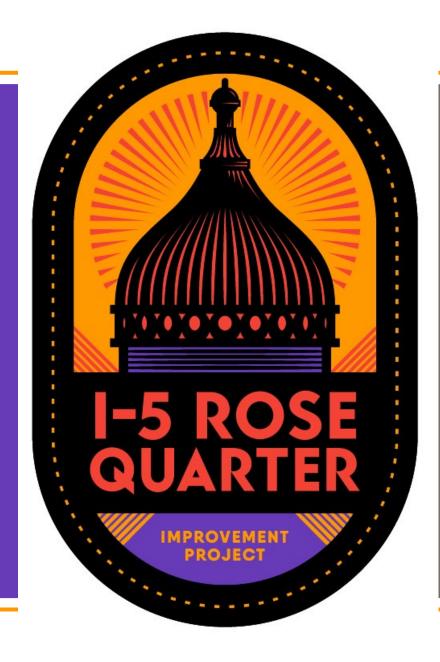


**Do Not** add elements to the brand mark

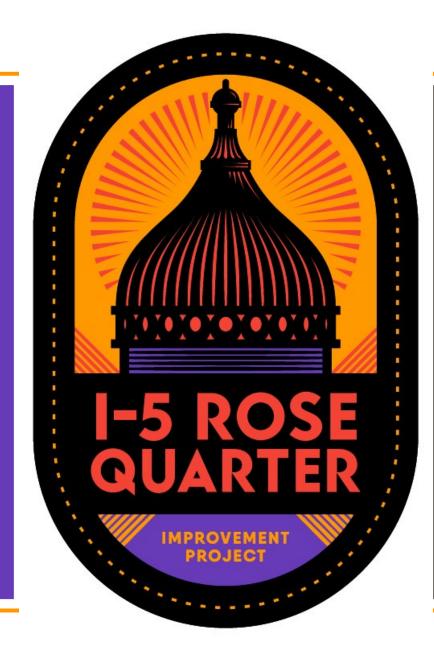
Project is committed to supporting a safer, more just and inclusive Albina community.



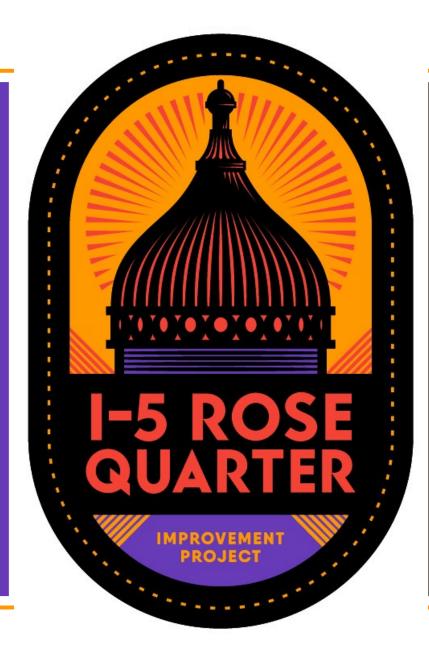
The project will make travel more predictable and reduce frequent crashes on the I-5 corridor, supporting Oregon's economy, and create new community connections to support future economic development.



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

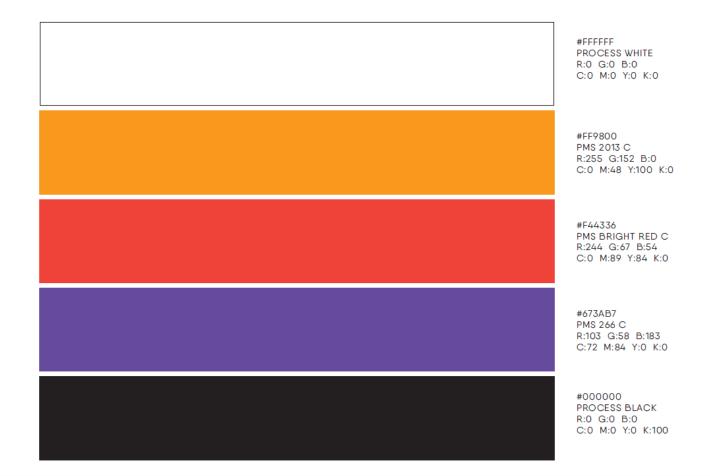


As the project advances, it is important that the logo reflects the Historic Albina community and connects the project to the community.





## I-5 ROSE QUARTER COLOR PALETTE







### **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

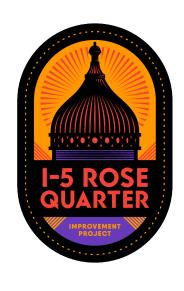




## DIVERSITY PLAN DISCUSSION



## **PUBLIC COMMENTS**



## CONCLUSION OF THE COAC MEETING

