



CITY OF WAUKESHA

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Committee: Common Council	Date: 8/3/2021
Common Council Item Number: ID# 21-2637	Date: 8/3/2021
Submitted By: Click here to enter text.	City Administrator Approval: Click here to enter text.
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Subject: Review and approve contract with Sarah Sallman for designing a new City Logo and Department sub-logos	

Details:

In Celebration of the City's 125th Anniversary, the City held a logo contest with the public voting on the final winner. Sarah Sallman, a City resident, and local Art Director was the winner of the contest. Her logo includes iconic Waukesha elements such as the Clock Tower, SOO Line Train, Five Points Gazebo, Guitar Statue, City Hall Skyway, and more. For this year, 2021, the City has replaced the Springhouse Logo with the 125th logo on all documents, communications and promotions across all Departments. At the end of the year, Employees will need to remove the 125th logo and will need to put something back in its place.

The City's current logo, the Springhouse logo, is appearing outdated and does not represent the vibrancy of the City of Waukesha.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.

With the current recognition and acceptance of the 125th logo, it is desired to ask Sarah Sallman, 125th logo designer, to use the elements of the 125th logo to create a permanent City logo and sub-logos for all Departments. This will allow the City to have a consistent brand across all areas.

Options & Alternatives:

Following the 125th Anniversary Year, the City could return to using the Springhouse logo and varying Department logos. There would not be a consistent look across the City of Waukesha.

Financial Remarks:

The contract with Sallman is for \$300 for the City logo redesign and a \$100 hourly fee for the Department sub-logos.

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. For instance, any items in the City's 2022 CIP, would be decaled with the new City logo. 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.

For 2022, there would be a few new items ordered with the City's new logo that would be budgeted for. These items include:

- City Flags (flown at City Hall and poles near the Waukesha State Bank and Council Chambers)- \$650
- Podium Decal for the City Hall Council Chambers- \$200
- Possible purchase of some apparel with the new logo to use for giveaways and promotions -\$250
- Business Cards - will be ordered as desired with funds from City Departments.

Executive Recommendation:

It is recommended to approve the contract for logo design with Sarah Sallman.