



### **Shawnee Brand Credo**

Copy that clarifies the philosophy of the brand and sets the tone for creative communications

#### **Shawnee . . . Good starts here.**

From the days of wagon trains pushing west to an entrepreneur pushing to open a new business. From settlers searching for their own land to college graduates looking to land a first job. People have always looked for a place in which to start fresh — an open territory where limitless ideas are embraced.

#### ***Shawnee has always been just such a place.***

Centuries ago, settlers saw this land as an area of new beginnings. It became the site of the first territorial legislature. Farmers nurtured young crops in the fertile soil. Leadership for the entire state emerged. And people put down roots that would last for centuries.

In a word, opportunity flowed freely from this center of activity.

Although her history runs deep, everything about this thriving community continues to point forward. Opportunity is at every turn . . .for a better life, a better job, a better education, even better friends. And because Shawnee embraces and nurtures new ideas; she attracts modern pioneers looking to start big things. Wherever you are in life. Whatever your dreams. Whether you're starting a family or raising a business; hitting your first home run or running off to your next adventure, everything you need is right here — in a place where life takes off and great things begin.

It appears that in Shawnee, good fortune still flows freely from this center of activity.