

*Drive***KS**

Introduction

The DriveKS brand is much more than a logo – it is the impression created by every interaction with the company.

A brand includes the organization’s name, products and services, all visual elements (locations, signage, and advertising), and its history, people, and community involvement.

The DriveKS brand is also defined by what those inside and outside the company write or say, whether in an official or unofficial capacity.

Following guidelines for the DriveKS brand voice is just as important as adhering to the usage rules for the logo and visual brand elements.



DriveKS Brand Guidelines

Brand Voice Guidelines

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APPENDIX

Strategy and Values

The strategy of DriveKS is to provide customers with a fast, easy, and secure toll payment system that meets the needs of today’s customers. Our values are how we achieve that strategy.

DriveKS shares KTA values, with a focus on professionalism, innovation, accountability, and more. Promoting these shared values strengthens our identity, connects us to our customers, and empowers our employees. These characteristics should inform the way we communicate about our offering to all audiences.

DriveKS upholds our values by:

- Maintaining an efficient, simple, and secure toll payment system.
- Communicating courteously and transparently with all audiences.
- Always seeking ways to improve the user experience.
- Providing an easy-to-understand user interface on the DriveKS website and app.
- Engaging with customers and enthusiastically answering questions they have.
- Helping customers save money and making it easier for them to pay tolls.

Naming Convention

A brand naming convention is the unique and distinctive name of your product.

The brand naming convention is:

DriveKS

Rationale for brand naming convention:

DriveKS is a simple name that promises a positive and straightforward experience for customers. It is an apt name to represent the Kansas Turnpike Authority’s toll payment system, as it offers customers a convenient, positive, simple, and straightforward method of paying tolls that eliminates interruptions to their trip and allows them to simply drive.

Brand Position

A brand position is the way a brand determines its position in the marketplace.

Position - The comparative way the product is placed alongside competitors. The unique selling proposition that sets the product apart and helps define what the product is and what benefit is gained by the customer.

Positioning line - At times DriveKS may need a line to accompany its brand name to position it within a certain category. This is particularly important if the name of the company does not tell the consumer what it is or what it does.

Position: The The name “DriveKS” is a functional name, but a positioning line is necessary to clarify the product or service that is being provided.

Positioning line:
The Kansas Turnpike Authority’s Toll Payment System

This positioning line works because it:

- Clearly states the service being provided
- Designates the geographical region being served
- Differentiates that it is the Kansas Turnpike Authority’s toll payment system
- Establishes credibility by making a connection to a well-known and well-established organization

Positioning Line Considerations

In creating the positioning line, consider including answers to the following questions:

(1) What products or services do you offer?
A toll payment system.

**(2) What position in the industry can you claim?
(i.e. original, first, largest, trusted)**
It is the Kansas Turnpike Authority’s toll payment system.

(3) Who do you serve geographically, demographically?
Drivers - including commuters, vacationers, and commercial drivers from all geographic areas.

Value Proposition

A value proposition is a way in which a company or product is placed alongside competitors within the industry.

To identify DriveKS’s value proposition, ask the following questions:

- Why do our customers choose us over competitors?
- How are we different from our most successful competitors?
- How do we want to be perceived?
- What are our strengths?

The DriveKS value proposition sets the company apart by defining who the company is in relation to competitors.

The value proposition:

- Builds awareness
- Makes a rational and emotional connection
- Focuses on what we do best
- Differentiates us from the competition
- Orients us in the marketplace
- Creates internal unity
- Positions us for growth

The value proposition guides:

- Customer interactions
- Supplier interactions
- Employee communications
- Recruiting efforts
- Community relations
- Government relations

Value Proposition:

Paying your toll in Kansas is fast, easy, and secure with the DriveKS toll payment system. Through DriveKS, you can pay your toll, manage your account, and review past trips and transactions all in one place. Whether you’re a tourist, commuter, or commercial driver, visit DriveKS.com or the DriveKS app. DriveKS. Your Easy Way to Pay.

Brand Attributes

Brand attributes are the essence of a brand – the set of characteristics that identify the character and personality traits of the company.

DriveKS’s brand attributes are an extension of the Kansas Turnpike Authority’s strategy and values, describing how the product fulfills its promises to customers.

Brand attributes are the characteristics that set DriveKS apart from other competition:

- Ease of use
- Convenience
- Reliability
- Safety and security
- Accessibility

Brand Promise

A brand promise is a unique promise made directly to customers.

Often called a tagline, the brand promise anchors all key marketing messages and delivers a distinct benefit.

A brand promise is the promise you make directly to customers, where the values and abilities of the company intersect with the values and needs of customers. It serves to anchor the direction of key marketing messages by delivering a distinctive benefit. A brand promise should reflect the culture of the organization and the desires and expectations of the customers.

A brand promise differs from a positioning statement. A brand promise is the answer to the question, “What can you do for me?” It often holds a promise that makes an emotional connection to the consumer and becomes the guiding voice for all branding.

A strong and effective brand promise should:

- Communicate who the company is in a meaningful and memorable way
- Connect rationally and emotionally with the audience
- Differentiate the company from competitors
- Inspire the organization

The DriveKS brand promise should:

- Communicate that the payment system is easy to use
- Communicate that DriveKS is a payment system

Brand Promise: Your Easy Way to Pay

The DriveKS brand promise is straightforward and simple. It connects with the rational and emotional needs of its customers and inspires the organization to provide the best experience to its customers.

Brand Voice

Our brand personality is communicated in many ways – through personal interactions, colors and images, via advertising and marketing, and through our website content.

By adopting the DriveKS “brand voice” we can consistently communicate our brand personality to all audiences.

Our voice is both the content (WHAT we say) and the tone (HOW we say it) of all verbal and written communications.

A brand voice is an expression in real-world language of what it means to be an Everyday Person.

This position in the market and our way of talking about ourselves helps to differentiate DriveKS from other toll payment systems.

The following guidelines will help you “hear” the DriveKS brand voice in your head when you write, edit, and speak on behalf of the company. It will help ensure both the tone and content of your communications are appropriate for your audience and consistent with the overall brand strategy.

Brand Personality

A brand personality differentiates one brand from another.

The DriveKS brand personality is:

- Everyday Person

An Everyday Person brand:

- Provides everyday functionality
- Is low to moderately priced
- Is down to earth and rooted in ordinary, solid virtues

DriveKS is an Everyday Person brand because:

- DriveKS is always accessible to customers
- DriveKS is secure
- DriveKS is easy to use

Brand Personality Examples

Examples of Everyday Person messages:

- It’s hard to pick a road trip playlist the whole family can enjoy. But it’s easy to pay your toll. DriveKS. Your Easy Way to Pay.
- It’s hard to keep the kids entertained in the back seat. But it’s easy to pay your toll. DriveKS. Your Easy Way to Pay.
- Pay your toll online the same way you order a pizza online. DriveKS: Your Easy Way to Pay.
- Pay your toll online the same way you pay your other bills online. DriveKS: Your Easy Way to Pay.
- Save time. Save money. Visit DriveKS.com to pay your toll online and discover how to get the best rate on all your future trips. DriveKS. Your Easy Way to Pay.

- You’re headed in the right direction. Visit DriveKS.com to pay your toll online and discover how to get the best rate on all your future trips. DriveKS. Your Easy Way to Pay.
- When you pay your toll online, you’re always in the right lane. DriveKS. Your Easy Way to Pay.
- Paying your toll online is safe and simple. DriveKS. Your Easy Way to Pay.
- Safe. Simple. Secure. Pay your toll online at DriveKS.com. DriveKS. Your Easy Way to Pay.

Content and Tone

Content and tone relate to the language we use to communicate both externally and internally. Whether the message is an employee communication or a letter to shareholders, we choose content and tone consistent with our brand promise.

Content: What we say about DriveKS

Content is the factual information we communicate about DriveKS. It’s about our capabilities and the benefits of relying on us as a trusted supplier.

Tone: How we talk about DriveKS

The tone is the style or manner of expressing content. Tone can be expressed through word choice, sentence length, and language style. When we deliver written or verbal messages, we strive for clarity, brevity, and precision.

We are consistent in the way we use:

- Our name
 - DriveKS
 - DriveKS.com
- Capitalization
- Punctuation
- Emphasis

Boilerplate Copy

Boilerplate copy is standard language and content approved for use in marketing materials, press releases, website copy, proposals, and other important documents.

Messages must be repeated often and consistently to resonate with target audiences. Using boilerplate copy word for word helps ensure employees across the company send consistent messages.

Boilerplate copy:

DriveKS is the toll payment system owned and administered by the Kansas Turnpike Authority. In 2024, DriveKS was introduced to enable a transition to fully cashless tolling and allow for payments on Kansas toll facilities and other compatible toll roads.

Elevator Speech

An elevator speech is a 30-second introduction (about 80 to 90 words/8 to 10 sentences) about the organization that can be shared with anyone at any time (even in an elevator).

Elevator speech:
DriveKS is the Kansas Turnpike Authority’s toll payment system. Customers can go online to DriveKS.com or use the DriveKS app anytime to pay their toll, manage their accounts, and review past trips, all in one place. Kansas-based customer service is available by phone, email or in-person if customers need additional help.

Features and Benefits

Every time we communicate, we either weaken or reinforce the DriveKS brand. The following content guidelines will help you ensure that what you say has meaning and relevance to your audience.

The most effective messages to customers, potential customers, employees, or any other audience, include both features and benefits. The features describe the characteristics and functionalities of DriveKS, while the benefits describe the advantages and positive outcomes of using the service. Benefits often focus on how the features fulfill users’ needs and improve their experiences.

DriveKS - Features:

- Online account management
- Electronic payments - online toll payment system
- Supports all toll customers in Kansas
- Multiple payment methods can be used on an account
- Availability of DriveKS mobile app
- Accessibility via web browsers on various devices
- A platform for managing K-TAG, payments, and travel
- Secure payment interface
- Easy to use to pay a toll, manage an account, and review past travel and transactions

DriveKS - Benefits

- Accessible anytime and anywhere with an internet connection
- No requirement for a K-TAG to pay toll fees
- Ability to pay toll fees by looking up license plates
- Eliminates the need to stop and pay tolls
- No worries about on-hand payment methods while driving
- Offers convenience and security in payment processing
- Provides a straightforward payment experience
- Accessibility and ease-of-use for out-of-state drivers
- Allows online toll fee payment like other bills
- Modern and convenient toll payment method
- Easy updates to preferred payment methods
- Digital record-keeping for payment history

Key Audiences

Your key audiences are the people who are most likely to engage with your offering. Developing an in-depth understanding of your key audiences is critical to developing a successful brand strategy.

Key Messages

Overall Messages:

- DriveKS is an online toll payment system.
- DriveKS lets you pay online instead of having to stop at toll booths.
- DriveKS is for everyone.
- DriveKS lets you pay online and reduce delays to your trip.
- DriveKS makes it simple to see how much you owe for your toll fee.
- The DriveKS website has an easy-to-use interface.
- DriveKS can be accessed via web browser on your phone, tablet, or computer.
- You can download the DriveKS app to pay your toll or manage your account.
- DriveKS is easy and convenient to use.
- There are no administrative fees associated with paying through DriveKS.
- DriveKS keeps accurate digital records of your past payments.
- You can access DriveKS anytime and anywhere as long as you have an internet connection.
- DriveKS offers a streamlined toll payment experience.
- You can order and manage your K-TAG through DriveKS. Using a K-TAG will get you the best rate on your toll.

Headline examples, short:

- Pay your toll online. DriveKS. Your Easy Way to Pay.
- Taking the hassle out of paying your toll. DriveKS. Your Easy Way to Pay.
- It’s easy to pay your toll online. DriveKS. Your Easy Way to Pay.
- Change the way you pay your toll. DriveKS. Your Easy Way to Pay.
- Paying your toll is easy. DriveKS. Your Easy Way to Pay.
- The easy way to pay your toll. DriveKS. Your Easy Way to Pay.
- No need to reach for your wallet. DriveKS. Your Easy Way to Pay.
- Keep your wallet in your pocket. DriveKS. Your Easy Way to Pay.
- A better way to pay your toll. DriveKS. Your Easy Way to Pay.

Headline examples, long:

- You don’t use a map from 1980. Why pay your toll like it’s 1980?
Pay online at DriveKS. Your Easy Way to Pay.
- No need to stop and take a ticket. Pay your toll online. DriveKS.
Your Easy Way to Pay.
- Paper road maps are a thing of the past. So is stopping to pay
your toll. Pay online at DriveKS. Your Easy Way to Pay.
- There’s no need to stop at a toll booth when you pay your toll online.
So, go ahead and set your cruise control. DriveKS. Your Easy Way to Pay.
- No need to pause your road trip playlist when you pay your toll online.
DriveKS. Your Easy Way to Pay.
- Change the way you pay your toll. Pay online at DriveKS.com. DriveKS.
Your Easy Way to Pay.

Messages addressing DriveKS relationship with K-TAG:

Key messages:

- Your K-TAG is managed through your DriveKS account.
- Manage your K-TAG by visiting DriveKS.com or the DriveKS app.
- Visit DriveKS.com or the DriveKS app to manage your K-TAG account.
- You can order a K-TAG on DriveKS.com or the DriveKS app.
- Order a free K-TAG on DriveKS.com or the DriveKS app.
- Order your free K-TAG by visiting DriveKS.com or the DriveKS app.
- K-TAGs are managed through DriveKS, a toll payment system owned and operated by the Kansas Turnpike Authority.
- Customers manage their K-TAGs through their DriveKS account, Kansas’s online toll payment system.

Key Audiences - *The Everyday Driver*

The Everyday Driver - Demographics

- Everyday drivers are traveling for personal reasons.
- Everyday drivers may or may not be Kansas residents.
- Everyday drivers may or may not use toll roads regularly.
- Everyday drivers may be driving any of the following vehicle types: motorcycles, passenger cars, pickup trucks, other two-axle four-tire single-unit vehicles, buses, passenger vans, mini buses/limousines, camping and recreational vehicles, and motor homes.

DriveKS - Experience for The Everyday Driver

- Easy-to-use interface
- Access online anytime and anywhere
- Access via web browser on phone, tablet, or computer
- Access via the app on a phone or tablet

Messages for Everyday Drivers:

- No need to stop your car and lean out the window at a toll gate. DriveKS.com lets you pay the easy way.
- You might find yourself stuck in line at the drive-thru. But you won't find yourself stuck at a toll booth. DriveKS lets you pay your toll online, which means you don't have to stop or wait in line to pay. DriveKS: Your Easy Way to Pay.
- There's no need to worry about having accurate change or navigating unfamiliar toll booth exits. All you have to do to pay your toll is visit DriveKS to pay online once you've arrived at your destination.
- Want to know what wood-paneled station wagons, cassette tapes, and traditional toll booths all have in common? They're from road trips of the past. Everything else about your trip has been modernized, and with DriveKS, now the way you pay tolls will be modernized too.
- You're not driving on the same tires as 20 years ago. Why should you be paying your toll the same way you were 20 years ago? DriveKS is the convenient and modern way to pay your toll fee online.
- You already go online to pay your bills, order your groceries, and stream your favorite movies. Now, you can pay your tolls online by visiting DriveKS.

Focused headlines for Everyday Drivers:

- How the deer and the antelope pay. DriveKS.
- Keep it simple. Pay your toll online. DriveKS.
- The easy way to pay your toll. DriveKS.

Key messages for Everyday Drivers:

- One less thing to worry about
- Saves time
- Easily accessible anytime, anywhere
- Simple, easy-to-understand interface
- Accessibility for all customers
- Access online or via the app

Key Audiences *The Commercial Driver*

The Commercial Driver - Demographics

- Commercial drivers are traveling as part of their job duties.
- Commercial drivers may or may not be Kansas residents and may or may not use toll roads regularly.
- Commercial drivers are most commonly driving any of the following vehicle types: buses, passenger vans, cargo vans, mini buses/limousines, large trucks, automobile transporters, tractor-mobile home carriers, and tractor trailer combinations.

DriveKS - Experience for the Commercial Driver

- Easy-to-use interface
- Access online anytime and anywhere
- Access via web browser on phone, tablet, or computer
- Access via the app on phone or tablet
- Easy to retrieve payment records for expense reports
- Manage multiple vehicles in a fleet from one account, regardless of whether they use K-TAGs
- Easily review past travel

Key messages for Commercial Drivers:

- Streamlined expense tracking
- Reduced downtime
- Enhanced safety - no stopping at congested toll booths

- Easily accessible anytime, anywhere
- Simple, easy-to-understand interface
- Accessibility across states
- Account management on the go - online or mobile app allows real-time expense tracking
- Minimized cash handling
- Easy review of past trips
- Save time and money
- Better mileage for your fleet
- Efficient toll payment method

Example copy for Commercial Drivers:

- Optimization is the name of the game. DriveKS has optimized the toll payment process by providing you with an online platform to pay your toll bill. Now, drivers in your fleet don't have to waste time stopping at toll gates and dealing with paper receipts. DriveKS. Your Easy Way to Pay.
- With DriveKS, there's no need to slow down and stop to pay at a toll booth. Instead, DriveKS lets you pay online. With fewer stops along the way, paying your toll through DriveKS helps you hit your deadlines and avoid unexpected interruptions. DriveKS. Your Easy Way to Pay.
- The DriveKS online toll payment system helps to streamline the process of paying Kansas tolls.

Focused headlines for Commercial Drivers:

- A simple online toll payment system. Drive KS. Your Easy Way to Pay.
- Manage your toll payments online. DriveKS. Your Easy Way to Pay.
- Reduce delays. Pay your toll online. Drive KS. Your Easy Way to Pay.
- A more efficient way to pay your toll. DriveKS. Your Easy Way to Pay.
- No need to collect paper receipts. Pay your toll online. DriveKS. Your Easy Way to Pay.
- An easy way to manage your toll payments. DriveKS. Your Easy Way to Pay.
- Toll payments made simple. DriveKS. Your Easy Way to Pay.
- No need to stop. Pay your toll online. DriveKS. Your Easy Way to Pay.

Some problems that DriveKS.com will help individual owners or businesses solve:

- Paperwork/management
- Fuel mileage
- Financial savings
- Time savings



1

1 Two-Color Logo

*Drive***KS**

1

*Drive***KS**

2

*Drive***KS**

3

*Drive***KS**

4

*Drive***KS**

5

*Drive***KS**

6

1 Two-Color Navy on White 2 Two-Color Navy on Amber 3 Two-Color White on Azure 4 Two-Color White on Navy 5 Two-Color White on Gray 6 Two-Color White on Black

DriveXS

1

DriveXS

2

DriveXS

3

DriveXS

4

1 One-Color Navy 2 One-Color Amber 3 One-Color Azure 4 One-Color Gray



1



2



3



4



5



6

1 Two-Color Navy on White 2 Two-Color Navy on Amber 3 Two-Color White on Azure 4 Two-Color White on Navy 5 Two-Color White on Gray 6 Two-Color White on Black



Pantone 281 Navy
CMYK 100.91.32.34
RGB 0.31.87
001F57

Pantone 7409 Amber
CMYK 4.32.97.0
RGB 232.180.72
#E8B448

Pantone 2194 Azure
CMYK 90.38.0.0
RGB 0.128.196
#0080C4

Pantone Cool Gray 9
CMYK 56.45.38.7
RGB 119.123.131
#777B83

Helvetica Neue LT, 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use this for headlines overlaid on
images or color backgrounds.
Format text in Title Case.

Helvetica Neue LT, 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use this for headlines and sub-headlines.
Format text in Title Case.

Helvetica Neue LT, 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use this for body copy,
quotes, callouts, and
any text spanning more
than two lines.

Format text in Title Case
or sentence case. Avoid
UPPERCASE formatting.



1



2



3



4



5

 **Alert**

 **Help**

 **Cash**

 **News**

 **Autopay**

 **Motorcycle**

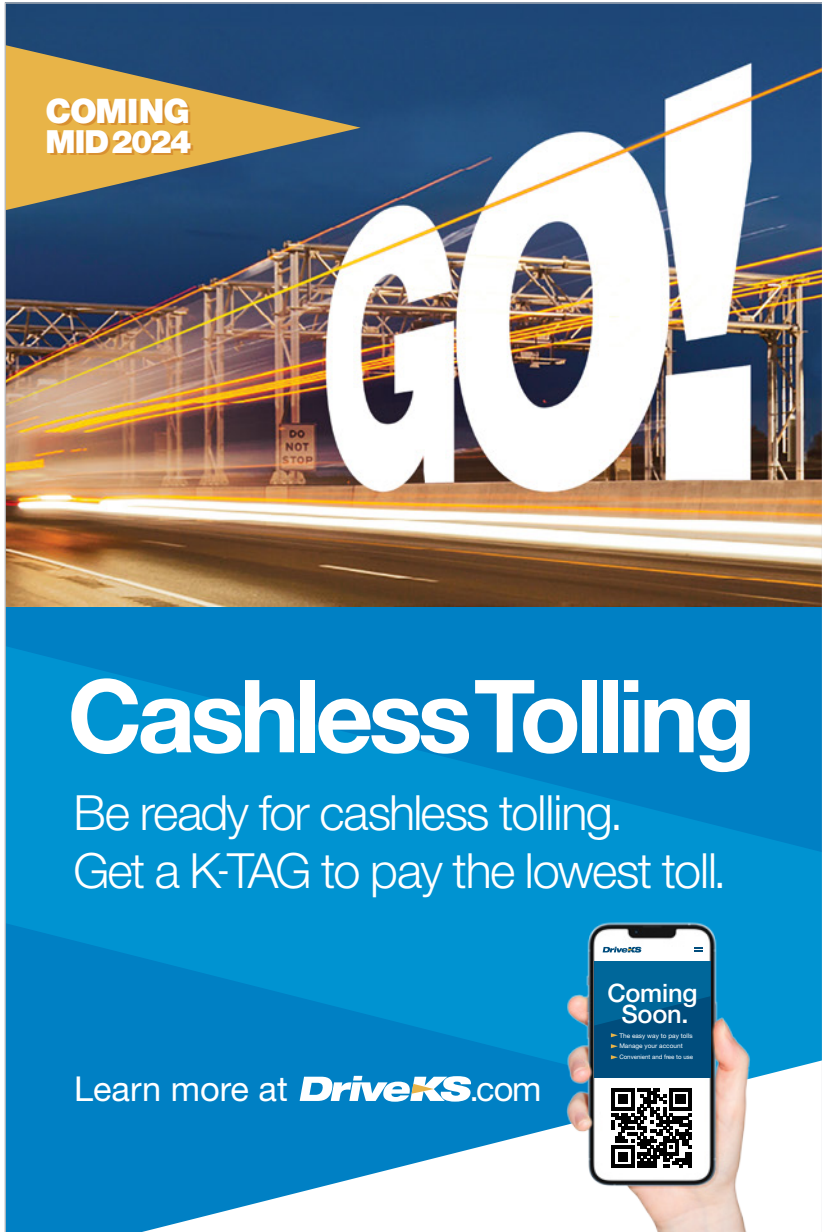
 **Automobile**

6

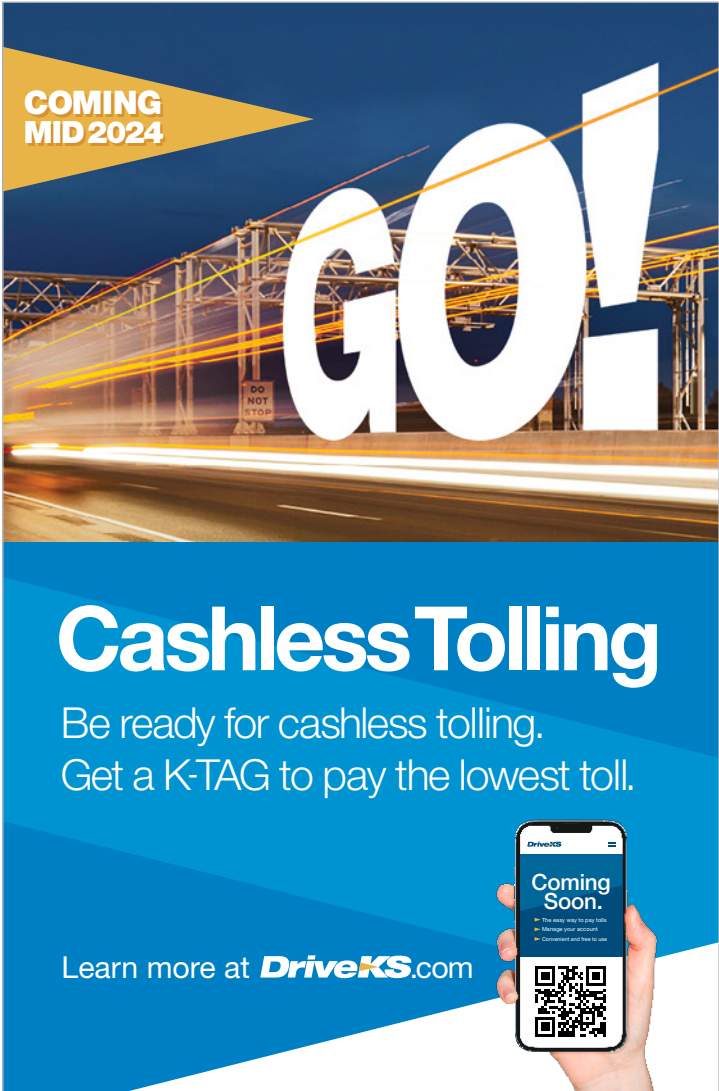


3

1 Billboard`



1



2

1 Backlite Signage 2 Backlite Signage