

Information that would be provided on the City's website.



New Logo. New Era.

We are proud to announce the new logo for the City of Waukesha.

The new logo was designed by Sarah Sallmann, a Waukesha resident, who also designed the City's 125th Anniversary logo.

What does the new logo represent?

The logo features a "W", representing Waukesha, hidden inside the shape of a fox. The fox is representative of the City of Waukesha as the word "Waukesha" comes from the Potawatomi and Ojibwe word for Fox. It also represents the City's ties to the Fox River flowing through Downtown Waukesha. The tail of the fox is flowing representing water and the Fox River.

Inside the Fox/W shape are iconic elements from across the City of Waukesha. You can read about the significance of each of these elements below.

Logo Elements



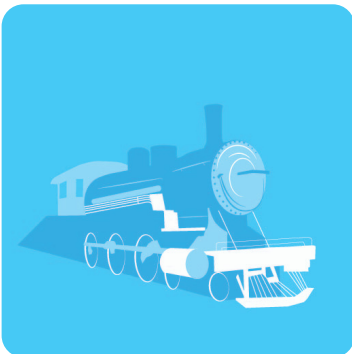
GUITAR TOWN STATUE

Guitars and murals throughout Downtown pay tribute to Waukesha twice being named a Gibson GuitarTown and also recognize the City as the birth and final resting place of Les Paul.



CLOCK TOWER

Downtown landmark located near Waukesha State Bank



SOO LINE TRAIN

Soo Line #2645 was retired and donated to the city of Waukesha in 1952 and was displayed at Frame Park until 1972. It was then moved to the spot La Estacion is now. The City donated the train to the Mid-Continent Railway Museum in 1988-89 where it is still on display. Trains have always played a part in Waukesha



HISTORIC COURTHOUSE

This Downtown Courthouse served as the original courthouse and jail. It now is home to the Waukesha County Historical Society and Musuem, has apartments and serves as an event venue.



DRAGONFLY

This dragonfly was installed in Frame Park in 1995. It is located in the river and can be viewed from the Barstow Street Bridge.



FIVE POINTS GAZEBO

The gazebo used to be located at the center of the five points in Downtown Waukesha. It is now located along the river in Downtown.



CARROLL ARCHWAY

Carroll University was the first four year higher education institution in Wisconsin. Founded in 1846 it has played a significant role in Waukesha.



PSYCHE

This is a homage to the Waukesha springs era and the White Rock Company that bottled and sold Waukesha spring water.



CITY HALL AND SKYWALK

Completed in 2021, City Hall has become a new Waukesha landmark and the center of the City Government.