



HPTE Rebranding

Transitioning to CTIO



Project Background

Prior workshops and discussions

2014 Rebranding Discussion

HPTE conducted a rebranding exercise in 2014.

- The process included:
 - 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
- The Board decided not to rebrand at that time.

2014 Rebranding Findings

Key findings from that exercise included:

- The HPTE office needs a separate identity from CDOT but complementary
- Our brand should communicate progress, trust and a focus on solving 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
- The project was put on hold, but the new name for HPTE was chosen:

*Colorado Transportation Investment Office
(CTIO)*

2020 Branding Workshop

In 2020, the Board revisited the renaming topic and participated in a branding workshop to identify:

- How the new logo should make Coloradans feel
- Adjectives to describe why HPTE should be important to Coloradans
- Where the Colorado Transportation Investment Office should be on scales of:
 - Conservative to cutting-edge (7.5 toward cutting-edge, 1-10 scale)
 - Local to global (6)
 - Human to high-tech (8)
 - Niche (4) to broad
 - Relatable to sophisticated (7)

How the new logo should make Coloradans feel, 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

Current HPTE Logo



Colorado and CDOT Logos



Logo Options

Option 1: Centered



Option 1: Horizontal



COLORADO
**Transportation
Investment Office**



COLORADO

Transportation Investment Office



COLORADO

Transportation
Investment Office



COLORADO

Transportation
Investment Office

Option 1: Lockups





Option 2: Centered



COLORADO
**TRANSPORTATION
INVESTMENT OFFICE**

Option 2: Horizontal





COLORADO
**TRANSPORTATION
INVESTMENT OFFICE**



Option 2: Lockups





Summary

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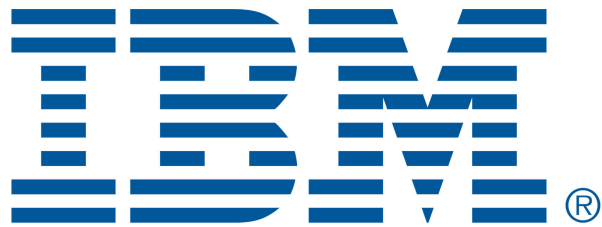


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Questions and Discussion

Thank You

The CNN logo is rendered in a thick, red, rounded font with a white outline.The FDA logo is rendered in a bold, black, sans-serif font with a white outline.The SEGA logo is rendered in a blue, stylized font with a white outline and a registered trademark symbol.The IBM logo is rendered in a blue, striped font with a registered trademark symbol.The RTD logo is rendered in a thick, red, rounded font with a white outline.The SUBWAY logo is rendered in a yellow and green font with arrows at the ends of the letters and a registered trademark symbol.The FedEx logo is rendered in a purple and orange font with a registered trademark symbol.