



Committee: Common Council	Date: 1/6/2022
Common Council Item Number: ID# 22-3399	Date: 1/18/2022
Submitted By: City Administrator	City Administrator Approval: KL
Finance Department Review: BS	City Attorney's Office Review: BR
Subject: Review and approve a new City Logo and Department sub-logos	

Details:
 On August 3, 2021 the City council approved a contract with City resident, Sarah Sallman (creator of the 125th logo) to design a new City logo and Department sub-logos. The City had transitioned to a 125th logo but now needs a new logo moving forward. There was not a desire to return to the City's current logo, the Springhouse logo, which is appearing outdated and does not represent the vibrancy of the City of Waukesha. In addition, the various logos used across the City by Departments do not have any consistent look and feel. A resident interacting with one Department might not realize that the Department is a part of the City of Waukesha.

Presented before the Council is the proposed new City of Waukesha logo and Department logos. The logo features a "W" standing for Waukesha hidden inside the shape of a fox. The tail of the fox is flowing representing water and the Fox River. The fox is representative of the City of Waukesha as the word "Waukesha" comes from the Native American word for Fox. Inside the Fox/W shape are iconic elements from across Waukesha. The logo is different from the 125th but uses the same color and themes so that residents can recognize the logo as the City of Waukesha.

Options & Alternatives:
 The City can continue to work on other logo alternatives at an additional cost.

Financial Remarks:
 In August, the Council approved the contracted amount for the logo. In today's environment, many items that use the City's logo are digital. This includes letterhead, agendas, email signatures, forms, website, etc. As these items are printed and used only when needed, there is not a hard cost for changing the logo on these items. Employee will be provided with the new logo and templates for updating any documents, forms, signatures, etc. with the new logo. Any vehicles, equipment and physical signs that have a City logo will be replaced as new items are needed. These items always had a logo/design incorporated and will use the new design going forward. There would not be a new cost for these items. There will be some initial costs for flags, podium decal, and a few logo items which was budgeted for in the 2022 budget.



Executive Recommendation:

It is recommended to approve the new logo and Department sub logos to give the City a consistent brand.