



## Reposition Explanation

It all starts here! Downtown Lee's Summit.

And it does. Downtown is the center point of Lee's Summit and is an example of how a community can effectively refresh a historic Downtown Main Street making it a one-of-a-kind shopping and entertainment destination area.

It's a new era for Downtown Lee's Summit - new streets and sidewalks, and new attitude – it's time to catch the attention of our target markets with a fresh one-of-a-kind, high energy creative element. The treatment is designed to be simple, yet compelling and can easily translate into all marketing materials. The image isn't safe – but cutting edge and not a typical visual image for a Downtown area.

**The Downtown Lee's Summit reposition— as an idea, promise and experience—must fulfill these standards:**

- It must be relevant to a real or projected need in the marketplace.
- It must be deliverable—Downtown Lee's Summit must have the infrastructure (events, activities and participation from its merchants) to fulfill the promise and deliver on the message.
- It must be credible—the message behind the promise must be perceived as deliverable.
- It must be differentiating—it must possess some quality that distinguishes it from all other Downtown areas.
- It must be both inspired and inspiring—it must motivate interest, action and enthusiasm among merchants, Downtown Lee's Summit Main Street staff and ultimately customers.

### Implementation principles

Now that Downtown Lee's Summit has a new repositioning identity, it is critical that we protect and build it. The sections that follow contain everything you'll need to know to communicate using the new Downtown Lee's Summit's repositioning image, including various document, logo guidelines and examples of proper and improper applications.

Additionally, please keep the following suggestions in mind in order to maximize the intent of the reposition.

It's very easy to overlook seemingly minor details when using the various components, yet these types of mistakes can damage the reposition and create roadblocks in reaching your objectives. Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the Downtown Lee's Summit reposition.