



To: Library Board
Fr: Peter Loeffel, Library Director
March 18, 2026
Re: Branding kit proposal

Issue

Consideration of a proposal from McDaniels for services related to logo assets for the Wauwatosa Public Library.

Background

In 2019, the library undertook a visual rebranding that introduced a new logo, font, and an updated color scheme. Although the current brand elements effectively represent the library, additional assets are needed to build a brand kit to equip staff with consistent templates and identity guidelines.

The purpose of this project is to expand upon the brand by creating a functional and accessible branding toolkit that enables staff to implement the library's visual identity with clarity and consistency. The city is current working with McDaniels on a similar project in an effort to add a complementary tool to the city's communications toolkit.

One of the primary reasons this makes so much sense right now is that the city is redesigning the website. Being able to have flexible digital assets will improve the library's online presence. So many of our residents and patrons interact with us online. Showing up in a way that's clear, professional-looking, and attractive is important to us and our customer service.

City Communications Manager Eva Ennamorato engaged McDaniels for the attached branding kit proposal, which would allow the library to have the same deliverables that the city is receiving during its project.

Fiscal impact

The proposal is \$7,500 for services related to additional design elements for the Wauwatosa Public Library. The Library Board can authorize funds from the Library Agency Trust.

Recommendation

Staff recommends approving the proposal with McDaniels in the amount of \$7,500, with the funds coming from the Library Agency Trust.