

HPTE REBRANDING

Dec. 17, 2014

Background



COLORADO
HPTE
PARTNER. INNOVATE. ACCELERATE.



Background

- High Performance Transportation Enterprise (HPTE) is confusing to the public
- HPTE learned lessons in the need to be more transparent during the US 36 meetings earlier this year
- Transparency starts with a simple name that clearly communicates what the office does



Process

- Data gathering meeting with HPTE staff
- Questionnaires and interviews with 11 key stakeholders – internal, external, partner agencies, public, private
- Findings from focus groups done by Strategies 360 in September



General Findings

- Separate identity from CDOT but complementary
- Communicate progress, trust and that HPTE exists to help solve the state's critical transportation challenges and to serve the public by finding the best solutions to funding
- Need an identity that clearly communicates the office's purpose

New Brand



COLORADO
TRANSPORTATION
INVESTMENT OFFICE



COLORADO
TRANSPORTATION
INVESTMENT OFFICE

Tagline

Building Better Projects Through Partnerships

Next Steps

- Graphic standards manual and collateral package
- Roll out to internal and external stakeholders

