



WICHITA **INDEPENDENT BUSINESS** ASSOCIATION
News Release

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Wichita Independent Business Association Launches New Brand

WICHITA, KS -- The Wichita Independent Business Association (WIBA) today revealed its new [logo and branding](#), which will be applied to all of the association's marketing, programs, services and products in the coming months. The new Visual Identity is designed to represent the diversity, partnership and mission of the 84-year-old business association and its members.

The new logo includes a colorful, circular design around the association's acronym, WIBA. "This image is genuinely the embodiment of who we are," says Lon Smith, WIBA president. It captures the spirit of WIBA, the community we foster with our business members and our commitment, as an association, to the larger community where we work and serve." The entire graphic, says Smith, can be visualized as individuals supporting each other in the member network while the circular design and the vibrant and professional color palette represent the diversity and independence of members.

The brand strategy project was led by local advertising agency, [Armstrong Chamberlin Strategic Marketing](#).

"We completed a tremendous amount of research on the history of WIBA as well as interviews with members and other stakeholders to develop the brand story," explains Susan Armstrong, Armstrong Chamberlin CEO.

"The tagline, 'Connect to Success', and the graphic are truly a representation of the community of independent businesses that WIBA has brought together and unshakably serves—we are thrilled to be part of this new era."

The new logo will become more prominent in the coming months as WIBA rolls out an extensive rebranding campaign that will include a new website, marketing materials, increased social media presence and member opportunities that reflect the association's commitment to renewed growth and strengthened presence in 2016.

[The Wichita Independent Business Association](#), established in 1931, provides partnership, resources, advocacy and growth opportunities for a member network of independently owned businesses in Wichita and throughout the state of Kansas.

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