**Design Crowd Logo Brief**

**Overview** / *Background of the Business & Services*

The requested logo will serve as the overarching graphic element to brand and identify Kansas City, Missouri’s Historic Northeast (HNE). HNE is one of the oldest residential areas of the city. The neighborhoods of HNE have great historic significance, cultural richness, and an array of amenities complemented with significant parks. These neighborhoods are changing. After going through different cycles of growth and disinvestment, HNE is once again beginning to attract much attention in the Kansas City community.

Development patterns in HNE largely formed around the scenic historic boulevards of the area and the original streetcar systems (which operated along Independence Avenue until 1957). The boulevards provided aesthetic beauty as well as much needed access for automobiles throughout the area and streetcars provided transportation for residents, especially those traveling to and from the workplace in manufacturing facilities located nearby in industrial districts, and retail establishments that located along major corridors of the HNE.

HNE is urban. Neighborhoods are dense and commercial and industrial areas are adjacent to those neighborhoods. The population is diverse - residents in the area speak approximately 52 different languages, and approximately 20% are foreign born. HNE is connected, both socially and in physical connections (infrastructure). Residents can walk to destinations, play in neighborhood parks, and have a short commute to work. HNE is vibrant. Buildings are unique, neighborhoods have character, and there is life.

The Historic Northeast is located south of the Missouri River and approximately 3 miles northeast from the center of downtown Kansas City, Missouri and generally bound by Cliff Drive on the north, Truman Road on the south, I-29/I-35 on the west, and I-435 on the east.

**Target Market** / *Audience you are trying to reach so designers can create their concepts fit for your audience*

Primary branding is aimed at creating an identity that unifies the residents and businesses that reside and operate within the geographic boundaries of Kansas City’s Historic Northeast.

Secondarily branding is aimed at visitors to the area, including residents of the Kansas City metro area and out of town visitors. This may include park users, trail users, shoppers making purchases at local retail establishments, students and faculty of educational institutions in the area, and clients of a variety of social service agencies that are located within the geographic boundaries of Kansas City’s Historic Northeast.

**Design Specifics** / *Any preferences or ideas for Style, Font, Color, Imagery, etc.*

Must use the words “Historic Northeast.”

Goal:

Develop a logo that is representative of the diverse regions, districts, and the primary six neighborhoods that comprise the Historic Northeast. The neighborhoods include – Pendleton Heights, Scarritt Renaissance, Indian Mound, Sheffield, Lykins, and Independence Plaza.

Should convey:

Diversity, vibrancy, vision of the future with respect for the past. Design should be universal in theme, and not nation specific.

There are several historic northeast neighborhoods throughout the United States and the graphic element that is developed should differentiate Kansas City’s Historic Northeast from others elsewhere.

Must be professional quality. This logo will be utilized on a wide variety of medium, including websites, social media, signage, streetscape (stamped concrete, cut metal, banners, etc.), printed materials (stationery, pamphlets, t-shirts, business cards, etc.), and possibly more.

As a result, while we want the logo to be eye-catching, it must still be legible.

Must be easily reproducible and scalable for large and small formatting.

There are no limitations and any colors may be used. The logo must look good in color and in black and white.

Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published.

*Any attachments that depict the style you prefer, or previous products*

*Two attachments from KCDC*

*Google Map with reference to location compared to KC Metro area and Nationally*

*Photos of the District – housing and commercial*