

Kansas City



CAMPAIGN STANDARDS

HOW TO USE
THAT'S HOW WE DO KANSAS CITY



AT THE SHIP

ONE

First things first, the That's How We Do Kansas City lockup isn't a tagline. It's an exclamation point. The punch that ends a statement of fact only this town could say. It's best used after a headline but is strong enough to be used on its own. While we're at it, the lockup isn't a logo either. The only logo is the Visit Kansas City logo, which we affectionately call "the Spark."

TWO

That's How We Do Kansas City should always be big and bold. It should dominate the page, placement or conversation. We might be nice and polite here, but we're done being quiet.

THREE

Never break apart That's How We Do Kansas City. It goes together like Kansas and City. That's How We Do shouldn't be used on its own. And, except in rare occasions, another word or words should never be substituted for Kansas City. "That's How We Do Monster Truck Rallies," while awesome, doesn't have the same ring to it.

FOUR

Let's talk headlines. Of course they should be true to the subject matter of the particular placement, but the best headlines will be fundamentally true to Kansas City on a higher level. The shorter the line, the better and quicker the setup for That's How We Do Kansas City.

FIVE

It's important to remember That's How We Do Kansas City isn't only about Kansas Citians. It's more about potential visitors identifying with the energy and attitude of how we do things. In other words, the "We" in That's How We Do Kansas City means everyone.

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THAT'S
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PRIMARY

THAT'S HOW WE DO
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THAT'S
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SECONDARY

