

An aerial photograph of a city at sunset, featuring a mix of urban buildings, green spaces, and a bridge. A large blue geometric shape, consisting of several overlapping triangles, is overlaid on the left side of the image. The sun is low on the horizon, casting a warm orange glow over the scene.

Addition of a Design Element

July 15, 2025

Project Purpose

To propose the addition of a new design element to the City of Wauwatosa's brand book as an enhancement (not a replacement) of our existing brand identity.

Project Purpose

- We are **not replacing the Wauwatosa shield**.
- We are proposing to add a flexible design element that can be used selectively to complement the shield.
- The intent is to provide a modern, approachable option for certain communication materials, while preserving the formality and legacy of the shield.

Examples of other organizations



BEFORE



AFTER



BEFORE



AFTER

Examples of other organizations

City Seal



1-color Black, Secondary Logo



Seal



Brand

Factors to Consider

- Initial conversations with agencies suggest this would be a low-cost project.
- Our website, Wauwatosi.net is **no longer being supported** and slated in the 2026 budget for a redesign. **Ideally, we would complete the design element prior to the website redesign.**

Implementation Approach

- This is a gradual evolution, not a rebrand.
- Over time, we may update select materials (digital, casual print pieces) to include the new element, while keeping the shield for formal or institutional uses.
- No mass replacement of signage, vehicles, or uniforms is planned.

Ask of the Common Council:

1. Consider giving staff direction to pursue the addition of a new visual design element to the City's brand book.
2. Recognize this as an expansion of the city's toolbox, offering more flexibility and relevance without discarding tradition.