



Logo & Brand Identity Guidelines

Color Palette

Follow these color codes when working with the City of Waukesha logo. These are the only colors that should be used in the logo.



Hex: #8BCBEF
RGB: 139, 203, 239
CMYK: 42, 15, 0, 6
Pantone: 2905 U



Hex: #007CBD
RGB: 0, 124, 189
CMYK: 100, 34, 0, 26
Pantone: 3005 U

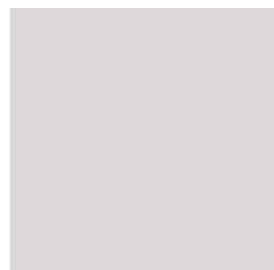


Hex: #E31C3D
RGB: 227, 28, 61
CMYK: 0, 88, 73, 11
Pantone: 2035 U

Secondary Colors



Hex: #FADE4B
RGB: 250, 222, 75
CMYK: 0, 11, 70, 2
Pantone: 114 U



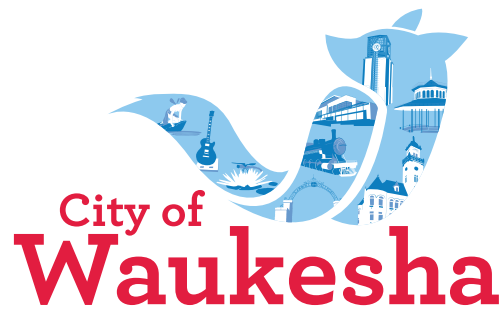
Hex: #D9D9D9
RGB: 217, 217, 217
CMYK: 0, 0, 0, 15
Pantone: Cool Gray 1 U

Sizing & Logo Use

To ensure legibility of the City of Waukesha logo, when reproduced smaller than 1.5 inches wide and it's proportional height, the simplified version of the logo should be used.

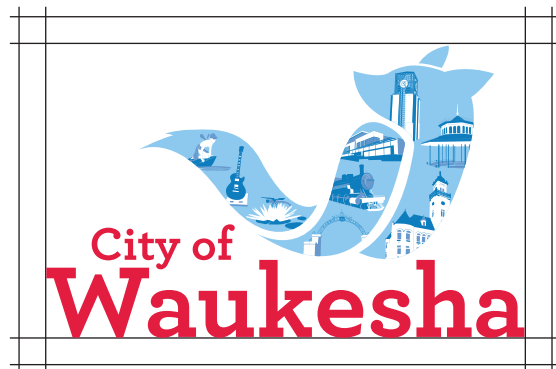


Whenever possible, the logo with icons should be used.



Clear Space

Always give the logo breathing space. It is important to leave enough room for the logo to stand out visually.



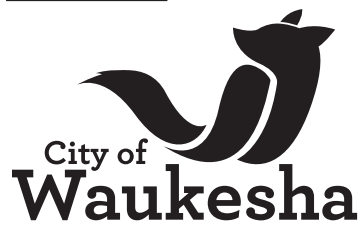
Logo Variations



Two Color



One Color



Two Color



One Color



Colored Backgrounds

Different background colors are permissible. Always use the red and blue logo options when possible. If this option does not allow for enough contrast, try a solid white or black logo option.

Make sure all logo elements are legible and have enough contrast to be clearly identifiable.

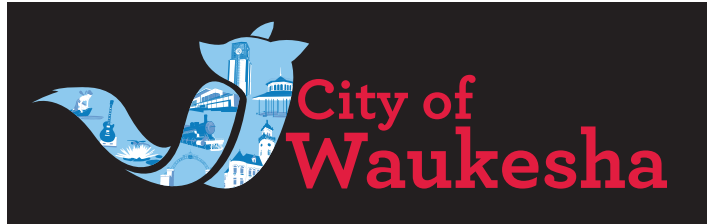
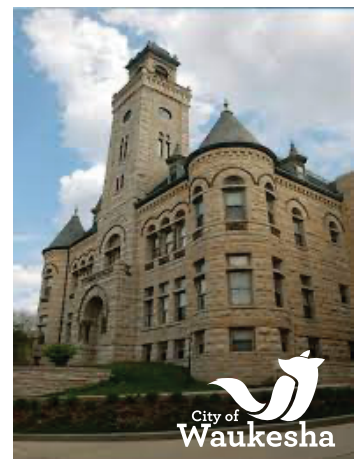


Photo Backgrounds

The logo may be used on photographic background.

Make sure you select the right logo variation and the right placement on the picture for the logo to be legible and clearly visible.



Typeface

Archer Bold is the primary font used for the logotype/logo wording.

Archer (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Archer (Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

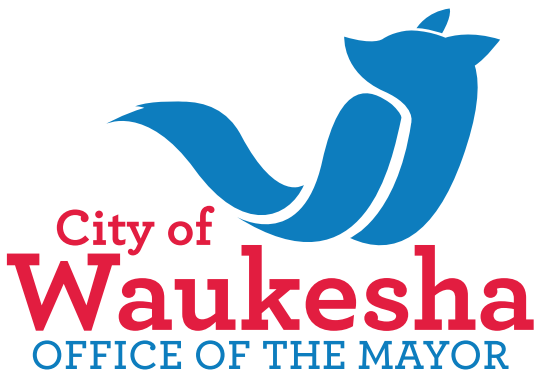
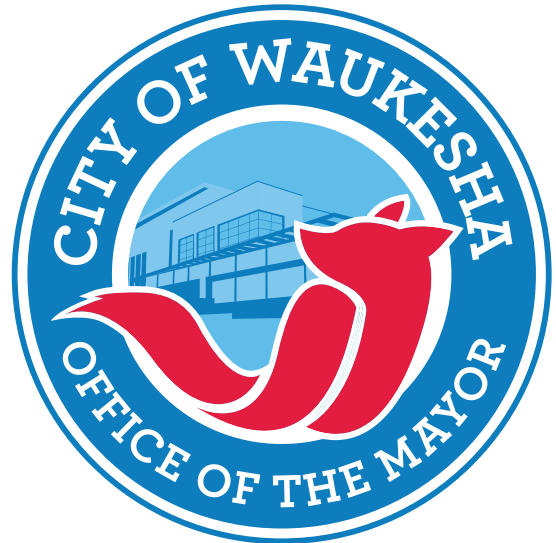
Archer (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

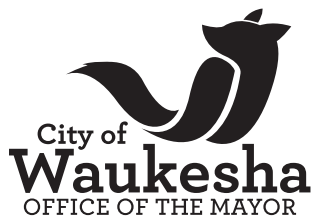
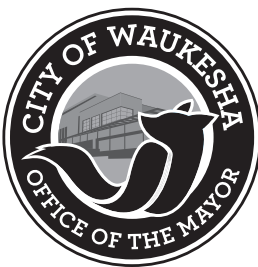
Department Logos

Departments have the option of three different logo variations. A badge option along with two standard logo options

The department name is written in all capital letters, centered below logo in Archer Semibold font.



Logos can also be used in single color options and grayscale.



City and Department Logo Usage

When possible, the more detailed City of Waukesha logo should be used. However, due to scaling it is understood that the elements inside the logo may not be visible. In that case, the simplified version of the logo should be used.

The City of Waukesha logo should be used for all letterhead, business cards, email signatures, etc.

The Department specific logo/badge can be used for Department vehicles, shirts, etc.

If you have questions on what logo should be used, please contact the Mayor/City Administrator's Office.