



THE PROCESS + RESULTS





EXECUTIVE SUMMARY

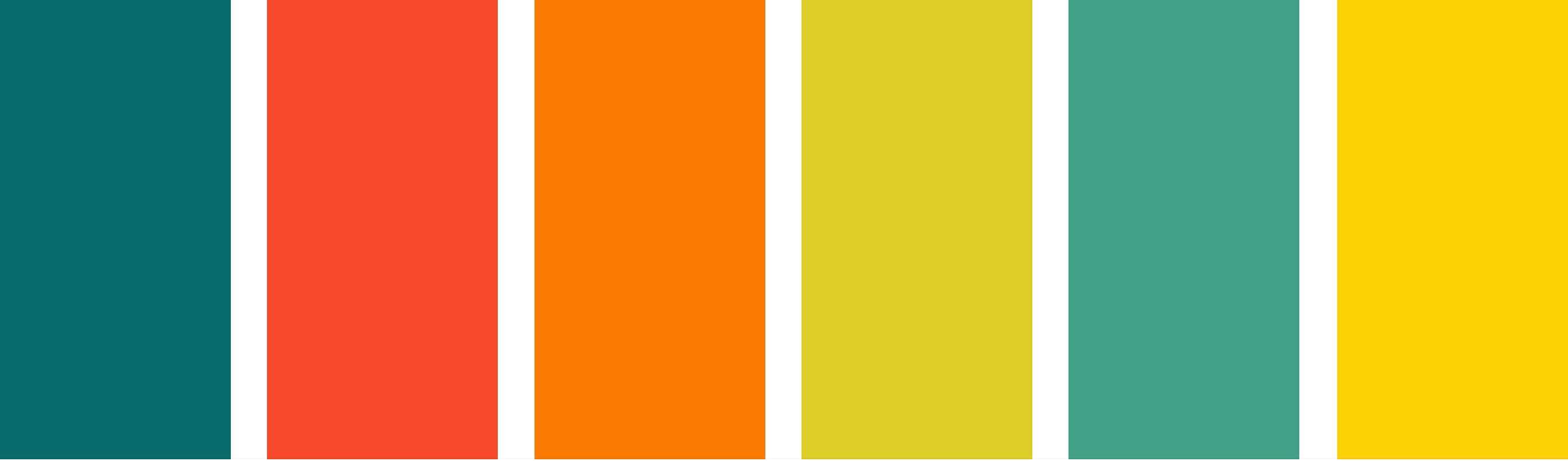
The branding of the 47th & Mission corridor was a product of a comprehensive process involving members of the business community and the 47th & Mission Road Committee. The hired consultant, Kelly Ludwig, lead the group through a series of steps to develop the brand presented in this document.

The initial step in this process identified the various personas and demographics of the zip codes within a 2 mile radius of the corridor. This information was shared with the committee, along with a set of mood boards and key words to spur discussion on how best to represent the character and identity of this district. This lead to further conversations on an appropriate name for the brand. The group's consensus was to pursue "The 47" to capitalize on the location's current recognition, using this simple but effective tagline.

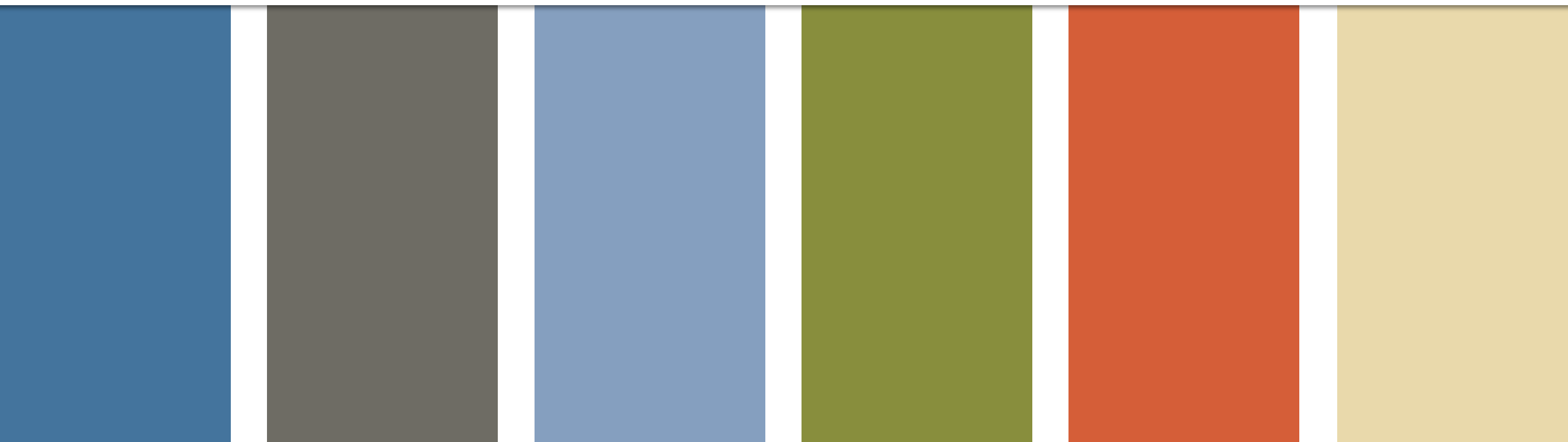
Given this direction, a series of options for the logo using various fonts, colors and applications were presented for consideration. The branding committee weighed a number of factors, including how the logo would distinguish itself from competing brands within the metropolitan area, and arrived at the hexagon superimposed on a circle. The versatility of this logo makes it a useful addition to the local businesses' marketing materials, on future streetscape features, and on stickers or apparel. As part of this branding exercise, the graphic content was provided in multiple electronic formats so that it may be distributed to the local businesses and utilized for social media.

"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.





the process





47TH + MISSION BRANDING COMMITTEE

Scott Bingham (47th & Mission Road Committee)

Allen Harris (ALH Home Renovations)

Ron Mayer (Sole Patch)

Colt McArthur (47th & Mission Road Committee)

Fred Sherman (City of Westwood)

Erin Stryka (47th & Mission Road Committee)

Doug Worgul (Joe's KC BBQ)

Julie Zanone (Gus's Chicken)





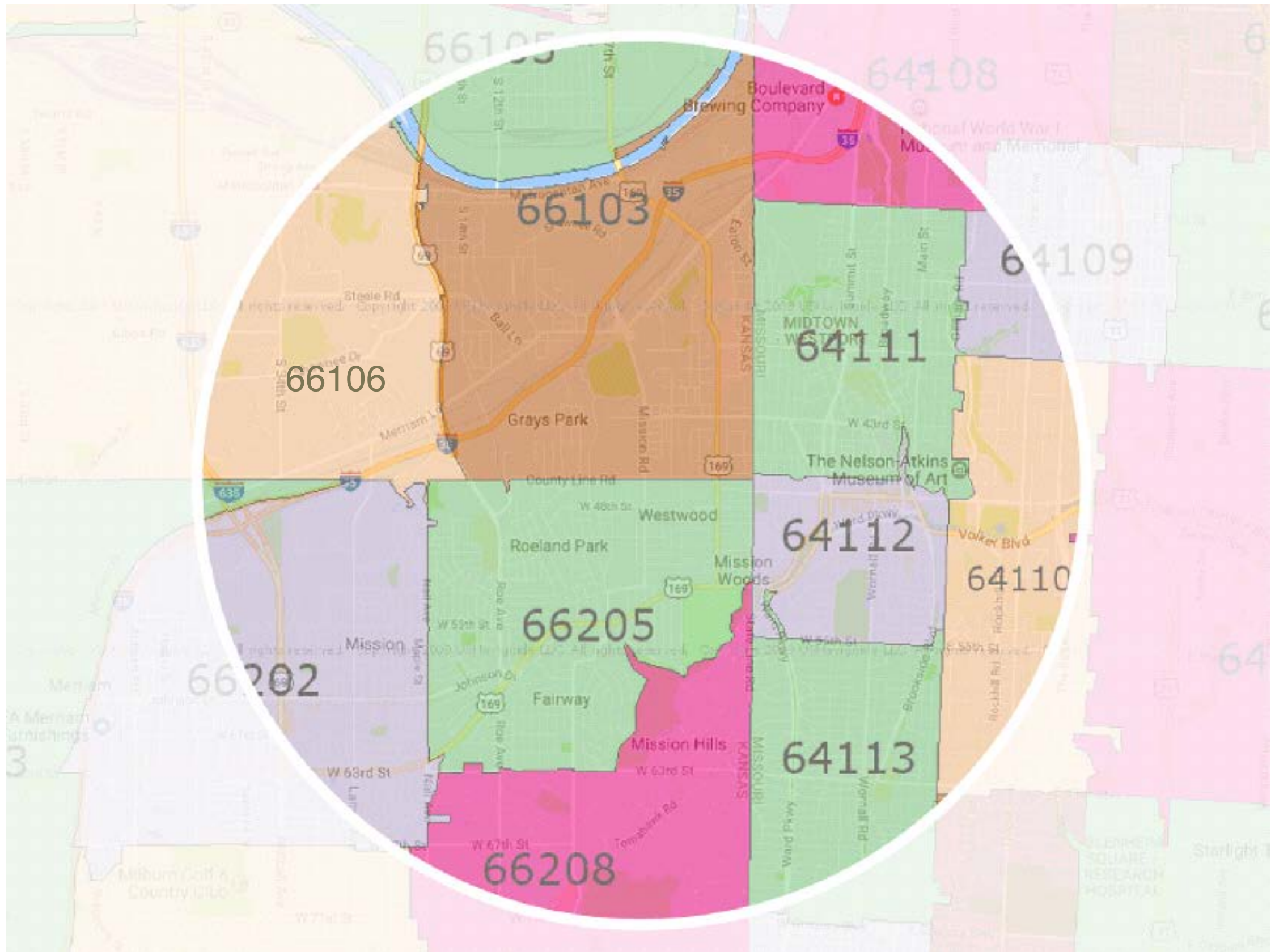
ESTABLISH BRAND ESSENCE: METHODOLOGY

- Research the surrounding neighborhoods
- Identify target audiences based by zip code
- Explore design trends through mood boards
- Keywords
- Naming
- Touchpoints
- Naming options coupled with brand identity
- Finalize brand
- Branding opportunities
- Style guide: Logo treatment + colorways
- Style guide: Typography





UNDERSTANDING THE TARGET AUDIENCE





NEIGHBORHOOD BUSINESSES



millennial





66106

DEMOGRAPHICS

66103, 66106, 64108

**ROSEDALE, KCKS, GRAYS PARK, MERRIAM, ARGENTINE, TURNER,
KCKS, WESTSIDE, CROSSROADS, 18TH + VINE, CROWN CENTER**

DEMOGRAPHICS

66103, 66106, 64108

ROSEDALE, KCKS, GRAYS PARK, MERRIAM, ARGENTINE, TURNER,
KCKS, WESTSIDE, CROSSROADS, 18TH + VINE, CROWN CENTER

POPULATION: 46,800

MEDIAN INCOME: \$39,933

MEDIAN AGE: 34

- PERSONS UNDER 5: 8.3%
- PERSONS UNDER 18: 27%

- PERSONS OVER 65: 10.6%

ETHNICITY:

- WHITE: 55%
- BLACK/AFRICAN AMERICAN: 28%
- HISPANIC OR LATINO: 22%
- ASIAN: 2.6%



**OVERVIEW:****NEW BEGINNINGS**

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths--or starting over after recent divorces or company transfers. Ethnically diverse--New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.



OVERVIEW:
SUBURBAN
PIONEERS

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of singles, recent divorcees, and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are scarce and the money is tight. But what unites these residents--a diverse mix of Whites, Asians, Hispanics, and African-Americans--is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

PERSONAS

CENTER

64108

WESTSIDE, CROSSROADS, 18TH + VINE, CROWN



OVERVIEW:
BOOMTOWN
SINGLES

Affordable housing, abundant entry-level jobs, and a thriving singles scene--all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and laundromats.

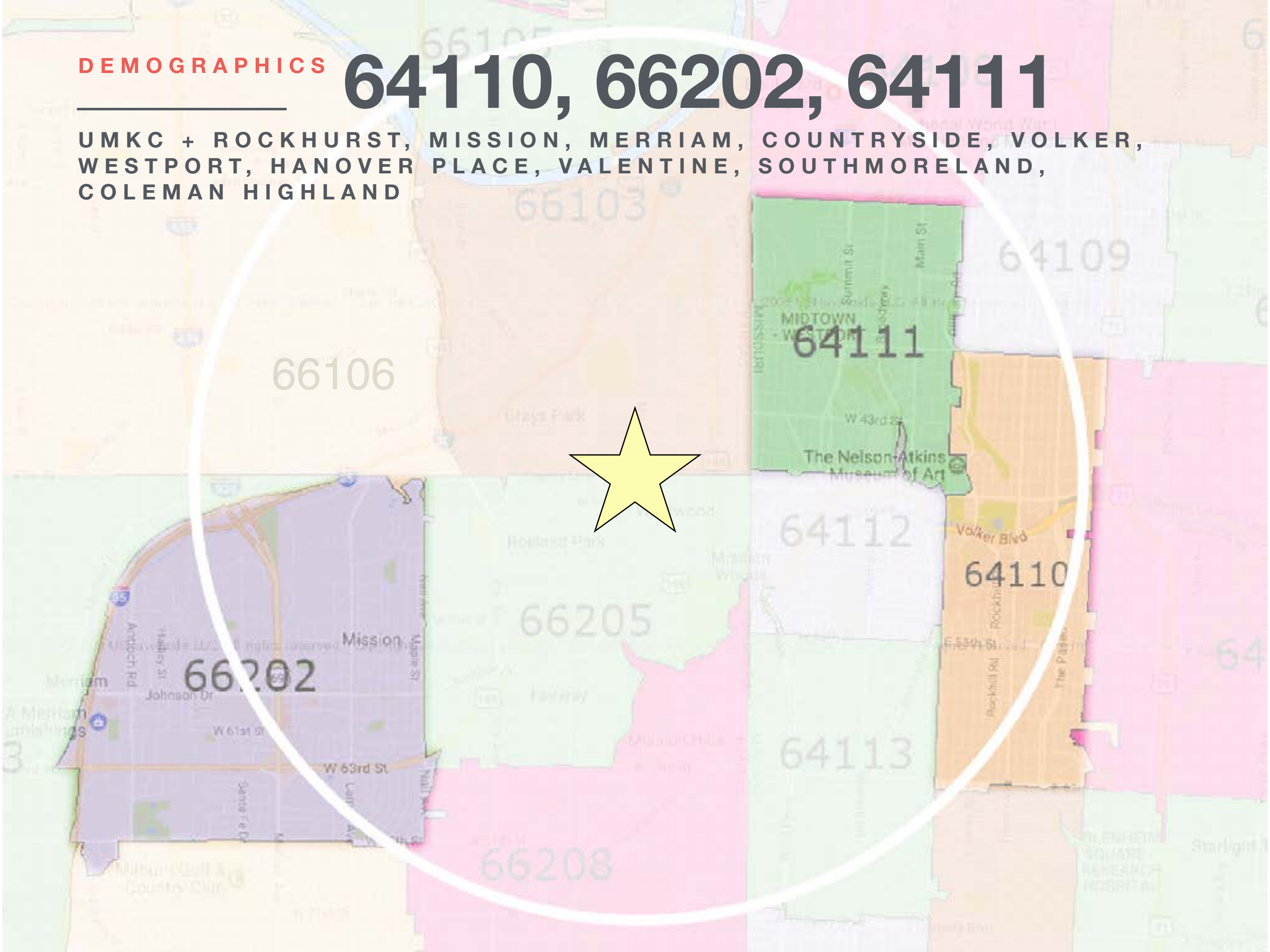
middle



DEMOGRAPHICS

64110, 66202, 64111

UMKC + ROCKHURST, MISSION, MERRIAM, COUNTRYSIDE, VOLKER,
WESTPORT, HANOVER PLACE, VALENTINE, SOUTHMORELAND,
COLEMAN HIGHLAND



DEMOGRAPHICS

64110, 66202, 64111

UMKC + ROCKHURST, MISSION, MERRIAM, COUNTRYSIDE, VOLKER,
WESTPORT, HANOVER PLACE, VALENTINE, SOUTHMORELAND,
COLEMAN HIGHLAND

POPULATION: 48,018

- PERSONS OVER 65: 13%

MEDIAN INCOME: \$43,500

ETHNICITY:

MEDIAN AGE: 36

- WHITE: 67%

- PERSONS UNDER 5: 6.6%

- BLACK/AFRICAN AMERICAN: 21%

- PERSONS UNDER 18: 25%

- HISPANIC OR LATINO: 29%

- ASIAN: 3.3%





SOCIAL GROUP:
MICRO-CITY
BLUES

Predominantly downscale residents living in the affordable housing found throughout the nation's smaller cities. A diverse social group, with a mix of old and young, singles and widowers, whites, African-Americans, and Hispanics. Many of the workers hold blue-collar jobs--hence the name--and their marketplace behaviors reflect the segments' varied lifestyles. This is a social group of strong dualities, with consumers indexing high for video games and bingo, aerobic exercise and



OVERVIEW: POOLS + PATIOS

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--a large proportion of homes were built in the 1950s and 1960s--residents work as white-collar managers and professionals, and are now at the top of their careers.



**LIFE STAGE
GROUP:
CONSERVATIVE
CLASSICS**

College educated, over 55 years old and upper-middle-class, Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant like the Olive Garden or Lone Star

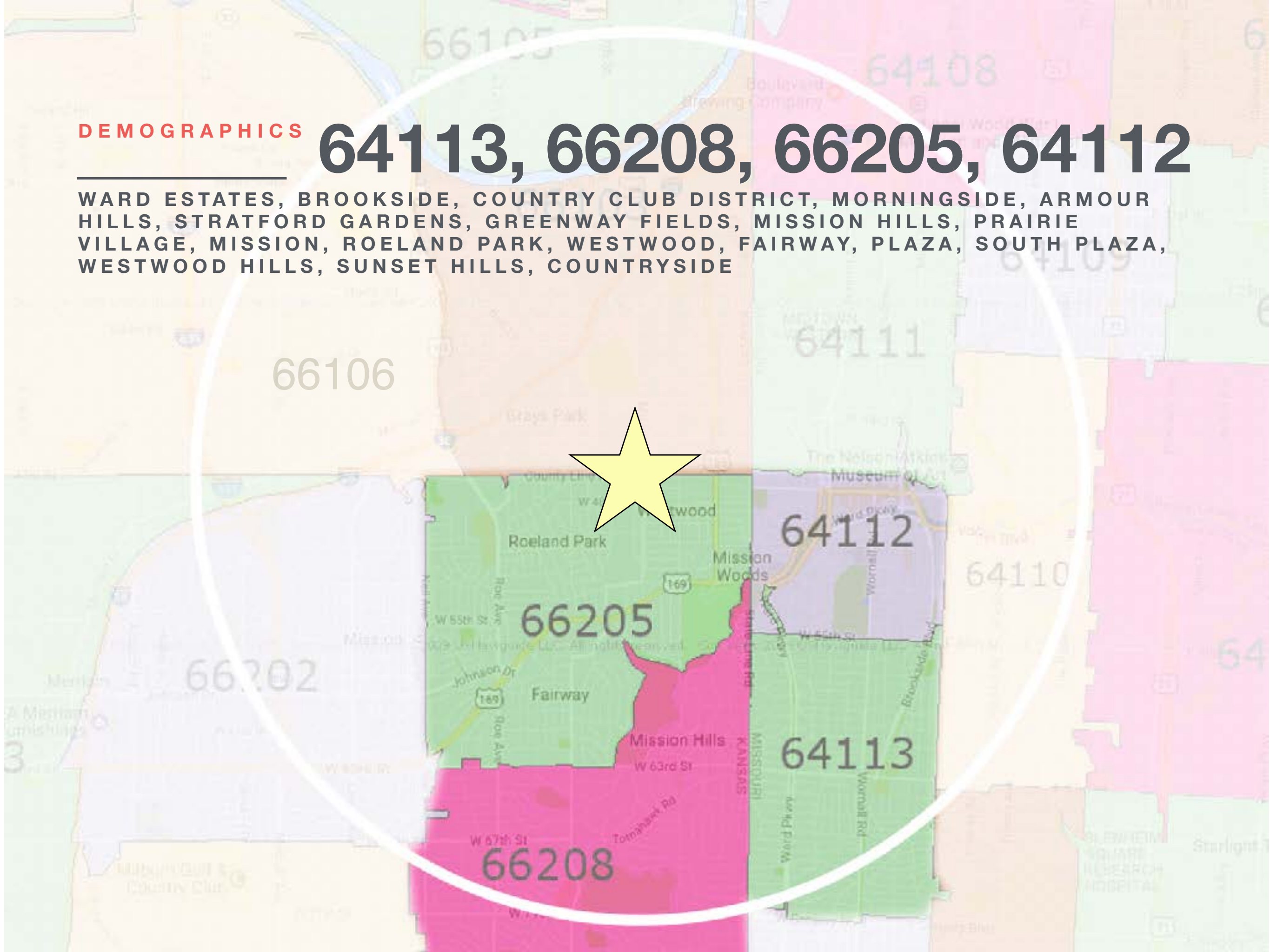
affluent



DEMOGRAPHICS

64113, 66208, 66205, 64112

WARD ESTATES, BROOKSIDE, COUNTRY CLUB DISTRICT, MORNINGSIDE, ARMOUR HILLS, STRATFORD GARDENS, GREENWAY FIELDS, MISSION HILLS, PRAIRIE VILLAGE, MISSION, ROELAND PARK, WESTWOOD, FAIRWAY, PLAZA, SOUTH PLAZA, WESTWOOD HILLS, SUNSET HILLS, COUNTRYSIDE



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POPULATION: 54,328

- PERSONS OVER 65: 12%

MEDIAN INCOME: \$90,075

ETHNICITY:

MEDIAN AGE: 40

- WHITE: 73%

- PERSONS UNDER 5: 7%

- BLACK/AFRICAN AMERICAN: 17%

- PERSONS UNDER 18: 25%

- HISPANIC OR LATINO: 8.7%

- ASIAN: 3.7%



**OVERVIEW:**
MOVERS +
SHAKERS

Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64, and without children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: members of Movers & Shakers rank near the top for owning a small business and having a home office.



**LIFE STAGE
GROUP:
AFFLUENT
EMPTY NESTS**

While those on the "MTV side" of fifty may debate their inclusion in this group, tend to be over 45 years old and living in houses that have empty-nested. They feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes--from urban to small-town areas--they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians,



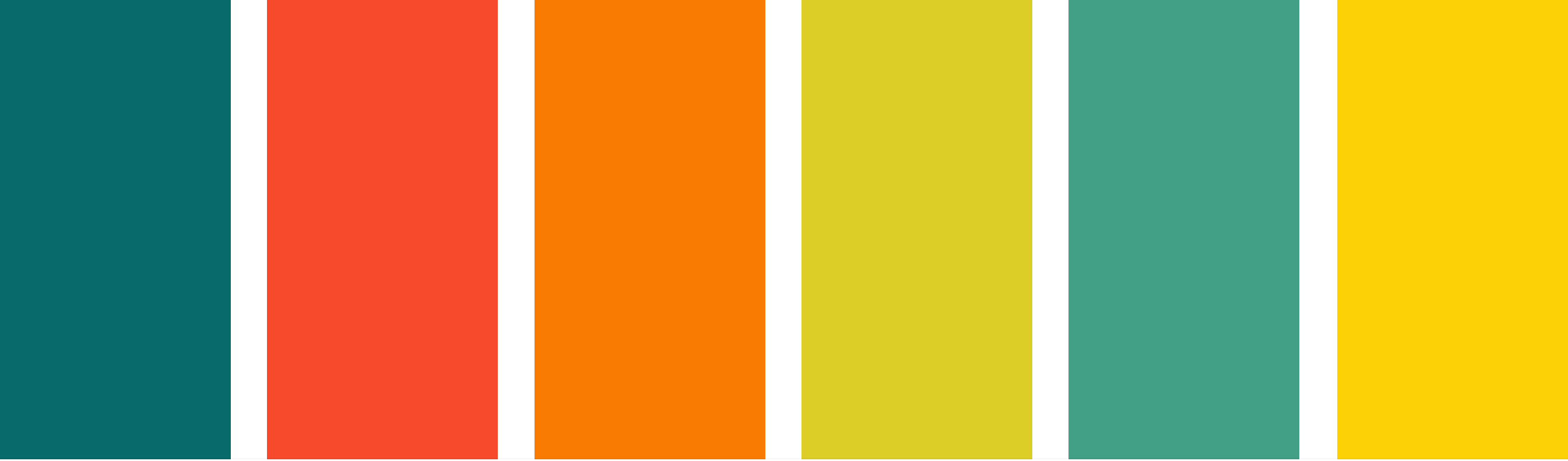
**LIFE STAGE
GROUP:
MIDLIFE
SUCCESS**

Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

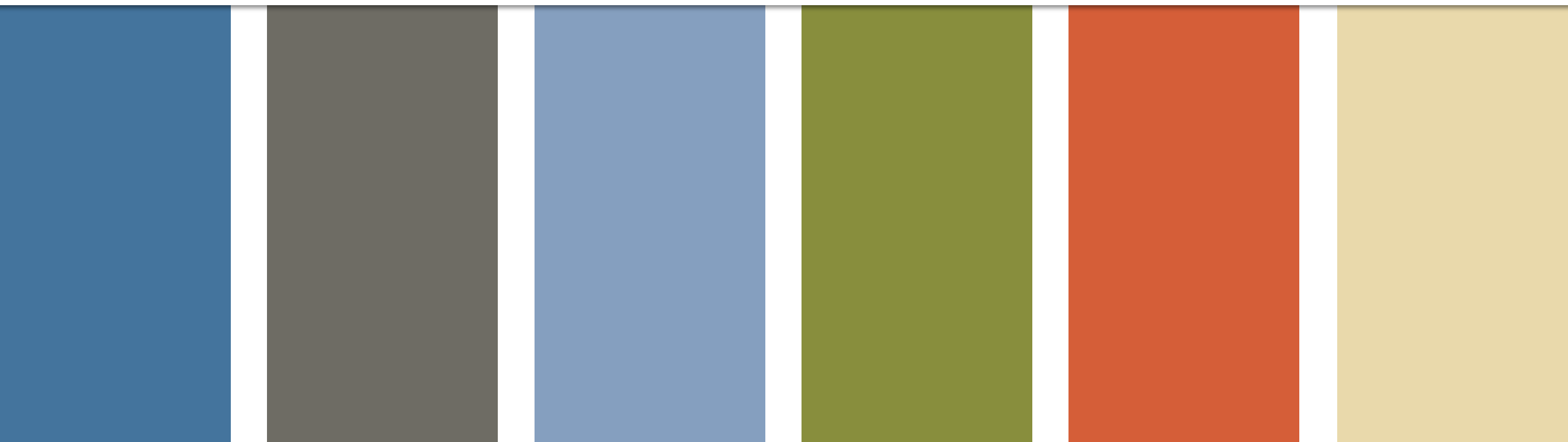


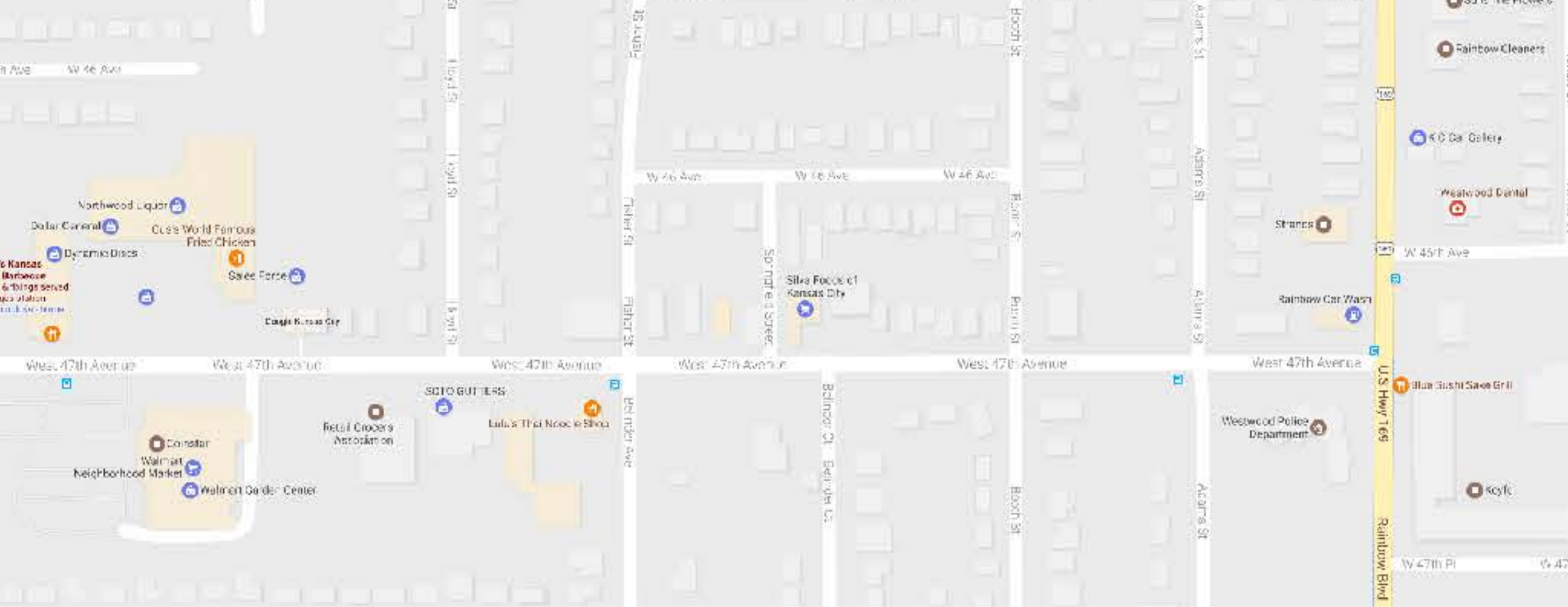
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mood boards + naming





modern historic

cultural

retro

clean

older (mid-century)





DUKE
UNIVERSITY
PRESS



CITY MEDIUM

FRANKLIN GOTHIC

GOTHAM +
GOTHAM XNARROW

MUSEO SLAB

DIN

FUTURA MEDIUM

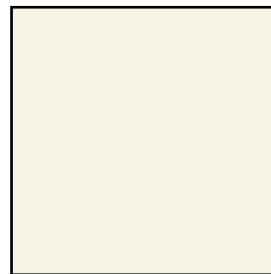
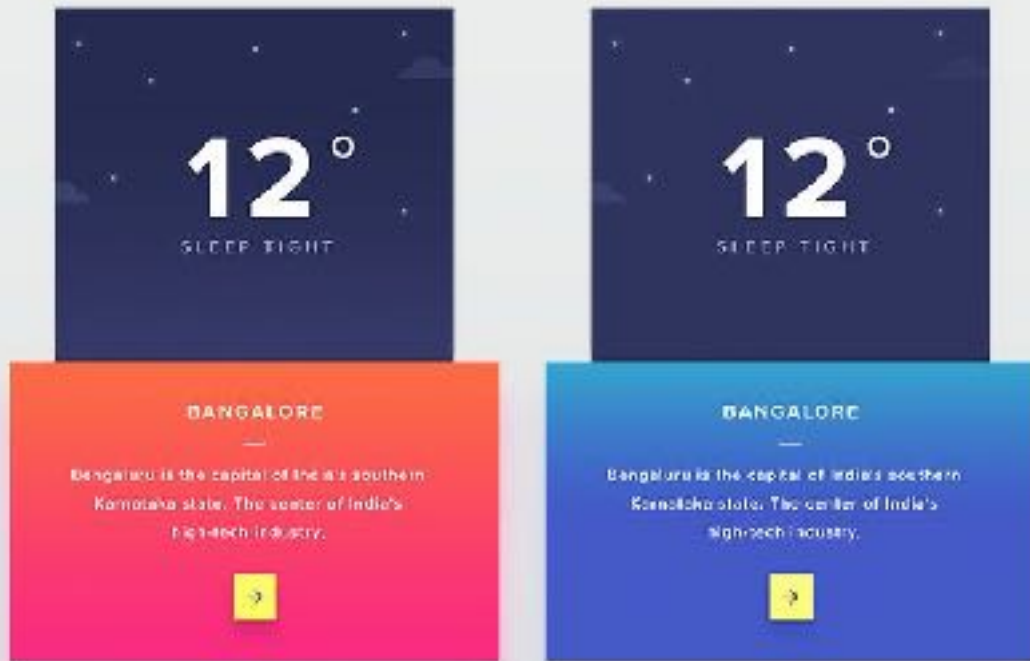
AKZIDENZ-GROT





bold + vibrant

eclectic
diverse
cultural
bright
exciting





FU
TUR
/IST



BURBANK BIG CONDENSED

core circus

AVENIR

AVENIR NEXT CONDENSED

DIN

FUTURA BOLD CONDENSED





classic nostalgia

friendly
working class
affordable
retro
historic





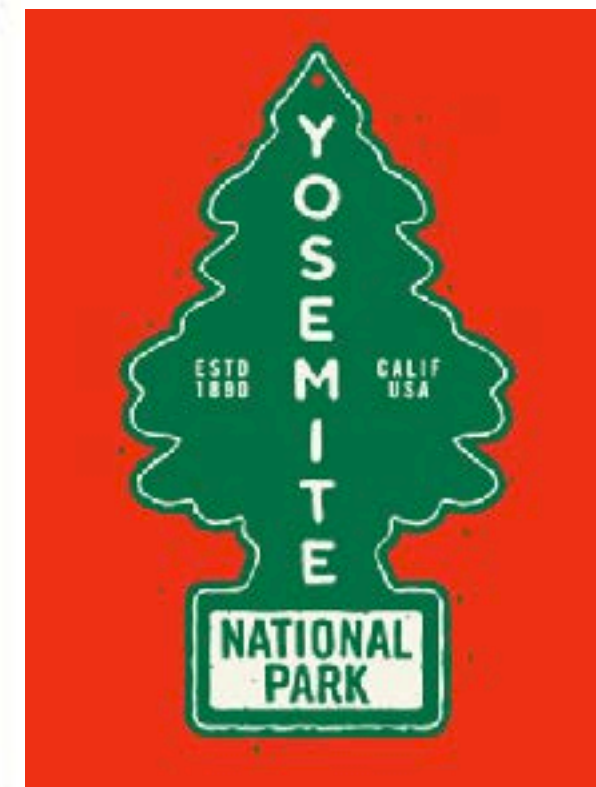
MUSEO

Archer

copperplate

ASPHALTUM

NEUTRAFACE





KEYWORDS

- eclectic
- diverse
- foodie
- casual
- friendly
- affordable
- working class
- older
- new beginnings
- off-the-beaten path
- mix
- retro
- quiet
- comfortable
- cultural





WHAT IS IN A NAME?

We need to ensure that our name contains three important factors

1. TELLS A STORY EASILY UNDERSTOOD BY THE AUDIENCE

- What it does / What it is / What makes it different

2. CONTAINS WORDS, PARTS OF WORDS THAT COMMUNICATE KEY BENEFITS OR IDEAS ABOUT THE NEIGHBORHOOD

- Location / Culture

3. IS SIMPLER TO TRADEMARK OR FIND URL

- Coined terms are easier to protect and to find open web domains

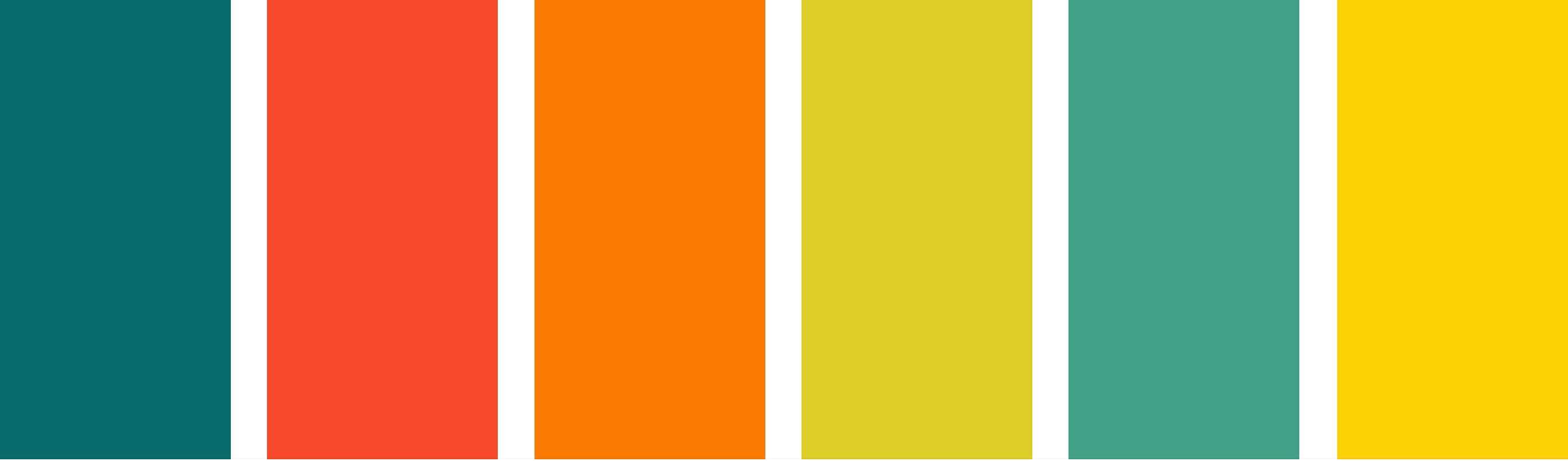




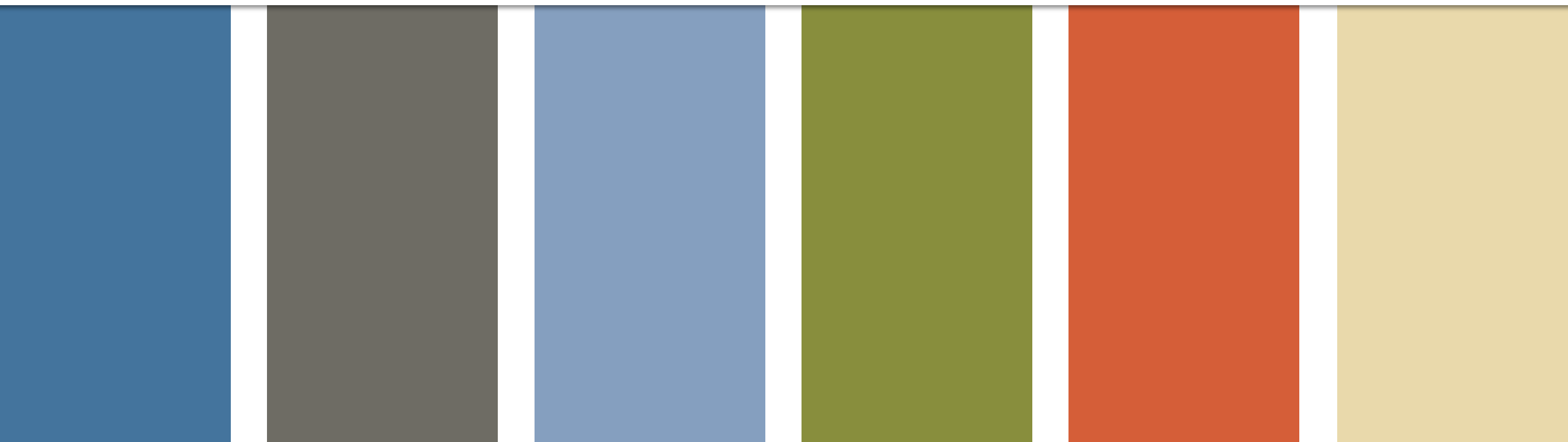
NAMING OPTIONS

- **47 Mission**
- 47 West
- Mission 47
- West 47 Ave
- **W 47**
- **The 47**
- Area 47
- **District 47**
- Ave 47
- Border 47
- County Line
- NoJo (north Johnson County) or SoWyCo
- Corridor 47
- 3 Points (Westwood, Roeland Park, KCK)
- Gateway 47
- Kaw 47
- Rabbitville
- Restaurant Row





three options





47+ MISSION
JOCO + WYCO KANSAS

47+
MISSION
JOCO + WYCO
KANSAS

47 JOCO | WYCO
+MISSION



DISTRICT

JOCO 47 WYCO

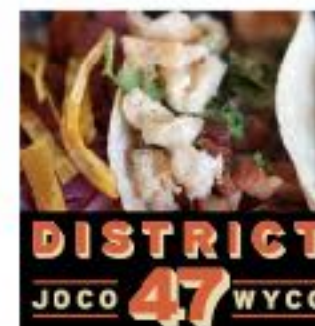
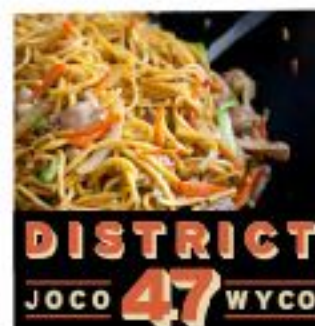
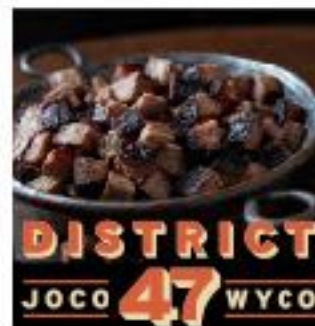
THE BEST OF BOTH

DISTRICT
JOCO 47 WYCO
THE BEST OF BOTH

DISTRICT
47
THE BEST OF BOTH
JOCO + WYCO

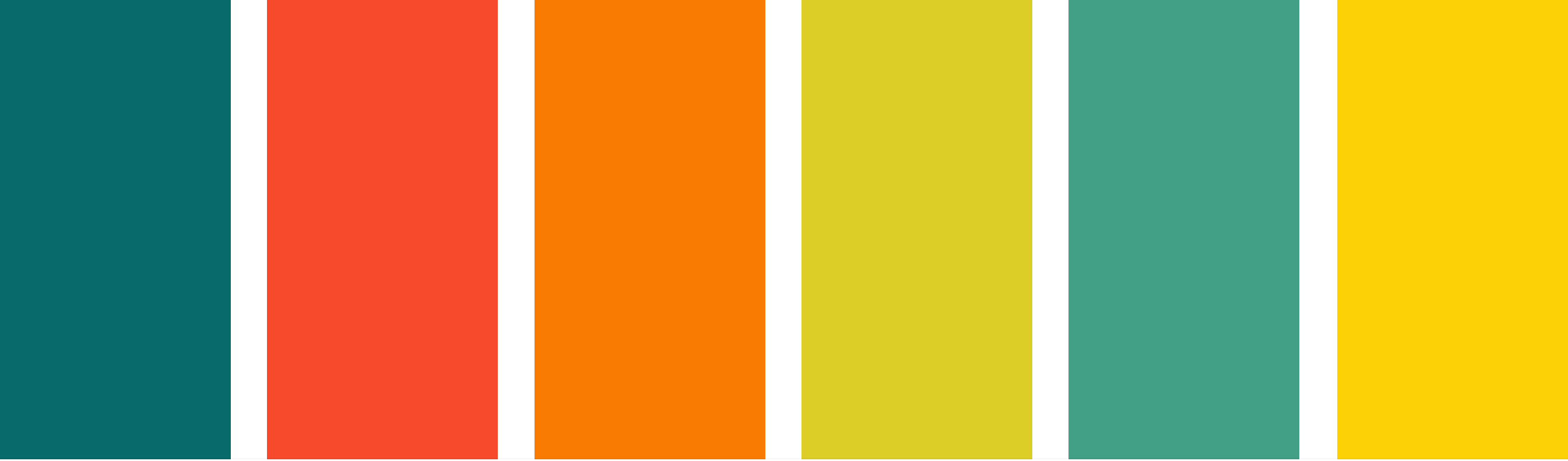
DISTRICT
JOCO 47 WYCO

DISTRICT
47
JOCO + WYCO









branding opportunities

(note: concepts only, not final designs)





BRAND TOUCHPOINTS

- Website
- Advertising/marketing
- Photography of the neighborhood
- Telephone pole fliers and posters
- Bus stops
- Billboard signs
- Storefronts
- Street signs
- Neighborhood gateway signs
- Building colors
- Parking signs
- Public art
- Street banners









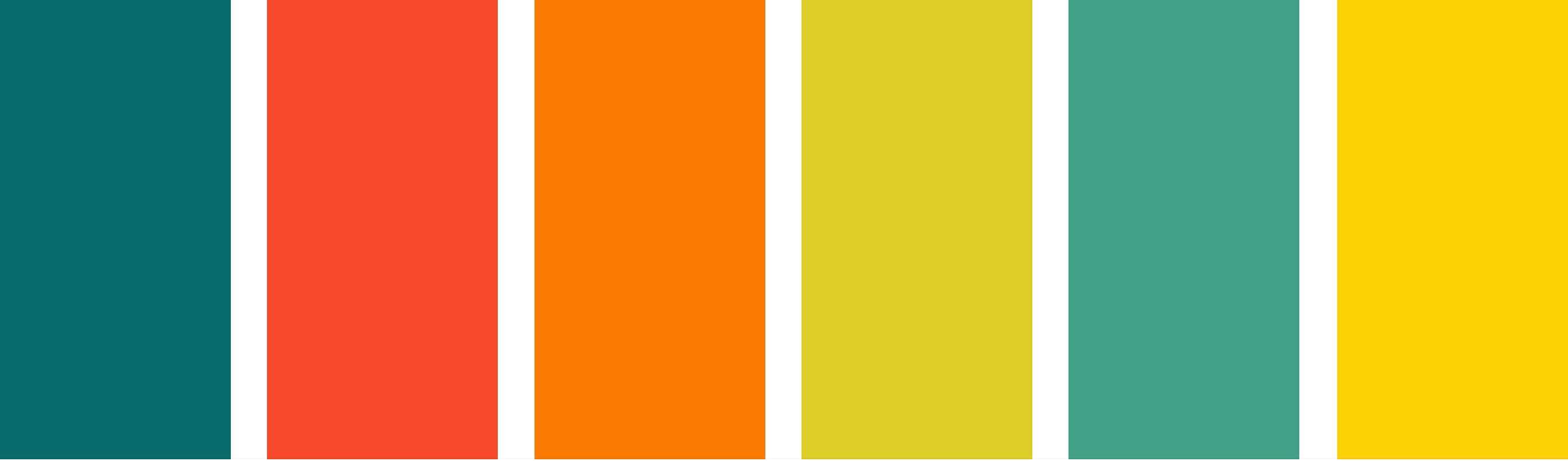




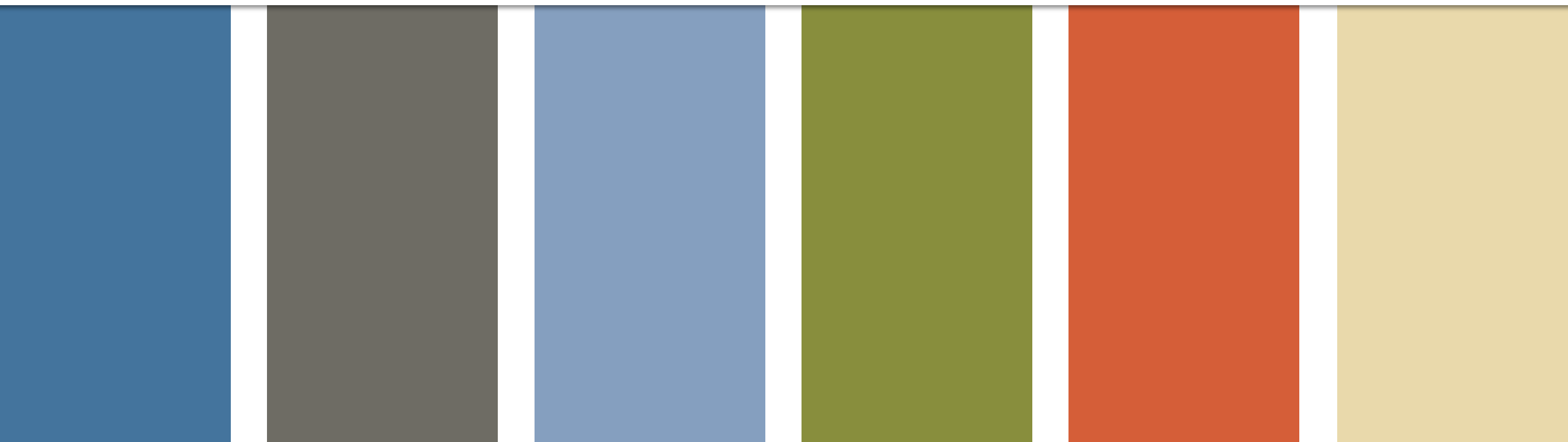
NEIGHBORHOOD
RESTAURANTS +
SHOPS

NEIGHBORHOOD
RESTAURANTS +
SHOPS





logo + colors





The addition of the hexagon creates additional differentiation between 39th and **the 47** and represents the 6 zip codes that line up along the district

HEX / COLORS (SOLID)



the47-hex-BLACK

HEX: 231F20
RGB: 35 / 31 / 32
CMYK: 70 / 67 / 64 / 74
PMS: BLACK



the47-hex-LTBLUE

HEX: 859FBF
RGB: 133 / 159 / 191
CMYK: 50 / 30 / 13 / 0
PMS: 652



the47-hex-LTGRAY

HEX: DADADA
RGB: 218 / 218 / 218
CMYK: 13 / 10 / 11 / 0
PMS: COOL GRAY 1



the47-hex-BLUE

HEX: 45749C
RGB: 69 / 116 / 156
CMYK: 78 / 50 / 22 / 2
PMS: 7698



the47-hex-DKGRAY

HEX: 6E6C64
RGB: 110 / 108 / 100
CMYK: 56 / 48 / 55 / 19
PMS: 417



the47-hex-DKTEAL

HEX: 056B6B
RGB: 5 / 107 / 107
CMYK: 89 / 40 / 64 / 19
PMS: 7721



the47-hex-TAN

HEX: E9D8AB
RGB: 233 / 216 / 171
CMYK: 9 / 21 / 36 / 0
PMS: 7500



the47-hex-GREEN

HEX: 429087
RGB: 66 / 160 / 135
CMYK: 74 / 16 / 56 / 1
PMS: 7723

HEX / COLORS (SOLID)



the47-hex-LIME

HEX: DBCE26

RGB: 219 / 206 / 38

CMYK: 18 / 11 / 100 / 0

PMS: 611



the47-hex-ORANGE

HEX: FA7B04

RGB: 250 / 123 / 4

CMYK: 0 / 65 / 100 / 0

PMS: 716



the47-hex-OLIVE

HEX: 888D3D

RGB: 136 / 141 / 61

CMYK: 49 / 32 / 95 / 9

PMS: 7747



the47-hex-BRICK

HEX: D55E39

RGB: 213 / 94 / 57

CMYK: 12 / 76 / 87 / 2

PMS: 7580



the47-hex-YELLOW

HEX: FCD205

RGB: 252 / 210 / 5

CMYK: 2 / 15 / 99 / 0

PMS: 115



the47-hex-RED

HEX: F74926

RGB: 247 / 73 / 44

CMYK: 0 / 86 / 91 / 0

PMS: 171

HEX (MULTI)



the47-hex-black-brick



the47-hex-brick-gray



the47-hex-gray-brick



the47-hex-orange-brick



the47-hex-dkteal-green



the47-hex-dkteal-green



the47-hex-ltblue-blue



the47-hex-blue-ltblue



the47-hex-gray-olive



the47-hex-olive-gray



the47-hex-lime-olive



the47-hex-olive-lime

BLACK



the47-hex-blk



the47-hex-blk-ltgray



the47-hex-blk-tan



the47-hex-blk-ltblue



the47-hex-blk-green



the47-hex-blk-lime



the47-hex-blk-olive



the47-hex-blk-yello



the47-hex-blk-orange



the47-hex-blk-brick



the47-hex-blk-red

WHITE



the47-hex-wht-ltgray



the47-hex-wht-dkgray



the47-hex-wht-blk



the47-hex-blk-tan



the47-hex-wht-ltblue



the47-hex-wht-blue



the47-hex-wht-dkteal



the47-hex-wht-green



the47-hex-wht-lime



the47-hex-wht-olive



the47-hex-wht-yello



the47-hex-wht-orange



the47-hex-wht-brick



the47-hex-wht-red

CLEAR



the47-hex-clear-white



the47-hex-clear-ltgray



the47-hex-clear-dkgray



the47-hex-clear-blk



the47-hex-clear-tan



the47-hex-clear-ltblue



the47-hex-clear-blue



the47-hex-clear-dkteal



the47-hex-clear-green



the47-hex-clear-lime



the47-hex-clear-olive



the47-hex-clear-yellow



the47-hex-clear-orange



the47-hex-clear-brick



the47-hex-clear-red

CLEAR-2



the47-hex-clear2-white



the47-hex-clear2-ltgray



the47-hex-clear2-dkgray



the47-hex-clear2-blk



the47-hex-clear2-tan



the47-hex-clear2-ltblue



the47-hex-clear2-blue



the47-hex-clear2-dkteal



the47-hex-clear2-green



the47-hex-clear2-lime



the47-hex-clear2-olive



the47-hex-clear2-yellow



the47-hex-clear2-orange



the47-hex-clear2-brick



the47-hex-clear2-red

NO CIRCLE



the47-black



the47-white



the47-ltgray



the47-dkgray



the47-tan



the47-ltblue



the47-blue



the47-dkteal



the47-green



the47-lime



the47-olive



the47-yellow



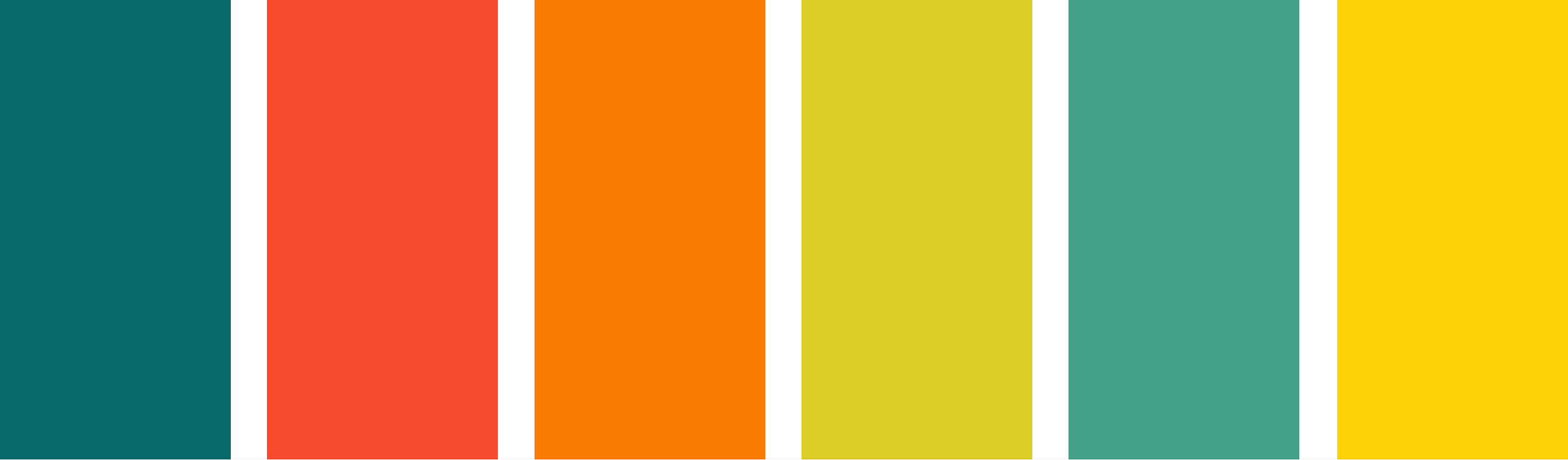
the47-orange



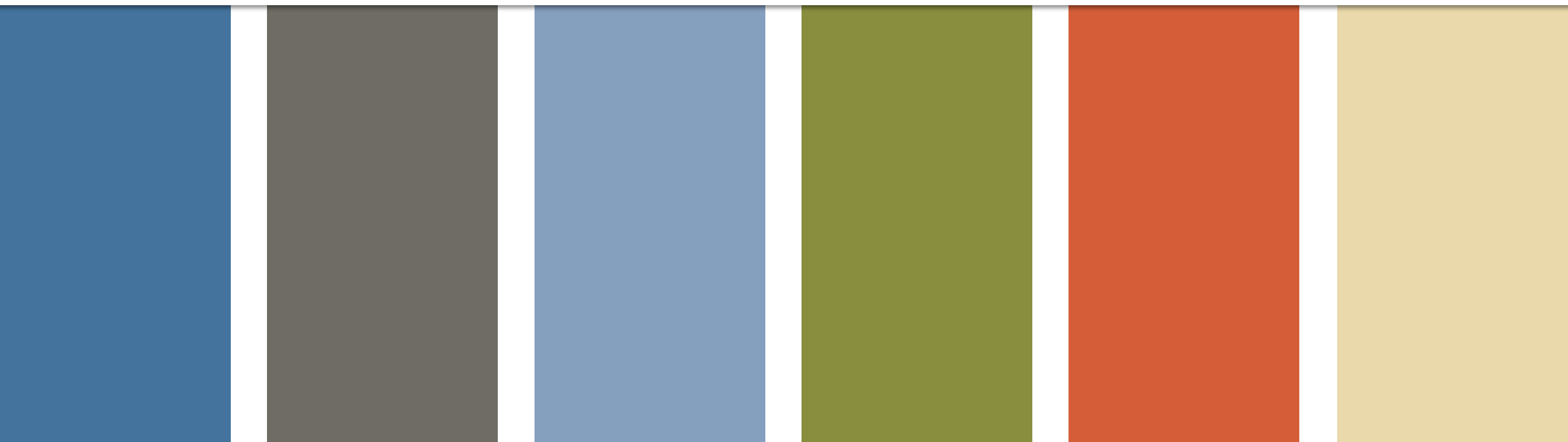
the47-brick



the47-red



typography



PRINT

Gotham Narrow

Light (on light backgrounds)

Book (on dark backgrounds)

Bold

WEB

Roboto

Light (on light backgrounds)

Regular (on dark backgrounds)

Bold





thank you!

to see more, please visit

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