



Brand Workshop

Group Exercise | June 17, 2020



2014 Brand Research

Interpreting What We Heard

HPTE Rebranding

2014 Rebranding

HPTE conducted a rebranding exercise in 2014, partly driven by the backlash against P3s as a result of the US 36 project

- The Board decided not to rebrand
- The 2014 rebranding process involved:
- Data gathering and 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

General Findings

- Separate identity from CDOT but complementary
- Communicate progress, trust and that our brand 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

HPTE to CTIO

- These are the old logos we developed in 2014
- The new logo options will be based on the feedback received during the workshop



Two different approaches to rebranding

Branding similar to CDOT

- Similar logo
- Similar look and feel
- Makes HPTE look like an office of CDOT

Branding different from CDOT

- More flexibility with the logo and the choice of colors
- Different look and feel
- Makes HPTE stand out



How the new logo should make Coloradans feel:

Collective Responses

- Progressive
- Cutting edge
- Trust
- Like they found the sweet spot
- Solid choices
- Quality
- Value
- Innovative but not too risky
- A modernized traditional government
- New and fresh but not bureaucratic
- Transportation innovation
- That I have mobility options
- Confident
- Delivering value and benefits

How the new logo should make Coloradans feel, resorted and categorized on a scale:

Conservative

- Trust
- Confident
- Delivering value and benefits
- Solid choices
- Quality
- Value

Middle of the road

- Like they found the sweet spot
- Innovative but not too risky
- A modernized traditional government
- New and fresh but not bureaucratic
- That I have mobility options

Progressive

- Progressive
- Cutting edge
- Transportation innovation

Think about a brand you're loyal to. How do they make you feel?

Adjectives to describe why HPTE should be important to Coloradans:

Conservative

- Necessary
- Reliable
- Predictable
- Affordable
- Accountable
- Frugal/stretching dollars
- Honest

Middle of the road

- Improvement
- Value
- Quality
- Choice
- Publicly-owned
- Experienced
- Pride
- Tolling

Progressive

- Problem-solving
- State-run
- Smart
- Diligent
- Collaborative
- Effective
- Efficient
- Competitive
- Proactive
- Innovative
- Creative
- Accelerate
- Deliver
- Fast

A brand can't be all things to all people.

Is our new brand more conservative or cutting-edge?

Where would you place the Colorado Transportation Investment Office brand on this scale?



TESLA

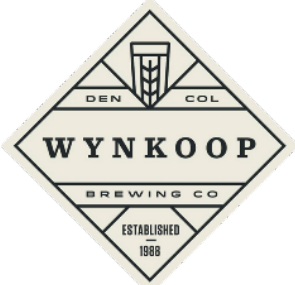


Conservative

Cutting-edge

Is our new brand more local or global?

Where would you place the Colorado Transportation Investment Office brand on this scale?



Local

Global

Is our new brand more human or high-tech?

Where would you place the Colorado Transportation Investment Office brand on this scale?



Is our new brand more niche or broad?

Where would you place the Colorado Transportation Investment Office brand on this scale?



Is our new brand more relatable or sophisticated?

Where would you place the Colorado Transportation Investment Office brand on this scale?



Discussion

Anything else you'd like us to know as we craft the new brand and logo?