



VERMONT MANCHESTER BRANDING RECAP

The Branding Process was structured as a series of three workshops as outlined in the promotional flyer. The flyer was shared on the project's website www.vmtpp.com and with members of the Vermont Manchester Community Advisory Community so they could share within their networks. The event on 2/24 was also picked up by Streetsblog.

January 27 meeting video:
<https://youtu.be/IIBej87-NmQ>

February 24 meeting video:
<https://youtu.be/S9dxhUzIBGI>



Join us for a series of community workshops to discuss naming and logos for the new development at Vermont & Manchester

Register today to be part of the conversation!

January 27 - 6:00 pm - 8:00 pm

- Idea exchange to be used as inspiration for naming the new Vermont Manchester development.

February 24 - 6:00 pm - 8:00 pm

- Presentation of naming options based on your input and brainstorming ideas for logo design.

April 29 - 6:00 pm - 8:00 pm

Unveiling! Join us as we unveil the official name and logo of the new Vermont Manchester development!

Please RSVP at
http://bit.ly/VermontManchester_Branding
to receive your Zoom link.



For those without internet please contact Louis McNeal at 213-743-6193 Ext. 107 or lmcneal@coalitionrcd.org for information on how to join the conversation.



In order to allow additional Community input, an additional workshop was held on 3/20. The flyer was revised and was distributed far and wide including canvassing the neighborhood with flyers in English and Spanish, posting to the website, posting on the newly-created Instagram account @VermontManchesterTPP, emailing past workshop participants, and shared with the VMCAC members.

March 20 meeting video:
<https://youtu.be/G3zaBlhIZpc>



COMING TO VERMONT MANCHESTER

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Join us for a series of community workshops to discuss naming and logos for the new development at Vermont & Manchester

- January 27 - 6:00 pm - 8:00 pm**
 - Idea exchange to be used as inspiration for naming the new Vermont Manchester development.
- February 24 - 6:00 pm - 8:00 pm**
 - Presentation of naming options based on your input and brainstorming ideas for logo design.
- March 20 - 1:00 pm - 3:00 pm**
- Presentation of final naming options based on your input and logo designs.
- April 29 - 6:00 pm - 8:00 pm**
Unveiling! Join us as we unveil the official name and logo of the new Vermont Manchester development!

For project info please visit www.vmtpp.com

Please RSVP at http://bit.ly/VermontManchester_Branding to receive your Zoom link

For those without internet please contact Lisa Winkle at 213-743-6193 Ext. 302 or lwinkle@coalitionrcd.org for information on how to join the conversation.



The naming options were presented with a full explanation of the research, inspiration, thought process and meaning for each name.

See attached copy of the full presentation.

Results from 2/24:

Evermont, Vista Knolls, Connexus and HopeSpring received positive feedback. However, Vista Knolls (a nod to Vermont Knolls) was thought to be limiting and HopeSpring would create confusion because of existing streets in Downtown LA. Soulana was rejected because it is too close to the name of a crypto currency. Vibe, Vivera and Avenu were specifically named as not good options.

Evermont	Luminus
Soulana	Vista Knolls
Vibe	Vivera
Connexus	Avenu
Vertx	HopeSpring
Avera	Vio

Results from 3/20:

Evermont, Luminus, Soulana, Vista Knolls and Avera received positive reactions. HopeSpring received negative comments because it is not urban-planner friendly.

Based on the combined feedback from the two events, both Evermont and Vista Knolls resonated with the community however Vista Knolls received negative feedback while Evermont did not receive any negative comments and was thought to sound “powerful”.

Evermont	Luminus
Soulana	Vista Knolls
Vibe	Vivera
Connexus	Avenu
Vertx	HopeSpring
Avera	Vio

From the start of the conversation with Community members, Vermont was described as having its own unique identity, not to be compared with Central Ave or any other street in the vicinity. It was once a thriving area that is on the verge of blossoming again with a bright future ahead.

Evermont captures the sentiments of transformation and renewal expressed by the Community and will promote Community pride for this project.

[Concept: pride of place, legacy, honoring past and present]

Evermont

[ever + vermont]

“Evermont” speaks to the ongoing transformation and renewal of Vermont Avenue. The name honors the legacy of South Los Angeles that has been ever changing and evolving over the years. True its communal roots, “Evermont” recalls the past, nods to the present, and celebrates a future of new possibilities.



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