WELCOME COAC MEETING

FEBRUARY 17, 2022
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

Ralен 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.
**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.
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.
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.
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

- **#FF3336**
  - PMS BRIGHT RED C
  - R:244 G:67 B:54
  - C:0 M:89 Y:84 K:0

- **#073AB7**
  - PMS 260 C
  - R:193 G:98 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
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!
DIVERSITY PLAN DISCUSSION
CONCLUSION OF THE COAC MEETING
I-5 Rose Quarter Improvement Project