



MKSK

# PUBLIC ENGAGEMENT BRIEF

**MARCH 2018**

**CITY OF TULSA**

**ARENA DISTRICT MASTER PLAN**

We use engagement not only to figure out what is going on in a place but to actively test ideas, recruit interest, and build a bandwagon of support and enthusiasm toward an extraordinary future. Engagement is not a checkbox but an enormous opportunity for economic and community development. We have developed a methodology that works with community residents and business owners to design and implement meaningful engagement to not only inform and inspire a plan for the future but to respond to problems and drive excitement in the district. Our engagement toolbox includes both low-tech and web-based means to getting the word out, learning from the conversation, and celebrating achievements. **This Engagement Brief outlines the strategy for the Arena District Master Plan (ADMP).**

**ARENA DISTRICT**  
MASTER PLAN

**VISION**  
**TULSA**



**Tulsa** CITY OF  
A New Kind of Energy.

# INTRODUCTION

## PROJECT BACKGROUND

### STUDY AREA



### PLAN PURPOSE

It is imperative that the master plan provide actionable guidance on every project it touches, and a clear path forward in developing the district based upon its key assets; strengthening connectivity both within the district and to neighboring downtown districts; developing a greater sense of place through unique development and branding; and growth opportunities that complement greater Downtown Tulsa's existing economy while serving the unique clients of the arena and convention center.

### PLANNING PRINCIPLES

- ① **Broaden and strengthen** the District's role in the Tulsa economy by identifying strategies to promote and foster redevelopment and growth.
- ② **Shrink perceived and real distances** between the District and its downtown and riverfront neighborhoods.
- ③ **Reposition the District** from a limited-use area into a thriving destination reflecting Tulsa's cultural and historical livelihood.
- ④ **Uncover a distinct District brand** by telling a bold story through dynamic public art, landmarks, messaging and placemaking.
- ⑤ **Create an actionable plan** to guide public and private sector investment and leads to "early wins."

### CONTACT US:

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# PROJECT BASICS

## THE ARENA DISTRICT MASTER PLAN



### WHY

Though anchored by successful and prominent destinations and located west of a reinvigorated central business district and near dynamic neighborhoods, the Arena District is plagued by various issues that affect its quality of place. These include a history of short-lived urban planning and design motifs, policies that concentrated and segregated poverty, a lack of pedestrian-friendly street environments and activating first floor uses, an overburden of automobile infrastructure, and too few reasons to be there. Together, these factors have created a monolithic, one-dimensional district that is on an island apart from the rest of downtown both physically and functionally. Now is the perfect time to begin the process of strengthening the district by removing these hurdles and creating a place that can fuel growth.



### WHO

The City of Tulsa has engaged a consultant team led by the district planning and urban design firm MKSK. The team includes Columbus Architectural Studio, HR&A Advisors, Kolar Design, Groundswell, Wallace Engineering, and Zakerion.



### WHERE

The Arena District is composed of a 30-block area on the western edge of downtown. The study area boundaries include the railroad tracks to the north, Boulder Avenue to the east, 11th Street to the south, and the railroad tracks along the west (See study area graphic shown in previous page).



### WHAT

The study will serve as the vision for the City and its partners to successfully guide future development and improvements to the public realm in the Arena District. This master planning process will assess the current state of the district, evaluate its opportunities for public infrastructure investments and private development, and provide a phased roadmap for future decision making.



### HOW

The study will be done in coordination with a Working Group, a Steering Committee and project stakeholders; the Planning Commission will be updated with the ADMP project's progress monthly at regularly scheduled Planning Commission meetings. The process will be undertaken in five stages, each of which will include a review with the Steering Committee. The outcome will be a user-friendly and graphically-rich document that will provide the City of Tulsa with a vision for the district and an implementation strategy.



### WHEN

The planning effort kicked off in February 2018 and will be completed within 8 months.

# PROJECT MANAGEMENT

## OUR APPROACH TO DESIGN & MASTER PLANNING



Through our approach, principals and senior members of the firm stay involved in projects, are visible throughout the process, and help to develop a working relationship and rapport with clients. Here, MKSK excels at balancing competing needs and desires in an effort to deliver collaborative solutions that seek to understand differences and identify the shared goals that all can work towards in realizing a common vision. We also understand that key to successful project outcomes and a continued relationship is a well-defined, meaningful, and central role for clients throughout the process. We value critical participation by our clients and impress upon them the importance of their collaborative input. Through this appreciation, our clients become part of the process and fully invested in the solutions that arise.

### OUR INTERACTION WITH THE CITY OF TULSA WILL INCLUDE:

#### PROJECT ORGANIZATION:

**Dedicated points of contact:**

Chris Hermann (MKSK)  
Andrew Overbeck (MKSK)

**Regular conference calls:** Weekly

**File-Share:** Dropbox

#### PROJECT ENGAGEMENT:

**Committees/Groups:**

Working Group (day to day contact)  
Steering Committee (5 meetings)  
Stakeholder Groups  
(Task 2: roundtable discussions)  
(Task 5: follow-up meetings)  
Planning Commission (monthly progress update)

**Online Presence:** Website/Social Media

**Meetings/Events:**

Public Workshops (3 meetings)

# PROJECT TEAM

## WHO WE ARE & HOW TO REACH US

For every effort, we dedicate a Principal-in-Charge (PIC) and Project Manager (PM) who are both dedicated to the project from start to end, leading a talented team of designers, planners, landscape architects, and our subconsultant subject matter experts.

### CITY OF TULSA

**James Tyler McHendry, AICP, LEED Green**  
City of Tulsa Planning Department, Planner III  
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### MKSK

District Planning & Urban Design

**Chris Hermann, AICP, Principal**  
Principal Planner  
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**Andrew Overbeck, AICP, Principal**  
Project Manager  
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**Jeffrey J. Pongonis, ASLA, Principal**  
Urban Designer/Landscape Architect  
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#### HR&A

Economic Development &  
Market Feasibility

**Kate Collignon, Partner**  
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#### KOLAR

Branding, Placemaking, Signage &  
Wayfinding

**Kelly Kolar, President**  
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#### GROUNDSWELL

Activation &  
Pop up Engagement

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#### COLUMBUS ARCHITECTURAL STUDIO

Architecture/  
Adaptive Reuse

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#### WALLACE

Civil Engineering

**Scott Rodehaver, PE, Principal**  
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#### ZAKERION

Public Relations

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# ENGAGEMENT APPROACH

## WHO WE WILL TALK TO & WHAT WE WILL DO

A critical component of the arena district master plan and its long-term success is public engagement of the greater Tulsa community and downtown stakeholders.

### THIS PROCESS WILL INCLUDE THE FOLLOWING GROUPS AND ACTIVITIES:



#### WORKING GROUP

A team consisting of key city staff/administration and ADMP project members that will serve as a direct day-to-day contact point for the planning team.



#### STEERING COMMITTEE

A group formed to guide and advise the planning team throughout the process. The committee will provide feedback and ideas to ensure that plan content reflects the values of stakeholders and the Tulsa community.



#### PUBLIC WORKSHOPS

The planning team will conduct three public workshops across the arc of the process to share the work process to-date, have discussions with attendees, and gather community feedback.



#### STAKEHOLDER ROUNDTABLES

The planning team will conduct a series of small group interviews with key district, downtown, and community stakeholders.



#### PROJECT WEBSITE & SOCIAL MEDIA

The planning team will create ADMP-related content for the City of Tulsa website and facilitate a social media strategy to maximize the project's community outreach.



#### ON-SITE DISPLAYS

The planning team will provide display materials and boards for display in storefronts and/or at identified public gathering areas within the downtown.

# WORKING GROUP

## OUR DAY-TO-DAY CONTACT



A TEAM CONSISTING OF KEY CITY STAFF/ADMINISTRATION AND PROJECT MEMBERS.

### ROLE

This is a small team consisting of key City Staff/Administration and ADMP Project members, who will be the direct day-to-day contact point for the MKSK Team. The Working Group will serve as our closest advisors throughout the project and will provide the first level of review of all products. They will assist in assembling existing data and directing the MKSK Team to appropriate sources of other information, as well as organizing the Project Steering Committee meetings, Stakeholder meetings, and other logistics as required.

### MEETINGS

Meetings will be regular and can be in person or by web conference depending on the extent of review needed.

### COMMUNICATION PROTOCOL

The City of Tulsa has selected a project manager (James Tyler McHendry), who will serve as our primary point of contact for the Working Group.

# STEERING COMMITTEE

## OUR TRUSTED ADVISORS



A GROUP FORMED TO GUIDE & ADVISE THROUGHOUT THE PROCESS.

### MEMBERS

A Project Steering Committee of informed stakeholders has been formed to help guide this planning process. This Steering Committee includes City and County officials, the Tulsa Convention and Visitors Bureau, Cox Business Center and BOK Center management, Tulsa's Downtown Coordinating Council, area business and property owners, and developers.

### ROLE

The Project Steering Committee will be tasked to ensure that plan content reflects the values of stakeholders and the Tulsa community, and to serve as a creative force to develop innovative ideas for the Arena District area. They will serve an overview/advisory role and as a conduit to various downtown and community stakeholders. The Steering Committee will act as our sounding board to review the findings, concepts, strategies, and recommendations created as part of the ADMP process.

### MEETINGS

The Steering Committee will meet a total of five times, once during each of the five Tasks across the eight-month project. Meetings will generally consist of a presentation followed by discussion.

**Presentations** - Brief and informative presentation introducing key planning issues, updating on our progress, and outlining next steps

**Discussion** - MKSK will seek the Committee's guidance for future tasks and deliverables

# STEERING COMMITTEE

## HOW WE WILL USE THEIR TIME



### MEETING 1 | INITIATE & EVALUATE

- 1 Welcoming remarks from City (5 minutes)
- 2 Committee Introductions (10 minutes)
- 3 Presentation by Planning Team (30 minutes)
- 4 Discussion (40 minutes)
- 5 Next Steps (5 minutes)

### MEETING 2 | ENGAGE

- 1 Welcoming Remarks from City (5 minutes)
- 2 Presentation by Planning Team (30 minutes)
- 3 Discussion (40 minutes)
- 4 Next Steps (5 minutes)

### MEETING 3 | UNDERSTAND

- 1 Welcoming Remarks from City (5 minutes)
- 2 Presentation by MKSK (30 minutes)
- 3 Discussion (40 minutes)
- 4 Next Steps (5 minutes)

### MEETING 4 | EXPLORE

- 1 Welcoming Remarks from City (5 minutes)
- 2 Presentation by MKSK (30 minutes)
- 3 Discussion (40 minutes)
- 4 Next Steps (5 minutes)

### MEETING 5 | CONSENT

- 1 Recap of process by City (10 minutes)
- 2 Final presentation by MKSK (45 minutes)
- 3 Discussion (35 minutes)

# STAKEHOLDERS

## ROUNDTABLE DISCUSSIONS



THE PLANNING TEAM WILL CONDUCT A SERIES OF SMALL GROUP INTERVIEWS WITH KEY DISTRICT, DOWNTOWN, AND COMMUNITY STAKEHOLDERS.

### PURPOSE

The purpose of these interviews is to help the MKSK Team understand the specific details, concerns, and opportunities facing the Arena District and Downtown Tulsa.

### WHO WILL ATTEND

The Stakeholder discussions will engage representatives from:

- The Arena District
- Adjoining neighborhood districts
- Major land holders
- Downtown organizations and institutions
- Downtown businesses and employers
- Downtown residents
- Young professionals, artists and creatives
- Hotels, convention and tourism organizations
- Chamber, realtors and developers
- City departments, government agencies

### LOGISTICS

**When this will happen** - The planning team will rely on City staff to identify the individuals/groups that should be interviewed and coordinate times that work for a majority of stakeholders, in both Tasks 2 and 5.

**Where this will happen** - The planning team will rely on city staff to coordinate a suitable venue.

**Next Steps** - If deemed appropriate, we can conduct follow-up one-on-one discussions with key individuals over the phone or video call.

# ONLINE ENGAGEMENT

## PROJECT WEBSITE & SOCIAL MEDIA STRATEGY



### ONLINE WEBSITE

An interactive online presence is a critical part of a modern planning effort, as it is not always possible for citizens to attend public meetings, and some populations, particularly younger demographics, prefer to consume information and engage in a digital environment. Interactive online activities will be coordinated with in-person events so individuals who were unable to attend are invited to contribute online. MKSK will assist with:

**ADMP-related pages on City of Tulsa Website** - The planning team will develop ADMP-related content to be added to the City of Tulsa website ([www.cityoftulsa.org](http://www.cityoftulsa.org)) in collaboration with City Staff. Content will be drafted by the planning team and reviewed/uploaded by City Staff. These pages will provide on-going project updates, host presentation materials, and serve as an avenue to crowd-source information.

**Interactive Activities** - These include web-based surveys and polls, interactive crowd-source mapping, and public comment forms for open-ended feedback

### SOCIAL MEDIA

Social media is a critical tool in reaching the public and advertising events and engagement opportunities as part of the planning process. Our approach is generally to utilize social media platforms to disseminate information, advertise upcoming public meetings, and drive people to the project website.

**Content Support** - The planning team will provide graphics and other content for social media posts

**Posting and Updating** - It is anticipated that City Staff will be responsible for direct posting of information, monitoring user interactions, and creating event pages for public meetings/events

**Preferred Platforms** - Facebook, Twitter, Instagram, LinkedIn

**Ownership** - Social Media accounts are expected to be associated with city-owned and operated accounts

# PUBLIC WORKSHOPS

## PURPOSE & STRATEGY



### PUBLIC MEETINGS AND EVENTS

Three public workshops will be held throughout the process to inform the broader public, gain insight, and build support for the plan's outcomes. These meetings will occur during the course of Tasks 2, 4, and 5 and will serve as an avenue for the planning team to share the work process to-date, have discussions with attendees, and gather community feedback.

**Announcements:** To ensure a high community turnout, it is imperative that the meeting is properly advertised through flyers, local media, and social media. Notices include:

**One month prior** - General meeting announcement (flyer/postcard distributed online and in/around study area)

**Two weeks prior** - Social media/email push (distribute to relevant email contact lists)

**Two days prior** - Social media push (Facebook, Twitter, and Instagram)

**Targeted invitations from client** - Custom emails from client to relevant user groups or VIPs

**Meeting Format:** The typical format will consist of a formal presentation followed by topic stations where the public will be asked to provide direct feedback and have one-on-one conversations with the MKSK team and City staff

**Presentation** - Frame key issues, provide project updates, and direct next steps

**Breakout Tables** - Public will be asked to provide feedback on specific issues

**Activities** - Exercises designed to ask specific questions (dot exercises, visual preference, prioritization, etc.)

# PUBLIC WORKSHOPS

## HOW THEY WILL WORK

### MEETING LOGISTICS

The date, time and staffing of these meetings will be determined in conjunction with the City. The City will be responsible for securing the venue and any required public notice.

**Venue:** The workshops will require a venue suitable for group of 100 - 300 people, with a flexible layout preferred. The presentation portion of the evening will require flexible or fixed seating, a projection system, and a surface for screening. The Activities/one-on-one conversations portion of the evening will require a space large enough to accommodate six to eight tables (approximately eight feet in length) with a gathering space.

**Meeting Setup:** The following list shows materials we intend to coordinate at such events and which are expected to be coordinated by the client and venue:

#### Planning Team

- Directional signage
- Plan Visuals (boards, comment cards, etc.)
- Audio/visual (laptop)
- Sign-in and photo documentation

#### Client/Venue

- Tables and chairs
- Audio/visual (screen, projector, microphone)
- Refreshments

### MEETING FEEDBACK

The feedback gathered at public workshops is critical to the plan's success. During meetings and with assistance from City Staff, the planning team will engage the community and ask for comments, ideas and direction on future refinements. The feedback gathered will be catalogued and formatted by the planning team for both internal and external distribution.

### MEETING AGENDA

Below are potential agendas for the three workshops planned for this process:

1

#### WORKSHOP 1 OCCURS IN TASK 2

- 1 Sign-in/Initial Activities
- 2 Welcoming remarks from City (5 minutes)
- 3 Overview presentation by planning team (30 minutes)
- 4 Activities (60 minutes)

2

#### WORKSHOP 2 OCCURS IN TASK 4

- 1 Sign-in/What We Heard Displays
- 2 Welcoming remarks from City (5 minutes)
- 3 Overview presentation by planning team (45 minutes)
- 4 Activities (45 minutes)

3

#### WORKSHOP 3 OCCURS IN TASK 5

- 1 Sign-in/What We Heard Displays
- 2 Welcoming remarks from City (5 minutes)
- 3 Overview presentation by planning team (30 minutes)
- 4 Open House (60 minutes)

# ON-SITE DISPLAYS

## OUT OF THE BOX PLANNING



THE PLANNING TEAM WILL PROVIDE DISPLAY MATERIALS AND BOARDS FOR DISPLAY IN STOREFRONTS AND/OR AT IDENTIFIED PUBLIC GATHERING AREAS WITHIN THE DOWNTOWN.

### PURPOSE & CONTENT

The planning team will provide display materials and boards about the Arena District Master Plan effort for display in storefronts and at strategic public gathering areas within or outside of downtown. The content of these display materials will be coordinated with the Working Group, but could announce the process and goals, provide instructions for how to get involved, highlight existing conditions and features, and point to the project website.

### STAFFING & REPORTING BACK

City of Tulsa staff and local MKSK team members could operate booths with these displays at community events and festivals as a way to raise awareness of the Arena District master planning process, share findings, provide education, and gather additional community input. Feedback from these events should be compiled into summary memos, and event photography and/or scans of completed interactive displays should be forwarded to the planning team.

### LOCATION IDENTIFICATION

The preferred locations and events for on-site displays will be determined by City Staff, and coordinated with the planning team to ensure all materials needed are completed and transported in a timely manner. The planning team will be assisted by City Staff for the transportation of materials to locations, as well as their assembly and storage.

# PROJECT SCHEDULE

WHAT WE WILL DO, WHEN WE WILL DO IT



## TASK 1 | INITIATE & EVALUATE

FEBRUARY - APRIL

Project Launch Meeting  
Arena District Tour/Audit  
Steering Committee Mtg. #1

## TASK 2 | ENGAGE

APRIL - MAY

Stakeholder Roundtable/Focus Group Sessions  
**Community Visioning Workshop #1**  
Steering Committee Mtg. #2

## TASK 3 | UNDERSTAND

MARCH - JUNE

Steering Committee Mtg. #3

## TASK 4 | EXPLORE

MAY - AUGUST

**Community Visioning Workshop #2**  
Steering Committee Mtg. #4

## TASK 5 | CONSENT

JUNE - SEPTEMBER

**Community Visioning Workshop #3**  
Steering Committee Mtg. #5

## PLAN ADOPTION

TO BE DETERMINED

# PROJECT BRANDING

## WHY WE BRAND



OUR PLANS REFLECT A PERSONALIZED LOOK AND FEEL REFLECTIVE OF THE COMMUNITIES IN WHICH WE WORK

### OUR APPROACH

From project branding to document design, our experienced planners and graphic designers work closely with our clients to develop award-winning documents, information graphics, diagrams and renderings that are engaging and clearly communicate design intent and planning concepts to the public and project stakeholders.

### OUR INTENT

The visuals and materials created for the Arena District Master Plan will showcase a cohesive and graphically-rich aesthetic that is consistent across media platforms, deliverable types, and intended audiences. All external communication related to this planning process, from website content to meeting presentations, will utilize a distinct project identity that includes a consistent typeface family, color palette, project logo, and document template.

### RELATING TO VISION TULSA

Vision Tulsa is a tax-renewal package approved by voters in 2016 that addresses public safety, streets and transportation, and economic development. As an associated project, the Arena District Master Plan's graphic identity will borrow elements from the Vision Tulsa brand toolkit, generally following its brand guidelines where appropriate. For instance, the ADMP primary and complementary color palettes, as well as the project typefaces, are derived from Vision Tulsa's branding.



# DRAFT LOGO & COLOR PALETTE

## PROJECT IDENTITY

### PROJECT LOGO

The ADMP logo will serve as a symbol for this planning effort, and can be carried through various media platforms. Though this logo allows for flexibility, it is recommended to be used in the variations shown below.

#### PRIMARY LOGO

**ARENA DISTRICT**  
MASTER PLAN

#### APPROVED VARIATIONS

**ARENA DISTRICT**  
MASTER PLAN

Watermark  
(20% Black)

**ARENA DISTRICT**  
MASTER PLAN

Single Color:  
Black

**ARENA DISTRICT**  
MASTER PLAN

Single Color:  
Blue

**ARENA DISTRICT**  
MASTER PLAN

Single Color:  
White

### PROJECT COLORS

The colors shown below will serve as the primary, complementary and expanded palettes for all project communication, sourced from the Vision Tulsa Brand Toolkit and expanded for this project. These colors will be applied to graphic deliverables, such as maps, infographics, and presentation templates. Hierarchically, the primary palette will be applied most often, prioritizing Vision Tulsa Blue, followed by the complementary and expanded palettes, respectively.

#### PRIMARY COLOR PALETTE



##### VISION TULSA BLUE

SPOT: PMS 7683 C  
CMYK: 83, 55, 0, 0  
RGB: 66, 109, 169  
HEX: 426DA9



##### VISION TULSA GRAY

SPOT: PMS COOL GRAY 10 C  
CMYK: 40, 30, 20, 66  
RGB: 99, 102, 106  
HEX: 63666A



##### BLACK

SPOT: PMS 7683 C  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000000

#### COMPLEMENTARY PALETTE



##### VISION TULSA TEAL

SPOT: PMS 5483 C  
CMYK: 65, 11, 25, 27  
RGB: 79, 134, 142  
HEX: 4F868E



##### VISION TULSA ORANGE

SPOT: PMS 804 C  
CMYK: 0, 41, 63, 0  
RGB: 255, 170, 77  
HEX: FFAA4D



##### VISION TULSA LIME

SPOT: PMS 379 C  
CMYK: 13, 0, 61, 0  
RGB: 226, 232, 104  
HEX: E2E868



##### ADMP GREEN

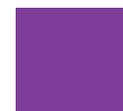
SPOT: PMS 2293 C  
CMYK: 35, 21, 100, 1  
RGB: 164, 199, 0  
HEX: A4C700



##### ADMP BEIGE

SPOT: PMS 663 C  
CMYK: 8, 31, 187, 0  
RGB: 235, 247, 209  
HEX: EBF7D1

#### EXPANDED PALETTE



##### ADMP PURPLE

SPOT: PMS 266 C  
CMYK: 60, 91, 0, 0  
RGB: 102, 23, 255  
HEX: 6617FF



##### ADMP RED

SPOT: PMS 7621 C  
CMYK: 0, 81, 85, 34  
RGB: 168, 32, 26  
HEX: A8201A



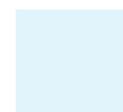
##### ADMP PINK

SPOT: PMS 1915 C  
CMYK: 0, 80, 47, 0  
RGB: 255, 51, 135  
HEX: FF3387



##### ADMP CYAN

SPOT: PMS 305 C  
CMYK: 69, 0, 8  
RGB: 79, 255, 235  
HEX: 4FFFFB



##### ADMP LIGHT BLUE

SPOT: PMS 642 C  
CMYK: 10, 0, 0, 0  
RGB: 230, 255, 255  
HEX: E6FFFF

# DRAFT TYPOGRAPHY

## PROJECT TYPEFACES

The typefaces shown below are to be used in all project communication, and are sourced from the Vision Tulsa Brand Toolkit. These typefaces will be applied to graphic deliverables, such as printed documents, website elements, infographics, and presentation templates.

### PRIMARY TYPEFACE: HEADINGS & TITLES

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The Bebas Neue typeface is to be used in the form of page/slide titles and headings, or graphic elements requiring a strong visual presence, such as flyers or project information sheets. The recommended application of Bebas Neue is in its “Regular” variation.

**BEBAS NEUE**  
BOLD REGULAR BOOK LIGHT THIN

### PRIMARY TYPEFACE: SUBHEADINGS & BODY TEXT

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The Gotham typeface is to be used in the form of page/slide subtitles and body text. The recommended application of Gotham is in its “Book” variation in paragraph form, and in a “Bold” variation for subheadings.

**Gotham**  
Bold Medium Book Light

### SUBSTITUTE FONTS

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In situations in which the Gotham typeface is unavailable, the Arial or Helvetica typefaces may be used as a substitute.

**Helvetica**  
Bold Roman

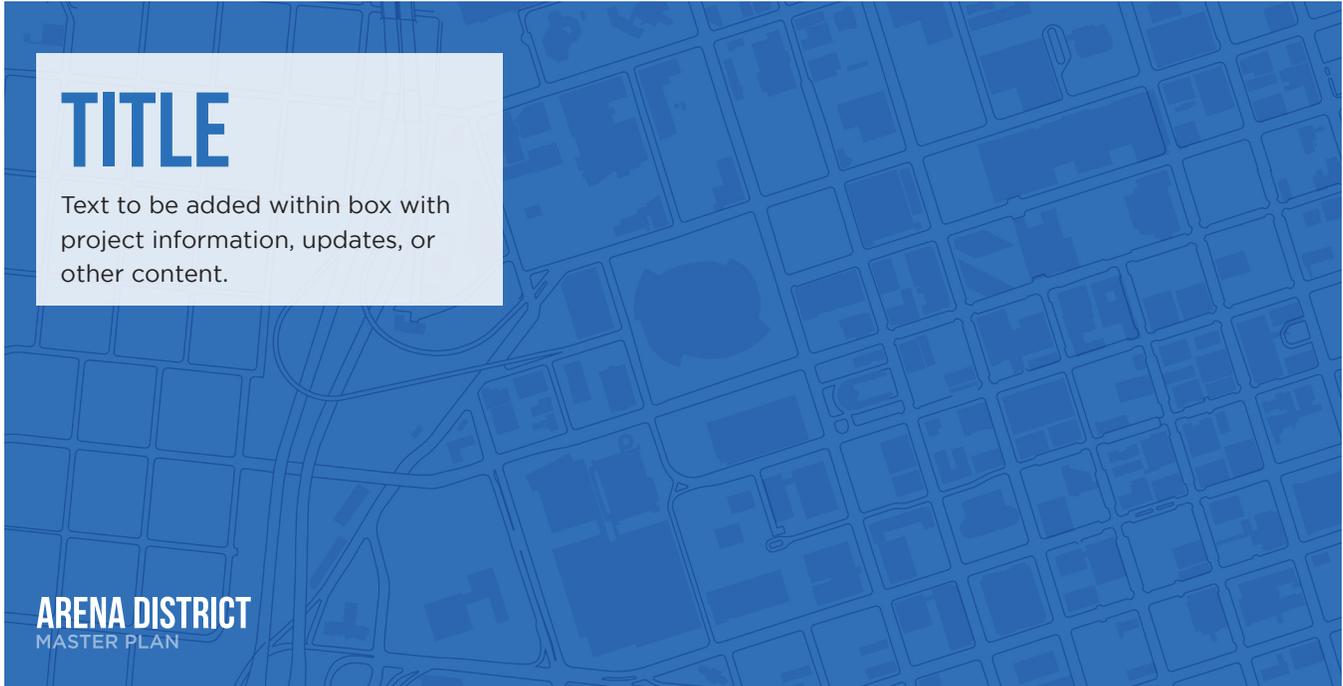
**Arial**  
Bold Regular

# DRAFT GRAPHIC ELEMENTS

## USING A COLORIZED BACKGROUND MAP

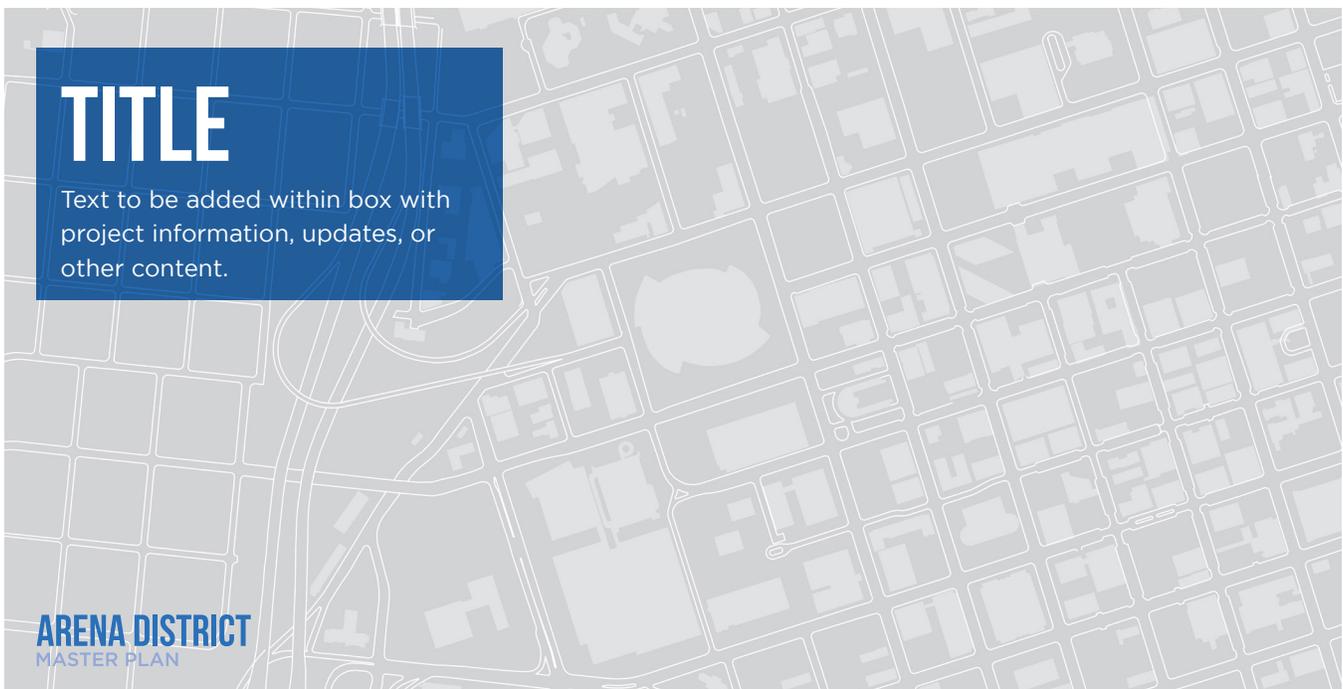
### COLORIZED MAP BACKGROUND

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### 20% BLACK MAP BACKGROUND

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**MKSK**

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