



MILWAUKEE COUNTY BRAND GUIDELINES

Graphic Standards & Visual Identity Reference Guide • 2021

AT MILWAUKEE COUNTY, WE ARE **CHANGEMAKERS**.

WE ARE PASSIONATE ABOUT DELIVERING GREAT PUBLIC SERVICE THAT TRANSFORMS OLD WAYS,
TRANSFORMING LIVES AND NEIGHBORHOODS IN THE PROCESS.

WE ARE A TEAM OF PUBLIC SERVANTS UNITED THROUGH **INCLUSION, INFLUENCE,**
AND **INTEGRITY** TO IMPROVE THE QUALITY OF LIFE FOR EVERYONE.

LET'S WORK TOGETHER TO CONVEY THAT MILWAUKEE COUNTY IS LEADING THE WAY.

LET'S WORK TOGETHER TO **DISMANTLE INSTITUTIONAL RACISM**
AND BUILD UP PRACTICES AND A CULTURE THAT ENSURES RACE NO LONGER PREDICTS
HEALTH OUTCOMES — AND **OUTCOMES FOR EVERYONE IMPROVE**.

WE ALL HAVE A PART.

WE ARE ALL BRAND CHAMPIONS.

EVERYDAY YOU DESIGN AND PROVIDE SERVICES THAT IMPROVE LIVES AND IMPROVE COMMUNITIES.
EVERY DAY YOU CARE, YOU STRIVE, YOU DELIVER.

YOU PLAY AN IMPORTANT PART IN SHARING OUR BRAND AND TELLING OUR STORY TO THE WORLD.

BECAUSE AT MILWAUKEE COUNTY, WE'RE ONE COUNTY WITH ONE VISION:
**BY ACHIEVING RACIAL EQUITY, MILWAUKEE COUNTY
IS THE HEALTHIEST COUNTY IN WISCONSIN.**





Contents

Milwaukee County Brand Guidelines

formerly Graphic Standards Reference
Guide (prior to 2021)

Brand Shift Update
Version 3.0 (2021)

Milwaukee County
Department of Administrative Services
901 North 9th Street
Courthouse Room 308
Milwaukee, WI 53233
(414) 278-5353

Jim Lautenbach
Graphic Communications Coordinator
901 North 9th Street
Courthouse Room 308
Milwaukee, WI 53233
(414) 278-5092
jim.lautenbach@milwaukeecountywi.gov

Our Brand

- 3 Introduction
- 4 Brand Vision
- 5 Brand Values

Brand Components

- 6 Our Visual Identity Components
 - 7 The Milwaukee County Logo
 - 8 Origin & Legacy
 - 9 Description
 - 10 Variations
 - 11 Placement & Sizing
 - 12 Usage
 - 13 Incorrect Applications
 - 14 Departmental Variations
- 15 Typography
- 17 Usage Guidelines
- 18 Color
- 19 CMYK Breakdown
- 20 Our Color Palette
- 21 Color Systems Reference Chart
- 22 Imagery
- 23 Image Styles
- 24 Image Guidelines

- 25 Tables
- 26 Accessible Language
- 27 Web Site
- 28 Web Site Color Palettes
- 29 Web Site Typography
- 30 Web Site Imagery
- 31 Email Signature

Appendices

- 32 Brand Touchpoints
- 33 Brand Strategy
- A Milwaukee County Editorial Style Guide
- B Milwaukee County Plain Language Guide
- C Milwaukee County Terms In Use Guide
- D Milwaukee County Brand Portal (CountyConnect)
- E Milwaukee County Photo Repository
(www.milwaukeecountyphotos.com)



Our Brand

Introduction

Questions?

If you have questions about the Milwaukee County brand or need more information or graphic assets, please visit the Brand Portal at <https://countyconnect.milwaukeecountywi.gov/MCINT/Branding/Brand-Portal>.

Or send an email to:

jim.lautenbach@milwaukeecountywi.gov.

Our brand and visual identity help to communicate our values and vision through words and images. They are important because the way citizens perceive our brand has a direct impact on how valuable and trustworthy they consider our services and how successful we are.

Everyone who interacts with our brand — from residents, to businesses, to consumers, to employees — forms an impression of Milwaukee County. Brand management ensures we present a meaningful, unified impression to all stakeholders, giving them confidence and trust in their relationship with us, whatever its nature.

In its best form, government is seen as an entrusted institution that supervises the public services of the people and protects its best interests. Therefore, as a government, Milwaukee County's value is based upon the services it provides, not necessarily of commodities. United by a cohesive visual identity, we demonstrate we are one entity, of service, and we become more trustworthy and influential in the lives of stakeholders and within their communities.

This guide provides a basic foundation to Milwaukee County staff, departments and those in partnership (e.g. contractors, vendors, service providers, etc.) to follow for a clear, coherent and consistent representation of Milwaukee County's brand and visual identity while raising awareness of the County's public services. It aims to strengthen all stakeholders' sense of value of those services to the community at large and to their lives.



Our Brand

Brand Vision

Our creative and strategic foundation — our Brand Vision — clarifies what our brand stands for today and what it aspires to be in the future.

It provides the foundation and strategic DNA for communications and brand delivery.

The essence of Milwaukee County — the ideas propelling everything we do — are the Milwaukee County Mission Statement and Vision Statement

Milwaukee County Mission Statement

We enhance the quality of life in Milwaukee County through great public service.

Milwaukee County Vision Statement

By achieving racial equity, Milwaukee County is the healthiest county in Wisconsin.



Our Brand

Brand Values

Inclusion

We actively seek diverse perspectives when making decisions.

Influence

We collectively use our power to positively impact our community.

Integrity

We do the right thing even when no one is looking.

While our day-to-day activities change and evolve, our brand values remain. These attributes come from who we are and reflect who we aspire to be.

They represent what we hope our stakeholders would say if asked: "How would you describe Milwaukee County?"



Brand Components

Our Visual Identity Components

Together, through all our communications and touchpoints, we bring the Milwaukee County brand to life. In turn, our brand is a direct reflection of us.

A brand is a patchwork of words, images and ideas that create a distinct and meaningful identity. It is our best tool for connecting in a way stakeholders can understand and value.

The Milwaukee County Logo

BRAND COMPONENTS



The Milwaukee County Logo is a symbol for the entire organization. Although the services we provide and the intended stakeholders can vary, the Milwaukee County Logo signifies that they originate through County effort and are the result of taxpayer investment.

The visual identity and mark must be a part of all communications to reinforce and send a message of unity to its internal and external audience. When the visual identity and mark are correctly and consistently used, a recognizable brand becomes visible that fosters a sense of purpose and association. In turn, the association establishes in people a certain feeling, belief and message about Milwaukee County.

The Milwaukee County Logo

Origin & Legacy



The original Milwaukee County Seal was designed in 1885 and pictured a small schooner heading toward a wooded, hilly harbor. It was replaced in July 1965 when the County Board decided the seal was so old its significance was obscured.

The updated Milwaukee County Seal features a block “M” surrounded by a circle of alternating gold and brown “M’s.” A drawing of the courthouse and symbols of the county’s homes and industries are in the center.

The Milwaukee County Logo was created specifically with racial equity in mind. In its working stage, it was referred to as the “Equity Logo” and was introduced as the “Vision Logo.”

It is a representation of our common understanding that, by achieving racial equity, Milwaukee will be the healthiest county in Wisconsin and a symbol of our commitment to foster new ways and new systems that are fair and equitable for all our neighbors.

The “M” letterform represents Milwaukee County — but even more than that, with its lines and angles, it suggests the conventional way things have been done, the systems that have been in place.

Placed upon that is the equity arc, which intentionally breaks the form. Instead of straight lines, it’s a curve — a new way. It ascends and expands forward, reaching up and out toward the highest place.

Because it’s something unorthodox, the arc is open to the viewer’s interpretation. Some have suggested it’s the arc of history, rising toward our hopes and highest aspirations. Some have imagined it represents a learning curve; or a call to be creative and think “outside the box;” or a path to take in pursuit of something greater.

Others are reminded of Martin Luther King Jr.’s quote “The arc of the moral universe is long, but it bends toward justice.”



The Milwaukee County Logo

Description



The “M” letterform represents Milwaukee County — but even more than that, with its lines and angles, it suggests the conventional way things have been done, the systems that have been in place.



Placed upon the “M” is the **equity arc**, which intentionally breaks the form.

Instead of straight lines, it’s a curve — a new way. It ascends and expands forward, reaching up and out toward the highest place.

Because it’s something unorthodox, the arc is open to the viewer’s interpretation. Some have suggested it’s the arc of history, rising toward our hopes and highest aspirations. Some have imagined it represents a learning curve; or a call to be creative and think “outside the box;” or a path to take in pursuit of something greater.

Others are reminded of Martin Luther King Jr.’s quote “The arc of the moral universe is long, but it bends toward justice.”

The Milwaukee County Logo

Variations



Alternative variations of the Milwaukee County Logo should be used only in instances where use of the full-color seal is not possible.



full color (4-color CMYK)



Inverse Alternative
full color (4-color CMYK)

The Milwaukee County Logo

Placement & Sizing



Placement

Balance is an essential feature of good design. Graphics, imagery and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.

Clear Space

Clear space is the live area surrounding our logo that must remain free of anything else. Clear space required for the Milwaukee County Logo is equal to two times the space gap between the logo and the "Milwaukee County" wordmark.

Minimum Size

The Milwaukee County Logo should rarely be sized smaller than 1".



The Milwaukee County Logo

Usage

The Milwaukee County Logo is reserved for use on approved official County documents and events. Departments, divisions and offices are encouraged to use the logo to identify their efforts as part of Milwaukee County and are specifically urged to use the logo consistently without changing or altering it in any fashion that will undermine the brand cohesion and familiarity.

For guidance about appropriate usage (or permission to use the seal if outside of the Milwaukee County organization, please contact the brand manager at (414) 278-5092.



The Milwaukee County Logo

Incorrect Applications



When working with the Milwaukee County Logo:

- Do not stretch it.
- Do not place it in a container.
- Do not skew it.
- Do not rearrange its elements.
- Do not outline it.
- Do not add elements to it.
- Do not change its colors.
- Do not encroach on its clear space.
- Do not add drop shadows or other effects.
- Do not curve it.

Do not recreate the logo.



Do not publish the logo in a color other than the brand colors, gray or black.



Do not change the logo's horizontal or vertical scale.



Do not publish the logo on visually competitive backgrounds.



Do not omit elements of the logo.



Do not rotate the logo.



Do not add elements to the logo.



Do not use parts of the logo as separate graphic elements.



Do not crowd the logo with type or competing graphics.



Please note that not every acceptable or unacceptable use of the logo can be addressed in this reference guide. It is the responsibility of each communication provider to use the logo correctly and consistently. If you have any questions about a particular application, please contact the brand manager at (414) 278-5092.

The Milwaukee County Logo

Departmental Variations



This content is forthcoming.



Typography

BRAND COMPONENTS

Simple, rational and functional, Univers was designed by Adrian Frutiger on Swiss principles for Charles Peignot at Deberny & Peignot.

Frutiger imposed strict discipline across all elements of the series, from light to dark, extra condensed to extended, a concordance of design that was possible in the foundry type and photocomposition fonts. Any version may be mixed within a word with any other.

When used consistently, our typography conveys a modern, straightforward and trustworthy impression of Milwaukee County.

Our primary typeface is Univers. It has been chosen to maintain an underlying consistency in all brand communications when used in text, headlines, subheads and captions.

Univers 47 Light Condensed and Univers 47 Bold Condensed are preferred weights for general use. Milwaukee County utilizes a condensed and light type weight in an effort to realize accumulative cost savings for taxpayers and meet sustainability goals (conserving paper and ink).

Typeface for Electronic Media

For on-screen use (such as email or digital documents) only, Arial is our primary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 47 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 55 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 85 Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial Regular (for on-screen use)

Typography

BRAND COMPONENTS

PREFERRED FOR BODY COPY, SOME HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 47 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 55 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Univers 85 Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial Regular (for on-screen use)

PREFERRED FOR DISPLAY HEADLINES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
Gil Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gil Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gil Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
Gil Sans Ultra Bold

PREFERRED FOR OFFICE DOCUMENTS OR SCREENS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial Regular (for on-screen use)

Typography

Usage Guidelines



The Univers and Gil Sans fonts are available for download by all Milwaukee County professionals creating materials meant to be viewed by the public.

Please note: Univers is not uniformly available on all PCs. When Univers is not available, Arial should be used.

To ensure the document you are creating will have the best possible end result and still preserve the integrity of the Milwaukee County brand, please follow these guidelines:

For business letters, proposals and other documents created in Microsoft® Word®:

Templates for business letters are available in the Brand Portal.

For general Word documents intended for external electronic distribution – use Univers 47 Light Condensed for text and Univers 47 Bold Condensed for headings (if required) for branded documents; use Arial for office document.

Save the Word document as a PDF to ensure the integrity of the typeface by the recipient. If saving the file as a PDF is not an option, use Arial to create your document.

In instances where the condensed typeface will prove hard to read at smaller sizes, Univers 55 Roman should be used.

For presentations created in Microsoft® PowerPoint®:

Templates for PowerPoint presentations are available in the Brand Portal.

For PowerPoint presentations intended for external electronic distribution, use the Arial template unless you know the recipient has the Univers TrueType fonts or unless you are saving your presentation as a PDF. If the recipient does not have Univers, and you cannot save your presentation as a PDF, use the Arial template.

For PowerPoint presentations intended for internal distribution, use the Univers template. The Univers template should always be used for presentations created for events sponsored by Milwaukee County, such as public meetings, briefings and other presentations.



Color

BRAND COMPONENTS

Color — and its judicious use — is one of our most important brand elements. Owning the teal/yellow combination is a differentiating tool — a way to get people’s attention and signal that Milwaukee County is both vibrant and energetic but also stable and trustworthy.

Teal is a modern and vibrant color that helps to open the lines of communication between the heart and the spoken word. It presents as a friendly and happy color that symbolizes enjoying life. In color psychology, the color turquoise controls and heals the emotions, creating emotional balance and stability. Turquoise heightens levels of creativity and sensitivity.

Yellow is the color of sunshine. It’s associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. Yellow is seen before other colors when placed against black; this combination is often used to issue an effective warning. In heraldry, yellow indicates honor and loyalty. Yellow evokes pleasant, cheerful feelings.

The energy inherent in our teal and yellow color combination engenders optimism and trust. It is a warm and complementary combination, imparting a relationship that is stable and can be trusted.

Brand Components

The Milwaukee County Logo Color Breakdown (CMYK)



teal
C88 M39 Y42 K10



yellow (gold)
C2 M9 Y99 K0

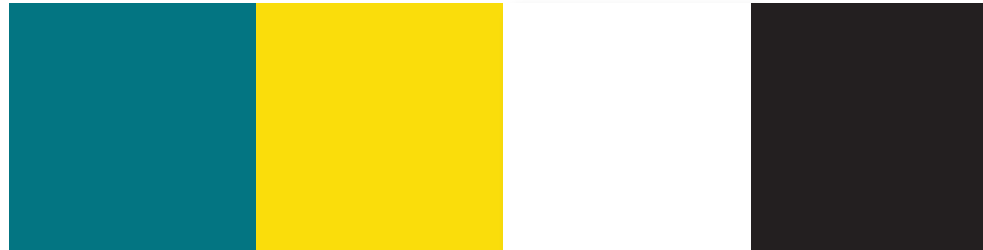


brown
C29 M32 Y100 K2

Our Color Palette

BRAND COMPONENTS

PRIMARY



Teal

Gold

White

Black

PMS 7714C
C88 M39 Y42 K10
RGB 0 118 128
HEX 007680

PMS Yellow C
C2 M9 Y99 K0
RGB 254 221 0
HEX FEDD00

(paper)
RGB 255 255 255
HEX FFFFFFFF

PMS Neutral Black C
C0 M0 Y0 K100
RGB 0 0 0
HEX 222223

SUPPORTING



Brown

Gray

Dark Gray

PMS 618C
C29 M32 Y100 K2
RGB 172 159 60
HEX AC9F3C

PMS 441C
C25 M19 Y19 K0
RGB 190 198 196
HEX BEC6C4

PMS 430C
C0 M0 Y0 K60
RGB 124 135 142
HEX 7C878E

Color Systems Reference Chart

BRAND COMPONENTS



C	88	2		0	29	25	0
M	39	9		0	32	19	0
Y	42	99		0	100	19	0
K	10	0		100	2	0	60
R	0	254	255	0	172	190	124
G	118	221	255	0	159	198	135
B	128	0	255	0	60	196	142
PMS	7714C	Yellow C	(paper)	Neutral Black C	618C	441C	430C
WEB	007680	FEDD00	FFFFFF	222223	AC9F3C	BEC6C4	7C878E



Imagery

BRAND COMPONENTS

Images play an important part in presenting our brand. A range of images can support our objectives and express key messages to our audiences, reinforcing our values.

The creative, thoughtful selection of images for placement within our communications is a visual way to convey ideas concisely and is a reminder of the vibrant and diverse assets that can be found in Milwaukee County.

The key is to use images thoughtfully and strategically, not as decorations nor as space fillers.

Imagery

BRAND COMPONENTS

Milwaukee County maintains a modest but growing shared library of current images. It can be found at www.milwaukeecountyphotos.com.

To confirm permission to use a photo, request a photo, arrange a photo shoot or discuss using an image outside the shared library, please contact jim.lautenbach@milwaukeecountywi.gov.

Milwaukee County's brand is best conveyed through images that present assets unique to the area and represent things in which residents and taxpayers have invested.

In all cases, a photo of an actual Milwaukee County facility, feature, attraction, resident, employee, etc. is stronger than a photo from another place or a stock photo.

People images

These images communicate real-life experiences — real people delivering or receiving services that have real-life impact.

Places/Facilities images

These images help stakeholders situate where they can expect to find service delivery — literally (geographically) or symbolically — or where they can find something of value.

Metaphoric images

These images go beyond literal meanings and situations to suggest and symbolize bigger ideas.

People



Places/Facilities



Metaphoric



Image Guidelines

BRAND COMPONENTS

Do:

- Use images that have good lighting with a full tonal range and a central focal element.
- Use images that have meaning or tell a story — that effectively illustrate an idea or an experience.
- Crop images to show only the best, most interesting part, with the main subject the obvious center of attention (even if not at the center of the image).
- Use the most up-to-date image you can find.
- Use images thoughtfully and sparingly. One strong picture can command attention and convey a message stronger than a collection of mediocre photos. Use collages rarely (in instances where you want to convey abundance, variety and/or diversity); don't use them because you have a lot of images and can't decide which one is best.
- Pursue images that are clear and quick to digest. Simpler is better.
- Always use the best resolution you can (for print, at least 300 dpi.) Never use a photo meant for digital use or on a web site in a layout for a printed piece.

Do not:

- Use clip art.
- Generally, do not use stock photography, unless you find images that depict actual assets within Milwaukee County. Even then, consider whether you could have a similar shot taken yourself to preserve funds.
- Take photos from the Internet. Most of them will not have enough image data to reproduce well. Most importantly, you must seek permission from the copyright holder of any image you have not taken yourself. Don't steal someone else's creative work!
- Use images that are silly or lack a level of sophistication.
- Use images that are obviously posed or stylized. They will be perceived as inauthentic and will cast doubt on whether the subject and/or Milwaukee County can be believed or trusted.

Tables

BRAND COMPONENTS

Our recommended table style is orderly and easy to scan and is aimed to present data in an unimposing way. It can be used to present both numerical and textual data.

Strong Label or Headline

Type size should exceed that of content. Even if the table is referred to within copy or appears directly when mentioned in copy, it is not recommended to omit the label/headline.

Operating Budget Revenue Comparison

Column Headers
Use bold type.

Cell Strokes (Borders)
Use a border only to separate data. Omit exterior borders for cells at the ultimate left, right, top and bottom of the table.

Source	2017 Actual	2018 Budget	2019 Budget	\$ Change from 2018 Budget	% Change from 2018 Budget
Direct Revenue	\$567,052,906	\$358,783,301	\$363,765,364	\$4,982,063	1%
Federal Revenue	\$59,972,524	\$59,575,663	\$62,865,789	\$3,290,126	6%
State Shared Revenue	\$27,305,169	\$27,259,289	\$27,281,194	\$21,905	0%
Other State Revenue	\$231,554,671	\$242,478,023	\$243,137,586	\$659,563	0%
Bond Proceeds ^b	\$2,025,453	\$0	\$0	\$0	—
Sales Tax	\$67,759,027	\$70,881,788	\$68,014,546	(\$2,867,242)	-4%
Prior-Year Surplus ^a	\$5,000,000	\$5,000,000	\$4,798,000	(\$202,000)	-4%
Indirect Revenue	\$0	\$0	\$0	\$0	—
Tax Levy	\$281,827,664	\$292,578,329	\$294,270,459	\$1,692,130	1%
TOTAL	\$1,242,497,414	\$1,056,556,392	\$1,064,132,938	\$7,576,546	1%

Alternating Shaded Rows
Alternate between white rows and rows with color fill of 10% tint.

Totals
Boldface totals as well as any other lines with more significance.

^a Reflects Budgeted Figures in 2016 Actuals

^b Mainly reflects proceeds from refunding of bonds which are booked in Agency 9960—Debt Service

Source: Office of Performance, Strategy & Budget

Footnote or Source

Use oblique type. Always aim to include source for transparency and to lend authority.

Accessible Language

BRAND COMPONENTS



To comply with Americans with Disabilities Act (ADA) recommendations and to be helpful and mindful of people with disabilities, wherever possible documents should include information about how information can be accessed in alternative formats.

Include a version of one of the following statements on printed material prepared for distribution to the public and employees. The statement should be printed in black (not colored) ink in an easy-to-read, non-italic typeface such as Arial or Helvetica (using Univers to preserve branding is also acceptable but not required for this implementation). The recommended type size is at least 14 points, unless this stands out as unusually prominent. White lettering on black (inverse) is also acceptable. Do not hyphenate any words in the phrase. Neither boldfaced type nor a box around the statement is required.

- (a) Available in an alternative format upon request.
Contact the Office for Persons with Disabilities:
(414) 278-3930 (voice) | (414) 278-3939 (fax) | 711 (TRS)
- (b) Alternative Formats Upon Request
(414) 278-3930 (voice) | (414) 278-3939 (fax) | 711 (TRS)
- (c) This information is available in alternative formats upon request at (414) 278-3930 (voice) or 711 (TRS).
- (d) To request this information in alternative formats for people with disabilities, call (414) 278-3930 (voice) or TRS: 711.
- (e) To request this information in alternative formats or to request reasonable accommodations for people with disabilities, call (414) 278-3930 (voice) or 711 (TRS).

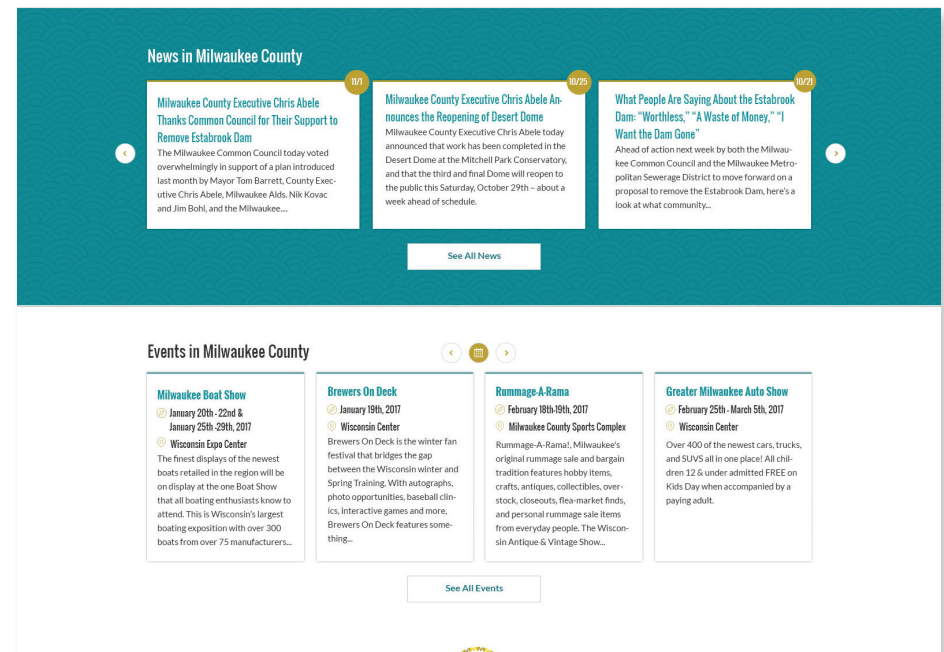
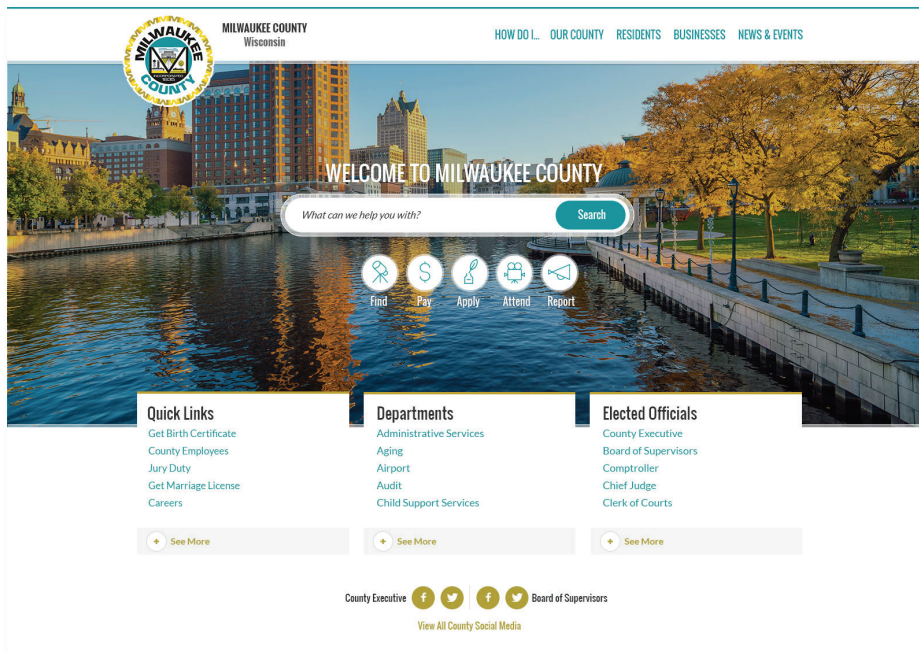
Web Site

BRAND COMPONENTS

The redesigned Milwaukee County web site launched in Spring 2018.

The Milwaukee County web site is a lynchpin of our brand. Our web vendor worked in concert with the web site project committee and within these graphic standards to create a site that not only reflects our brand — but also illustrates and reiterates our emphasis on unity and consistency throughout Milwaukee County offices and departments.

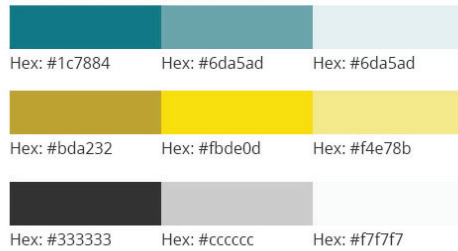
For templates and tools available to Titan Content Authors (employees who are creating content for the Milwaukee County web presence), check out [The Launch Pad](https://milwaukeecountywi.sharepoint.com/sites/external/brandingweb) at <https://milwaukeecountywi.sharepoint.com/sites/external/brandingweb>.



Web Site Color Palettes

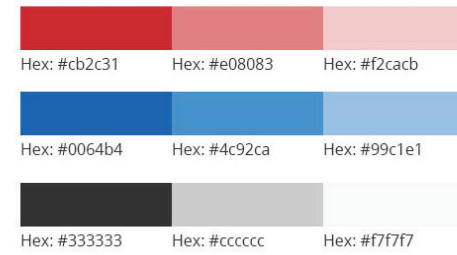
BRAND COMPONENTS

PUBLIC COLOR PALETTE



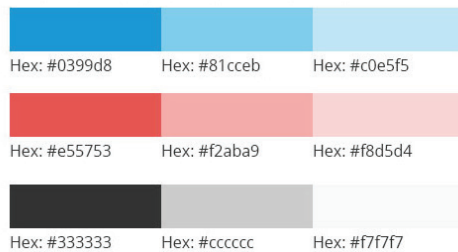
Milwaukee County Public, Department of Administrative Services, Audit Department, Ethics Board, Human Resources, Personnel Review Board, County Executive, Board of Supervisors, Milwaukee County Courts

PUBLIC SAFETY AND JUSTICE PALETTE



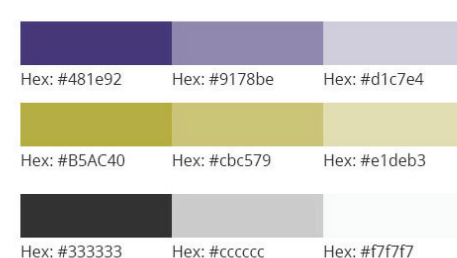
Sheriff's Department, House of Corrections, Office of Emergency Management

HUMAN-TYPE SERVICES PALETTE



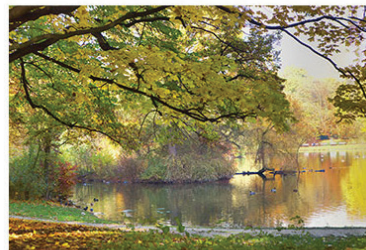
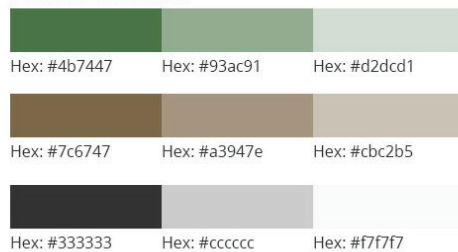
Department of Health & Human Services, Department on Aging, Child Support Services, Veterans' Service Office, Office for Persons with Disabilities, Department of Transportation

ELECTED OFFICIALS & GOVERNMENT WORKINGS PALETTE



County Treasurer, Comptroller, Register of Deeds, District Attorney, County Clerk, Medical Examiner

PARKS PALETTE



Parks



Web Site Typography

BRAND COMPONENTS

Our web vendor has selected typefaces for the Milwaukee County web site that complement our primary print font but are optimized for screen reading and ADA compliance.

These typefaces are built into the Titan Content Management System and, through internal cascading style sheets, will typically automatically generate in the blocks in which you create your web content. It is not necessary to have personal access to these web-based fonts.

Additionally, it is not optimal nor recommended to use the web typography on any print materials.

TYPOGRAPHY

HEADERS

Font: Oswald

Font Size: **300, 400**

Oswald

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. ndum. Lorem ipsum dolor sit amet, consectetur. enean euismod bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. ndum

BODY COPY

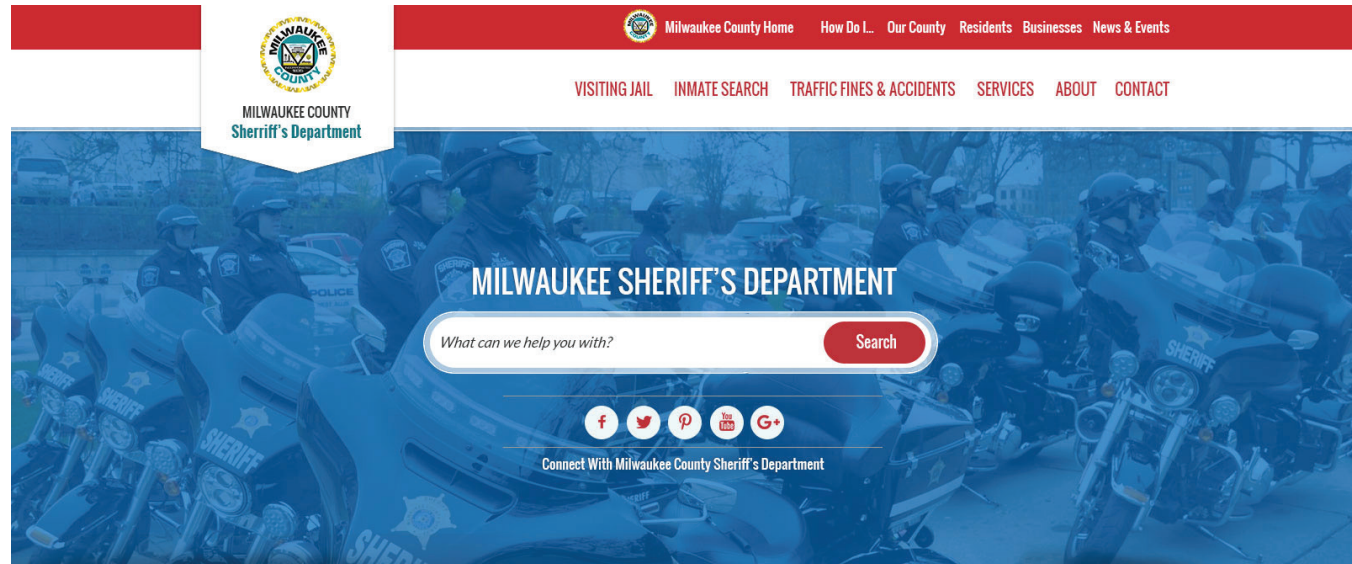
Font: **Open Sans**

Size / Line Height: **15px / 24px**

Color: **#333333**

Web Site Imagery

BRAND COMPONENTS



Feature Image

Featured image size: **1600 pixels by 650 pixels**

Things to keep in mind for featured image:

- There will be white text over this image so images that are naturally darker often work better. Lighter images can be used but will need opacity applied.
- Images with similar colors to the website color palette help accent the design nicely.
- This image is very horizontal and the smaller the device the more the sides of the images get will get cut off.
- Try to avoid any one particular focal point. If there is a focal point, make sure it is in the middle of the image so it doesn't get cut off on smaller screen devices.

Body Images

There are no real constraints here. Images can be any size; a general rule of thumb is that these images don't ever need to be

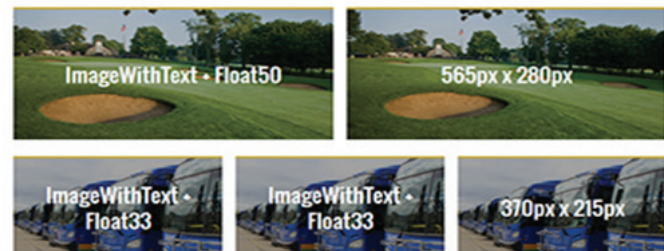
above 1000 pixels wide.

If text is going on top of an image make sure the image is dark enough to allow contrast for the white text.

Grid Images

Large size: **565 pixels by 280 pixels**

Small size: **370 pixels by 215 pixels**





Email Signature

BRAND COMPONENTS

Request these instructions by email (enabling you to cut and paste the signature into your own email program) from jim.lautenbach@milwaukeecountywi.gov.

For help setting up your email signature, please contact jim.lautenbach@milwaukeecountywi.gov.

Every email that comes from Milwaukee County reflects upon the organization. Using one simple, branded email signature across Milwaukee County offices and departments helps strengthen our visual identity.

The email signature references a template file and was developed using inline styles to help ensure your emails look their best.

Follow the instructions below to create and upload your email signature.

Instructions for Microsoft Outlook (desktop)

1. Highlight and Copy (Ctrl+C) the signature provided below.
2. Click on the Microsoft Outlook icon on your desk to launch the Outlook software application.
3. On the menu tabs located at the top: Go to FILE > Select OPTIONS > Select MAIL > Click on SIGNATURES.
4. Click on NEW and type in a name for the signature.
5. Click in the text box (under Edit Signature) and paste copied items (Ctrl+V).
6. Under Choose Default Signature, set your signature when you create a new message.
7. Click OK to complete.

Note: You can create additional signatures and choose from multiple signatures for your messages

Instructions for OWA (online)

1. Highlight and Copy (Ctrl+C) the signature provided below.
2. Launch 365 Office by clicking on the Office 365 desktop icon.
3. Click on the gear next to the "?" on the upper right corner.
4. Click on OPTIONS.
5. On the Menu, scroll down the list to LAYOUT and click on E-MAIL SIGNATURE.
6. Click in the text box and paste copied items (Ctrl+V).
7. Click SAVE to complete.
8. When you create new e-mail messages, your signature will be added.

Note: Currently OWA does not allow you the option to create and select from multiple signatures



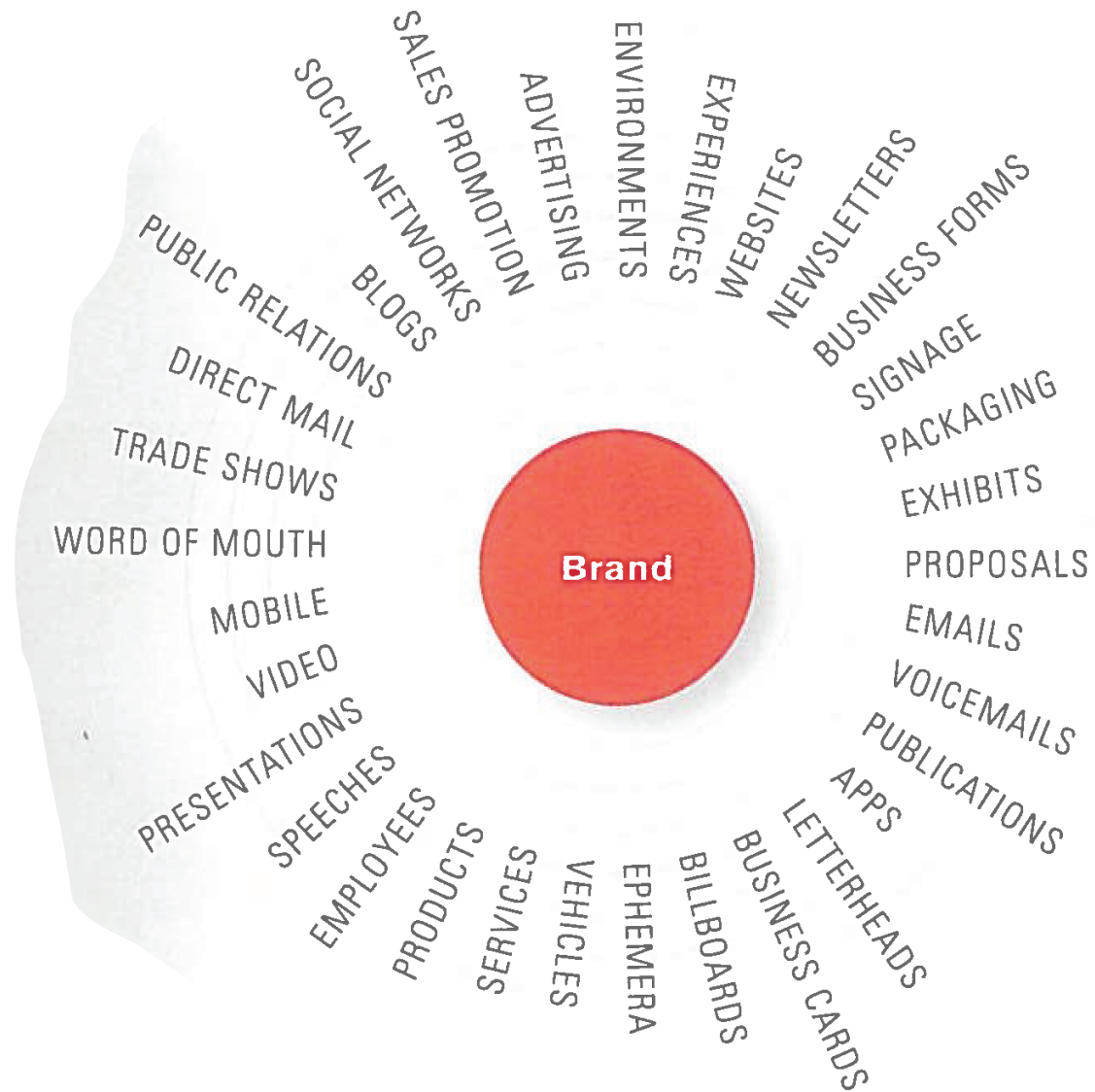
Jim Lautenbach | Graphic Communications Coordinator
Milwaukee County Department of Administrative Services
901 N. Ninth St. | Milwaukee, WI 53211
(414) 278-5092 | county.milwaukee.gov
Currently teleworking. For urgent matters, please call (414) 248-0969.

By achieving racial equity, Milwaukee County is the healthiest county in Wisconsin.

Brand Touchpoints

BRAND COMPONENTS

Each touchpoint is an opportunity to increase awareness, build stakeholder loyalty and reinforce the brand.



Brand Strategy

Our Process for Success



A PROCESS FOR SUCCESS

The brand identity process demands a combination of investigative, strategic thinking, design excellence, and project management skills. It requires an extraordinary amount of patience, an obsession with getting it right, and an ability to synthesize vast amounts of information.

1 | CONDUCTING RESEARCH

- Clarify visions, strategies, goals and values.
- Research stakeholders' needs and perceptions.
- Conduct marketing, competitive, technology, legal and language audits.
- Interview key management.
- Evaluate existing brands and brand architecture.
- Present audit readout.

2 | CLARIFYING STRATEGY

- Synthesize learnings.
 - Clarify brand strategy.
 - Develop a positioning platform.
 - Co-create brand attributes.
 - Write a brand brief.
 - Achieve agreement.
 - Create a naming strategy.
 - Develop a key message.
- Write a creative brief.

3 | DESIGNING IDENTITY

- Visualize the future.
- Brainstorm big idea.
- Design brand identity.
- Explore applications.
- Finalize brand architecture.
- Achieve agreement.

4 | CREATING TOUCHPOINTS

- Finalize identity design.
- Develop look and feel.
- Initiate trademark protection.
- Prioritize and design applications.
- Design program.
- Apply brand architecture.

5 | MANAGING ASSETS

- Build synergy around the new brand.
- Develop launch strategy and plan.
- Launch internally first.
- Launch externally.
- Develop standards and guidelines.
- Nurture brand champions.



**MILWAUKEE
COUNTY**

county.milwaukee.com