

The 47 Branding



The branding of the 47th & Mission corridor was a product of a comprehensive process involving members of the business community and the 47th & Mission Road Committee. The hired consultant, Kelly Ludwig, lead the group through a series of steps to develop the brand presented in the below branding document.

“The 47” brand marks an important benchmark not only in this district’s identity within the metropolitan area, but also in the

maturation of a business community that recognizes the mutual benefit of raising the corridor’s profile within the Kansas City area

Supporting Documents

[The 47-Final: The 47 Branding - Development Process & Logo Info](#) 3.93 MB