KANSAS CITY BRAND GUIDELINES

KANSAS CITY

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INTRODUCTION

The Kansas City brand embraces every opportunity to reflect our culture, empower our residents and inspire tourists.

Consistent branding elevates the experience for everyone who interacts with our city. From landing at MCI to navigating our wayfinding to keeping up with our social media, every branding touch point provides an opportunity to build continuity across the memories that visitors make in our city.

Kansas City is home to creativity, kindness and world class BBQ. Both visitors and residents experience a collection of cultures, a cornucopia of cuisine and a can-do community spirit that will keep them coming back.

Use this guide to better understand how we tell the stories of Kansas City.
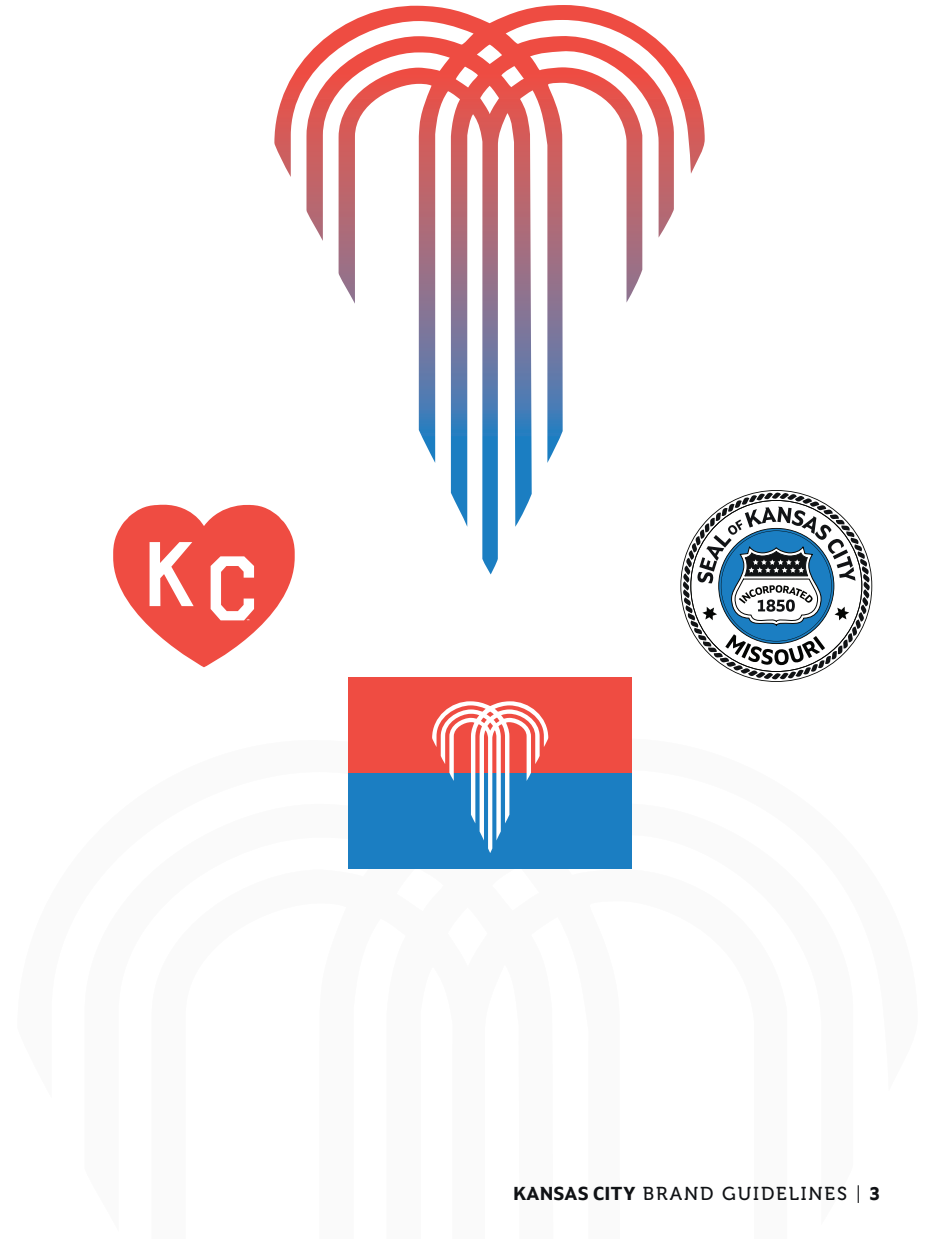
SECTION 01 //

OVERVIEW

KANSAS
CITY

OVERVIEW

01.1 // PURPOSE OF BRAND GUIDELINES

By following these brand guidelines, we ensure that everyone who interacts with Kansas City shares a consistent experience. Therefore, it's imperative that all of our digital communications match all physical images that are found throughout Kansas City. This type of consistency builds confidence, exemplifies professionalism and aligns our standards of excellence with our goals for the direction of our city.

There have been many variations of Kansas City's brand identity over the years, many of which are referenced throughout this guide. These brand guidelines mark a concerted effort to not simply keep up with the times, but to set the standard.

This guide is very comprehensive, but there may still be times when further branding clarification is required. When these circumstances arise, City Communications can be contacted for further direction.

LOGOS TOOLKIT

All logos for Kansas City can be downloaded **here.**

KANSAS CITY BRAND GUIDELINES

v1.0 | NOVEMBER 2022

KANSAS CITY

01.2 // KANSAS CITY BRAND ESSENCE

The purest definition of the Kansas City brand can be found in our mission and vision statements.

If any item does not align with these values, it is not within the brand guidelines and should not be used.

MISSION STATEMENT

To deliver quality, customer-focused municipal services with an emphasis on public safety, neighborhood livability, job creation, responsible planning for economic growth, infrastructure improvements, transportation systems, public health and the environment. In pursuit of this mission, we use data to make decisions and measure progress based on economic, social and environmental factors.

VISION STATEMENT

Our local government will be nationally known for its transformative efforts that make Kansas City the diverse and sustainable community of choice for people to live, work and play as a result of its safety; vibrant neighborhoods; business, educational and cultural opportunities; connectedness; and vitality.

01.3 // KANSAS CITY BRAND POSITIONING

Positioning describes our brand's unique value that we offer to our residents and tourists. It is a summary of what the city has to offer in comparison to our competition, and a snapshot of what audiences can expect when interacting with our city.

This is for internal use and should not be included in any external communications. However, it should be used as a roadmap for the external messages that we create. Successful communications will convey the values in our brand positioning in creative and succinct ways.

BRAND POSITIONING

To residents, visitors, stakeholders and onlookers, Kansas City represents kindness, creativity and American culture. Each is reflected across our food, music, sports and other amenities, all of which set us apart as a family-friendly destination.

01.4 // **PRIMARY BRAND & SUB-BRAND RELATIONSHIPS**

Kansas City is dedicated to delivering quality, customer-focused municipal services. In order to meet the needs of our residents and visitors, we divide services and responsibilities into departments, which we'll refer to as sub-brands.

In order to maintain brand continuity, each sub-brand is equipped with its own fountain icon.

When appearing in communications, all sub-brands should be identified as an offering of Kansas City, either in mark or in word.
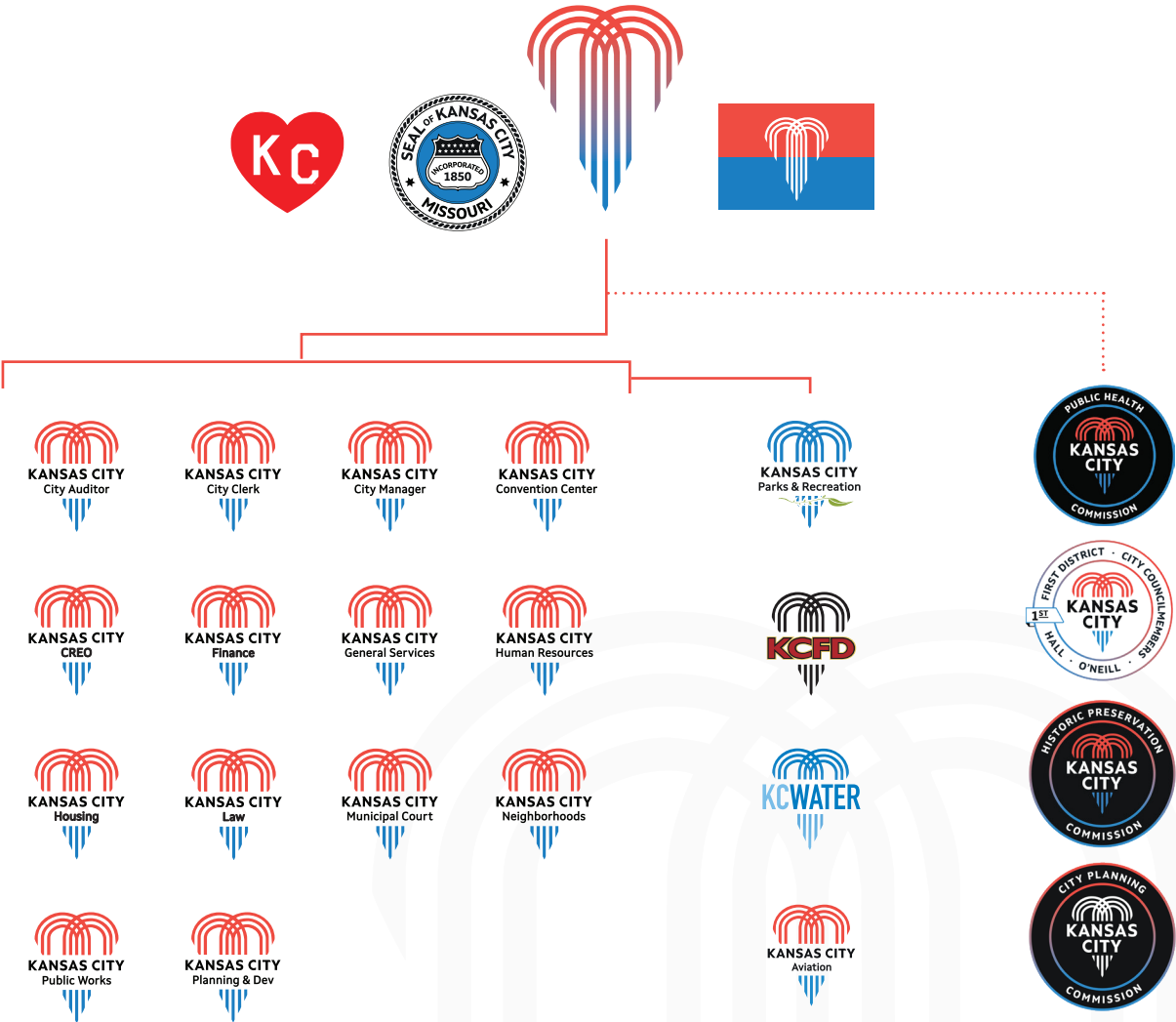
02.1.1 // **KANSAS CITY IDENTITY: HISTORY**

In 1991, Kansas City Mayor Emmanuel Cleaver II wanted to rebrand so he held a logo competition. Of the 120 submissions received from residents, City Council chose ... none of them. Instead, they reached out to Patrice Eilts-Jobe who was serving as president of the Kansas City chapter of the American Institute of Graphic Arts. At first, Eilts-Jobe refused to enter the competition. She knew how extensive her skill set was, and she knew that this was an unpaid opportunity. However, after seeing 120 underwhelming submissions, she elected to create a graphic for the steep price of $1.

CITY OF FOUNTAINS
HEART OF THE NATION

KANSAS CITY
MISSOURI

IDENTITY

02.1.1 // KANSAS CITY IDENTITY: HISTORY

Eilts-Jobe created the first version of our now-iconic fountain. Originally, she chose to use blue and red as a nod to the Chiefs and Royals' team colors. Due to the limitations of printing, though, cyan and fuchsia were ultimately used due to their availability for mass production.

Although Kansas City's branding did change over the years, Mayor Quinton Lucas guided us back to the fountain logo in 2022. To mark this next chapter in Kansas City's story, we're honoring the original colors of Eilts-Jobe's historic logo.

In order to make the fountain functional in a modern communication spaces, the logotype and colors are updated and now serve as the sole mark representing Kansas City.
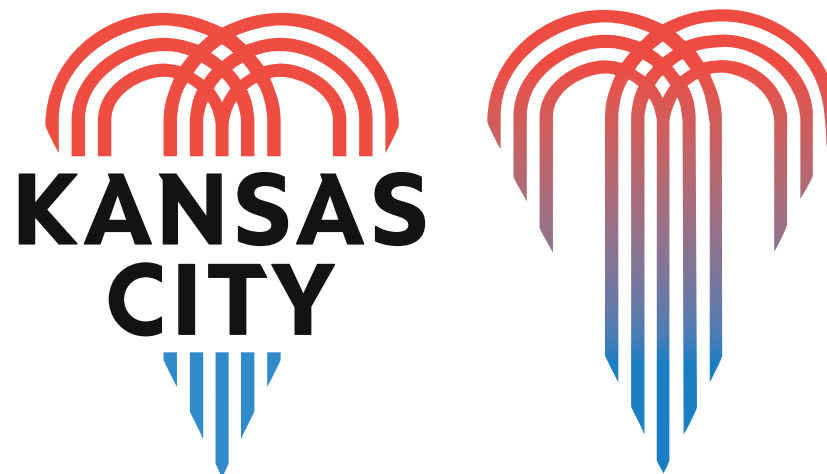
02.1.2 // **KANSAS CITY IDENTITY: REFRESHED**

The fountain with logotype is the most common public identifier of the city as it can be used in a variety of ways. The following are in-depth guidelines for how to use this logo and logotype, along with examples of how not to use it.

It is vital to use the proper logo and logotype every time you identify as Kansas City. By repeating the mark consistently, you're strengthening our brand — one use at a time. This helps us continue building upon our positive public image, which ultimately empowers the city to one, achieve its goals and two, have them well-received.

The city should always be referred to as "Kansas City" in official documents. It can be referred to as "KC" in informal, internal situations, but the abbreviation "KCMO" should be avoided in all situations.

02.2 // **FOUNTAIN & LOGOTYPE**

The Fountain, with or without logotype, can be featured as the identity.

FOUNTAIN

LOGOTYPE

KANSAS CITY FOUNTAIN & LOGOTYPE

KANSAS CITY FOUNTAIN

Approved logos in proper colors and various formats are available for your use in our branding toolbox at
kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx
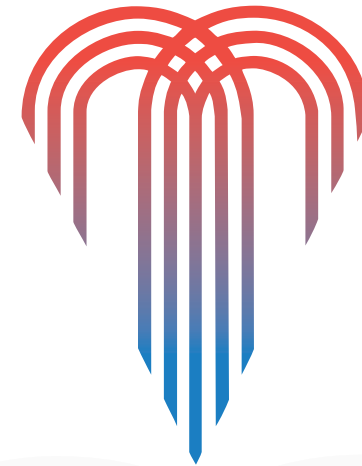
02.3 // **MULTIPLE FORMATS**

The Kansas City logo exists in multiple formats. While you should always use the preferred format, layouts or platforms may demand an alternate approach. Therefore, all of the following are approved for usage:

– The preferred vertical (centered) Kansas City format with Fountain and logotype.

– The optional horizontal (left aligned) Kansas City format with Fountain and logotype.

– The optional Fountain without the logotype.

The "Kansas City" logotype is preferred. See next page for the acceptable uses of the "Kansas City Missouri" format.

**PREFERRED VERTICAL (CENTERED)
KANSAS CITY FORMAT**

**OPTIONAL HORIZONTAL (LEFT ALIGNED)
KANSAS CITY FORMAT**

OPTIONAL FORMAT

02.3.1 // LEGAL DOCUMENT FORMATS

The "Kansas City Missouri" logotype is required to be used on legal documents and should only be used in this capacity.

If you have are not sure if the your application of the logo falls into legal use, contact City Communications with your inquiry.

See **AR-1.23** for more information.

**LEGAL DOCUMENT ONLY VERTICAL (CENTERED)
KANSAS CITY MISSOURI FORMAT**

**KANSAS CITY
MISSOURI**

**LEGAL DOCUMENT ONLY HORIZONTAL (LEFT ALIGNED)
KANSAS CITY MISSOURI FORMAT**

**KANSAS CITY
MISSOURI**

02.4 // **MINIMUM SIZE**

Every Fountain and/or logotype has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

.5" WIDE MINIMUM SIZE

.75" WIDE MINIMUM SIZE
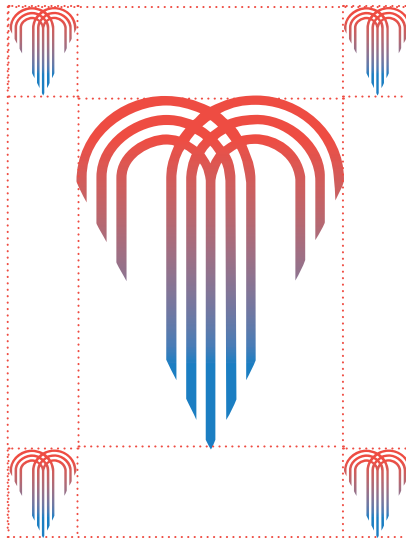
1.25" WIDE MINIMUM SIZE

IDENTITY

02.4 // **CLEAR SPACE**

Clear space for the Kansas City logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.

25% OF FOUNTAIN SIZE

25% OF FOUNTAIN SIZE

25% OF FOUNTAIN SIZE

02.5.1 // **TYPOGRAPHY: KANSAS CITY CORE FONTS**

Setimo Bold

- Setimo Bold is the official core font of Kansas City.
- It is the primary font used across publications; it should also be used for headlines and to emphasize specific text within body copy.

Museo 500

- Museo is the official body copy font of Kansas City. It can also be used for subtitle messaging applications.
- Museo 500 is the default, but any version may be used.

DIN Condensed Bold

- In applications where a narrow font is necessary, DIN Condensed Bold will be the used. Examples include: Tax and Fund logos, vertical designs where Setimo Bold cannot be displayed large enough, and as a smaller label.

OFFICIAL TYPEFACE   **TYPEFACE DETAIL**

SETIMO – BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Aa

MUSEO 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Aa

DIN CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Aa

02.5.2 // **TYPOGRAPHY** | MICROSOFT APPLICATIONS, EMAIL & WEB USAGE

Note: Fonts on this page are to be used only as a last resort, and only for digital or web applications where it is impossible to use our official fonts. These should never be used in marketing materials.

Avenir Next
- Avenir Next Regular and Bold are two web-safe, sans serif fonts that can be used in Microsoft 365 and other web applications. They also nicely mirror Setimo Bold.

- Avenir fonts should only be used for headlines, subheadings and for emphasizing specific text within body copy.

- If Avenir is unavailable, Arial is an acceptable replacement font that is also web-safe, sans serif and accessible across Microsoft and web applications.

Georgia Roman
- Georgia Roman is a web-safe serif font that can be used in Microsoft and web applications. However, it should only be used for body copy.

OFFICIAL TYPEFACE   **TYPEFACE DETAIL**

AVENIR NEXT – REGULAR **OR BOLD (SANS SERIF)**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()**

Aa

GEORGIA – ROMAN (SERIF)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Aa

02.6 // **COLORS**

Kansas City has adopted specific colors to represent the city and its position in the heart of the United States. The red, white, blue and off-black create a friendly, patriotic look while paying homage to the Chiefs and Royals franchises.

These are the primary colors for all Kansas City identity content and supporting logos:

Fountain — In addition to honoring the original Fountain logo design from Patrice Eilts-Jobe, this color aligns with our city's relationship to water and the role it continues to play in our innovation.

Warm Heart — This red represents the infamously kind demeanor of our residents, as well as our location in the heart of the country.

City Night — This off-black reminds us of our city's beautiful skyline.

Cloud — By eliciting imagery of a clear sky, we're reflecting our commitment to protecting our environment and maintaining that clarity.

Use Pantone PMS chips to verify colors. Pantone is the authority on color and provides the leading technology for accurate color communication. When official definitions are unavailable, always use the closest possible match for Fountain and Warm Heart.

Fountain

PMS 2193
HEX:318CCC
R:49 **G:**140 **B:**204
C:76 **M:**35 **Y:**0 **K:**0

Warm Heart

PMS Warm Red
HEX:F04C43
R:240 **G:**76 **B:**67
C:0 **M:**86 **Y:**77 **K:**0

City Night

Warm Black
HEX:121517
R:18 **G:**21 **B:**23
C:76 **M:**68 **Y:**64 **K:**80

Cloud

Off White
HEX:F3F3F4
R:243 **G:**243 **B:**244
C:3 **M:**2 **Y:**2 **K:**0

02.6.2 // **SECONDARY COLORS**

Certain topics, situations or design scenarios require the use of other, secondary colors.

Shades of Blue
- General Branding

Construction Orange
- Road Closures

Alert Yellow
- Emergency Alerts

Life Green
- Sustainability
- KC Green
- Parks & Recreation

Equality Purple
- LGBTQ Commission
- Iris Rideshare

Cool Black (Tech Black)
- For modern tech application where the warm black isn't as effective

Shades of Blue

PMS 297
HEX:69BEEB
R:105 **G:**190 **B:**235
C:53 **M:**9 **Y:**0 **K:**0

PMS 7683
HEX:3A80BF
R:58 **G:**128 **B:**191
C:77 **M:**43 **Y:**2 **K:**0

Construction

PMS 1505
HEX:F98435
R:249 **G:**132 **B:**53
C:0 **M:**59 **Y:**88 **K:**0

PMS 419
HEX:320A01
R:50 **G:**10 **B:**1
C:52 **M:**78 **Y:**76 **K:**78

Alert

PMS 394
HEX:FCE743
R:252 **G:**231 **B:**67
C:3 **M:**3 **Y:**85 **K:**0

PMS 7408
HEX:F4C134
R:244 **G:**193 **B:**52
C:4 **M:**24 **Y:**91 **K:**0

Life

PMS 376
HEX: #8DBD3f
R:142 **G:**188 **B:**0
C:51 **M:**5 **Y:**100 **K:**0

PMS 5605
HEX:273320
R:39 **G:**51 **B:**32
C:72 **M:**54 **Y:**81 **K:**65

Equality

PMS 7678
HEX:6955A4
R:105 **G:**85 **B:**164
C:69 **M:**77 **Y:**0 **K:**0

PMS 2081
HEX:6954A3
R:105 **G:**85 **B:**164
C:69 **M:**77 **Y:**0 **K:**0

Tech Black

Cool Black
HEX:001521
R:0 **G:**21 **B:**33
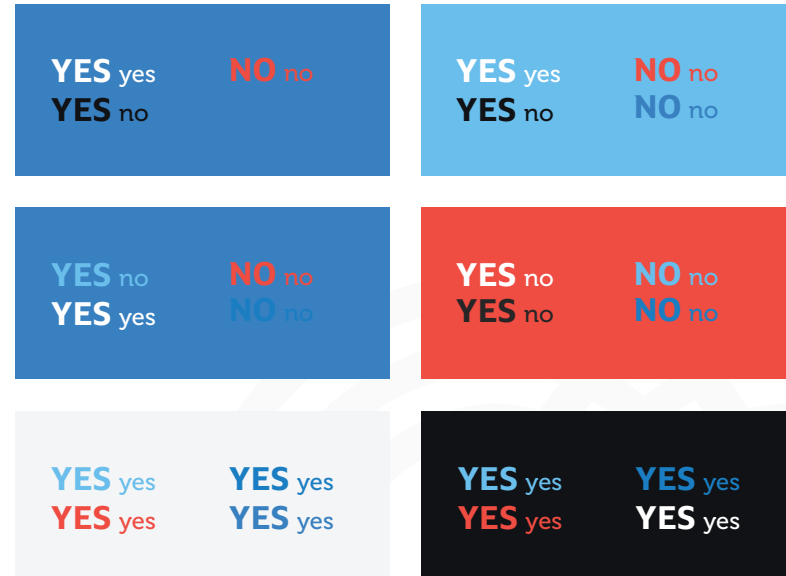**C:**87 **M:**72 **Y:**58 **K:**74

02.6.2 // COLORS IN USE

Although some color combinations are acceptable as part of a design, there are times where they may not overlap due to legibility issues.

This is true for both text and icons. Display type and body type of the same color may not always both be approved because of size and boldness.

Refer to this the chart, but if you feel like the text is hard to read, then choose a color combination with higher contrast.

Acceptable Color Combinations

YES yes	NO no		YES yes	NO no
YES no			YES no	NO no

YES no	NO no		YES no	NO no
YES yes	NO no		YES no	NO no

| YES yes	YES yes		YES yes	YES yes
YES yes	YES yes		YES yes	YES yes

02.7 // **COLOR VARIATIONS**

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary.

The 4-color gradient version of the logotype should only be used in conjunction with brand colors, whites or other light colors.

The 2-color version of the logotype can be used in situations where the 4-color version would clash with the full brand design.

The 1-color version should be used in all other situations, depending on necessary contrast needs.
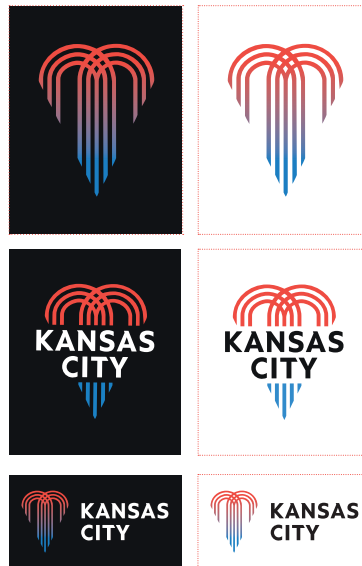
4-COLOR   **2-COLOR/BLUE**   **1-COLOR**

02.8.1 // **UNACCEPTABLE USES**

The Kansas City logo is designed for optimal performance. Avoid modifying any element of the logo, and use only as provided. In order to maintain the identity, always use the logo mark and typography lockups provided.

1. Do not use the logotype alone as if it's a logo mark.

2. Do not add a colored outline.

3. Do not rotate, stretch or skew the logo.

4. Do not change the Setimo Bold font.

5. Do not invert the color scheme.

6. Do not change the approved colors.

7. Do not add imagery to the Fountain or logotype.

8. Do not use a gradient behind the Fountain or logotype.

9. Do not use outdated Kansas City logos.

10. Do not add text or imagery to the Fountain.

02.8.2 // **UNACCEPTABLE USES**

11. Do not add logos or overlap icons to the Fountain.

12. Do not put multiple Kansas City logos together, such as two departments promoting an event together.

13. Do not add text over the logo.

14. Do not add effects to the Fountain with Photoshop or other programs.

15. Do not add an image behind the Fountain if it prevents legibility.

16. Do not use the 4-color version of the logo on any color other than brand colors, whites or other light colors.

17. Do not use the gradient Fountain in a graphic where the colors clash with the gradient.

18. Do not put the logo inside of a field if it does not have the appropriate white space around all sides.
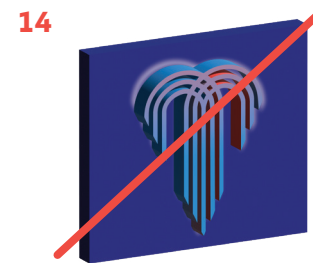
02.9.1 // **STYLES OVERVIEW**

Kansas City's brand takes a "less is more" approach to all graphic designs. It also features strong, consistent and clear typography.

Only colors, illustrations, photographs, glyphs, lines and elements that enforce the message — and establish the brand — should be utilized.

Simplify designs to eliminate unnecessary elements or embellishments. This includes unnecessary shapes, lines and type embellishments.
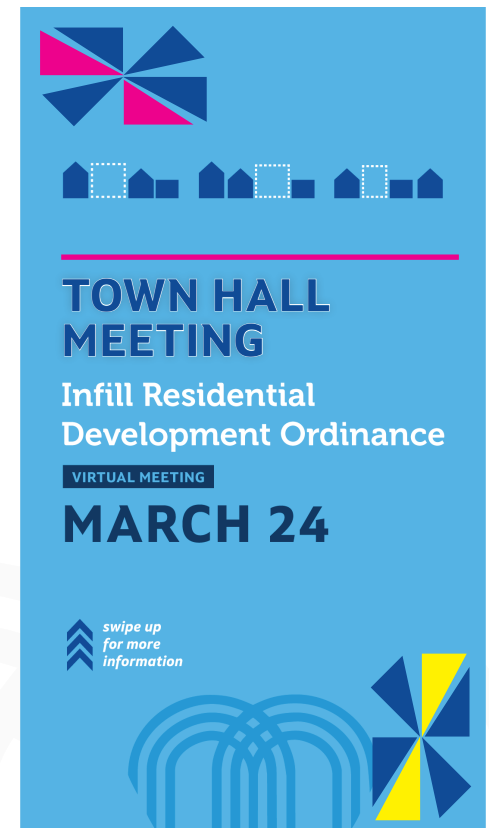
Consistent typography and image hierarchy should be a hallmark of Kansas City's designs.

Correctly branded Kansas City graphic design:

TOWN HALL MEETING

Infill Residential Development Ordinance

VIRTUAL MEETING

MARCH 24

swipe up for more information

CLEAR HIERARCHY, SIMPLIFIED COLOR PALETTE, AND ALL ELEMENTS SPEAK TO THE MESSAGE AND THE KANSAS CITY BRAND.

Incorrectly branded Kansas City graphic design:

TOWN HALL MEETING

Infill Residential Development Ordinance

VIRTUAL MEETING

MARCH 24

swipe up for more information

NO CLEAR HIERARCHY, BUSY COLOR PALETTE, AND ADDITIONAL ELEMENTS THAT ARE UNRELATED TO KANSAS CITY AND DISTRACT FROM THE MESSAGE.

02.10 // **ICONOGRAPHY STYLE**

Kansas City uses standard iconography for both website user interfaces and informational infographics. The official icon style is "glyph," which means there are solid shapes, curves and sharp edges. The brand uses simple icons with enough detail to convey the referenced object.

Avoid using both material style and monoline style.

A variety of icons in proper colors and various formats are available for your use in our branding toolbox at **kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx**
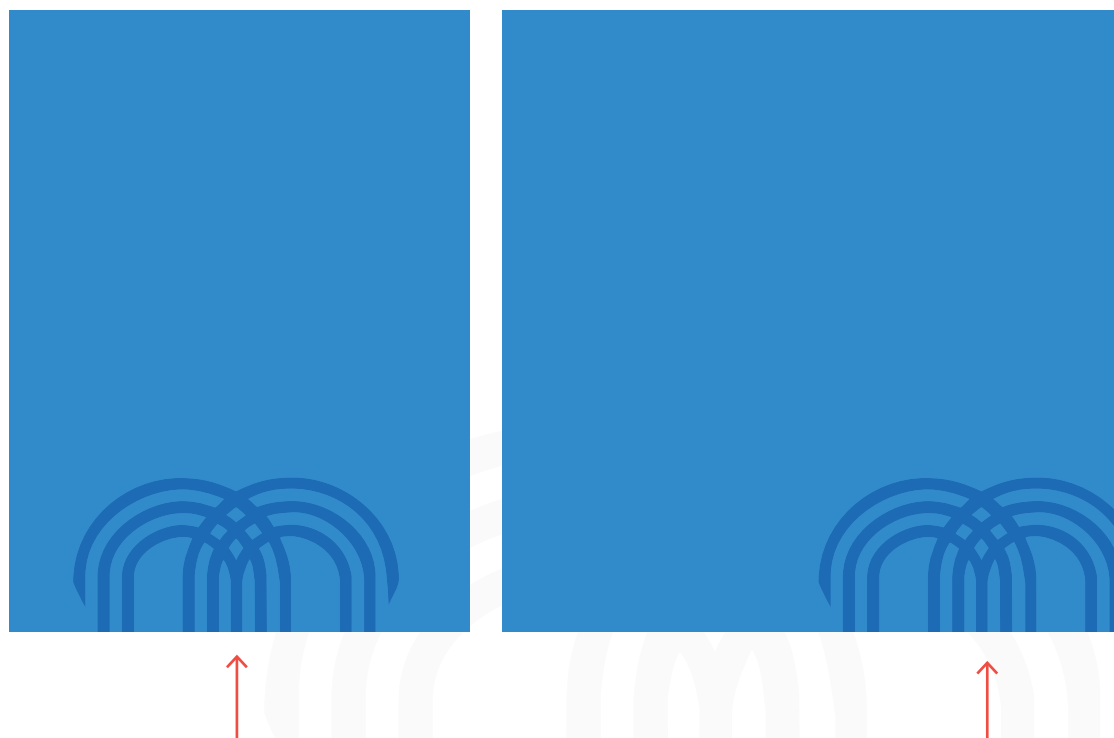
02.11.1 // **GRAPHIC STYLES**

WATERMARK

Kansas City's brand features a closely cropped Fountain watermark. This should be subtly visible, but should not clash with the rest of the design. It can be an alternate shade or tint of the background color e.g. blue, black or white.

At most, the watermark should take up 1/4 of the page. Placement is flexible, but is traditionally lower right or centered (both pictured).
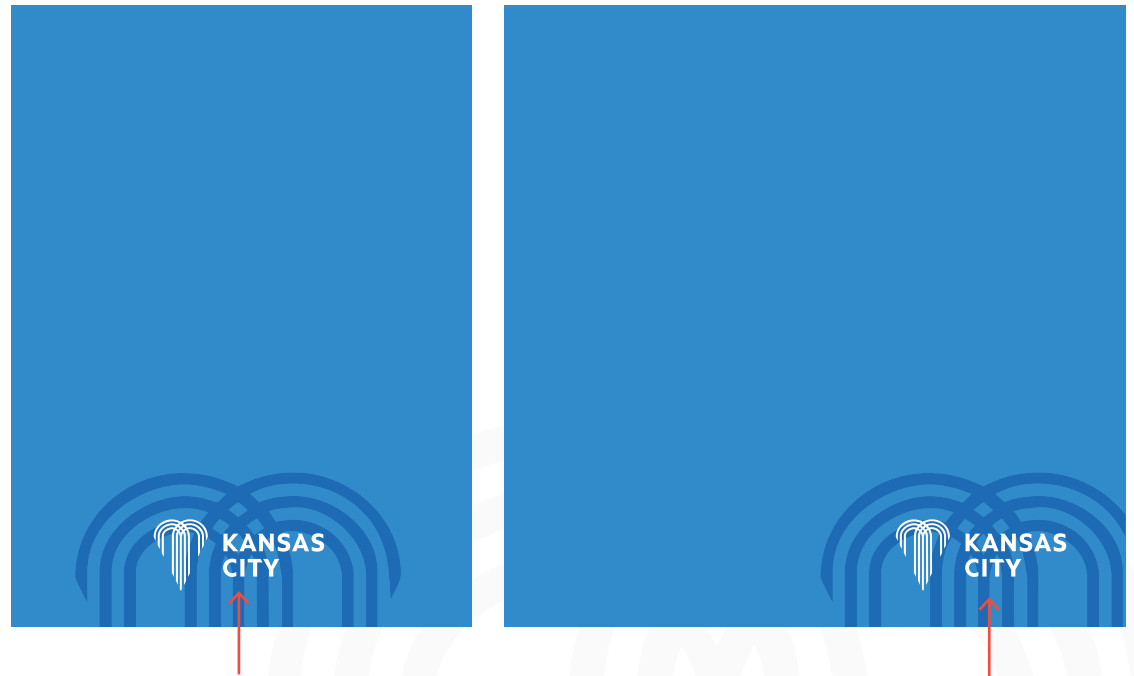
02.11.2 // **GRAPHIC STYLES**

LOGO PLACEMENT

Kansas City's horizontal logo should be placed over the watermark on all standalone graphics. The logo should be smaller than the watermark.

If necessary, add a subtle drop shadow to the logo to create separation. Still, the drop shadow should not be immediately distinguishable.
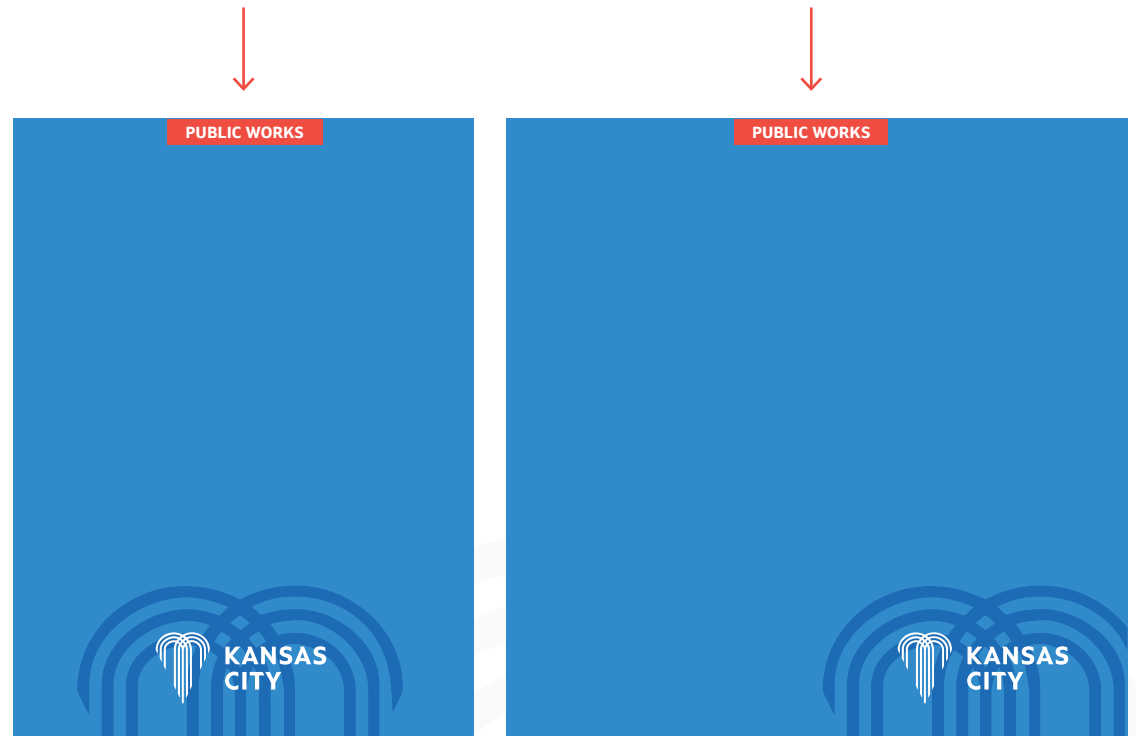
IDENTITY

02.11.3 // **GRAPHIC STYLES**

DEPARTMENT TAG

A tag should be added to the top of all graphics to help identify the department that is delivering the information.

The department is housed inside of a colored box and written in all caps, using Setimo Bold. The size of the colored box should be five times as wide as it is tall, with adequate padding included around the department name on all sides.

When relevant, the department name may be subbed out for an initiative name instead.

PUBLIC WORKS

PUBLIC WORKS

KANSAS CITY

KANSAS CITY

IDENTITY

02.11.4 // **GRAPHIC STYLES**

STYLIZED FOUNTAIN

The Fountain can be stylized as a focal element in a graphic, as long as it is not stylized beyond recognition.

This can only be done if the full Kansas City logo, unaltered, is also present.

02.11.1 // **GRAPHIC STYLES**

KANSAS CITY MAP GRAPHIC

A line drawing map of Kansas City is included in the branding toolbox as a graphic element to add interest and texture to presentations.

The map should always be screened back and kept as a faint background element. Body copy should never be placed over the map. Headlines, photos or logos can be placed over the map, but must provide contrast to maintain legiblibility.
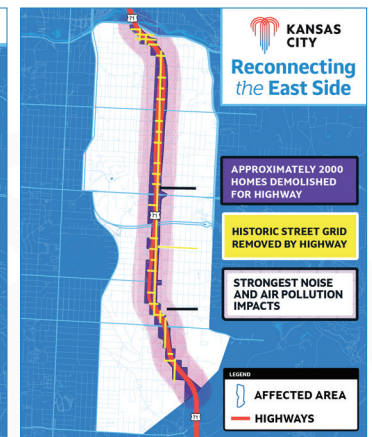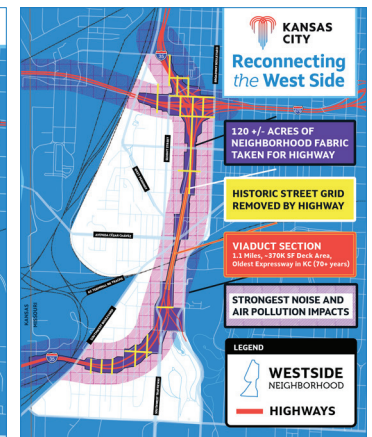
Approved graphics in various colors and formats are available for your use in our branding toolbox at **kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx**
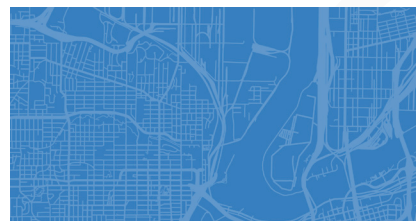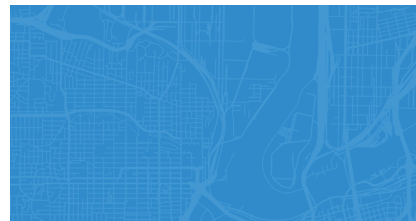
PRESSER BOARD
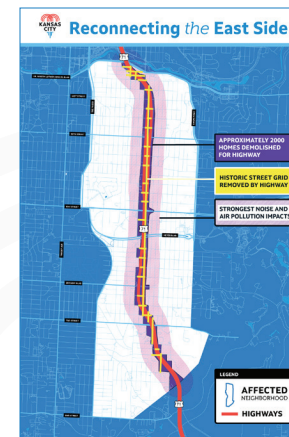
SOCIAL MEDIA

02.12 // **ILLUSTRATION STYLE**

Our illustration choices should reflect Kansas City's identity as an artists' city.

When selecting illustrations, focus on including diversity and authentic Kansas City storytelling. Whenever possible, include brand colors as integral parts of the illustration.

Rather than bringing stock images to mind, all illustrations should read as customized and personalized.
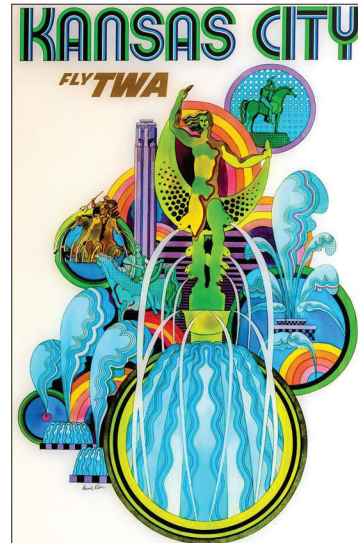
David Klein

Carpenter Collective

Lauren Phillips

Marisol Ortega

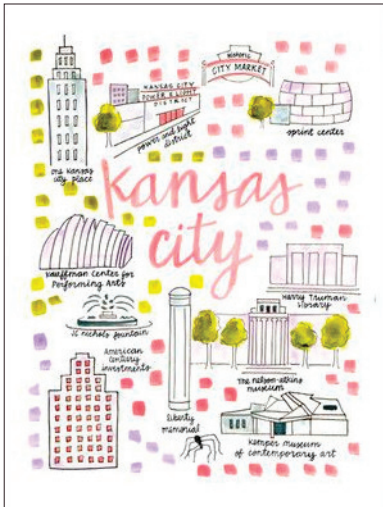# 02.12.2 // **ILLUSTRATION STYLE**

While they are not in brand colors, these illustrations are by Kansas City artists and in approved styles.

Frank Norton

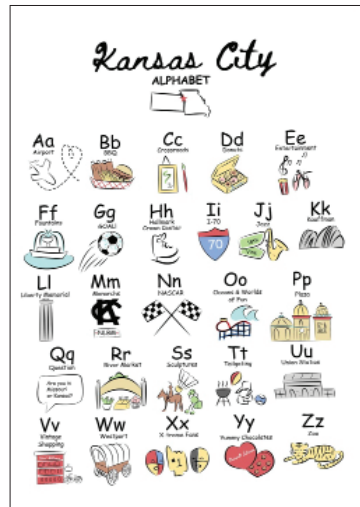Tammy Smith Design
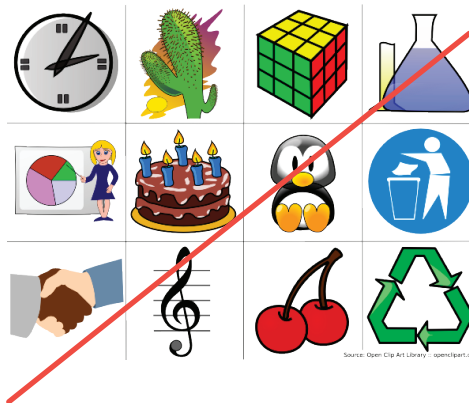

Evelyn Henson

Jenna Herring

John Marzette

Kathleen Murray

02.12.3 // **ILLUSTRATION STYLE**

In order to promote Kansas City as an artists' city, we must avoid styles that are considered cliché. Avoid any illustrations in the same styles as these examples: they have saturated the market as "stock" images and do not contribute positively to our brand's identity.

02.13 // **PHOTOGRAPHIC STYLE**

Introduction

Every photo in Kansas City's communications should tell its own story.

Like all narratives, these should include character, location, situation and action. Every single person and location featured in our photos is dynamic and influential for Kansas City. As such, always consider what actions and emotions our photos are capturing.

Select photos in various formats are available for your use in our branding toolbox at
kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx

02.13 // **PHOTOGRAPHIC STYLE**

Now, of course, not all photos include human subjects. Still, even photos of locations can convey important stories.

The following pages show both exemplary and substandard photographs, as well as artistic rationale and brand standards.

02.13 // **PHOTOGRAPHIC STYLE**

An ideal photograph for the Kansas City brand
has the potential to be cropped for a variety
of uses and layouts.

Website Hero Image

Original Photograph

Zoomed In Square

Banner

Zoomed In Rectangle

Wide Rectangle

02.13 // **PHOTOGRAPHIC STYLE 101**

Captures the subject's spirit in an authentic and meaningful way.

Captures everyday life as it exists for our residents and visitors.

Captures a setting that is authentic to both the story and the image's subjects.

Captures attractions that are open to the public and welcome visitors.

02.13 // **PHOTOGRAPHIC STYLE**

Specs:

- Is properly composed
- Is in focus
- Has a clear subject
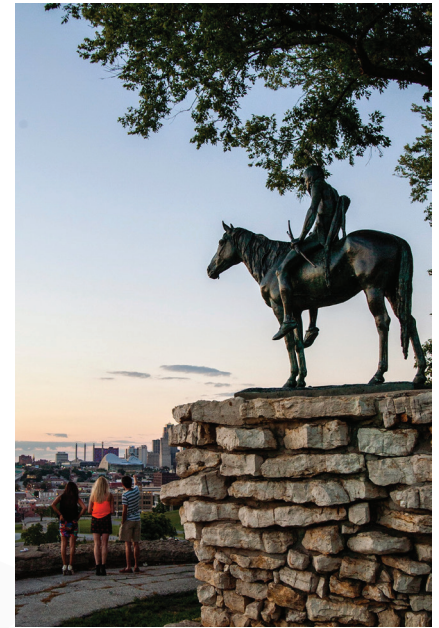- Unique perspective; avoid generic skylines
- Is visually interesting
- Can be easily cropped for multiple applications
- Has an appropriate color balance
- Naturally lit
- Not visibly dated
- Only use images that are in KC
- Descriptions: ID where the image is from
- Quality 1080 pixels or 300 dpi for print
- If human subjects present, diversity is necessary
- Does not depict stereotypes
- Is not overly stylized, i.e. badly implemented HDR effect.
- Is dynamic; not static, shows action
- Does not contain offensive content
- Model release if necessary (children specifically)
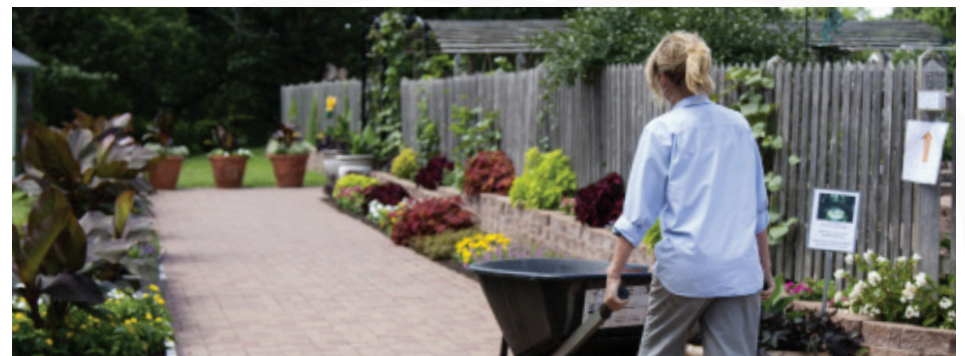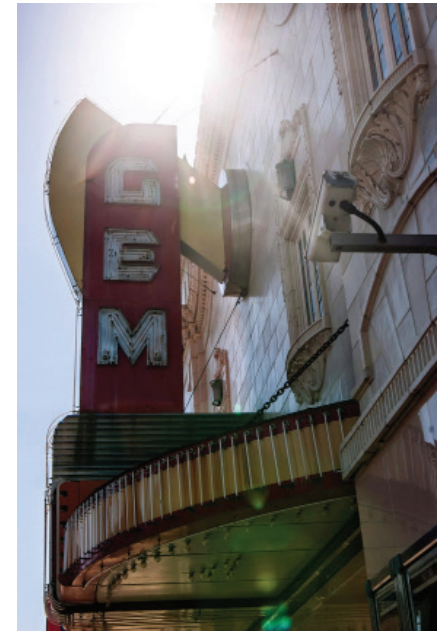
02.14 // **TYPOGRAPHIC STYLE EXAMPLE**

For specific examples of typographic style in use, please see
[Section 3: Application](). In general, all materials follow these guidelines:

HEADLINES
- Setimo Bold
- Color
- All Caps
- Takes up 1/4 of the page, Use as few words as possible

SECONDARY HEADLINE
- Use if necessary to clarify headline only
- 50% of the size of the headline
- Museo 700
- Neutral color

DATE/TIME/LOCATION
- Date/Time - Setimo Bold, all caps
- 60% of the size of the headline
- neutral color
- set against colored rectangle to emphasize important info
- Location - Museo 700 Title case

BODY COPY
- Headers - Setimo Bold, color
- Text - Museo 500

CONTACT INFO
- Setimo bold
- 40% size of headline
- Color
- Website link is short

DEPARTMENT NAME

HEADLINE/ GRAPHICS
Secondary Headline Clarifies the Headline

**DAY, MONTH DATE
TIME - TIME P.M.**
Address line 1
Address line 2

Setimo Bold
Museo 500 in at least 11 pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod incidunt u nonummy nibh eut.

Setimo Bold ipsum dolor
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

TEXT/GRAPHICS /PHOTOS

CONTACT INFO WEBSITE

KANSAS CITY MISSOURI

02.15 // **WRITTEN STYLE**

The city should always be referred to as "Kansas City" in official documents. It can be referred to as "KC" in informal, internal situations, but the abbreviation "KCMO" should be avoided in all situations.

As Kansas City's profile continues to elevate on an international level, Kansas City should be on the same level as other cities that don't need a state to identify their location. Additionally, KCMO is only locally understood.

We understand KCMO is baked into the infrastructure of the city, and while we do not see necessary to update every single thing that exists, moving forward this acronym should be avoided.

"Kansas City" or "KC"

AVOID

SECTION 03 //

SUB-BRANDS

KANSAS CITY

SUB-BRANDS

03.1 // **DEPARTMENT LOGO**

Each sub-brand is equipped with its own Fountain icon in order to maintain brand continuity. Whenever they appear in communications, all sub-brands should be identified (in mark or word) as an offering of Kansas City.

In these icons, the sub-brand is identified in title case beneath the primary brand.

The sub-brands for Kansas City include:

- Aviation
- City Auditor's Office
- City Clerk's Office
- City Manager's Office
- City Planning & Development
- Civil Rights & Equal Opportunity
- Convention &
  Entertainment Facilities
- Finance
- Fire
- General Services

- Health
- Housing and Community
  Development
- Human Resources
- Law
- Municipal Court
- Neighborhood Services
- Parks & Recreation
- Public Works
- KC Water

KANSAS CITY
Public Works

All approved logos in various colors and formats are available for your use in our branding toolbox at **kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx**

03.1 // DEPARTMENT LOGO

Each sub-brand logo exists in multiple color variations and formats so that it's easy to use across many platforms. While you should always use the preferred format, the following are approved usages if layouts demand an alternate approach:

- The preferred vertical (centered) format with fountain and logotype.

- The optional horizontal (left-aligned) format with fountain and logotype.

Looking for your Department logo? Visit myKC and click on conveniently placed **Brand Logos** in the top menu

PREFERRED VERTICAL (CENTERED) FORMAT

OPTIONAL HORIZONTAL FORMAT

03.1 // DEPARTMENT LOGO OVERVIEW

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary.

The 4-color gradient version of the logotype should only be used in conjunction with brand colors, whites or other light colors.

The 2-color version of the logotype can be used in situations where the 4-color version would clash with the full brand design.

The 1-color version should be used in all other situations, depending on necessary contrast needs.

4-COLOR

2-COLOR/BLUE

1-COLOR

03.1 // DEPARTMENT LOGO OVERVIEW

CLEAR SPACE

Clear space for the Department logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.

25% OF FOUNTAIN SIZE

KANSAS CITY
Public Works

25% OF FOUNTAIN SIZE

KANSAS CITY
Public Works

03.1 // DEPARTMENT LOGO OVERVIEW

MINIMUM SIZE

Every Department logo has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

KANSAS CITY
Public Works

.75" WIDE MINIMUM SIZE

KANSAS CITY
Public Works

1.75" WIDE MINIMUM SIZE

03.2 // KC WATER LOGO

KC Water updates its logo to join the wider Kansas City brand. While it continues to use its unique wordmark and blue color palette, it follows all other brand standards.

KC Water operates as a utility and has constant interactions with residents through bills, infrastructure projects, and other water management issues. As such, their wordmark is been highly visible and adopted by the community.

This brand recognition continues to be necessary as KC Water continues to interact with residents daily, so continues to stay consistent, with the minor addition of the Fountain.

Do not use the old water drop logo

Do not use the wordmark without the Fountain

PREFERRED VERTICAL (CENTERED) FORMAT
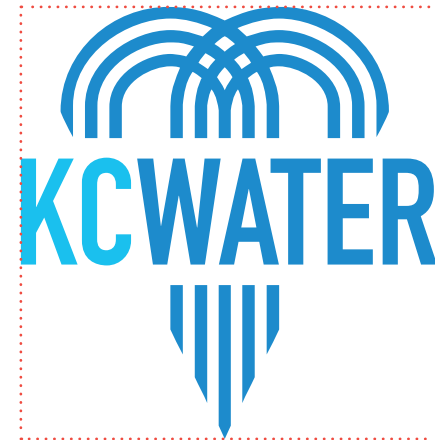
OPTIONAL HORIZONTAL FORMAT

03.2 // KC WATER LOGO OVERVIEW

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary.

2-COLOR

1-COLOR

03.2 // KC WATER LOGO OVERVIEW

CLEAR SPACE

Clear space for the logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.
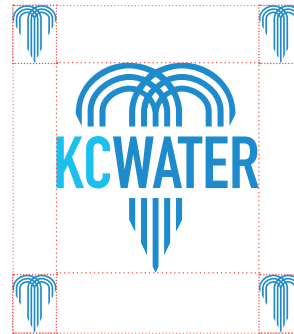
25% OF FOUNTAIN SIZE

25% OF FOUNTAIN SIZE

03.2 // **KC WATER LOGO OVERVIEW**

MINIMUM SIZE

Every sub-brand logo has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

MINIMUM LOGO SIZE

.75" WIDE MINIMUM SIZE

1.75" WIDE MINIMUM SIZE

03.2.1 // **KC WATER LOGO COLORS**

KC Water has adopted specific colors to represent bright, clean water, as well as a blue that anchors the Kansas City Fountain logo.

These are the primary colors for all KC Water identity content and supporting logos:

Water — This blue supports KC Water's mission and vision — safe, clean, crisp water.
Fountain — In addition to honoring the original Fountain logo design from Patrice Eilts-Jobe, this color aligns with our city's relationship to water and the role it continues to play in our innovation.

Certain topics, situations or design scenarios require the use of other, secondary colors.

Navy/Dark Water — These darker shades of blue are secondary colors to be used as a contrast and compliment to the brighter shades of Water and Fountain.

PRIMARY

Water

PMS 2985
HEX:33CCff
R:51 G:204 B:255
C:60 M: Y:0 K:0

Fountain

PMS 2193
HEX:318CCC
R:49 G:140 B:204
C:76 M:35 Y:0 K:0

SECONDARY

Navy

PMS 648
HEX:19305A
R:25 G:48 B:90
C:100 M:85 Y:35 K:31

Dark Water

PMS 286
HEX:0033A0
R:0 G:60 B:155
C:100 M:84 Y:11 K:3

03.3 // AVIATION LOGO

The Aviation Department updates its logo to join the wider Kansas City brand. While it continues to use its unique wordmarks and airport codes, the Aviation Department, Kansas City International Airport (MCI) and Kansas City Wheeler Downtown Airport (MKC), it follows all other brand standards.

It keeps its unique font: Setimo, Open Sans, Arial and Noto Serif for easy identification during emergencies, public wayfinding, business-to-business initiatives and business-to-consumer marketing.

About Aviation
The Aviation Department maintains 10,000 acres of property at MCI and 700 acres at MKC. No general tax fund revenues are used for the administration, promotion, operation or maintenance of the airports in the system. Do not use the old fountain inside the airplane tail, the four aircraft pinwheel, nor any overlap of the former moniker.

PREFERRED FORMAT

03.3 // AVIATION LOGO | AIRPORTS

The Aviation Department, Kansas City International Airport (MCI) and Kansas City Wheeler Downtown Airport (MKC), will each have their own sub-brand logo.

Aviation operates as a business enterprise fund and has constant interactions with airlines, government/regulatory organizations, pilots, route planners, schedulers/dispatchers, private/business aviation aircraft owners and users, visitors and the traveling public. As such, its wordmarks are highly visible internationally, nationally and locally.

03.3 // **AVIATION LOGO** | **AIRPORT CODE**

The Aviation Department, Kansas City International Airport (MCI) and Kansas City Wheeler Downtown Airport (MKC), will also each have their own airport code sub-brand logo.

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity using on its own, reversed or in cases where black and white are necessary

Aviation uses the typical color palette, but red is to be used very sparingly as it is a color reserved for emergencies at airports..
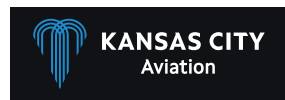
03.3 // AVIATION LOGO OVERVIEW

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary

Aviation uses the typical color palette, but red is to be used very sparingly as it is a color reserved for emergencies at airports..

2-COLOR

1-COLOR

FULL COLOR

03.3 // AVIATION LOGO OVERVIEW

CLEAR SPACE

Clear space for the logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.

25% OF FOUNTAIN SIZE

25% OF FOUNTAIN SIZE

03.3 // AVIATION LOGO OVERVIEW

MINIMUM SIZE

Every sub-brand logo has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

MINIMUM LOGO SIZE

.75" WIDE MINIMUM SIZE

1.75" WIDE MINIMUM SIZE

03.4 // PARKS & RECREATION DEPARTMENT LOGO

The Parks & Recreation department updates its logo to join the wider Kansas City brand.

As an entity primarily focused on providing in person services to the public, it was important for the KC Parks brand to maintain elements from their previous logo. The Fountain includes a nod to the previous Parks logo by including the leaf graphic, but updates colors, fonts and style.

About KC Parks

The department maintains 222 parks, 12,000+ acres of parkland, 158 miles of trails and bikeways, 29 lakes, hundreds of athletic fields and tennis courts, 115 playgrounds, and five public golf courses. Miles of scenic boulevards and parkways crisscross the city, where 48 fountains and 122 monuments and sculptures surprise and delight. Ten community centers, along with eight museums, provide the setting for socially equitable and community-driven programming.

PREFERRED VERTICAL (CENTERED) FORMAT

OPTIONAL HORIZONTAL FORMAT

03.4 // **PARKS & RECREATION DEPARTMENT LOGO OVERVIEW**

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary.

3-COLOR

1-COLOR

03.4 // PARKS & RECREATION DEPARTMENT LOGO OVERVIEW

CLEAR SPACE

Clear space for the logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.

25% OF FOUNTAIN SIZE

25% OF FOUNTAIN SIZE

03.4 // **PARKS & RECREATION DEPARTMENT LOGO OVERVIEW**

MINIMUM SIZE

Every sub-brand logo has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

MINIMUM LOGO SIZE

.75" WIDE MINIMUM SIZE

1.75" WIDE MINIMUM SIZE

03.4.1 // PARKS & RECREATION DEPARTMENT COLORS

The Parks & Recreation department has adopted specific colors to again anchor the Fountain logo, as well as give a nod, but update the previous Parks logo.

These are the primary colors for all Parks & Recreation department identity content and supporting logos:

Fountain — In addition to honoring the original Fountain logo design from Patrice Eilts-Jobe, this color aligns with our city's relationship to water and the role it continues to play in our innovation.

Life Green — This bright green supports Parks & Recreation department's mission of life, health and wellness.

City Night — This off-black reminds us of our city's beautiful skyline.

Dark Green — This darker shade of green is used as a contrast and compliment to the brighter Life Green.

Fountain
PMS 2193
HEX: 318CCC
R:49 G:140 B:204
C:76 M:35 Y:0 K:0

Life Green
PMS 376
HEX: #8DBD3f
R:142 G:188 B:0
C:51 M:5 Y:100 K:0

City Night
Warm Black
HEX:121517
R:18 G:21 B:23
C:76 M:68 Y:64 K:80

Dark Green
PMS 5605
HEX:273320
R:39 G:51 B:32
C:72 M:54 Y:81 K:65

03.5 // FIRE DEPARTMENT LOGO

The KCFD lettermark is highly recognizable, and as such, is incorporated in the updated brand. It keeps its unique font, gil sans and color treatment, but follows all other brand standards.

As a provider of public safety, the KCFD mark and acronym has become the main defacto identifier for the department. It is important to leverage this recognition, but also bring them into the larger Kansas City brand.

About KCFD
The department (KCFD) provides fire protection, emergency medical services, emergency rescue and hazardous material response to the City's residents. The uniformed portion of the department is segmented into six bureaus (Community Services, Professional Development, Technical Services, Special Operations, Emergency Operations, Emergency Medical Services) each which is managed by a Deputy Chief.

PREFERRED VERTICAL (CENTERED) FORMAT

OPTIONAL HORIZONTAL FORMAT

03.5 // FIRE DEPARTMENT LOGO OVERVIEW

ACCEPTABLE COLOR FORMATS

These color variations depict the available options for using the identity on its own, reversed or in cases where black and white are necessary.

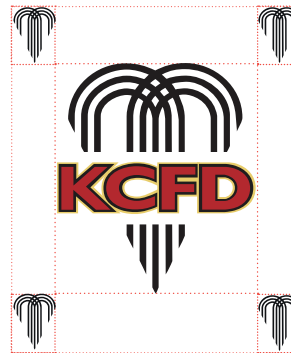**4-C VERSION OF LOGO ON DARK AND LIGHT**

1-C VERSION OF LOGO ON DARK AND LIGHT

03.5 // **FIRE DEPARTMENT LOGO OVERVIEW**

25% OF FOUNTAIN SIZE

CLEAR SPACE

Clear space for the logo is defined by the total size of the Fountain. Shrinking the Fountain to 25 percent will give the clearest space size.

25% OF FOUNTAIN SIZE

03.5 // **FIRE DEPARTMENT LOGO OVERVIEW**

MINIMUM SIZE

Every sub-brand logo has established minimum size dimensions. These are important to adhere to because any smaller sizes lead to problems with detail visibility, overall legibility and branding integrity.

MINIMUM LOGO SIZE

.75" WIDE MINIMUM SIZE

1.75" WIDE MINIMUM SIZE

03.5.1 // **FIRE DEPARTMENT COLORS**

The Fire department colors support a long tradition or branding and recognition. The deep red and gold letters are now tied to and City Night Fountain, to help anchor the department into our overall branding.

These are the primary colors for all Fire department identity content and supporting logos:

Fire — Fire engine red is an informal name for an intense, bright red commonly used on emergency vehicles on fire service vehicles. It's highly visibly, and a long-standing source of pride.

Gold — The gold symbolizes that firefighters, like gold, will withstand trial by fire and still remains.

City Night — This off-black reminds us of our city's beautiful skyline.

Fire

PMS 7622
HEX:A63736
R:166 **G:**55 **B:**54
C:27 **M:**90 **Y:**81 **K:**17

Gold

PMS 7408
HEX:F4C134
R:244 **G:**193 **B:**52
C:4 **M:**24 **Y:**91 **K:**0

City Night

Warm Black
HEX:121517
R:18 **G:**21 **B:**23
C:76 **M:**68 **Y:**64 **K:**80

03.6 // COMMISSION & COUNCILS LOGOS

In order to maintain consistency across the various commissions and council offices, the circular version of the logo is reserved for their use only and must feature the city logo in the middle to tie back to the brand it represents. These marks represent the office as a whole—meaning the logo applies to everyone within the office, not just the individual councilmember or commission member.

While no arbitrary acronyms may be included in the circular text, a flag decal may be added to the left of the logo to house an acronym if it is commonly used.
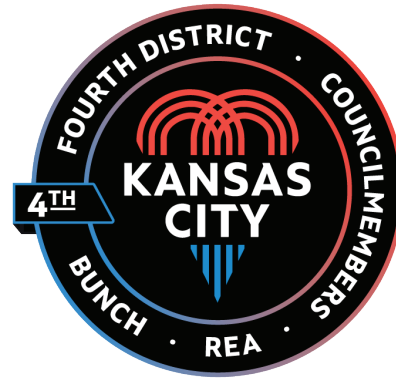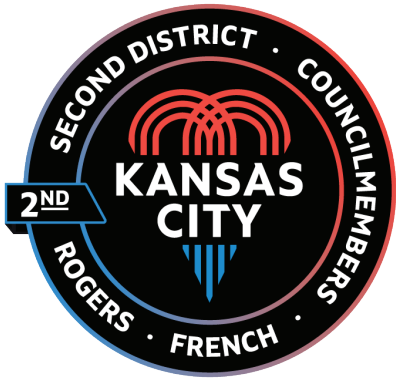
Additional colors, outside of the primary brand colors, are approved for these marks, with preference given to colors within the secondary palette. The city logo must still conform to brand guidelines, even if the colors of the seal mark are not part of the core brand palette.

There are many more commission logos that can be found here. If your comission, council or board needs a logo, contact City Communications at communications@kcmo.org.

03.6 // **COMMISSION & COUNCILS LOGOS**

SECOND DISTRICT · COUNCILMEMBERS
2ND
KANSAS CITY
ROGERS · FRENCH ·

THIRD DISTRICT · COUNCILMEMBERS ·
3RD
KANSAS CITY
PATTERSON HAZLEY · ROBINSON

FOURTH DISTRICT · COUNCILMEMBERS
4TH
KANSAS CITY
BUNCH · REA ·

SIXTH DISTRICT · COUNCILMEMBERS ·
6TH
KANSAS CITY
DUNCAN · BOUGH

FIFTH DISTRICT · COUNCILMEMBERS ·
5TH
KANSAS CITY
PARKS-SHAW · CURLS

PUBLIC HEALTH
KANSAS CITY
COMMISSION

GENDER EQUITY TASK FORCE
KANSAS CITY
HUMAN RIGHTS COMMISSION

03.7 // **FUNDS, GRANTS & TAX LOGOS**

Funds, grants and tax logos will be incorporated into a pentagon shape as shown in the examples on this page.

These should follow all color, font and naming conventions set forth in this document.

03.7.1 // **MISCELLANEOUS LOGOS**

PROGRAMS

The City has many programs that it provides to residents. These sometimes need a visual presentation that makes them easy to identify as City programs. In these cases a logo following the guidelines of the department logos is acceptable.

The Museo font may be used for the program name in place of Setimo.

Do not create your own. Contact City Communications to request an official fountain lock up.

Do not use colors outside of the brand approved palette

VAMOS·KC
Hispanic Employee Resource Group

KANSAS CITY
ECO
ENVIRONMENTAL COLLABORATION OPPORTUNITY
Employee Resource Group

KANSAS CITY
ASSET
AFRICAN AMERICAN SUPPORT SUCCESS & ENCOURAGEMENT TEAM

KCVC
KANSAS CITY VETERANS COMMUNITY
EMPLOYEE RESOURCE GROUP

03.7.1 // MISCELLANEOUS LOGOS

INITIATIVES

The City has many initiatives that it provides to residents. These sometimes need a visual presentation that makes them easy to identify. In these cases, a wordmark using Setimo Bold and Museo with subtle modifications to letterforms is acceptable, but should tie back to the Kansas City wordmark.

Do not modify the Fountain as part of the wordmark.

Do not create a standalone icon/mark that would compete with the Fountain

Do not use the wordmark for the iniatiative/program without the Fountain

Do not use colors outside of the brand

SUB-BRANDS

03.7.2 // CITY FLAG

This design reflects elements of the Kansas City flags adopted in 1992 and 1972, while still adjusting for visibility as well as ease of identification and production.

Colors
The red represents the warm hearts of Midwestern people and celebrates Kansas City kindness.

The blue represents the city, from river to sky, by celebrating our relationship with the Missouri River and the expansive possibility of prosperity.

Symbology
The Fountain reads transparently as a heart which symbolizes Kansas City as the heart of the nation, while also celebrating the city's heritage as the City of Fountains.

The juxtaposition of the red and blue illustrate Kansas City's welcoming spirit towards all people.

The three colors combine to position Kansas City as the model American city, a place where kindness, prosperity and legacy are key parts of the landscape.

03.7.3 // CITY SEAL

As determined by the city's charter, the official corporate seal of Kansas City must include:

- A modified shield that includes thirteen five-pointed stars and "Incorporated 1850" written inside.

- A circular scroll that reads "Seal of Kansas City" and "Missouri," and includes two six-pointed stars.

- A rope-like, circular border made up of seventy-two angled oblong shapes.

- A blue field that, in the embossing seal, is the lowest layer, followed by white in the middle and black at the highest point.

The exact layout of these elements is pictured here, and the circular embossing seal cannot exceed 2 1/2 inches in diameter.

This official corporate seal may be used in multiple circumstances, including on ceremonial keys to the city, ordinances and resolutions from the council, mayoral proclamations and certifications from the director of records.

03.9 // **COMPOST BRANDING**

The City's composting brand uses the universal orange as it's primary color, with a lighter yellow orange as a secondary color. The carrot with a bite taken out of it should be used on all materials as the main icon.

Illustrations of the compostable materials should be use and be easily recognizable, with a simplified style that is not realistic with minimal shading.

Signage should be used as shown. Requests for signage or other materials can be sent to communications@kcmo.org.

Regardless of the composting channel or avenue, all composting opportunities presented by the City, on city property or at city events or displays, needs to align to this composting brand. The Kansas City logo should be in white on composting materials.

Compost Orange

PMS 165C
HEX:F15D2A
R:241 **G:**93 **B:**42
C:4 **M:**79 **Y:**94 **K:**0

PMS 123C
HEX:F3C133
R:243 **G:**193 **B:**51
C:4 **M:**24 **Y:**91 **K:**0

Icon

Magnet

Compost Container Labels

SECTION 04 / /

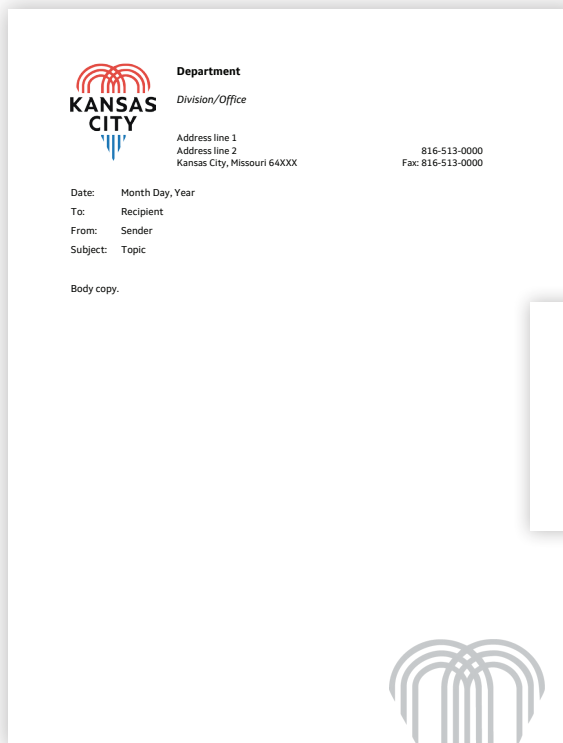# APPLICATIONS

KANSAS CITY

04.1.1 // PRINT | STATIONARY

Stationery

The official Kansas City letterhead is available on **myKC**. Business cards are available from **KC Blueprint** in City Hall. They have all approved card designs on file.

Please keep in mind:

- Each card should include only one phone number and one email address.
- Do not include any fax numbers.
- Omit departments wherever possible. If necessary to include, place the department in the top line of the address block.
- Omit websites wherever possible. If necessary to include, place the website in the bottom line of the address block.
- Do not add any additional text to the back designs.
- Do not include any social media information on business cards.

LETTERHEAD

Department
Division/Office

Address line 1
Address line 2
Kansas City, Missouri 64XXX

816-513-0000
Fax: 816-513-0000

Date: Month Day, Year
To: Recipient
From: Sender
Subject: Topic

Body copy.

BUSINESS CARD

First Lastname (pronouns)
Position/title

first.lastname@kcmo.org
Mobile: (816) 000-0000

Address Line 1
Address Line 2
Kansas City, MO 64XXX

DEFAULT BACK DESIGN

FIRE BACK DESIGN

PARKS BACK DESIGN

04.1.2 // **PRINT** | **DISPLAYS**

Display graphics include, but are not limited, to the following:
- podium signs
- visual aids for press conferences
- backdrops
- tradeshow signage

Display graphics should follow guidelines outlined in previous sections, along with the following:
- Brevity. Use the minimum amount of words to convey the message
- Viewing Distance should be taken into account when designing displays. Vector where possible
- Simplicity. These are meant to be supporting imagery with simple designs and simple messages. Avoid busy backgrounds

04.1.3 // **PRINT** | **FLYERS**

Flyers should follow typography, hierarchy, color, photography and logo placement standards established in previous sections, and fall within the established framework for informational flyers.

Information is not uniform from flyer to flyer, slight variations may be necessary beyond the established wireframe.

FLYER WIREFRAME

DEPARTMENT NAME

HEADLINE/ GRAPHICS

Secondary Headline Clarifies the Headline

DAY, MONTH DATE
TIME - TIME P.M.
Address line 1
Address line 2

Setimo Bold
Museo 500 in at least 11 pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod incidunt u nonummy nibh eut.

Setimo Bold ipsum dolor
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

TEXT/GRAPHICS /PHOTOS

CONTACT INFO
WEBSITE

KANSAS CITY MISSOURI

EXAMPLES OF THE ACCEPTABLE FLYER DESIGNS:

APPLICATIONS

# 04.1.4 // PRINT | MULTIPAGE DOCUMENTS

Cover

Clean, illustrative or photographic element placed in the center area. Title, department tag (optional), logo and watermark location cannot be moved.

Grid

City documents that will use a 5 column grid system as a reference to the 5 descending bars of the Fountain logo.

Interior page elements

Page numbers and footers will be consistently applied to all publications. Paragraph styles are saved in the document presets. This document is an example of footers and page numbers in action.
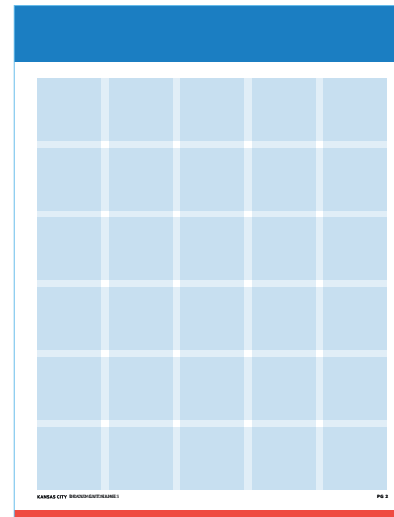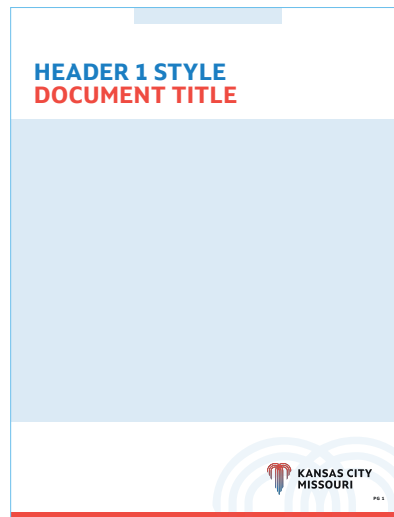
04.2 // PRESENTATIONS | POWERPOINT

Copy

PowerPoint is a presentation application, usually projected or viewed on a screen. So, keep copy short, concise and easy to read. Copy should drive home your point, not be a script of everything you intend to say.

Graphics/Charts

Like copy, use graphics and charts to emphasize a point; keep them simple and easy to read.

Effects

Keep transition effects to a minimum. If the effects are the most exciting part of your presentation, you have a problem.
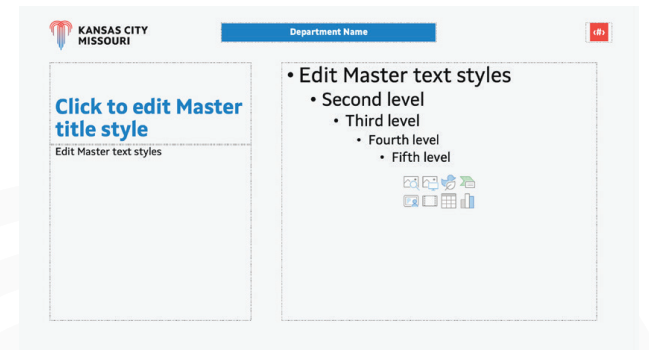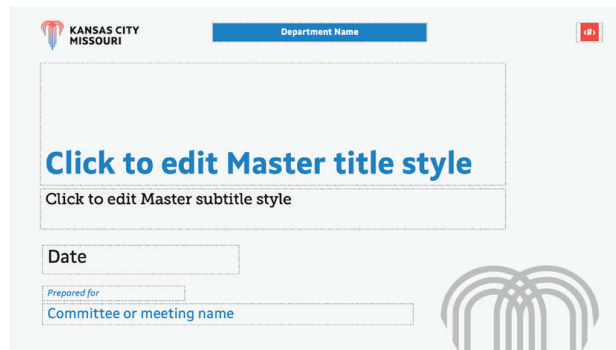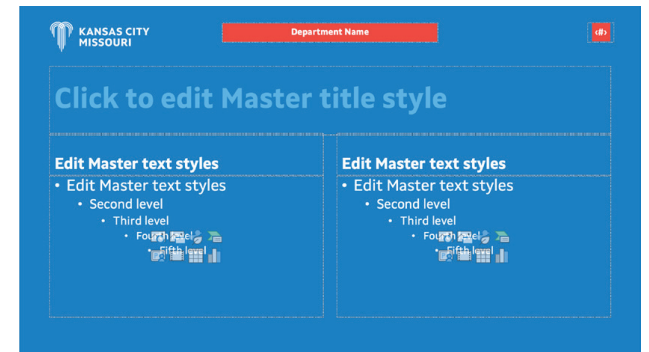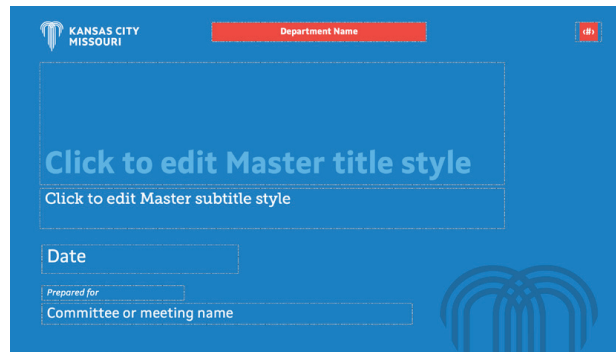
Pre-built PowerPoint templates are available for your use in our branding toolbox at
kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx

04.3.1 // **SOCIAL MEDIA | NAMING CONVENTION**

Any new accounts must have prior authorization per **AR 1-27** before being created and shall follow the naming convention of:

@KansasCityDEPARTMENT

- For example, **KansasCityPUBLICWORKS**

- Do not use "Missouri" or "MO" in the handle
- Do not use "department" or "Dept"
- Do not use create an account without prior approval

04.3.2 // **SOCIAL MEDIA** | **AVATARS**

The use of topically relevant avatar designs using the Fountain logo are encouraged as an outreach tool.

These may feature modified text within the vertical Fountain, alternate color scheme or background image.

On this page are examples of previous versions created for various events and holidays.

DEFAULT AVATAR

SPECIAL AVATARS

04.3.3 // **SOCIAL MEDIA GUIDELINES**

COPY

Write short, snappy tweets aimed to keep the reader's attention. Insert personality.

Avoid wordy posts. Keep your message concise. One to two short sentences are preferred.

Keep it simple. Use terms the average person would understand.

Keep it conversational. Use of emojis when appropriate

Share events that are exciting and captivating. Include notable information for the social media team. Post on all platforms.

Provide event links for viewers to find more information about the topic or event

On Twitter, use no more than the 280 characters limit.

When sending copy to social media team, please include requested tags.

Avoid content about restrooms.

Avoid tags and hashtags They mess with the algorithm and are generally unhelpful now.

Date and number formats:
- am not a.m. or A
- (573) 286-9064 for numbers
- Mon-Fri not M-F

PHOTOS/VIDEOS

Tag the photo, not in the copy. Videos can be tagged in the copy since tagging a video is not an option.

For NextDoor, include relevant districts if necessary (i.e. select all service area or specific district or neighborhood).

Videos for Twitter must be in MP4 format.

Include alt-text. (As of Aug 2022, a user cannot schedule tweets with alt-text).

When sending photos to social media team, please be sure images are high res (high quality). Graphics and photos must be in the appropriate format/size for the intended channel.

04.3.4 // **SOCIAL MEDIA GRAPHIC STYLE**

Dimensions — Design graphics using appropriate dimensions. (*Dimensions are subject to change. Please refer to the corresponding social media help centers of each site for the latest dimensions.*)

What, When, Where, Link — Only include basic information. Do not clutter the design with details that should be included in the copy of the post.

Follow the Templates — The placement and relative size of the info should be followed for clear hierarchy, consistency and brand recognition.

Be Creative — While the structure will remains the same, there is an opportunity to be creative with color, texture, photos and icons.
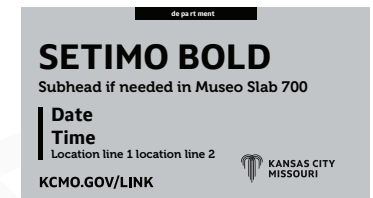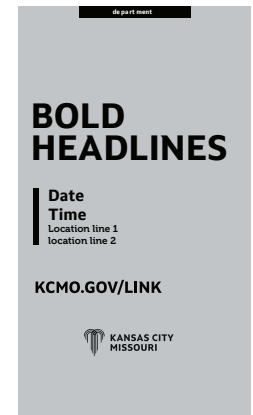
Fonts — Follow the guidelines found in section **Section 02.5.2**

Color — Follow the guidelines found in section **Section 02.6**

CURRENT DIMENSIONS

A. Instagram	
I. Portrait*	1080x1350 px
II. Stories**	1080x1920 px
*All static posts should be 1080x1350 px, no more squares **Reels view on your grid will be 1015x1350 px	
B. Facebook	
I. Stories	1080x1350 px
II. Cover Photo	851x315 px
C. Twitter	
I. Cover Photo	1500x1500 px
D. Linkedin	
I. Portrait	627x1200 px

TEMPLATES

department

BOLD HEADLINES

Date
Time
Location line 1
location line 2

KCMO.GOV/LINK

KANSAS CITY
MISSOURI

department

SETIMO BOLD
Subhead if needed in Museo Slab 700

Date
Time
Location line 1 location line 2

KCMO.GOV/LINK

KANSAS CITY
MISSOURI

04.3.5 // SOCIAL MEDIA GRAPHIC STYLE EXAMPLES

The images on this page are an example of how a single campaign is resized and reorganized to fit the various dimensions for each platform.

An example of the accompanying flyer can be found in the Section 04.1.3

INSTAGRAM STORY

TWITTER - HORIZONTAL

INSTAGRAM - SQUARE

04.4.1 // **WEB/DIGITAL** | **KCMO.GOV** *or* **KANSASCITY.US**

Note: The current website is in the process of being updated to follow the visual style established in this guide.

KCMO.GOV is the 24/7 City Hall for residents to learn more about City programs, services, news and events.

All photographs and graphics should follow the styles set forth in this document. Best practice is to no include any text or words on images as they are resized inside the responsive framework of the website and may not display as intended.

The dimensions in pixels for different web parts are listed here as a reference.

HOME PAGE HERO

1920x510
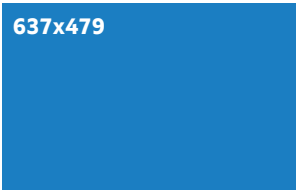
CALENDAR ITEM

634x476

NEWS ITEM

414x311

STAFF PHOTO

220x220

SPOTLIGHT IMAGE

637x479

HOME BUTTON ICONS

66x75 max

LIST ICONS

59x42 max
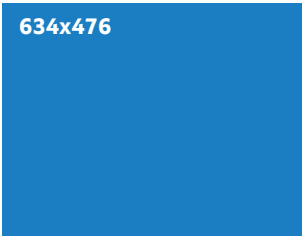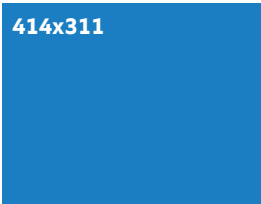
INTERIOR PAGE HERO

1920x350

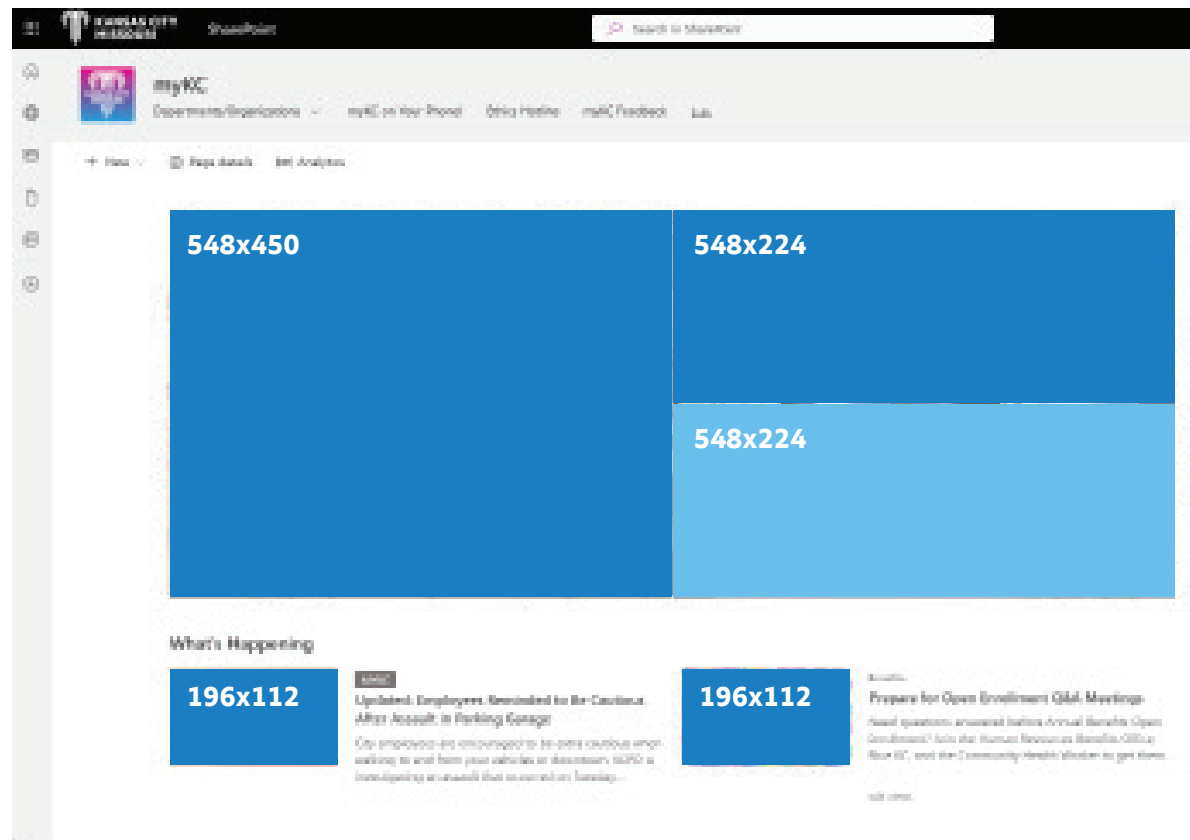# 04.4.2 // **WEB/DIGITAL** | **myKC INTRANET**

The employee intranet site, myKC, uses the modern approach of responsive design for images. This means the images are cropped automatically by the system to fit in a variety of situations.

This page and the following pages includes some of the most common image dimensions as they are displayed as reference when selecting an image. **Official documentation** for Sharepoint includes a deeper dive into best practices.

Please keep in mind:
- Do not use images with words
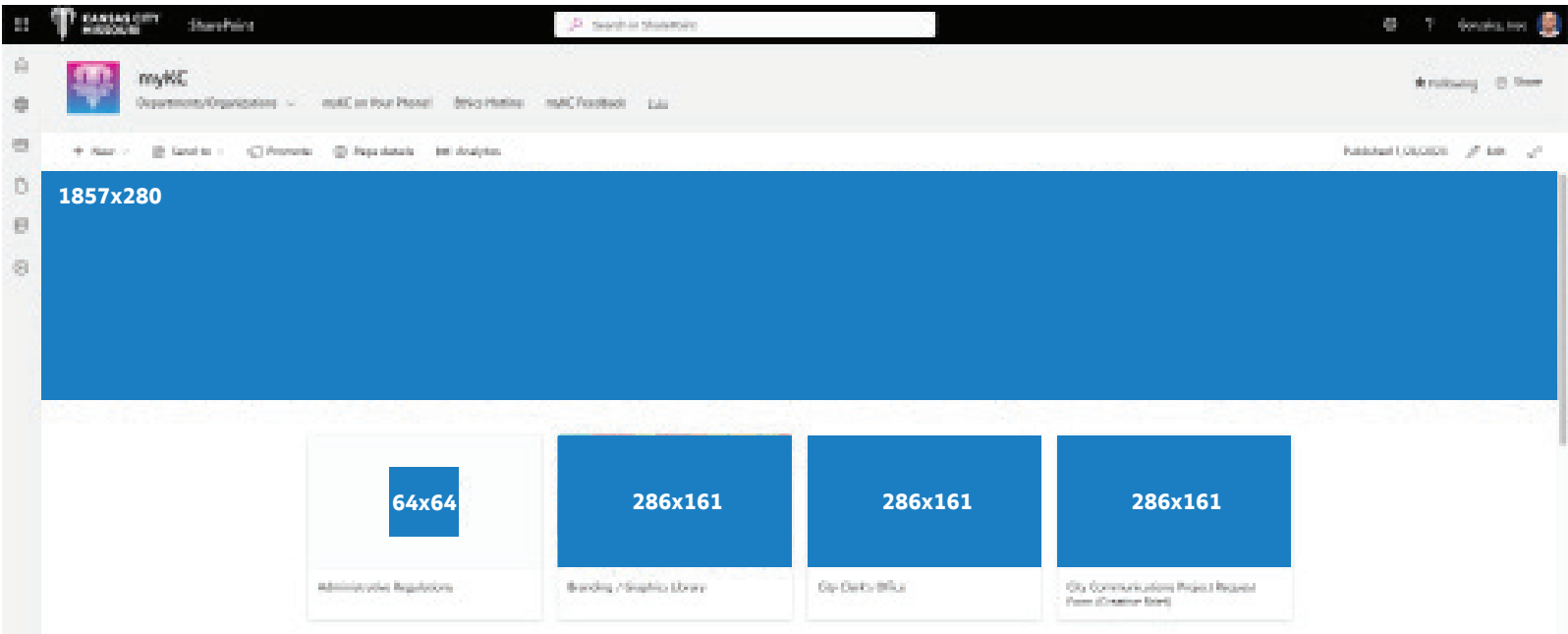- Do not use images you do not have the rights to

DIMENSIONS: Home

APPLICATIONS

04.4.2 // WEB/DIGITAL | myKC INTRANET

DIMENSIONS: Interior Page

04.4.3 // WEB/DIGITAL | MAILCHIMP

The City uses Mailchimp as its mass email campaign solution.

Font — Arial family using built in style definitions

Dimensions — Hero: 600w x 200h px (height can be adjusted if needed, but not more than 250px or less than 150px)

Images within the body of the email can span the column at 600 px or be left aligned at 300 px wide.

Embedded Image Style — Any images used in the document should serve to elevate the story/content of the email. Make sure the image has a descriptive ALT tag in the image properties menu. Never embed a flyer meant for print that contains lots of text. It is not ADA accessible. Always include any important information as text.

Footer — The standard footer with the Fountain logo is saved in mailchimp and is automatically be applied. The social media icon footer section is optional.
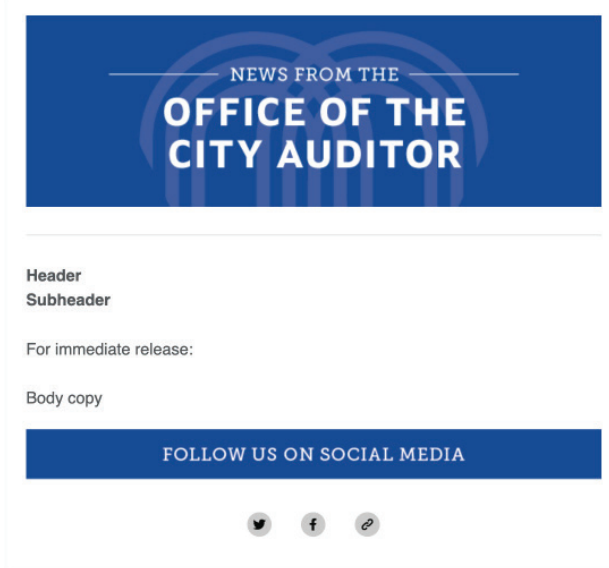
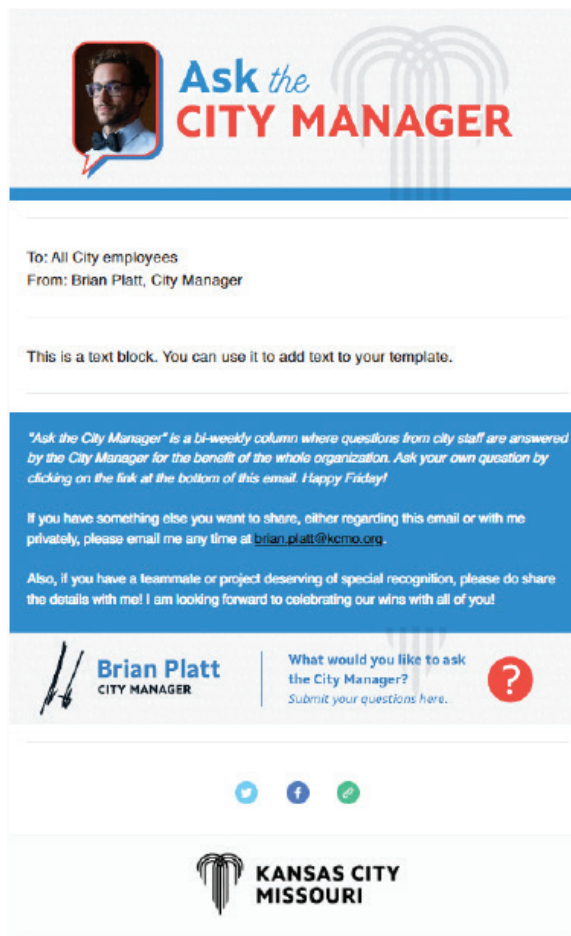**SAMPLE TEMPLATE**

04.4.3 // WEB/DIGITAL | MAILCHIMP EXAMPLES

TEMPLATE - EXTERNAL

TEMPLATE - INTERNAL

HEADER GRAPHICS

04.4.4 // WEB/DIGITAL | EMAIL SIGNATURE

The email signature will be consistent on all emails using the Avenir Next font (see **Section 02.5.2**).

- If you have a City issued cell or desk phone the number must be listed
- Do not use main (general) office lines
- Do not modify the format
- Do not add inspirational quotes
- Do not add extra images below the signature

Firstname Lastname (*pronouns optional*)
Job title/Position

Department name
Division
City of Kansas City

Cell: (000) 000-0000 (REQUIRED direct Cell or desk phone)
Email: first.last@kcmo.org

City Hall, 21st Floor, Suite 2102
414 E. 12th Street
Kansas City, MO 64106

KCMO.gov

An easy email template is available
for your use in our branding toolbox at
kcmo.sharepoint.com/sites/myKC/SitePages/Branding.aspx

APPLICATIONS

04.4.5 // WEB/DIGITAL | ELEVATORS

City Hall elevators are equipped with a video screen where ads can be placed.

Internal ads with no outside branding should follow City style. The images are not displayed for long time so they should be kept as brief and simple as possible.

The dimensions for the elevator graphics are 16:9 aspect ratio, can be designed at 1280x720px but are displayed at 786x442px on screen.

Typical topics for these ads include:
- Employee reminders
- Events (internal& external)
- Trash schedules
- Holiday reminders
- Citywide programs (stats)

04.5.1 // **VIDEO**

City produced videos can be broken down into two categories: scripted and unscripted.

Scripted
- Special programming (KC in 60)
- Highlight videos (departments, projects, programs)
- PSA
- Internal videos (employee orientation)

Unscripted
- Council/Committee meetings (City Hall)
- Board meetings
- Press conferences
- Event coverage
- Public Engagement meetings (remote)

SCRIPTED

LEAD TRAINER, KC HEALTH IQ TEAM
BRYAN DAVENPORT

UNSCRIPTED

KANSAS CITY MAYOR
QUINTON LUCAS

BRANDING IN VIDEOS
Bug: Preferably, videos should not have a bug. The brand should be integrated into apparel, the built environment, etc. and not need to be added in this way.
Logo Placement: The logo should appear at the end of a produced message. For instance, in an interview with a council member, the white animation logo should appear over the last few seconds of the video, not on a black or solid color screen.
Random Footage: For simple shots (e.g., staff cutting down a tree), a logo is not needed to be added.

GENERAL VIDEO STYLE:
Use the animation provided by Miko at the very beginning of every video. Event title and date should be displayed after the animation. If any other animation is to appear at the beginning of a video, that video should be internal (like HR Training) or an informational resource like one we might put on a webpage for folks to learn more.

Solid Color Screens and animations: Avoid using solid color backgrounds unless it is for a text animation, and our text animations need to be modern,minimal and smooth (no dissolves, shatters, drips or anything weird).
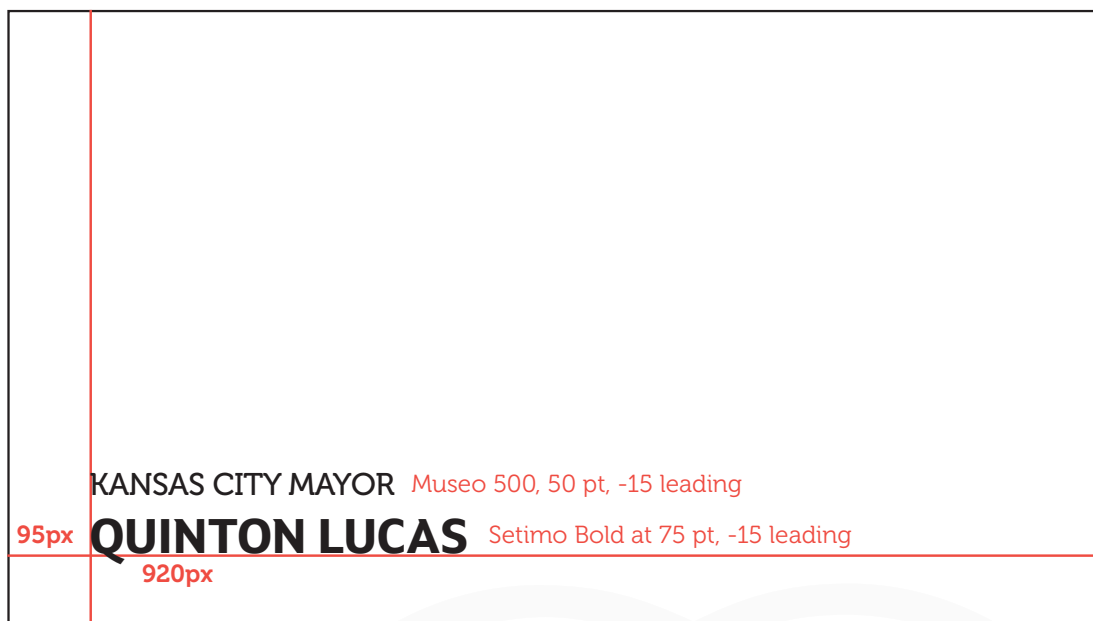
04.5.1 // **VIDEO | TYPOGRAPHY**

- Fonts - Setimo Bold, Museo 500, leading -15
  Larger font 50 pt; Smallest font 35 pt, leading -15
- Left aligned 95 px from the left side
  920 px from the top of the screen (see example)
- Keep to two lines unless absolutely necessary
- Color - white (black if it works better)
- subtle drop shadow
- subtle black to white gradient from bottom left corner to
  top right corner, 50% opacity
- URLs should be displayed

ELEMENTS TO CONSIDER

Easel Placement: Preferred to the left of the speaker
(reverse placement of lower third if it is on the left).

Video Captions:

- **Social Platforms:** Caption videos shared on social
  platforms with narration or a speaker, using the visual
  style and animation created by the social team for
  Instagram. There will be exceptions, but adding captions
  should always be considered when shooting.
- **Channel 2:** Do not caption videos for Channel 2.

KANSAS CITY MAYOR Museo 500, 50 pt, -15 leading

95px QUINTON LUCAS Setimo Bold at 75 pt, -15 leading

920px

04.5.2 // **VIDEO** | **LOWER THIRDS**

- Follow safe space rules
- Align logo right, 150px height
- Logo color - white (black if it works better)
- Fonts - Setimo Bold 56pt for names/important info, Museo 500 36pt for titles/dates/etc.
- Left aligned
- Subtle drop shadow
- Subtle black to white gradient from bottom left corner to top right corner, 50% opacity
- Live meetings on Fountain TV will use their own standard lower third, shown on page xx.
- **Usage:** Rarely use lower thirds, only to identify speakers if necessary (e.g., city council/mayor/CM).
- **Design:** Should be modern and minimalist. Preferably just the name and title in white, contrasted against the background for legibility Super simple minimal animation. Should feel unobtrusive, no one should notice the animation.

PLACEMENT

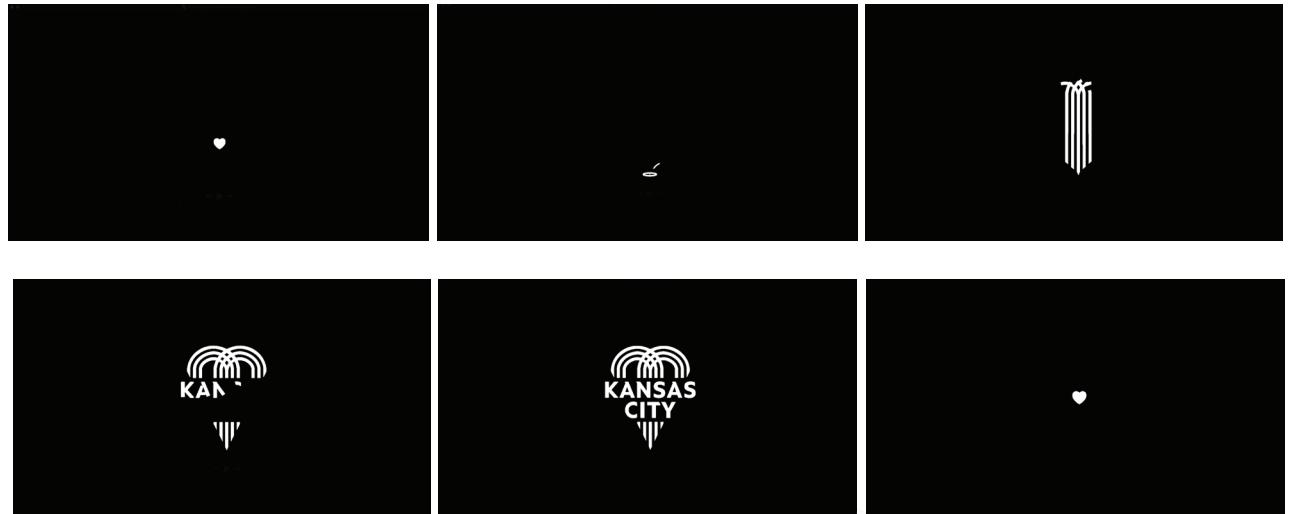DATE/ROLE/ETC
NAME

EXAMPLE

KANSAS CITY MAYOR
QUINTON LUCAS

04.5.3 // VIDEO | CLOSING ANIMATION

This **animated Fountain close** will be use on all City video productions.

IMAGE SEQUENCE CLICK TO VIEW

For assistance editing your video or adding the animated Fountain close, please email City Communications at
communications@kcmo.org

04.5.3 // **VIDEO** | **FOUNTAIN TV CHANNEL 2**

Fountain TV is the City's government access channel.

In order to help residents know what meetings are airing soon, standard Up next graphics with meeting title, ad space and live tv feed will be featured preceding every scheduled meeting.

Every live aired meeting will use the lower third show on this page.

Requests for an ad to be placed into this space can be made through City Communications.

04.5.5 // **VIDEO** | **MUSIC**

Kansas City has a rich and storied music history, Jazz being the sound that comes to everyone's mind when they think of Kansas City music. Many modern acts in all styles of music have received national and even global recognition and deserve to be featured in our programming.

To this end, we shall strive to use KC-centric music only.

04.6 // **CITY SIGNAGE**

It is important for residents to quickly and reliably identify not only the work being done by the City, but the type of work and where to find more information if they desire.

All city projects will be marked by a sign using the template shown here. If work is being done by a contractor, it will be written into the contract and they will have the choice of several print companies that will have the template on file or the template will be provided to them.

04.6.1 // CITY SIGNAGE | BILLBOARDS

Billboard design should follow guidelines outlined in previous sections, along with the following:

- Brevity. Use no more than seven words to convey the message. Billboards have to be consumed by the viewer in a split second.

- Include an easy to remember way to get more info.

- Viewing distance should be taken into account.

- Simplicity. These are meant to be supporting imagery with simple designs and simple messages. Avoid busy backgrounds.

04.6.2 // CITY SIGNAGE | CITY WAYFINDING

A consistent wayfinding system is in process of being created with input from various partner organizations. The end goal will be a system that is easily recognizable by residents, tourists and any other visitors to Kansas City.

The system will highlight the diverse districts and attractions around the city.

04.6.3 // CITY SIGNAGE | STREET POLE SIGNS

The standard street pole design will be the preferred vertical Fountain logo, in full color on a light background, or white on a blue or red background that includes the watermark of the fountain filling the space behind it.

When there is a partner event, one of the banners can be swapped out for a design for the event, but one banner (or one side of the banner if there is only one on the pole) must remain as the standard street pole design. If the event features our Fountain logo then this requirement is met.

04.6.4 // CITY SIGNAGE | CITY POST

The City partners with CityPost and has space available for advertisements on kiosks throughout the city.

These ads should follow standard design protocol and be sized to the dimensions shown to the right. There are three types of images that are available:

- Full Size broadcast poster (1080x1770px)
- Broadcast poster with headline (1030x720px)
- Landing page graphic (900x450px)

To have these ads published, you can email the final ads to **content@smartcitymedia.us**, or if you can request to have access to an account to publish posts through City Communications.

POSTER W/ HEADLINE

CITY OF KANSAS CITY, MO
kcmo.gov

Type Your
Headline Here
Four Lines
or less

Touch for more ···

Upload Media
1030x720 Pixels

FULL SIZE POSTER

Upload Media
1080 x 1770 Pixels

LANDING PAGE
(OPTIONAL)

Upload Media
900x450 Pixels

Type more information about your post in this space.
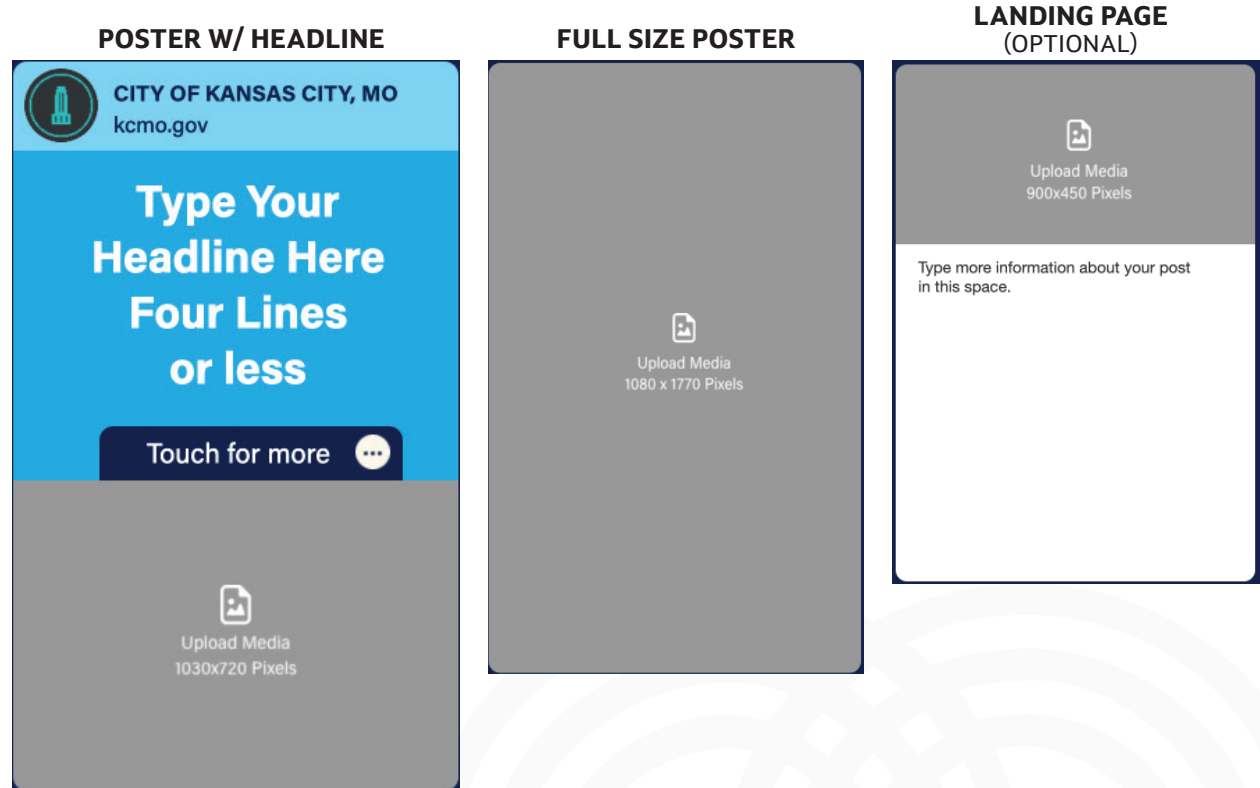
04.7 // **APPLICATIONS | GEAR**

The full color vertical preferred Fountain logo should be used on apparel, whether printed or embroidered. Otherside, 2-color or 1-color applications should follow guidelines stipulated in **Section 02.7**. **The gradient Fountain logo should never be used**.

Placement is left breast pocket on shirts and jackets for default staff apparel. Preferred size is 2.5" to 3" tall, using the listed thread colors for embroidered logos.

Be intentional about the size of the logo. It need not be huge and fill space just to fill space. A medium sized logo with ample white space can be tasteful and feel more intentional than a giant logo.

When the apparel is created as a special item that doesn't contain the Fountain, it needs to appear somewhere on the shirt, such as a sleeve or centered and small on the back of the t-shirt.

Some novelty items or deliverables may require using the Fountain logo in a way not allowed by guidelines. For example, size guidelines may not apply to smaller novelty items (such as pens that have a small imprint area). When this is the case, all efforts should be made to make the logo as legible as possible, even just using the wordmark.

If you have questions, contact City Communications.

EMBROIDERED LOGO THREAD COLORS
Robison – Anton 2263 Red
Robison – Anton 2529 Blue
Black Thread Color (Standard Color)
White Thread Color (Standard Color)

04.8 // **VEHICLES | FLEET**

All fleet vehicles will use the preferred vertical Fountain logo.

It will be placed on the driver and passenger door, in color, black or white (whichever provides the highest contrast with the existing paint color).

In addition to this decal, there is a suite of approved bumper stickers that can be placed on the back of the vehicle. Only these approved stickers may be added to the vehicles.

YOUR 24/7 CITY HALL
KCMO.GOV

Follow us on social media (but not while driving)
KANSASCITY

REPORT ISSUES ON THE
MYKCMO APP @ DIAL 311
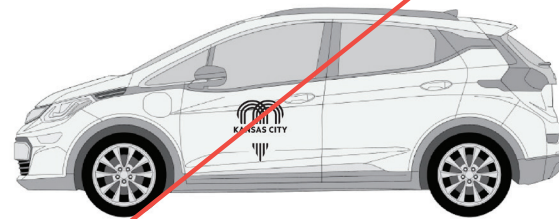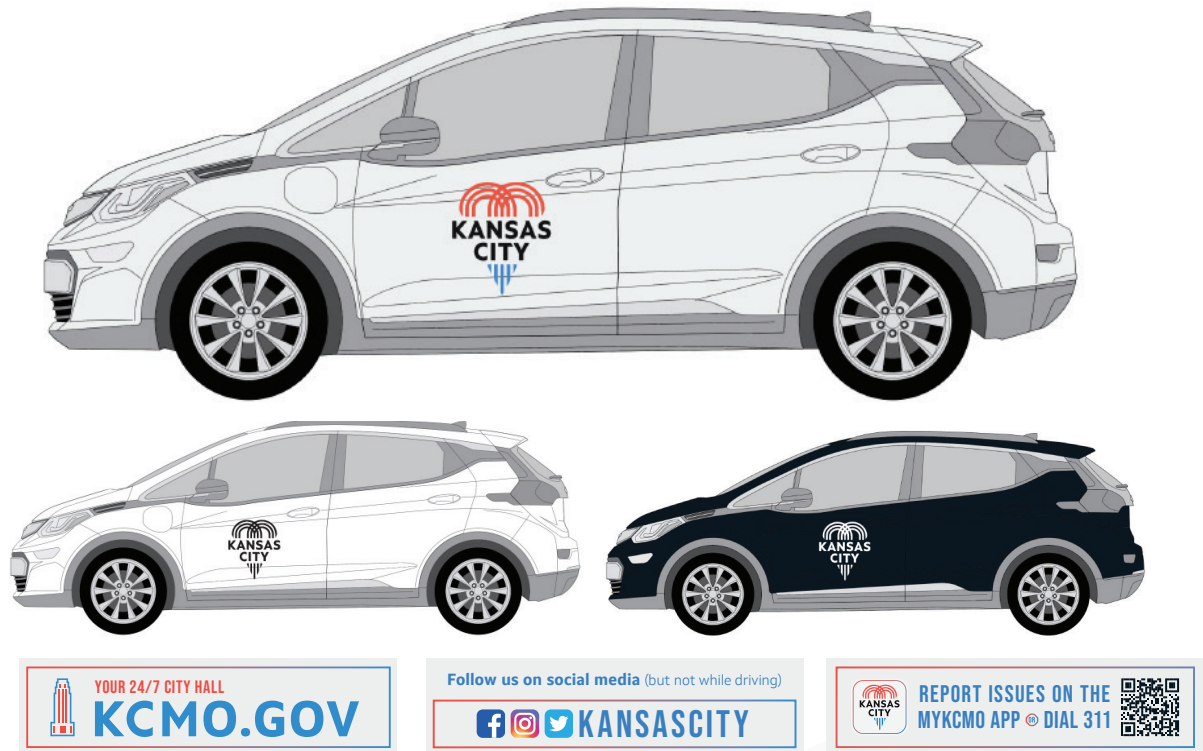
04.8 // **VEHICLES** | **SPECIALTY**

The City has many specialized vehicles that may not fall under the umbrella of a department or may be part of collaborative project.

Design of these vehicles shall be handled or approved by City Communications.

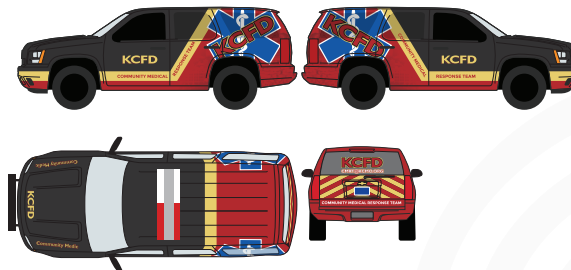Examples of specialty vehicles include: street sweepers, Fire fleet, Health Department Mobile Command Center, General Services, Aviation vehicles (FAA regulated).

04.9 // SUBMITTING LOGO FOR EVENTS

The City, as a whole and individual departments/programs, sponsor a wide range of events and community initiatives.

In order to avoid "logo soup", if multiple departments are sponsoring an event the preferred vertical version of the logo will be the default sponsorship mark used with departments listed next to it.

Do not submit more than one City logo for sponsorships.

MULTIPLE DEPARTMENT EXAMPLE

Sponsor Departments
Civil Rights & Equal Opportunity
Housing & Community Development
Health

LANGUAGE BEST PRACTICES

KANSAS CITY

05.1 // **PLAIN LANGUAGE**

Plain language is essential whenever you're communicating with a broad audience, especially when clarity and understanding are the priority. It ensures your message is easily understood by everyone, regardless of their background or familiarity with the topic. By focusing on the reader's needs and using clear, concise language, you can avoid confusion and make your content more accessible. The following guide outlines best practices for writing in plain language, along with an exploration of its overlap with writing for the web and key strategies for web-specific content.

WHEN TO USE PLAIN LANGUAGE

Plain language should be used in municipal government communications when the goal is to make information easily accessible to the general public. This is particularly important for content such as:

- **Public Notices or Alerts:** For example, a street closure notice should read: "Main Street will be closed for repairs on Monday, October 2. Please use Elm Street as a detour."

- **Service Instructions:** When explaining how to pay a bill, apply for a permit, or report a pothole, it's best to use plain language. For example: "To pay your water bill, log in to your account, select 'Pay Now,' and follow the instructions."

- **Grant or Program Applications:** For initiatives like the Back to Business Grant, the message should be simple and to the point, such as: "We're here to help businesses affected by vandalism. Fill out the form to get started."

However, plain language may not be appropriate when communicating with specialized audiences who expect or need technical language, such as:

- **Legal Notices:** Legal documents often require specific terms that have precise meanings. For instance, language in a zoning ordinance might need to follow legal standards, e.g., "The variance is subject to the conditions set forth in Section 12-45 of the municipal code."

- **Internal Reports for Experts:** Reports prepared for engineers, urban planners, or legal teams might require the use of industry-specific terminology. For example: "The stormwater retention system must comply with the EPA's National Pollutant Discharge Elimination System (NPDES) requirements."

Balancing clarity with necessary complexity ensures that the message is both understandable and appropriate for the audience at hand.

05.1 // PLAIN LANGUAGE

PLAIN LANGUAGE BEST PRACTICES

Audience-Focused Writing: Understand who your readers are and write in a way that meets their needs. Focus on what they want to know, and organize your information accordingly.

Logical Structure: Organize content logically, presenting the most important information first. Use headings, lists, and tables to break up the text and make it easy to navigate.

Clear, Concise Language:

- Use short, simple sentences.

- Avoid jargon, technical terms, or legal language unless necessary, and explain it if you must use it.

- Choose common, everyday words over complicated or unfamiliar terms.

Active Voice: Use the active voice as much as possible. Active voice is direct and easier to understand. For example, instead of saying, "The form must be completed by you," say, "You must complete the form."

Pronouns and Personalization: Use personal pronouns like "you" to engage the reader directly, making the content more relatable and easier to follow.

Actionable Language: When providing instructions, use direct, actionable language. Tell the reader exactly what to do, step by step.

Avoid Redundancy: Eliminate unnecessary words and redundant phrases to keep the message concise.

Consistent Terminology: Use consistent terminology throughout the document so readers don't have to guess if two different terms mean the same thing.

Design for Readability:

- Use ample white space, clear fonts, and appropriate contrast.

- Use bullet points or numbered lists for easier reading.

- Ensure that headings and subheadings help guide the reader through the content.

Test for Clarity: After writing, test the document with real users to ensure they understand it. Feedback helps identify areas for improvement.

For a deeper dive visit www.plainlanguage.gov

05.2 // **WRITING FOR THE WEB**

When writing for the web, the best practices include: prioritizing clarity and conciseness, using active voice, structuring content with scannability in mind, placing the most important information at the top, utilizing headings and lists, writing for your target audience, and ensuring links are descriptive and relevant to the content they lead to.

KEY ASPECTS OF GOOD WEB WRITING:

- **Inverted Pyramid Structure:** Present the most crucial information first, followed by supporting details.

- **Short Paragraphs and Sentences:** Break up text into manageable chunks to make scanning easier.

- **Clear Headings and Subheadings:** Use headings to guide readers and break up content visually.

- **Bulleted and Numbered Lists:** Employ lists to present information in a digestible format.

- **Active Voice:** Use active verbs to make writing more direct and engaging.

- **Conversational Tone:** Write as if you're speaking directly to the reader.

- **Relevant Keywords:** Incorporate keywords related to your topic to improve search engine optimization.

- **Descriptive Link Text:** Always clearly state where a link will take the reader.

- **Consider Accessibility:** Write with accessibility in mind, using appropriate headings and alt text for images.

- **Avoid Jargon and Technical Terms:** Use simple language that is easily understood by your target audience.

- **Call to Action:** Clearly state what you want the reader to do next.

05.3 // **PLAIN LANGUAGE VS WRITING FOR THE WEB**

While closely related, "plain language" refers to using clear, concise language that anyone can understand, while "writing for the web" takes that concept further by specifically tailoring the language and structure to be easily scanned and navigated online, with a focus on short paragraphs, headings, and links to guide the reader quickly.

KEY DIFFERENCES:

Focus on scannability:
While plain language prioritizes clarity, writing for the web emphasizes making information easily scannable by using headings, bullet points, and short paragraphs to allow users to quickly find relevant information.

Hyperlinks:
Web writing leverages hyperlinks to provide further context or related information, which isn't typically a factor in plain language writing.

Audience expectations:
Web readers often expect a more conversational tone and direct approach, while plain language can adapt to different contexts and audiences.

OVERLAP:

- **Simple language:** Both plain language and writing for the web prioritize using everyday words, avoiding jargon and complex sentences.

- **Concise writing:** Both aim to convey information efficiently, avoiding unnecessary details.

- **User-centered approach:** Both practices consider the needs of the audience and strive to make information accessible.

EXAMPLE:

Plain language:
- "To apply for a loan, you must provide your income details and bank statements."

Writing for the web:
"Apply for a Loan:

- Provide your recent paystubs
- Submit your bank account information
- Click 'Submit' to complete your application"

05.1 // POLICY STATEMENT

COMPLIANCE

05.1 // **POLICY STATEMENT**

This isn't just any city, and it's not just any brand. Each of us plays a role in sharing it with the world consistently and confidently. So, the proper use and adherance to the brand guidelines outlined in this manual is imperative.

Improper use will result in reprinting or reproducing materials at the expense of the party at fault.

For questions or assistance about these brand guidelines, use of logos or graphics on any medium, the unauthorized use by others or the protection of Kansas City's marks in any manner other than prescribed here, please contact:

City Communications Office
414 E. 12th St., Suite 2101
Kansas City, MO 64106
Phone: (816) 513-1349
Email: communications@kcmo.org

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