



WAUWATOSA

WISCONSIN * ESTD 1835

Brand Guidelines

MISSION & VISION

The mission of the City of Wauwatosa is to provide accessible services that are essential and enhance the quality of life across the community and the region, in ways that are inclusive, efficient, effective, and affordable.

The vision of the City of Wauwatosa is a safe, welcoming, and inclusive community, that provides excellent city services while maintaining a high quality of life for residents, visitors, and businesses.

OUR VALUES

Adaptability
Equity
Inclusion
Innovation

Resilience
Respect
Service Excellence
Transparency



VISUAL IDENTITY

- * | **Brand Element**
- * | **Variations**
- * | **City Emblem**
- * | **Clear Space**
- * | **Incorrect Usage**
- * | **Brand Colors**
- * | **Typography**

The Intention

This design element was inspired by the many beautiful neighborhoods and nature spaces found in Wauwatosa. The trees forming the home represent the idea of a deeply rooted community that has thrived for generations. The tree branches appear as if they are holding hands, which represents connection, support, and inclusivity.



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Design Element Variations

The design element can be used in a variety of colors and sizes as well as in stacked, horizontal, and badge variations. There is also a social icon variation. When choosing which version of the design element to use, take into account the other images and colors that will be used in conjunction with the design element and choose the option that works best.

1. STACKED DESIGN ELEMENT



2. HORIZONTAL DESIGN ELEMENT



3. BADGE DESIGN ELEMENT



4. SOCIAL ICON





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Additional Design Element Variations

Also included in the design element package are logo variations for the following entities:

Public Works Department

Health Department

Each design element contains a stacked and horizontal version set in a variety of colors. A secondary version includes the word 'Wisconsin'. All visual identity rules and guidelines apply.



WAUWATOSA
DEPARTMENT OF PUBLIC WORKS



WAUWATOSA
WISCONSIN
DEPARTMENT OF PUBLIC WORKS



WAUWATOSA
WISCONSIN
HEALTH DEPARTMENT



WAUWATOSA
HEALTH DEPARTMENT



WAUWATOSA
DEPARTMENT OF PUBLIC WORKS



WAUWATOSA
DEPARTMENT OF PUBLIC WORKS * WISCONSIN



WAUWATOSA
HEALTH DEPARTMENT



WAUWATOSA
HEALTH DEPARTMENT * WISCONSIN

Use of the Emblem

Adopted in 1957, the official City Emblem is an important part of Wauwatosa's heritage. The City Emblem will continue to be used for official business including placement on government documents, police department patches, street signs, and the city flag.



✗ The City Emblem should not be displayed directly beside the design element, as they have distinct purposes. ✗



Logo Size & Clear Space

To ensure readability, never reproduce Wauwatosa's design element smaller than 1.25" tall for the stacked and badge design element or 2" wide for the horizontal variation. Always maintain a clear space around the design element. This prevents text, illustrations, photos, or other elements from interfering with the design element's legibility. More space is generally preferred. For the design element, the height of the letter "W" in "Wauwatosa" should be used as a measure to determine the minimum amount of space required between the mark and other elements and text.

CLEAR SPACE



MINIMUM SIZE



1.25"
TALL



1.25"
TALL

2" WIDE



Incorrect Design Element Usage

The following are some examples of how NOT to apply Wauwatosa's design element. A good rule to follow is to only use an approved variation of the design element and never modify it.



Do not squeeze, stretch, pinch, or distort.



Do not change or alter colors in any way.



Do not change the font or typesetting.



Do not alter, add, or remove any elements.



Do not use any AI effects on the design element in any way.



Do not apply the design to a busy photo background.

BRAND COLORS

PRIMARY COLORS

 Tosa Dark Blue HEX# 1c3866 CMYK 100 86 33 21 RGB 28 56 102 PMS 7694 C	 Lush Light Green HEX# acc237 CMYK 38 8 100 0 RGB 172 194 55 PMS 2300 C	 Tosa Light Blue HEX# 5dbaca CMYK 60 7 19 0 RGB 93 186 202 PMS 7458 C	 Lush Dark Green HEX# 737e34 CMYK 56 35 100 16 RGB 115 126 52 PMS 575 C
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PRIMARY NEUTRAL COLORS

 Stone Tan HEX# ddc5b2 CMYK 13 21 28 0 RGB 221 197 178 PMS 4755 C	 Off-White HEX# f6ede5 CMYK 0 3 5 3 RGB 246 237 229 PMS Use Pure White	 Off-Black HEX# 16181d CMYK 77 69 61 77 RGB 22 24 29 PMS Black 3 C
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SECONDARY COLORS

 Historic Burgundy HEX# 6e2120 CMYK 33 91 83 46 RGB 110 33 32 PMS 188 C	 Village Brown HEX# 5c3929 CMYK 44 69 78 50 RGB 92 57 41 PMS 4695 C	 Firefly Golden Yellow HEX# f99d22 CMYK 0 45 97 0 RGB 249 157 34 PMS 130 C	 Sunset Orange HEX# c74527 CMYK 16 87 100 5 RGB 199 69 39 PMS 7619 C
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Typography

The right typeface, when used consistently, creates an effective presence and provides a sense of familiarity for the audience as well as a consistent look and feel throughout all communications.

HEADLINE FONT

AA BB CC

YRT SHISHITO SANS

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

SUB-HEADLINE FONT

Aa Bb Cc

TikTok Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

SUB-HEADLINE FONT

Aa Bb Cc

TikTok Sans Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

ACCENT FONT

AA BB CC

PERMANENT MARKER REGULAR

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

BODY COPY FONT

Aa Bb Cc

TikTok Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



Use YRT Shishito Sans for headlines in dark blue, light green, or off-white.



Use TikTok Sans bold in sentence case for sub headlines in dark blue, light blue, tan, or off-white.



Use TikTok Sans regular for body copy in off-black or off-white. Body copy should be no smaller than 9pt type with generous leading.



Use TikTok Sans semibold in all caps with generous tracking for secondary sub headlines, lists, captions, and quotes. Use in the color brown, dark blue, or off-white.



Use Permanent Marker regular for specialty copy, like a call to action or a due date. Use in burgundy, yellow, or off-white.

USE SHISHITO SANS FOR HEADLINES.



For subhead copy, use TikTok Sans bold in dark blue, off-white, or light blue.

Use TikTok Sans regular for body copy. Setting the body copy size no smaller than 9 pt in either off-white or off-black creates a cohesive look.

Example: Ariste doluptius, ommolot ad qui quate nis maio blaut platem exces estiis ut unt.

Uciisum assint facium quis eum faceptum facit aliqui to occatur? Liquodis nihil molorenduci dolorecti od et adit voluptas et liberfe rumqui quam volorumquae plique lictur, aturibus diam rem nus eatempo ritaqua sperferibus doluptur, nam faceritatur.

- USE TIKTOK SANS IN SEMIBOLD ALL CAPS FOR LISTS, CAPTIONS, OR QUOTES.
- LISTS OR CAPTIONS CAN BE USED IN BROWN, DARK BLUE, BURGUNDY, OR IN OFF-WHITE ON A DARKER BACKGROUND.
- NEAT, TIDY, AND ORDERED — THIS IS HOW A LIST SHOULD LOOK!

TIME TO USE YOUR BRAND FONTS!



THE BRAND IN USE

* | **Brand Assets**

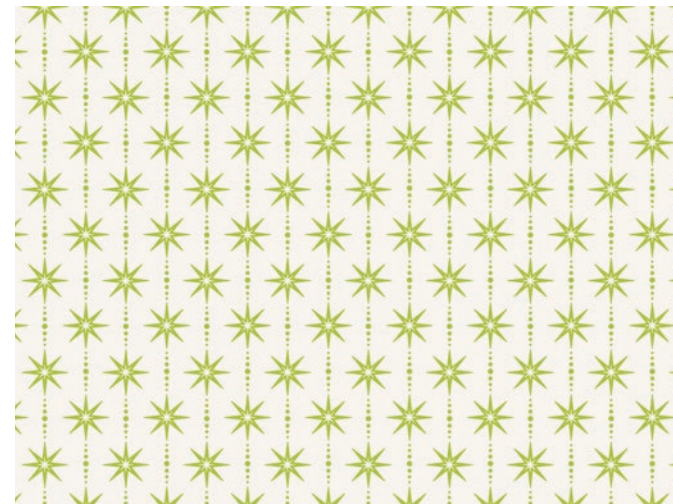
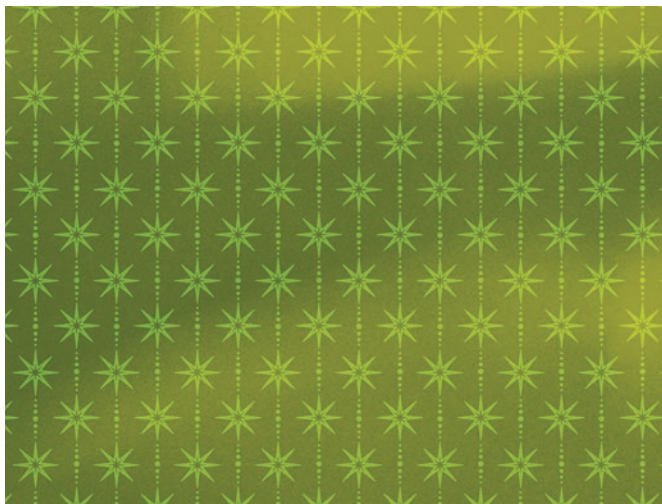
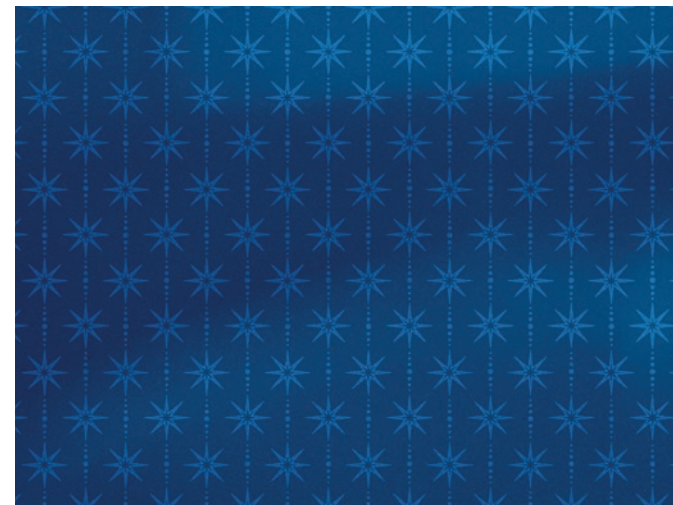
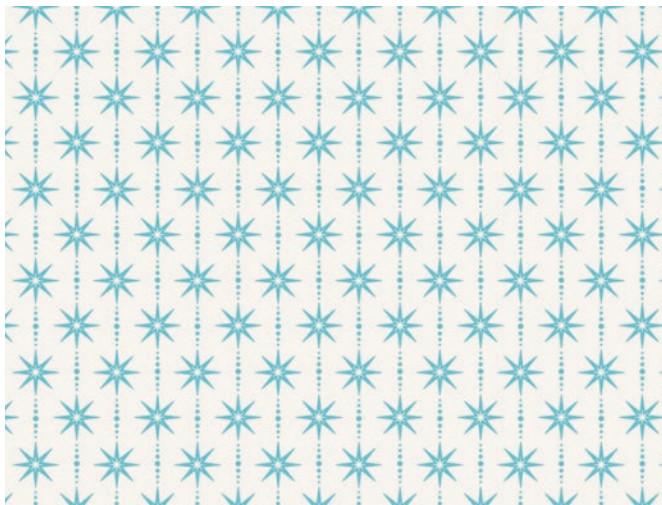
* | **Stationery**

* | **Brand Templates**

Brand Assets

PATTERN

The brand pattern comes in multiple color options and textures. This pattern can be used on merchandise as well as on print and digital design pieces. The brand pattern can be used as a standalone element or used in conjunction with copy and photos. When choosing a color option, keep in mind the other colors around the pattern and check for readability when using it with copy.



Brand Assets

1. BRAND TEXTURE

The brand texture comes in three color options: dark blue, dark green, and tan. The texture can be used as backgrounds for copy and brand elements to sit on or as an overlay on photos.

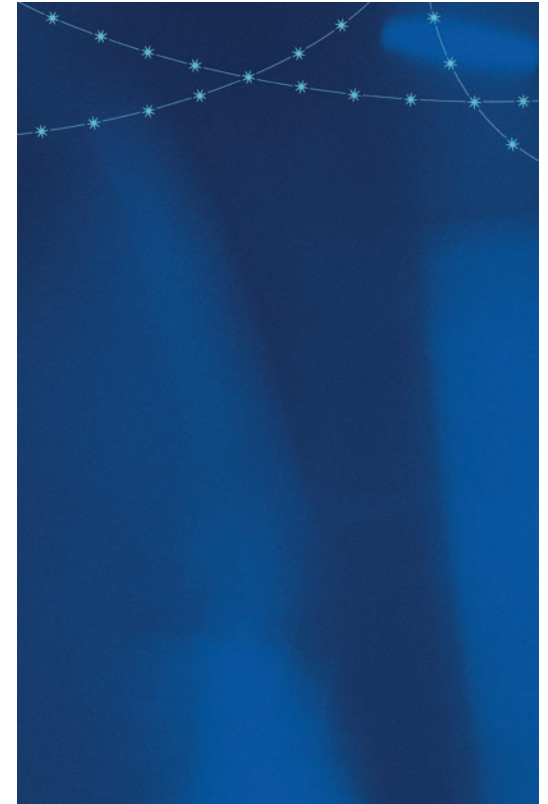
2. STRING LIGHTS ILLUSTRATION

The string lights illustration was inspired by the many lights that hang in the City of Wauwatosa. This brand element can be used as a background element for copy and design assets to sit on or as a standalone illustration. The background template comes in 8.5x11", a 11x17" format and a 1920x1080" pixels format for web. The individual illustrations of the string lights come in multiple color options.

1. BRAND TEXTURE



2. STRING LIGHTS ILLUSTRATION



Brand Assets

1. TWINKLE STAR BAR

This illustrated bar can be used as a header or footer brand element in different print and web formats. The twinkle star bar can also be used to separate blocks of copy in a design.

1. TWINKLE STAR BAR



2. DESIGN ELEMENT LETTER "W"

The letter "W" graphic is pulled from the top of the design element. This illustration asset can be used as a background element behind copy and other design assets. This asset can be used with the design element.

2. DESIGN ELEMENT LETTER "W"



3. DESIGN ELEMENT ICON

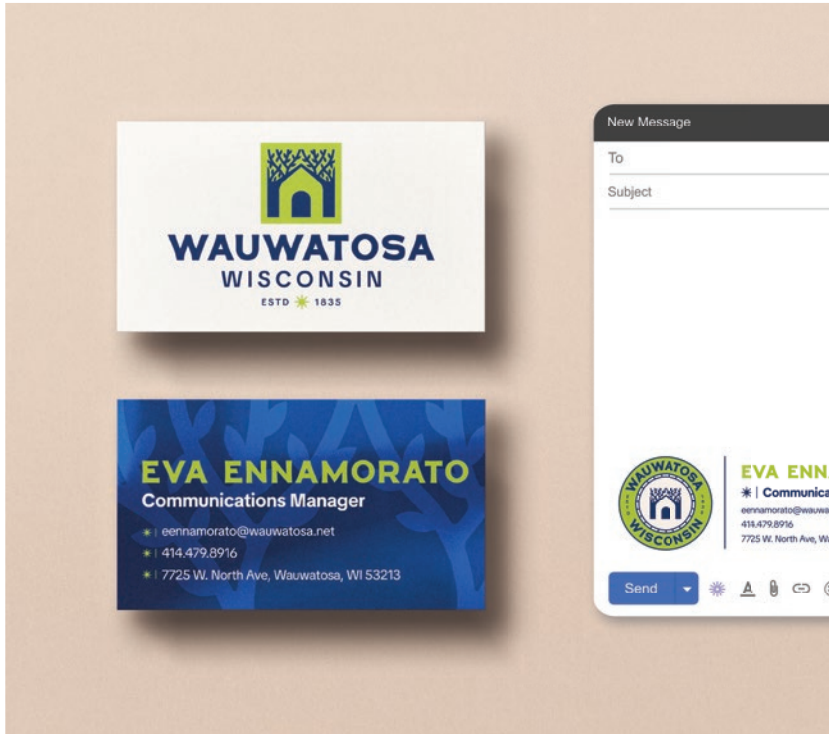
This icon was taken directly from the design element icon minus the "door" and containing box. This brand asset can be used above photos to frame the subject of the photo. Using this asset at a lower opacity creates a unique branding effect. This brand asset should not be used directly with any of the design element variations, using them together would appear repetitive.

3. DESIGN ELEMENT ICON



Stationery

The stationery kit includes letterhead and business card designs. The business card sample is 3.5" x 2" and the letterhead should be printed on 8.5" x 11" paper. An email signature design can be used as well. Custom pens are also a good way to advertise your brand to reach multiple audiences.



Templates

Powerpoint slide and social media templates were created to show how to display different types of information. Each layout can be used as a starting point for the design. Elements can be shifted and changed to best fit the content.

NOTE: Take layout inspiration from the brand guidelines and website design to use for different communications materials.

SOCIAL MEDIA TEMPLATES



POWERPOINT TEMPLATES







McD

**REMARKABLY
UNCOMMON.**

Brand guidelines developed
for the City of Wauwatosa
by McDaniels Marketing.

Questions? Contact:
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or call 309-346-4230.

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