

CareOregon 30th Anniversary

Brand, Marketing and Communications

Executive Summary

For our 30th anniversary, we are excited to launch a comprehensive celebration campaign that reflects our commitment to the community and our integral role in the Oregon health care ecosystem. The key components include:

- Develop 30th anniversary logo and templates to use February 2024 through January 2025
- Launch external web page and intranet page to host all anniversary stories
- Launch a series of short videos
- Integrate with internal events/employee engagement
- Roll out branding campaign to include OOH, transit, digital, social, events
- Tie anniversary with updates to 315 building (interior and exterior)

30th Anniversary Logo and Collateral





Est. 1994

30th Anniversary Logo

The design is inspired by the inviting and approachable cut-paper look of our recent campaigns.

The pattern in the number is a collage of some of the cut-paper shapes we've been using in the campaigns and gives some visual interest and contrasting complexity to a relatively simple design.

The color scheme draws from all the CCO color palettes. The vibrant tumult contained within the "30" seems an apt metaphor for the change that's happened since CareOregon's founding.

Social Media

Insta, LinkedIn, Facebook, all CCOs



CareOregon is turning 30!

We have a big birthday today, and we're celebrating all year.

CareOregon was founded Feb. 1, 1994, by three safety-net providers: Multnomah County Health Department, the Oregon Primary Care Association and OHSU.

Since our founding 30 years ago, we've grown and expanded to meet the individual needs of our members. We now help more than 500,000 Oregonians access medical, dental, mental health care and prescription drug coverage at no cost to members through OHP.

We reinvest in the community in so many ways, championing community health and honoring our place as the "safety net of the safety net."

Follow along this year as we celebrate our past and look to the future. Each month we'll share special stories, features and events that highlight our history and our commitment to making health care work for absolutely everyone. Please join in the celebration!

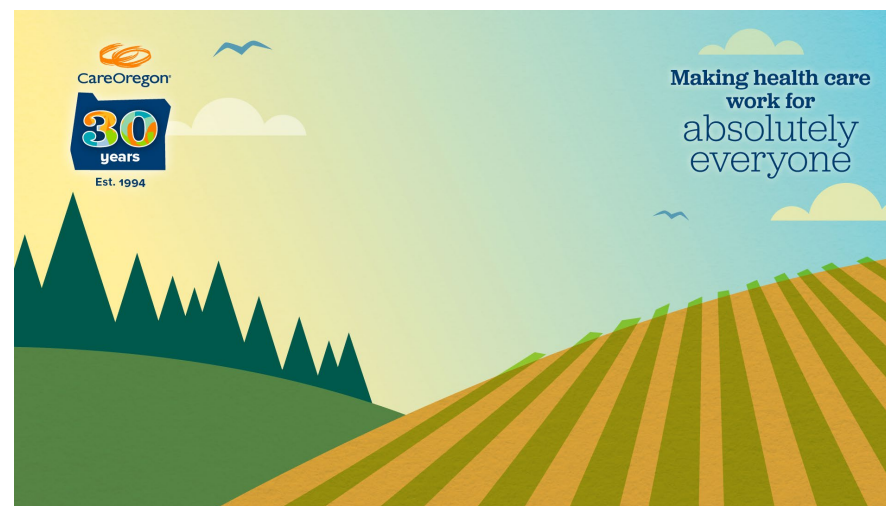
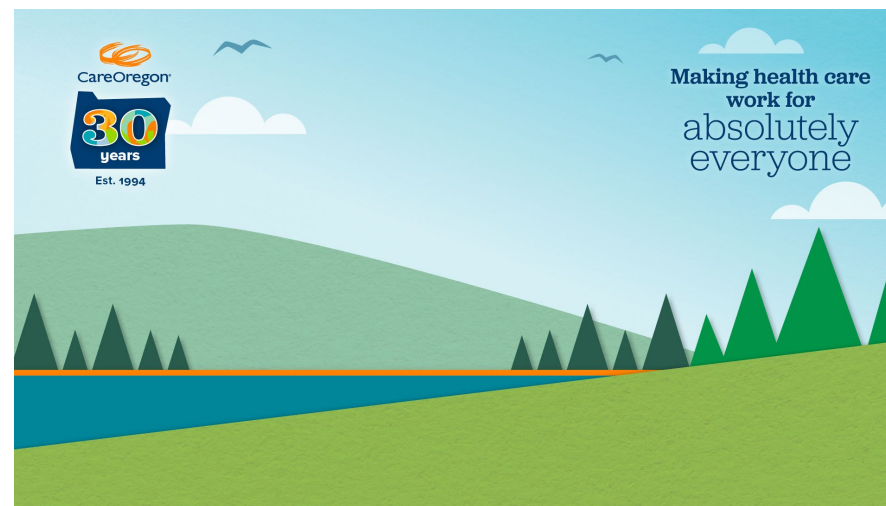
Employee Engagement

Email Signature

Name Here | Pronouns: She/Her
Title Goes Here | 000-000-0000 | careoregon.org



Teams Backgrounds



Intranet page

Intranet Header



Intranet Slider



CareOregon

About Us

OneCo

Information Systems

Public Sites

My Profile

Lines of Business

Departments

Programs

Human Resources

Executive News

Staff FAQ

Enterprise Applications

30th Anniversary

HOME

Updates

Events

We've hit the big 3-0!

Break out the balloons because we've got a big birthday to celebrate – and we want you to join in all year.

CareOregon was launched Feb. 1, 1994, by three safety-net providers: Multnomah County Health Department, the Oregon Primary Care Association and OHSU.

Since then, we've grown and expanded to meet the individual needs of our members. We now help more than 500,000 Oregonians access medical, dental and mental health care and prescription drug coverage through the Oregon Health Plan (OHP) at no cost to members. We also reinvest in the community in so many ways.

And we couldn't do any of that without all 1,400 of you!

We're kicking off the festivities with a special [email signature](#). Grab it and use it all year to show your CareOregon spirit.

Stop back for other surprises as we celebrate our past and look to the future.

And don't forget to check out our Instagram posts ([@careoregon](#)) for photos, stories, trivia and other fun features that highlight our history and our commitment to making health care work for absolutely everyone.

Please join in the celebration!

Did you know?

After months of planning, CareOregon began operations with 10,000 clients on Feb. 1, 1994, the same day OHP enrolled its first Medicaid members.

Did you also know?

The traditional 30th anniversary present is pearl. You'll be seeing more on that later (hint: Think Rose Festival parades).

Website



celebrating **30** years

Select language ▼



[Am I Eligible](#)

[Members](#)

[Providers](#)

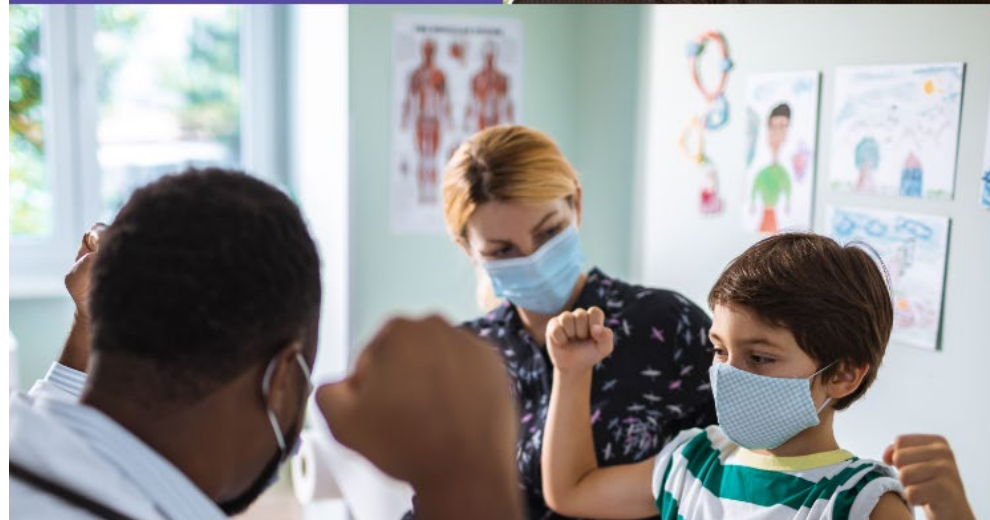
[Community](#)

[About us](#)

To our members You deserve great health care.

Every day, CareOregon helps more than 500,000 Oregonians access free physical, dental, mental health care and prescription drug coverage through the Oregon Health Plan (OHP). Enter our Members section to find out if you're eligible, search for providers, learn about CareOregon benefits, and more.

[Member Resources ▶](#)

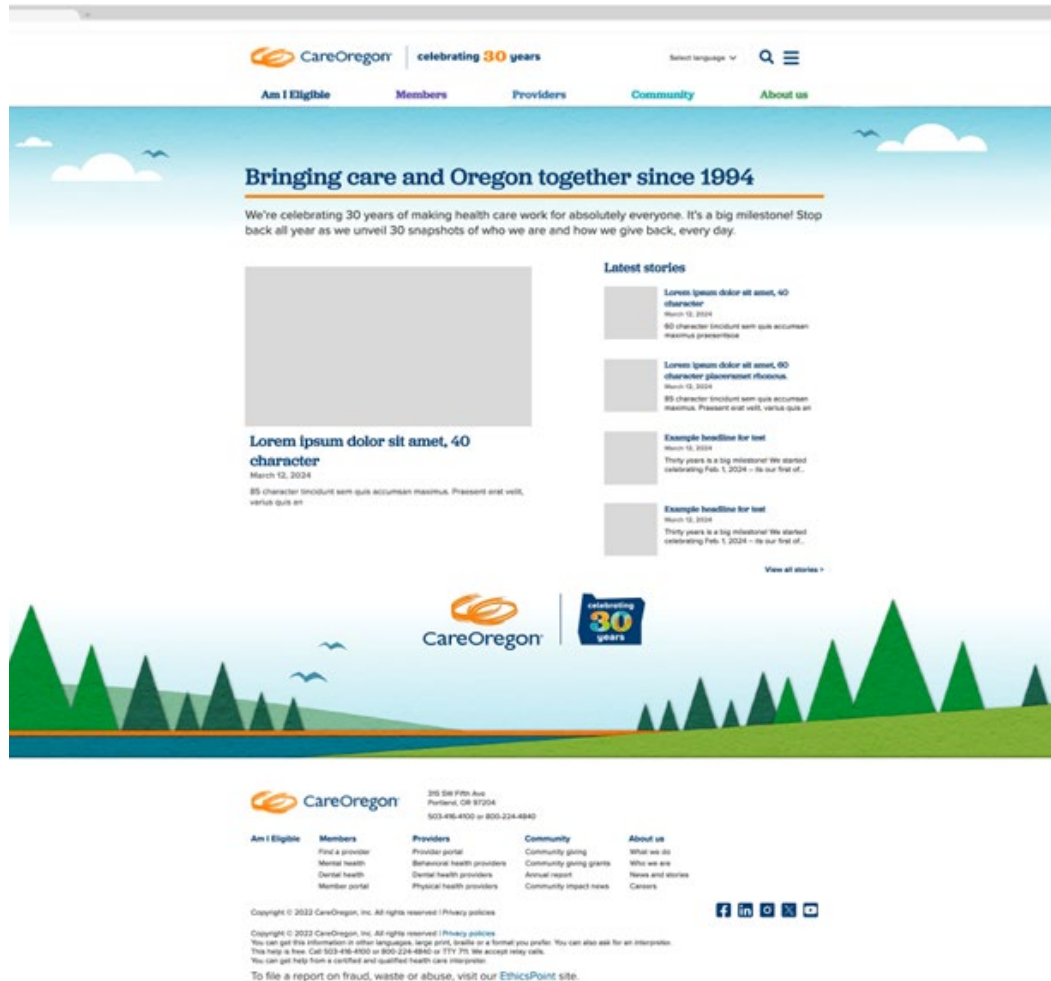


To our providers You heal. We're here to help.

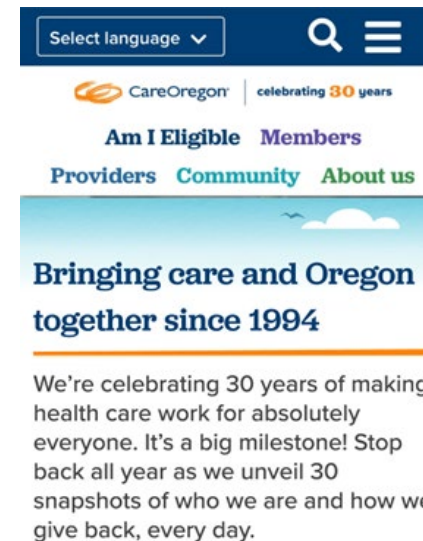
Our network of primary care providers, dentists, behavioral health providers and specialists allows us to help more Oregonians receive comprehensive, coordinated, affordable care. Enter our Providers section to find forms, access our Provider Portal, view our formulary, learn about contracting, and more.

[Provider Resources ▶](#)

30th Anniversary microsite



Launching in April, the microsite will be the home for our 30at30 storytelling. We'll feature new videos and stories each month. Social media will direct folks back to this site. Pictured here is initial draft of landing page with placeholder copy.



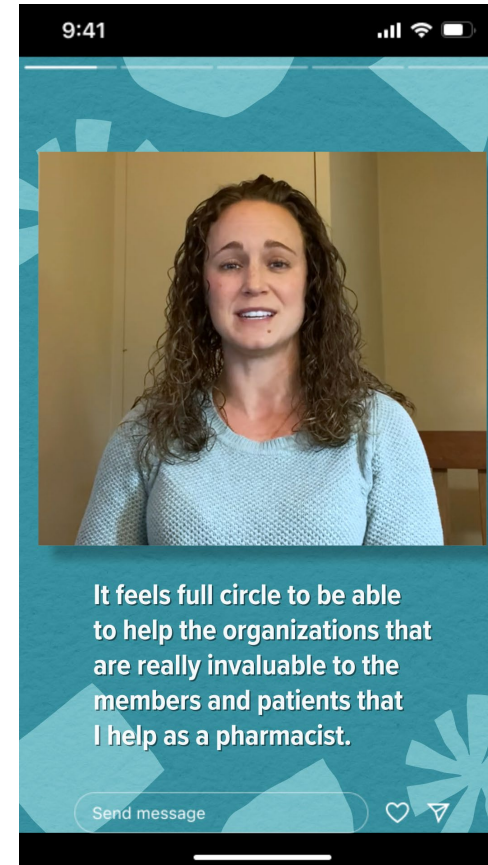
Social Media Videos

30th Anniversary video content will be delivered in social media friendly formats, featuring animated elements upbeat music, aligned with campaign logos and colors.

[View the draft video here.](#)



Intro Screen



Content Format



Outro Screen



315 Building Refresh

315 Building Refresh

In time for parade and tourist season downtown and in support of encouraging employees to return to working from the office, we will complete a building refresh to include:

- New window design
- Installing a rotating banner system above the windows on 5th and Oak depending on City approval
- Create a pocket park and employee outdoor space in the courtyard
- Refreshing the lobby space in partnership with Mahesh and team
- Mid-Town Beer Garden (across the street on SW 5th) Mural

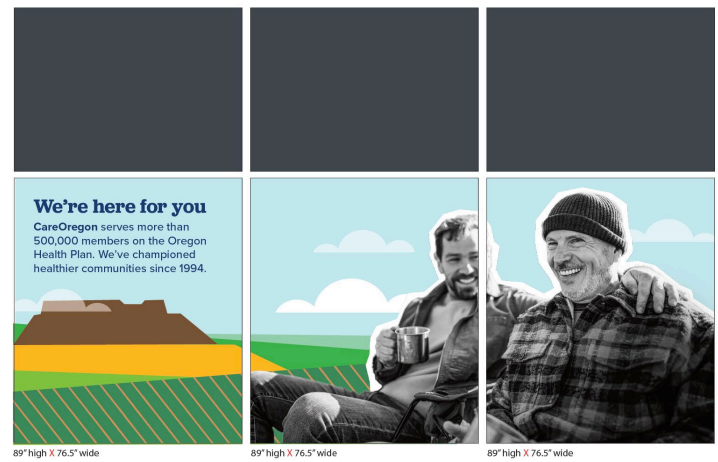
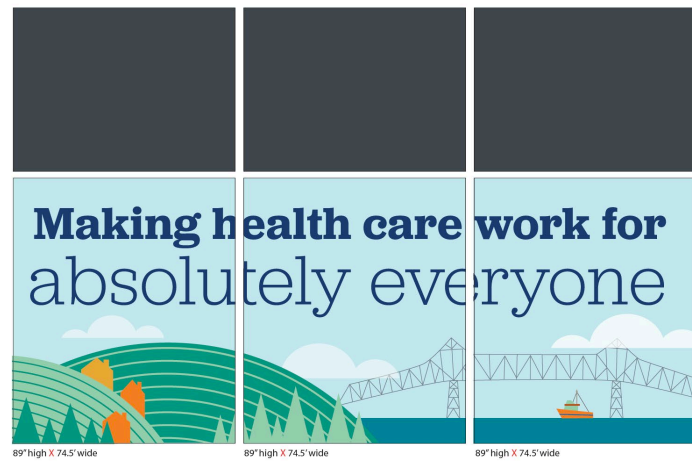
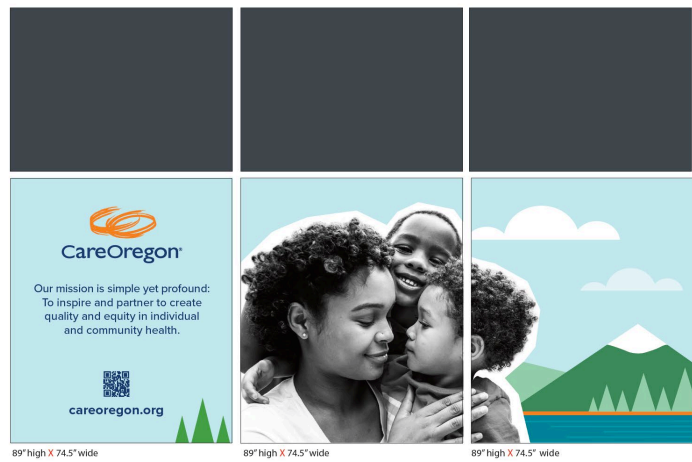
315 Windows

Refresh the ground floor windows before Rose Festival kickoff with the Starlight parade.

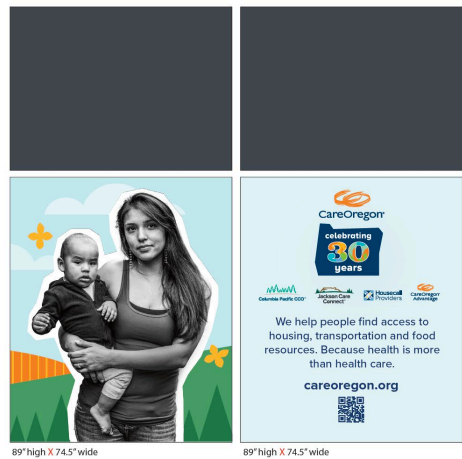
"Making health care work for absolutely everyone" and our 30th anniversary messaging will be incorporated into the design.

Option 1: 9 Interior window banners

SW 5th Avenue Window Clings	Adobe Illustrator document sized to 1/10th scale Strokes aligned to outside of rectangles	Version: 04.05.24
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Oak Street Window Clings	Adobe Illustrator document sized to 1/10th scale Strokes aligned to outside of rectangles	Version: 04.05.24
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Window copy (four panels):

Headline: **We're here for you**

Subhead: CareOregon serves more than 500,000 members on the Oregon Health Plan. We've championed healthier communities since 1994.

Headline: **Caring for all**

Subhead: Our mission is simple yet profound: To inspire and partner to create quality and equity in individual and community health.

Headline: **Health care and more**

Subhead: We help people find access to housing, transportation and food resources. Because health is more than health care.

Headline: **Join us!**

Subhead: Use your power for good! Work for CareOregon and help build healthier communities, from Portland to Medford, Astoria to Estacada.

315 Courtyard

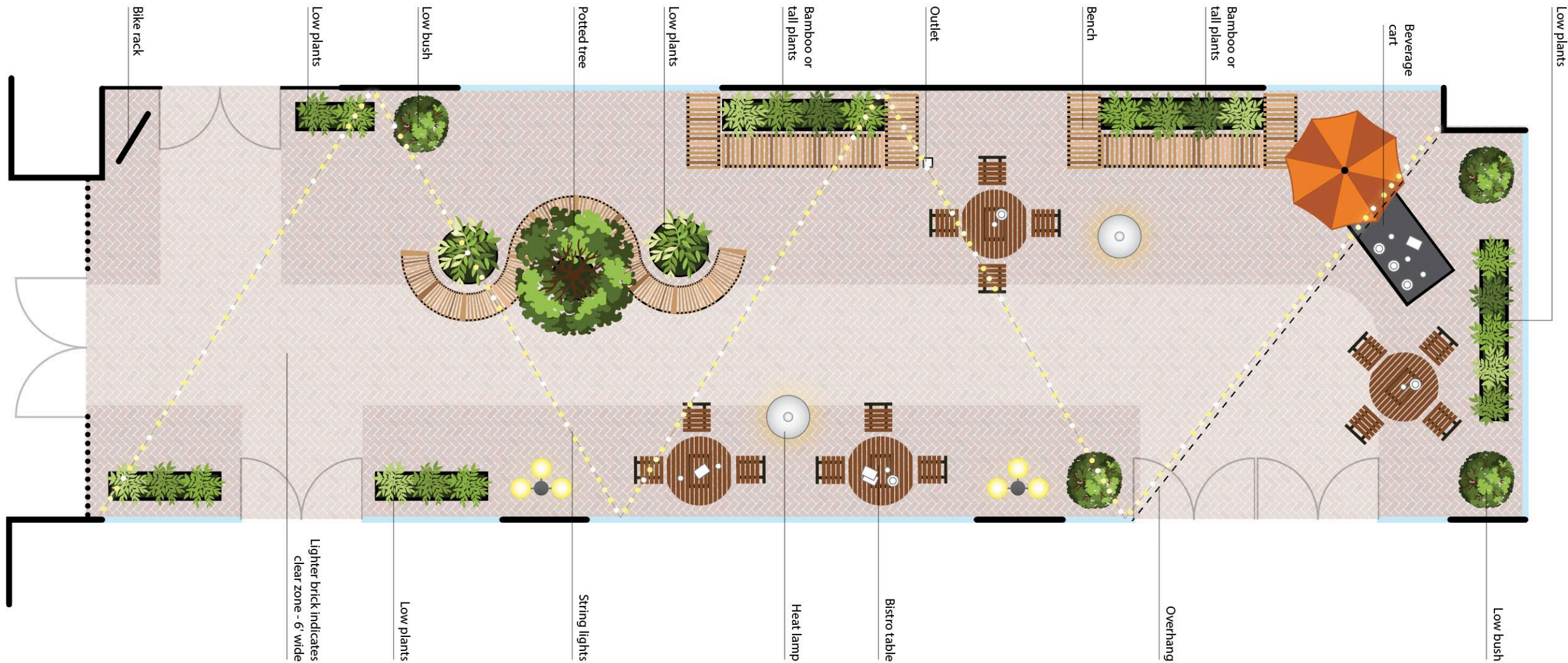
Create an inviting entrance for our employees and guests to the building, a relaxing and fun outdoor space for both lunch and employee events, and an outside meeting space.

We are designing a pocket park with the flexibility to move things around depending on how it will be used.

- Lunchtime outdoor seating
- Putt-putt golf, badminton or spike ball tournaments
 - Pop-up coffee cart
 - Social hour for building attendees
- Anniversary special: Karaoke with songs from 1994

Courtyard: Phase 1

Pocket Park and Event Space



Mid-Town Beer Garden Mural: SW 5th Ave

We've been invited to install a mural on one wall of the Beer Garden across the street from the 315 Building. This is a great opportunity for building brand and heightening visibility in our neighborhood.

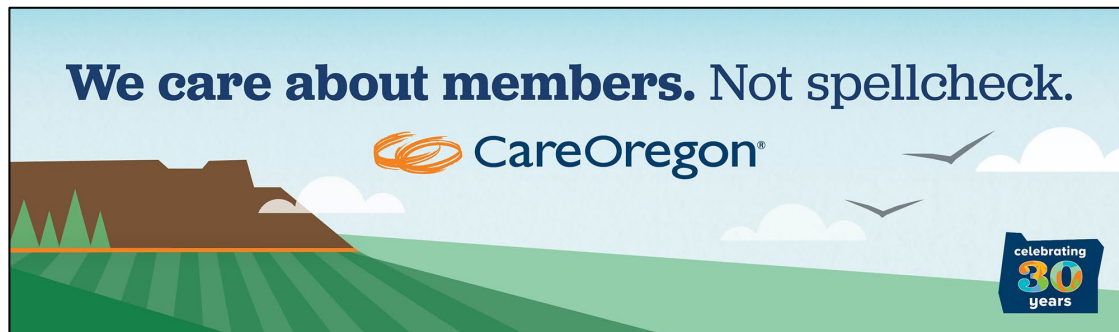
The theme of the mural: “Making health care work for absolutely everyone” and prominent branding.

The artist: Jax Ko, a first-gen Korean American living in Portland.

Ad Campaign: May 20 – June 9

- Theme: Making health care work for absolutely everyone
- 30-year logo
- Follow look and feel of anniversary branding
- Consider fun, eye-catching headlines that inform Portlanders and visitors alike about CO, including:
 - *"We close gaps. Even in our name. CareOregon"*
 - *"Bridging gaps since 1994. CareOregon"*

OOH concepts



Social Media

- Kickoff with social posts, all channels, Feb 1
- Post 30 at 30 content on social channels as appropriate, with IG continuing as the main employee channel
- Create fun social engagement such as polls, trivia questions, and fun facts throughout the campaign
- Highlight employees on LinkedIn