



**INDEPENDENCE**  
★ MISSOURI ★

A GREAT AMERICAN STORY

# City **Communication Plan**

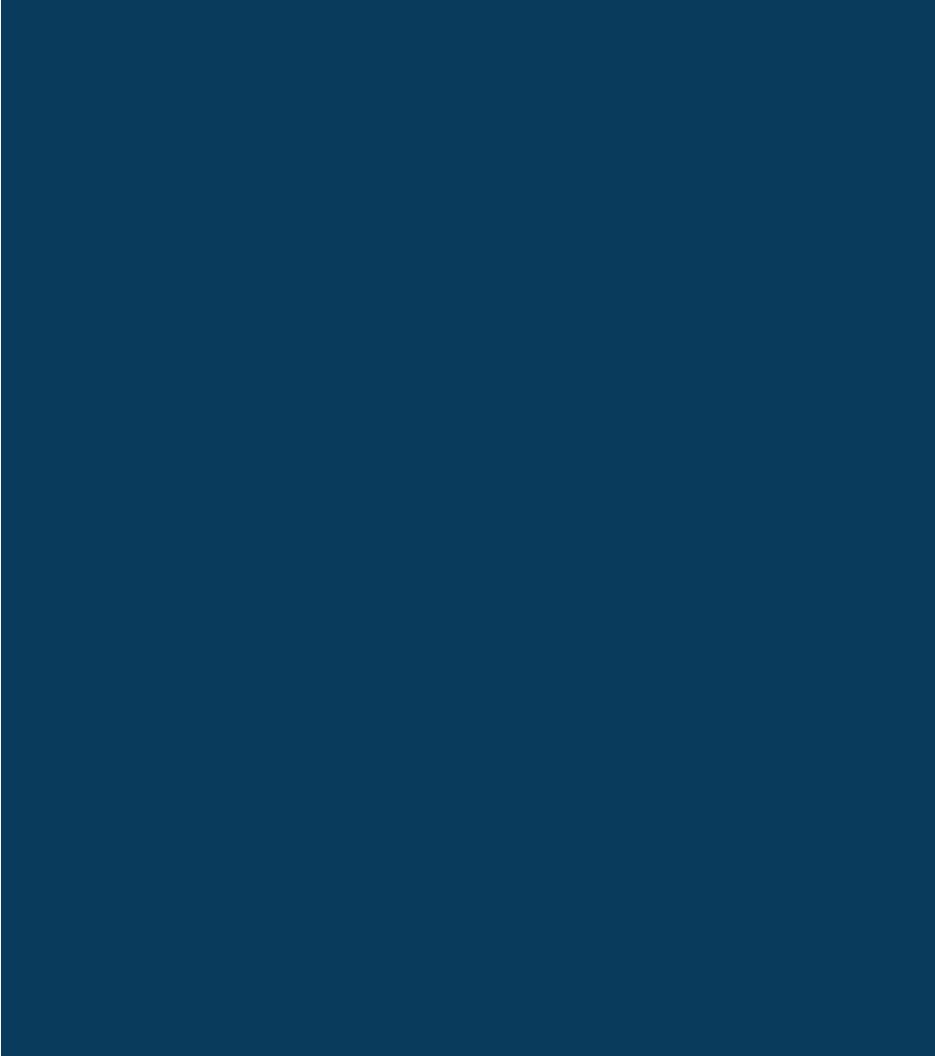
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2022 - 2026





**WELCOME**



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# Communication Team

## Members

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**Meg Lewis**

Communications Manager



**Steve Wagner**

Digital Production Manager



**Zach McNulty**

Multimedia Communications Coordinator



**Madison Mead**

Digital Content Specialist



**Melissa Mokry**

Communications and Public Education  
Outreach Coordinator

# Note from your City Communications Team

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In the last five years we have seen a consistent commitment to the improvement of communications both internally with City staff, and externally with our citizens and the stakeholders that make Independence what it is. From an increased presence on social media platforms to a focus on video content, communications play a vital role in the day-to-day lives of residents, visitors and businesses in Independence.

This communication plan is intended to outline current areas of focus within the communication team, but also goals supported by the Independence For All Strategic Plan.

Independence is the fifth largest City in the state of Missouri. With more than 120,000 residents and thousands of visitors each year there is no lack of stories to be told. In 2019, we introduced the new Independence, Missouri - A Great American Story brand. We now use this brand, voice and strategies to guide our communications efforts. But like any good story, we must adapt and evolve to meet the needs of those we serve.

To meet these changing needs we have dramatically increased the use of digital communication. Since 2017, the City's Facebook, Twitter, Instagram and Nextdoor presence has expanded to reach thousands more residents. In August 2019, the City transitioned to a digital newsletter and press release format - sharing vital information directly with residents and stakeholders in real time. These changes have had a meaningful impact. Here are just a few highlights -

- 2019 Summer Storm - Residents across the City saw sustained power outages due to tree damage on power lines. City utility crews were joined by peers from across the region to restore power as quickly as possible. The City provided regular updates on social media platforms to inform residents of the progress, resources available to support them and thank yous to out-of-town crews assisting our local efforts.
- Winter Storms - Snow removal and ice mitigation are some of the most essential services we provide to our residents and visitors during the winter months. We have developed update procedures to let everyone know how we are preparing for and responding to storms in our area. In 2019, we also added a digital tracking system that has assisted us in sharing where our trucks are and where they've been.
- COVID-19 - In March 2020, none of us anticipated the full impact a

virus would have on the day-to-day activities in our lives. The City Communication Team immediately rallied with the City's Command Team to organize our first virtual press conference. Airing the Mayor's State of Emergency Announcement live on YouTube set the tone for the City's continued response to COVID-19. While we are still working through this situation, Communications have played a vital role in the health and safety of our citizens and visitors. This includes more than 200 "live meetings" aired on our City platforms, hundreds of social media posts and updates as health orders, vaccine opportunities and more became available.

Our commitment to the citizens, visitors and stakeholders of Independence, whether in every day communications or emergency situations is to provide a customer-centered communication and meet the following goals:

- Providing accurate, diverse, transparent, consistent, and easy-to-understand information in places our residents, visitors and stakeholders can readily access and share.
- Transforming digital offerings to meet changing technology available and evolving needs of the community.
- Providing platforms and events for dynamic feedback and engagement with citizens, visitors and stakeholders.
- Continued commitment to professional, high-quality communications on all platforms.

This team is committed to these goals and the continued professional improvement needed to provide them. Our vision as a division is "To be engaged and innovative communicators, utilizing technology to re-imagine government communication to meet the needs of today." We are human, residents of this region and actively engaged in the community we serve. We are proud to work for the City of Independence and share the stories of those that live, work and play here. It truly is - A Great American Story.

Sincerely,

**Your City Communications Team**

# Key Objectives

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## Inform

We are responsible for several key daily needs for residents and business owners. We must regularly inform the public about health, safety and maintenance that will impact them, their families and their customers.

## Educate

Beyond the services the City provides, we have an obligation to educate the residents and business owners we serve through ongoing programs, events and outreach that will improve their daily lives.

## Engage

We must be a two-way street to be successful. We must engage with all those we serve to regularly analyze our strengths and weakness to ensure the best possible customer service.

## Grow

We are committed to growth and communication allows us to share the stories of this community through multiple levels from a neighborhood post to a national story. We will continue to seek out opportunities to help our community grow through our communication efforts.



## Mission

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To tell the many stories of Independence and engage our community while guided by the City's strategic plan.

## Vision

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To be engaged and innovative communicators, utilizing technology to re-imagine government communication to meet the needs of today.



# Succession Planning

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As we look at the future of our division, cross training staff and offering quality external training are important for the development of the Communications Division and our succession planning efforts.

Moving forward, staff members will be cross-trained to stand in for another person in each of these areas: website/graphics, meeting set-up, content creation and videography. This will ensure a continuity of services if team members are unavailable, move to a different area in the City or leave for a new position.

Leadership development also is highly encouraged. Team members are also encouraged and empowered to “lead” and “own” a project. A project leader has the ability to offer direction to others on the team and take ownership and accountability of the final results.

Further, team members are encouraged to engage in creative time where they can learn new skills, test new opportunities and seek innovative answers for communications challenges or opportunities through new technology, programs or equipment.



# Current Communication Trends and Best Practices

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## Social Media

Continued need for social media presence- Approximately 72% of Americans report they regularly use social media (Pew Research, April 2021).

Emphasis on video across all platforms - All platforms are heavily emphasizing video. YouTube has become most commonly used social media platform with 81% of Americans regularly using it, up from 73% in 2019 (Pew Research, April 2021).

## News Consumption

Newsrooms continue to shrink - American newsrooms have seen a continued decline with a 26% decrease since 2008. However, employment at digital publishers is growing, up 144% since 2008 (Pew Research, July 2021).

Online audio audiences are growing - Which is challenging all communicators to creatively find new ways to meet this trend. This includes new social media platforms such as Club House and the growth of the podcast. (Pew Research, July 2021)

Empowering citizen journalists - There is a growing trend of individuals creating their own “news” channels on multiple platforms to share content. This has both positive and negative connotations.

# Digital Transformation

Growth of mobile - All platforms - news, social media and websites - are being more heavily consumed on mobile platforms.

- More than 50% of the visitors to the City's website are using a mobile device.
- Additionally, we launched the IndepNow App in 2020 and Visit Independence App in 2019 encouraging residents to report concerns and visitors to engage with our community on a more mobile friendly platform.

Growth of artificial intelligence (AI) - More governmental agencies are utilizing AI to assist citizens and customers. This includes chatbots that automatically answer basic questions before moving to individual staff members to assist with more complex concerns.



# Communications by the Numbers

Platform	FY 2018-2019	FY 2019-2020	FY 2020-2021
Digital Communications*	N/A	59	74
Facebook Likes/Followers**	10,378 likes	12,230 likes	15,859 followers
Twitter Followers	6,313	6,959	6,890
Instagram Followers	1,123	1,650	1,885
Nextdoor Users	16,611	21,339	23,304
YouTube Subscriptions	356	607	770

\* This includes CityScene newsletters and press releases sent via the City's email messaging service

\*\* Facebook transitioned away from Likes to Followers on Pages in 2021

## FY 2020-2021 Highlights

**3-5**

Facebook Posts  
Per Day (Average)

**4,800**

Hours of  
Watch-Time

**222**

Live Meetings

**195**

Instagram Posts

**32**

New Videos



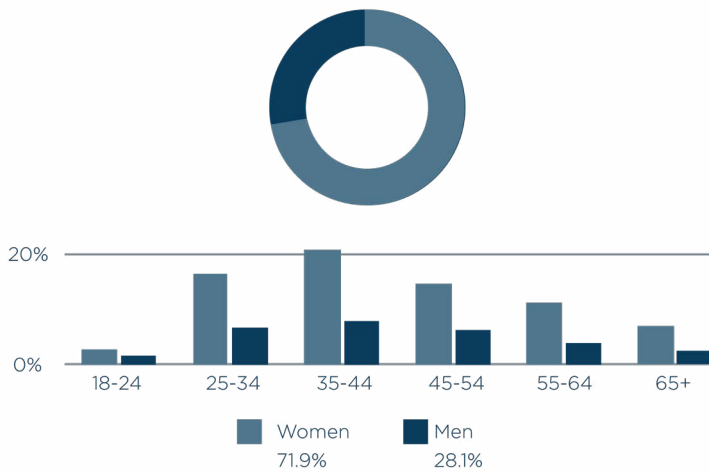
# Audience Breakdowns

## Facebook and Instagram

Facebook Page Likes

**15.4K**

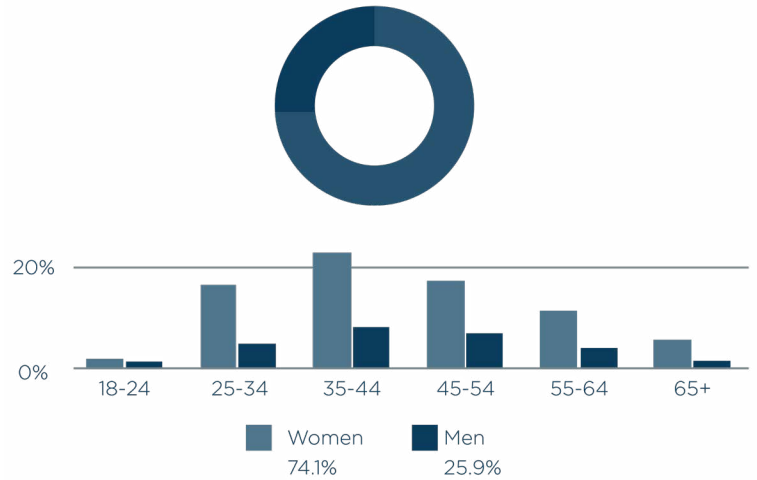
Age & Gender



Instagram Followers

**1.9K**

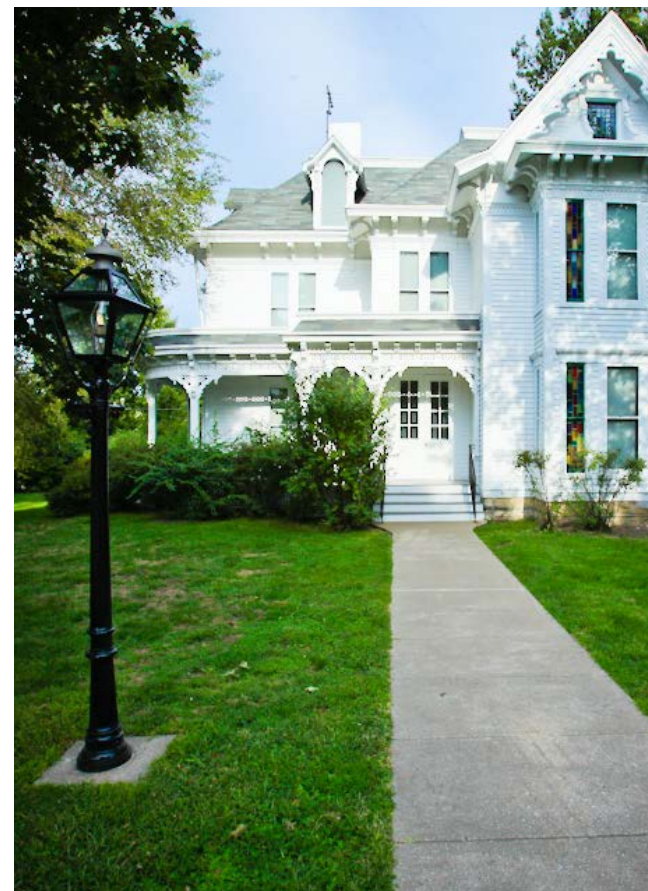
Age & Gender



## YouTube

Age & Gender

Views - Jul 1, 2020 -- Jun 30, 2021



# Our Services

## **Brand Oversight**

The Communications Team acts as brand managers for the City of Independence. This includes overseeing proper use of the brand, brand voice, logo usage and application of the brand styling guide found later in this document.

## **Communications Planning**

The Communications Team leads any communication planning efforts for the City. This includes the roll-out of new programs, service changes, or general communications for a department or division.

## **Community Engagement**

The Communications team is regularly looking for in-person, virtual, and digital engagement opportunities with City departments, Boards/Commissions and community partners.

## **Creative Design/Graphics**

The Communications Team designs and produces collateral material for social media, print, or web presentations.

## **Marketing**

The Communications Team leads the marketing efforts of the City of Independence. This includes the creation of event posters, social media advertising or media buys.

## **Media/Public Relations**

Media requests and interviews are organized by the Communications Division. The Communications Manager receives approximately one inquiry a day.

## **Photography**

The Communications Team attends events to visually document City programs, services and events.

## **Press Releases**

The Communications Team writes and distributes press releases and media advisories to local media outlets to promote events, programs, awards and city services.

## **PSAs**

The Communications Team is responsible for producing educational and public information videos regarding services or programs related to the City, Boards/Commissions or initiatives.

## **Public Meetings**

The Communications Team covers and records all public meetings.

## **Publications**

The Communications Team leads the monthly writing and design of the CityScene newsletter and bi-weekly Independence Today. It is available to help all departments with written publications such as letters, door hangings or notifications.

## **Videos**

The Communications Team creates and maintains videos for the City and all of its departments. This includes short videos for social media and longer videos for City7, the government access channel.

## **Website Design**

The Communications Team provides general website upkeep for the City of Independence and should be consulted when creating new pages within a department or division.

# Key Stakeholders

The primary stakeholders of the City of Independence are first and foremost the citizens of this community. However, in the course of the various day-to-day business of the City a variety of stakeholders are communicated with. In an effort to better understand the many parties the City works with, each Department was asked to complete a survey highlighting the key stakeholders they work with on a regular basis.

Below we have identified a few of the common stakeholders identified between departments.

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## Citizens

As the fifth largest city in Missouri, Independence serves more than 120,000 citizens. Therefore every aspect of this Communication Plan will work to ensure we are providing citizens the information, education and engagement opportunities they need to be safe, secure and successful. The City will work to utilize traditional and social media platforms to provide information on a regular basis, answer questions where appropriate and continue to share the growth of this community.

## Employees

There are nearly 1,100 employees working for the City of Independence. These individuals are the people who directly interact with Citizens on a day-to-day basis and therefore must play a key role in every aspect of the Communication Plan. Positive customer service interactions are important and to this end, employees will receive a copy of this Communication Plan and communication training opportunities will be added to the ongoing mix of continuing education provided. Additionally, the City leadership will continue to utilize every avenue to effectively communicate internally through emails, newsletters, meeting and recognition as appropriate.



## **Community Leaders**

We are fortunate to live in a very engaged community. We define Community Leaders as citizens and business owners who actively engage in an effort to move the City forward. These individuals may be members of local business, civic or religious organizations and many of them also serve on City boards and commissions. We depend on these individuals to act as opinion leaders and will work to provide further opportunities to share the City's ongoing messages on a variety of topics to assist them.

## **Media**

The members of the media play an important role in reaching our citizens, customers and business partners. A positive relationship with all outlets (print, television, radio) is vital and will continue to be a key component of all communication efforts.

## **Elected Officials (local and regional)**

The City is fortunate to have active and engaged local elected officials and strong relationships with regional elected officials as well. This interaction has allowed us to bring the voice of our citizens to the state and national level as we seek to help shape legislation that is the most beneficial for our shared futures. Ensuring these individuals have the information they need to assist in these manners as well as a general understanding of key community goals is an important part of this Communication Plan.

## **Local School Districts**

The City of Independence has within it four active school districts working to provide our young people the best possible education. The relationship between the City and those educating our future citizens, workforce and leaders is vital for our continued growth. Creating an open and active dialogue is important to ensure we are providing information, promoting opportunities and helping shape the future we all wish to see.

## **Neighboring Communities**

The City of Independence shares direct borders with seven surrounding communities and is within minutes of dozens more. Regular communication and collaboration between these communities is an important part of our public safety, education and business development.

## **Department Directors**

The Department Directors are asked to maintain a constant flow of communication with the Communications Manager and City Manager's Office as part of the proactive efforts to provide positive stories of the City's work to the public. If you have a human interest story relating to an employee or program within your division please share it in a timely manner. Department Directors should also work with their departmental liaisons to ensure any press release, social media post, publication or public collateral is approved by the Communications Manager before public dissemination. Department Directors are also the reactive content experts for their department and subsequent divisions. Should an emergency occur, Directors are vital to ensuring accurate and up-to-date information is provided to the public. Directors may also be asked to serve as spokesperson as appropriate for a media inquiry.

## **City Employees**

City employees regularly interact with the public in-person, via the phone, and through email. They are held to the highest standard at all times and should seek to provide the best possible service. City employees should not speak to the media unless otherwise authorized. Should they receive a media inquiry they should immediately direct it to the Communications Manager via phone or email, and inform their Department Director of the request. If a member of the media has a question that requires an employee's assistance, the employee should strive to respond in a prompt and efficient manner so as to meet the often tight deadline the media follow. The Communications Manager will work to communicate the deadlines in advance.

- Social media – All City staff who act as an administrator on any City related Facebook Page, Twitter Account or Instagram Account must complete and sign the City’s Social Media Administrator Policy found on Citynet under Administration Policies. Further, all staff should familiarize themselves with the City’s Social Media Policy which outlines expectations associated with these communication platforms including Facebook, Twitter, Instagram, LinkedIn, Nextdoor and Snapchat. Additionally, all volunteers should sign the volunteer social media policy as part of their orientation.
- Letters/Newsletters/Publications – All printed collateral that is distributed from the City or its departments should be reviewed and approved by the Communications team before distribution. Letters to individuals are an exception to this rule.

# STRENGTHS



- Ability to think and plan strategically.
- Creativity and ingenuity
- Technical background in AV production and maintenance
- Experience and technical understanding of design - print and digital design
- Efficiency
- Affable and approachable
- More than willing to provide help when needed
- Keep up on industry trends and practices
- Adapt easily to changing technology
- Maintain professional network within industries and region
- Ability to balance demands and find creative solutions to technological challenges



# WEAKNESSES



- We have a small team, serving a large physical area, with many departments, and programs, all with diverse needs
- Communication breakdown between departments and communication team makes it challenging to provide stories externally and communicate internally
- Gear and space challenges – not all areas are set up to meet the needs of the City, program or group
- Cross-training is important but challenging as roles of team members are diverse and focused
- Current technological infrastructure – both virtual and physical – do not meet the demands of the City. This includes meeting rooms and the City website
- Staff size poses challenges as we seek to compete in production quality with broadcast media peers



# OPPORTUNITIES



- 
- Technology is changing – helping solve some problems
  - Citywide commitment to communication supports overall goals of Communications Team and Strategic Plan
  - Ability to utilize free platforms to directly tell the stories to citizens and stakeholders
  - Ability to collaborate as a team to resolve challenges – technological or physical
  - Technology allows us to directly show citizens how to complete requests and services of the City
  - Opportunity to simplify communication from departments in an accessible way for the public
  - Improve perception of the City both within city limits and in surrounding area
  - Ability to utilize influencers to expand reach
  - Ability to adapt communications to meet the demographics of the community and region
- 



# THREATS



- 
- Multimedia as a trade is expensive, meeting industry trends can be challenging within budgetary confines
  - Technology lifespans are limited and equipment is heavily used
  - Communications industry is constantly evolving, and the new thing is right around the corner
  - Aging population with limited understanding of technology and communication platforms
  - Limited free resources for audio, visual and communication needs to meet budget challenges
  - Departments taking communications team and resources for granted
  - Increased expectations without resources to sustain them
- 



# GOAL 1

Improve website both from function and service access.

Communication continues to be a key area of focus within the City's Strategic Plan and one of the primary ways we communicate with citizens, businesses and visitors is the City's website. The content management system used to create the current website was developed in-house and has not aged as well as off-the-shelf options now available. In the next year (FY 2021-22) the Communications Team will work with the Tech Services division to complete a website audit and update while also replacing the content management system. This Digital Transformation will work to streamline the website in a customer focused way.

## Action Steps

1. Issue an RFP for Digital Transformation
2. Select firm and begin on-boarding process.
3. Complete website audit and begin transition to new platform.
4. Unveil new website.

## Definitions of Success

1. Long-term - Website better meets needs of citizens, businesses, visitors and staff.
2. Short-term - Improved scores on citizen satisfaction surveys.





# GOAL 2

Improve technological infrastructure to meet public engagement and meeting needs throughout city facilities.

COVID-19 has brought about a greater understanding of the impact on access to public meetings. It has also posed significant challenges to the Communications Team and Department contacts as we work to make virtual meetings a regular offering for citizens and stakeholders. In the next five years, the Communications Team will work with Tech Services and the City Manager to identify fiscally responsible steps that can be taken to meet the technological infrastructure needs that have now been outlined.

## Action Steps

1. Complete technological infrastructure audit.
2. Issue RFP/RFQ to obtain firm specializing in communications technology.
3. Begin transition and installation in facilities by order of importance outlined in audit.

## Timeline

1. Begin implementation in Spring 2022 with targeted completion in Spring 2025

## Definitions of Success

1. Increased access for citizens and stakeholders at meetings and to services across the City.
2. Improved broadcast quality for public meetings and events at city facilities.



# GOAL 3

Increase in-house production of videos and podcasts telling the stories of the region with support from community partners, school districts and regional peers.

The City has the unique opportunity to capitalize on the existing City7 government access channel and YouTube Channel while also growing followers and reach on other social media platforms through regular video content. Staff are currently in the process of working with local school districts and community partners to develop content to increase the library of information provided to the citizens of Independence. Further it is a goal to launch a regular podcast featuring programs and services of the City in FY2021-2022.

## Action Steps

1. Create program list with regular features from community partners.
2. Format space in City Hall or community to support podcast broadcast.
3. Launch new programming.

## Timeline

1. Begin implementation in Spring 2022.

## Definitions of Success

1. Increased viewership and subscriptions to YouTube Channel and social media.
2. Improved relationships with community partners.
3. Increased information for citizens on community events, programs and benefits.



# GOAL 4

Improve library of photos and videos needed to tell stories of departments, programs, and services.

When the City launched the new brand - Independence, Missouri - A Great American Story - in 2019, a spotlight was shined on the many stories and chapters within our community. To tell the diverse stories of our community it is important to have not only a library representative of the citizens but a commitment to maintain it. The Communications Team is identifying this goal as ongoing. A library of images and video must be regularly updated to reflect the changes of our community and the citizens that live here. This library will include static portraits of individuals and facilities. Drone footage of key areas of the City. And finally, video of key venues, areas, programs and events within the City.

## Action Steps

1. Create targeted list of venues, neighborhoods and programs to catalogue images of.
2. Assign targeted staff members to collect citizen portraits at events and programs.
3. Utilize this catalog to better reflect the images of Independence in all seasons.

## Timeline

1. Begin implementation in Summer 2022.

## Definitions of Success

1. More inclusive and diverse images utilized to represent City staff and citizenry.
2. Imagery of all areas of the community - historic neighborhoods to new developments.



# GOAL 5

Increase team training and cross training to meet changing communication industry trends and city needs.

As previously outlined in this plan, a concerted focus is being made to develop the members of the Communication Team to meet the changing challenges of the communications industry. To do this an emphasis is being made on obtaining further training, more cross training and the development of regional connections within the industry to create well-balanced team members constantly striving to improve themselves and the communications of the City.

## Action Steps

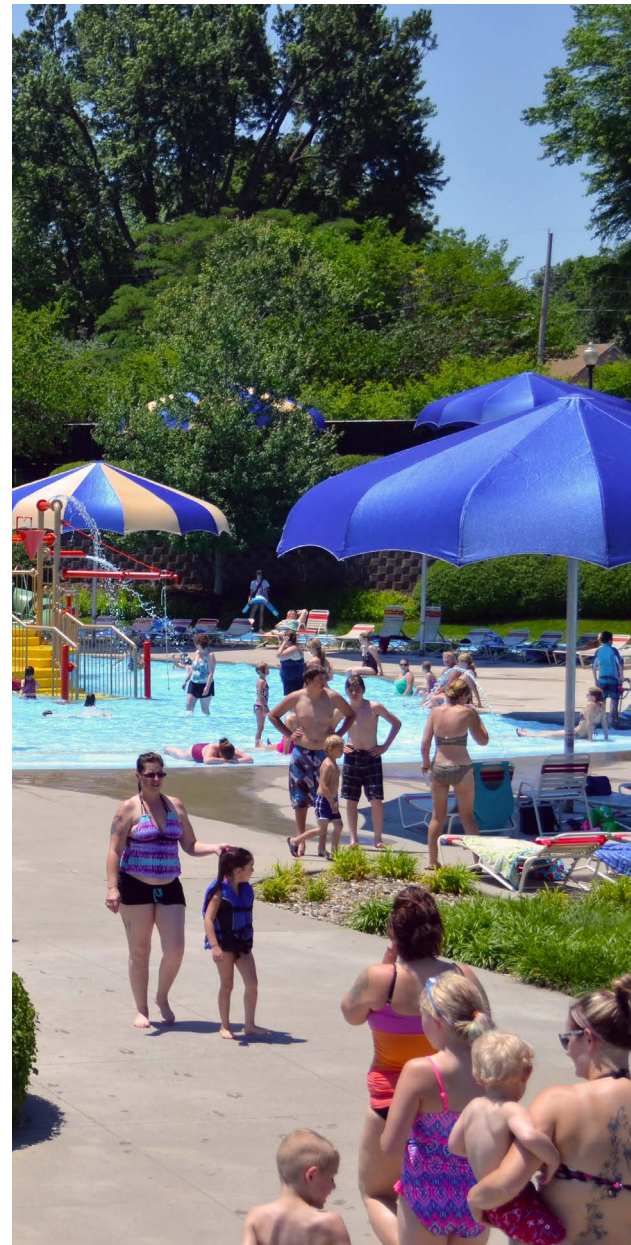
1. Individual team members will work with the Public Information Officer to develop a five-year career trajectory with targeted goals and training lists.

## Timeline

1. Begin implementation in Spring 2022.

## Definitions of Success

1. Increased engagement of the Communication Team and development of future leadership within the City of Independence.





# BRAND GUIDE



# INDEPENDENCE, MISSOURI

## GRAPHIC STANDARDS GUIDE



# INDEPENDENCE

★ MISSOURI ★

## A GREAT AMERICAN STORY

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These graphic standards were developed as a method for protecting the graphic brand of Independence, Missouri. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

**Meg Lewis**

Public Information Officer

City of Independence

111 East Maple Ave.

Independence, MO 64050

O - (816) 325-7086

C - (573) 289-3673

[mlewis@indepmo.org](mailto:mlewis@indepmo.org)

# INDEPENDENCE, MISSOURI

## LOGO USAGE

### FULL COLOR LOGO

The logo may be represented in full color using either spot color or 4 color process printing techniques.



### ONE COLOR LOGO

The logo may be represented in a single color using Black, Red PMS 302 or Blue PMS 7427 in either spot color or 4 color process printing techniques.



### LOGO ON COLOR

The contrast must be sufficient when printing a color version of the logo on a photo or color background. The state can be reversed if all other elements in the logo maintain sufficient contrast and remain in color.



### REVERSE LOGO

The contrast must be sufficient when reversing the logo on a photo or color background.



# INDEPENDENCE, MISSOURI

## COLOR AND FONTS

### RECOMMENDED COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the city's communications.

### COLOR PALETTE



PMS 302

C-100/M-48/Y-12/K-58  
R-0/G-59/B-92  
HEX 003B5C



PMS 7427

C-8/M-100/Y-70/K-33  
R-151/G-27/B-47  
HEX 971B2F



PMS 130

C-0/M-32/Y-100/K-0  
R-242/G-169/B-0  
HEX F2A900



PMS 364

C-71/M-4/Y-100/K-45  
R-74/G-119/B-41  
HEX 4A7729



PMS 357

C-92/M-18/Y-94/K-61  
R-33/G-87/B-50  
HEX 215732



PMS 5405

C-68/M-35/Y-17/K-40  
R-79/G-117/B-139  
HEX 4F758B

### RECOMMENDED TYPEFACE

The following typeface family should be used on all Independence, Missouri materials.

Gotham, Family: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Gotham Condensed Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

Alternate/Special:

**CALDER, BOLD: AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ 1234567890**



# INDEPENDENCE, MISSOURI

## LOGO RECOMMENDATIONS

### RECOMMENDED INDEPENDENCE LOGO SPACING

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the "N" in the logo. (See example) "N" equals the height of the tagline.



### MINIMUM SIZE

The logo may not be used smaller than 75" in order to retain readability. The words alone can be reduced to .25".



### TAGLINE USE

The logo with tagline should be presented as shown.



# INDEPENDENCE, MISSOURI

## UNACCEPTABLE LOGO USAGE



**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



**DO NOT** add unofficial copy or graphics covering any part of the logo.



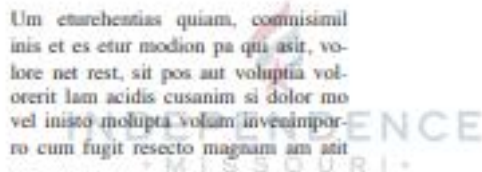
**DO NOT** delete, add or adjust any element of the logo.



**DO NOT** change the proportions of the logo.



**DO NOT** rotate or flip the logo.



**DO NOT** screen the logo or use the logo behind text.



**DO NOT** try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



**DO NOT** alter the logo for any other unapproved entity.



**DO NOT** print the logo on a dark background or image without the white outside border.

# INDEPENDENCE, MISSOURI

## EXTENSIONS

### Independence, Missouri Extensions

Each department should be placed between the stars in place of "Missouri"  
using Gotham Bold in PMS 302 Blue or Black when color is not available.



**INDEPENDENCE**

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**INDEPENDENCE**

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# INDEPENDENCE, MISSOURI

## FILE SPECIFICATIONS

### COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of corporate colors the recommended breakdowns are as follows:

### PRINTING

#### Pantone® (PMS)

Dark Blue	PMS 302
Red	PMS 7427
Yellow	PMS 130
Green	PMS 364
Dark Green	PMS 357
Soft Blue	PMS 5405

#### 4-Color Process (CMYK)

Dark Blue	C-100/M-48/Y-12/K-58
Red	C-8/M-100/Y-70/K-33
Yellow	C-0/M-32/Y-100/K-0
Green	C-71/M-4/Y-100/K-45
Dark Green	C-92/M-18/Y-94/K-61
Soft Blue	C-68/M-35/Y-17/K-40

### RGB

Dark Blue	R-0/G-59/B-92
Red	R-151/G-27/B-47
Yellow	R-242/G-169/B-0
Green	R-74/G-119/B-41
Dark Green	R-33/G-87/B-50
Soft Blue	R-79/G-117/B-139

### ON-SCREEN

#### Web-Safe (HEX)

Dark Blue	003B5C
Red	971B2F
Yellow	F2A900
Green	4A7729
Dark Green	215732
Soft Blue	4F758B

### FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

### WORD

.EPS  
.BMP  
.JPG  
.GIF  
.TIF

### POWER POINT

.PNG  
.BMP  
.JPG  
.GIF  
.TIF

### WEB (HTML)

.JPG  
.GIF

### INDESIGN

.EPS  
.TIF

# Powerpoint Usage

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As many of our PowerPoints are utilized for public meetings, they must meet the following guidelines:

All PowerPoint presentations must be set with the slides sized for “On-Screen Show (16:9)” for the entire slide show. Using any different size or aspect ratio may distort graphics or text boxes when televised.

## Backgrounds

- PowerPoints created by City departments or staff should use the approved branded visuals. Contact the Communications Manager for a department specific version.
- Color is interpreted by a television differently than by a computer. Slides should use the approved colors within the brand and avoid neon or light colors on the white background.
- Alternate blue slides are available within branding guidelines.
- Do not use hot pink, hot green, hot yellow, or any other neon color. These colors take on a glowing appearance when the PowerPoint is displayed on television.

## Fonts

- Use plain fonts without frills, and fonts that have a thicker line, such as Arial or Tahoma.
- Do not use a script font of any kind.
- The smallest font size should be 24 point.

## Spacing

- A slide that is full of text is difficult to read. Allow ample space between lines.
- Use one-line bullet points; if bullet points require more than one line, limit to three bullet points on a slide.
- Outline form is easiest for the audience to follow while you verbally explain it.

## Charts & Line Graphs

- Graphics must be at least 3 points thick.
- If using a pie chart or multiple colors, ensure colors are different enough from one another that someone unfamiliar with the project can identify the different categories. These graphics should be legible from the dais. If they are not legible when printed they should not be included in the PowerPoint.

## Page Size

- Do not use the outer 10% of the screen. On your computer screen this is about a half inch to an inch from the inside edge of your slide. By activating “Display grid on screen” when preparing the presentation, you can see the grid boxes.
- Do not allow text or artwork to appear in any of the grid boxes around the perimeter of each slide. How to activate: From the PowerPoint tool bar select “View” and check the box to “View Gridlines.”

## Email Format

- Email, internal and external, should be considered a public document under the Missouri Sunshine Law with few exceptions. All email should be professional, courteous and effective.
- Emails should never use a background and only use images when appropriate.
- Employee Outlook contact cards should not use an image other than an official City head shot.
- Emails should be in Arial or Calibri, 11 pt fonts. Colors should be black for initial email and navy for follow-up emails (Outlook default colors).
- Email signatures should appear in the following format with the name in 14 point Arial font, and the title/contact info in Arial 11 pt font. It should look as follows and include an appropriate logo version for your department division:

Required email format:



**INDEPENDENCE**  
• MISSOURI •

**Meg Lewis**

Communications Manager

O – 816-325-7086

C – 573-289-3673

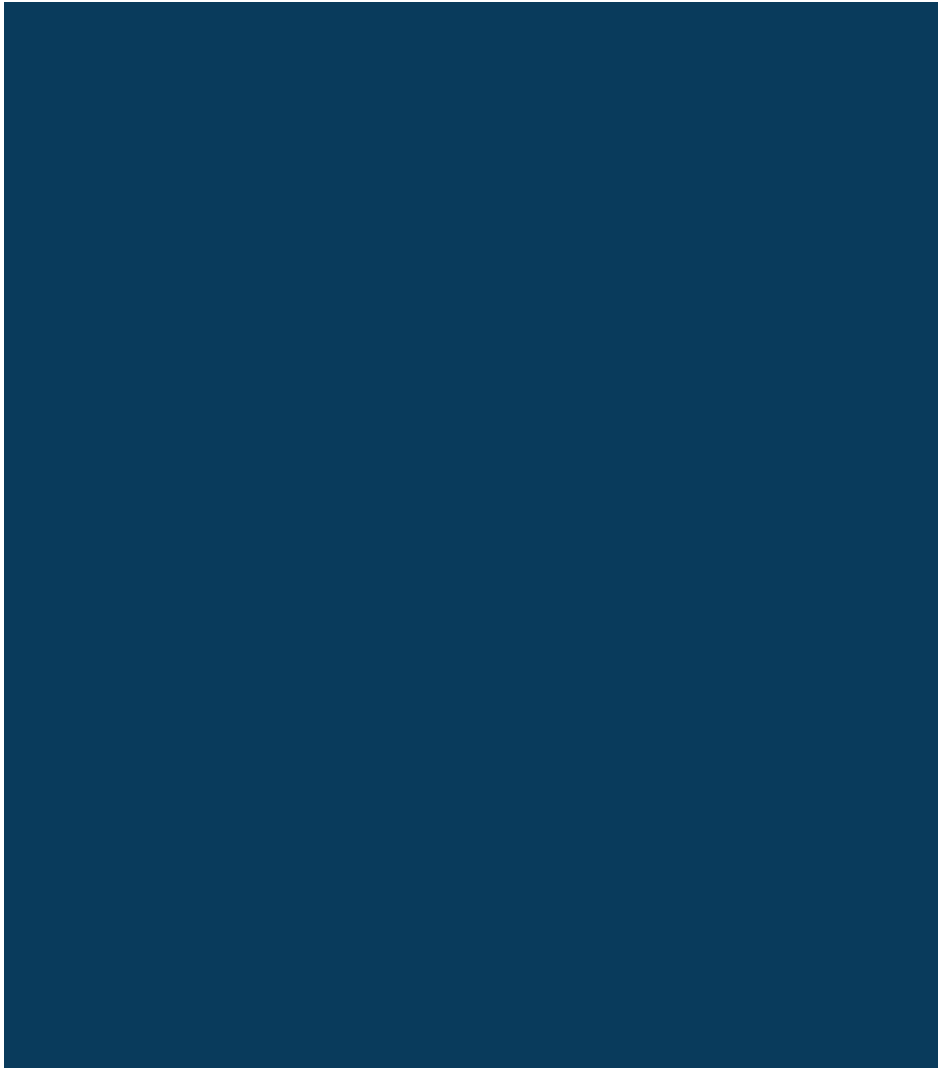
[mlewis@indepmo.org](mailto:mlewis@indepmo.org)

111 E. Maple Ave

Independence, MO 64050



# CONTENT CALENDAR



# JANUARY

New Year's Day	January 1
Martin Luther King Jr. Day and Annual Celebration	Third Monday of January

# FEBRUARY

Black History Month	February
Mayor's State of the City	February
City Manager's State of the City	February
heART to heART	Mid January through February
Bess Truman's Birthday	February 13
President's Day	Third Monday of February
Berkely Springs Water Tasting	End of February

# MARCH

Women's History Month	March
Severe Weather Preparedness Week	March
International Women's Day	March 8
City Chartered	March 8, 1849
City Founded	March 29, 1827



# APRIL

Council Elections	Every Two Years
Public Health Week	First Full Week of Month
World Health Day	April 7
Historic Homes Open for Season	April 1
President Truman Inaugurated	April 12, 1945
Household Hazardous Waste Event	April
Volunteer Appreciation Breakfast	April
Uptown Garden Faire	April

# MAY

Asian American Pacific Islander Month	May
National Preservation Month	May
National Building Safety Month	May
Government Employee Appreciation Week	May
Drinking Water Week	May
Truman Trot 5K	May
Paranormal Day	May 3
National Teacher Day	May 4
Truman Day	May 8

City Budget Presented	May
Peace Officers Memorial Day	May 15
Truman Award	May
National Nurses Week	May
National EMS Week	May
Public Works Week	May
World Bee Day	May 20
Adventure Oasis Opens	Saturday before Memorial Day
Memorial Day	Last Monday of May

## JUNE

Pride Month	June
Strawberry Festival	June
International Women in Engineering Day	June
World Food Safety Day	June 7
Juneteenth	June 19
NFTM Family Fun Day	June
Fireworks Safety	Last Two Weeks of June
City Budget Approved	June

# JULY

Parks and Rec Month	July
4th of July	July 4
American Solar Challenge	July
Bingham Craft Fair	July
International Day of Friendship	July 30

# AUGUST

International Cat Day	August 8
Missouri Statehood	August 10
Family Fish Day	August
Farmers Market Week	August
International Youth Day	August 12
City Hall Selfie Day	August 13
816 Day	August 16
First Day of School	Third Monday in August
International Dog Day	August

# SEPTEMBER

National Preparedness Month	September
National Senior Center Month	September
SantaCaliGon	Labor Day Weekend
Hummingbird Festival	September
Little Princess Ball	September
Wine Fest	September
Paxton Block Award	September
Hispanic Heritage Month	September 15-October 15

# OCTOBER

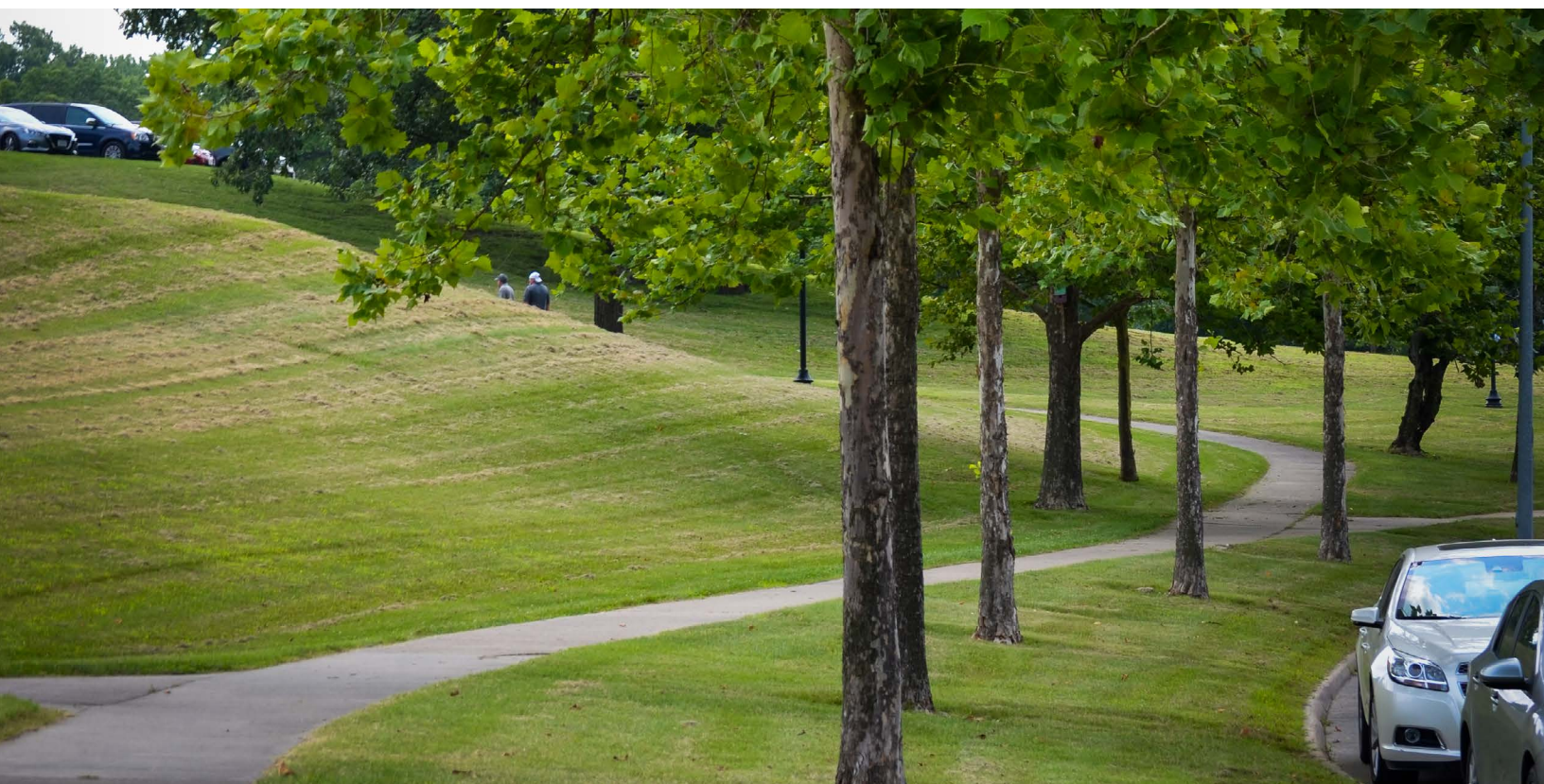
Mental Health Month	October
Touch-A-Truck	October
Enchanted Forest	October
Toddler Town Begins	October
Public Power Week	October
Fire Prevention Month	October
World Mental Health Day	October 10
Imagine a Day Without Water	October 21
National First Responders Day	October 28

# NOVEMBER

Native American Heritage Month	November
Mayor's Prayer Breakfast	November/December
Best Little Arts & Crafts Show	November
Veteran's Day	November
Thanksgiving	November

# DECEMBER

Mayor's Tree Lighting & Concert	December
Winter Solstice Hike	December
Senior Christmas Celebration	First Friday of December
Christmas	December 25



# Contact Us

Staff Member	Phone Number	Email
Meg Lewis, Communications Manager	816-325-7086	mlewis@indepmo.org
Steve Wagner, Digital Production Manager	816-325-7178	swagner@indepmo.org
Zach McNulty, Multimedia Communications Coordinator	816-325-7114	zmcnulty@indepmo.org
Madison Mead, Digital Content Specialist	816-325-7990	mmead@indepmo.org
Melissa Mokry, Communications and Public Education Outreach Coordinator	816-830-9996	mmokry@indepmo.org