

Downtown Wichita Launches New Brand and Website

FOR IMMEDIATE RELEASE

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WICHITA, KS – June 13, 2017 – Today the Wichita Downtown Development Corporation unveiled a new logo, brand and responsive website to further unify and enhance communications and awareness of the Downtown Wichita district and organization.

This new branding effort creates a strong visual identity to leverage recognition for the urban district, and is representative of the creative, thriving and collaborative environment that exemplifies Downtown Wichita. The new tools provide the foundation and platform to share messages in an exciting and engaging way that tailors to key downtown audiences: developers, residents, visitors, businesses and employees.

The new website, www.downtownwichita.org, went live today. The responsive site is user friendly, featuring enhanced functionality and mobile first design. As part of the rebrand, the Wichita Downtown Development Corporation will be publicly known as "Downtown Wichita," further positioning the organization as the voice of the district.

"Sharing the unique aspects of Wichita's urban district is critical to its future development. We are constantly seeking to improve our communications to current and future residents, visitors and businesses," said Downtown Wichita President Jeff Fluhr.

Key to the updated branding effort is the new brand promise of Possibility People, which provides an opportunity to promote all that is possible — from economic development and investment to cultural vitality to diverse lifestyles. Telling these diverse stories of local people through written and video content, and focusing on their success, will further enhance perceptions of Wichita and assist in attracting talent to the greater region.

The new logo, brand and website was designed by Howerton+White, a local integrated marketing agency, who worked closely with the Downtown Wichita team during its development.

"If Downtown Wichita is successful then we are successful. We were ecstatic to lead this project and can't wait to see the positive impact it has on our Downtown," said Nicole Howerton, Principal and Creative Director at Howerton+White.

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About Downtown Wichita
Downtown Wichita is a private 501(c)(3) non-profit corporation that amplifies the energy, capital, and growth of Downtown by empowering residents, visitors, and businesses to explore the possibilities of our city's core. Downtown Wichita is an affiliate of the Greater Wichita Partnership.



About Howerton+White

Howerton+White, an integrated marketing agency, specializes in establishing and growing brands with a strategic approach to creative solutions. Howerton+White delivers results for regional and national brands with locations in Wichita, Kansas and Kansas City, Missouri. www.howertonwhite.com