



Milwaukee Logo Usage Guide for the City of Milwaukee

April 5, 2012

Milwaukee Logo Usage Guide for the City of Milwaukee

In an effort to build a consistent brand, the following guidelines have been established for the City of Milwaukee. This guide should be followed in order to achieve a strong and uniform brand across all departments.

Keys to Success

1. Always use the correct artwork.
2. Never modify or recreate the artwork.
3. Always maintain clear space around the logo.
4. Think smart and design to the spirit of these guidelines.
5. Consult with City of Milwaukee Public Information Division when in doubt.

Usage

The Milwaukee logo consists of the Milwaukee Art Museum Burke Brise Soleil (the “wings”) and the word MILWAUKEE.

The primary logo used should be the first logo on page three.

Whenever possible, the logo should be reproduced in color.

The logo should only be reproduced in color on a white background.

If the logo is to be used on a colored background, then it should be printed in either all black or all white.

The logo should be prominently displayed on all City of Milwaukee communications; stationery, letterhead, business cards, envelopes and webpages.

This doesn't mean it needs to be large — just recognizable.

Placement on stationery

See attached samples.

Placement on vehicles

Samples to come.

Colors

The logo spot color is PMS 308C.

No other colors should be used in the printing of the logo, with the exception of black and white.

When PMS colors are not able to be used, then the CMYK process builds for these colors are C-100 M-5 Y-0 K-47.

Type

The logo should never be typeset using any other font. The logo should always be used from the graphic files supplied.

Contact

To request logos for print please contact the Public Information Division.

Bill Arnold: 286-3285 or warnol@milwaukee.gov
Tina Klose: 286-2346 or cklose@milwaukee.gov



MILWAUKEE

Primary Logo with Gradient
Pantone 308C



MILWAUKEE

Primary Logo with Gradient
CMYK = C 100 M 5 Y 0 K 47



MILWAUKEE

Primary Logo - SOLID
Pantone 308C
TO BE USED WHEN PRINTED MATERIAL
CANNOT HOLD AN EVEN GRADIENT.



MILWAUKEE

Primary Logo - SOLID
CMYK = C 100 M 5 Y 0 K 47
TO BE USED WHEN PRINTED MATERIAL
CANNOT HOLD AN EVEN GRADIENT.



MILWAUKEE

Secondary Logo - Pantone 308C
TO BE USED FOR ONE COLOR APPLICATIONS ONLY.



MILWAUKEE

Secondary Logo - Black
TO BE USED FOR BLACK AND WHITE APPLICATIONS ONLY.



Secondary Logo
White

TO BE USED FOR BLACK AND WHITE APPLICATIONS ONLY.

*The
Garden
District*



TERRY L. WITKOWSKI
ALDERMAN, 13TH DISTRICT



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Office of the City Clerk

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City Clerk

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