



### **Collaboration leads to new logo and branding for Missouri Main Street Connection.**

Throughout 2016, Missouri Main Street Connection (MMSC) celebrated our 10<sup>th</sup> anniversary as a non-profit Main Street organization. To follow up this celebration, we wanted a new logo and brand to usher in the next 10 years. We also wanted to include our Main Street communities in the design process of a new logo.

We presented the idea for a logo and branding competition during the Main Street Director's Meeting at our Annual State Conference. We asked the local program directors to seek out design and marketing firms in their community who would submit proposals depicting a new image for MMSC. As a reward for the winning design, Missouri Main Street Connection provided a \$5,000 incentive that would be given to the winning firm, to then be donated to the Main Street community where that firm is located.

A panel of judges had the difficult task of reviewing eleven great entries to determine which one best portrayed the spirit of Main Street in Missouri. The winning design was submitted by Downtown Lee's Summit Main Street (DLSMS) and was created in conjunction with the DLSMS staff and Fossil Forge, a Lee's Summit-based design firm that donated their time and work to help create the new branding.

"We set out to create a fresh logo that represented the physical and human connection of the Missouri Main Street program and it's communities," said Dave Eames, owner of Fossil Forge and a member of the Board of Directors for Downtown Lee's Summit Main Street. "We were considerate of the current logo, thinking about how we might use existing elements in a new way."

The selection committee enjoyed not only the brand design itself but also the explanation provided with the submission. The design highlights the diversity of experiences available in Missouri communities.

"Housed inside the outline of Missouri, the grid represents the roads, connections and intersections of our main streets and town squares. The colorful blocks between the lines are the prairies, forests, farms and rural patches of our state. The pattern of bricks and stone crisscross the logo, which are key building blocks to our modern and historic towns and cities," explained Eames. Missouri Main Street Connection is placed at the center of the state to illustrate how we strive to bring all Missouri communities together.

It was very important to us to involve our communities in the creative process. Instead of spending money with an outside company, we wanted to support one of our Main Street communities and their local design firm. We are excited to begin using our new branding in 2017.