

## **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.

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- 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** 

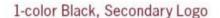
**AFTER** 

**BEFORE** 

**AFTER** 

# **Examples of other organizations**

City Seal











Brand

#### **Factors to Consider**

- Initial conversations with agencies suggest this would be a low-cost project.
- Our website, Wauwatosa.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.