



ALDERPERSON AGENDA ITEM MEMO

To: Government Affairs

From: Ald. Margaret Arney

Date: July 15, 2025

Subject: Proposed Design Element Addition to Wauwatosa's Identity

A. Background/Rationale

The purpose of this project is to propose the addition of a new design element to the City of Wauwatosa's identity as an enhancement (not a replacement) of our existing brand identity.

We are not replacing the Wauwatosa shield. We are proposing to add a flexible design element. The intent is to provide a modern, approachable option for certain communication materials, while preserving the legacy of the shield.

B. Key Issues for Consideration

Initial conversations with branding agencies suggest this would be a low-effort project. Additionally, the timing aligns well with our upcoming website redesign: our current provider is no longer supporting wauwatosa.net, and we plan to request funding for a new website in the upcoming budget. It would be ideal to finalize a branding element in advance of that work.

C. Fiscal Impact

This project is expected to fall below the threshold that would require a formal RFP under our purchasing policy, making it a straightforward and cost-effective effort. However, we would still obtain at least three quotes to get the most competitive price and qualified agency. Our early conversations suggest the cost would be reasonable and in line with similar small-scale design projects.

This is currently unfunded in 2025. Ideally, the committee would direct staff to identify a funding source either in 2025 or early 2026, prior to the website redesign. To be clear, this is a gradual evolution. No mass replacement of signage, vehicles, or uniforms is planned.

D. Requested Action

I request that the Common Council instruct staff to pursue the addition of a new visual design element to the City's identity.