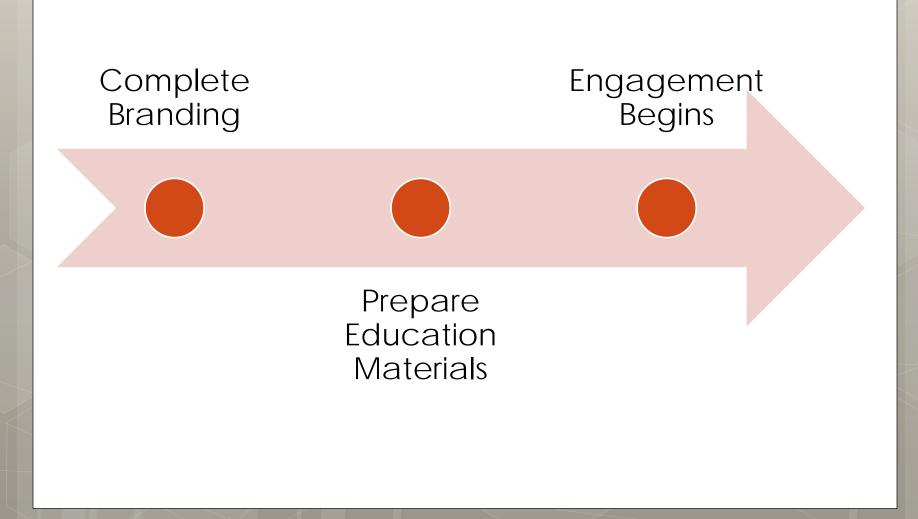


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Asian American Quality of Life Initiative Creativity & Branding May 12, 2015

Marion Sanchez, Community Engagement Consultant, CPIO



Market

## Target Audience

Anyone who would like to invest time participating and collaborating with this project. A special consideration will be given to isolated communities with diverse Asian backgrounds.



# Selection Criteria

1. Celebrates Diversity: Encourages participation.

Direction

- 2. Unifying: Understands Asian American communities have diverse backgrounds with similar needs
- 3. **Positive**: Evokes sense of pride and civic opportunity



#### Direction

## Selection Stakeholders:

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- Asian American Quality of Life Advisory Commission
- City Manager's Office
- Communications & Public Information Office

- Circle of Success
- UT Team
- Asian American Resource Center
- PIO Committee
- Young Adults



#### Direction

## **Comments Received**

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Overall:

•Lowercase or uppercase?

•Colors are appropriate for the culture

•Both logos are appropriate, the circular image seems to have a little advantage over the other



#### Direction

Circle:

- •Growth
- oInclusion
- •Peacefulness
- •Unity
- •Unique Framing
- Nature
- •Symbolizes support/family of the AA community

## **Comments Received**

Grain:

- •Colors = Diversity
- •Growth
- •Peacefulness
- Colors within image need to be balanced
  - (Green = calming, Too much Red = negative)
- Seek balance of femininity and masculinity and/or Neutral
- Careful not to divide "Asian American," visual hyphen

Marion Sanchez, Community Engagement Consultant, CPIO





The following individuals are committing their time and resources to make this a successful project by achieving and exceeding goals and expectations:

- Rey Arellano, Assistant City Manager
- Circle of Success Team: Jill Goodman, Betsy Woldman, Abraham Gonzalez, Alicia Dean & Xavier Wan (CPIO)
- Nancy Chan, Senior Process Consultant (Code)
- Sarah Chen, Financial Manager (HRD)
- Roxanne Evans, Office of City Manager
- Madeline Krebs, Spring 2015 Intern (CPIO)
- Kerry O'Connor, Chief Innovation Officer
- Robin Otto, Office of the City Manager
- Doug Matthews, Chief Communications Director (CPIO)
- Yasmin Wagner, Creative Services Manager (CPIO)



Asian American Quality of Life Advisory Commission Visioning Process

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