



City of West Allis
Resolution

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number: R-2006-0008

Final Action:

JAN 17 2006

Resolution relative to replacing the existing City logo and slogan and adopting a new City logo and slogan.

WHEREAS, the City of West Allis had previously adopted a City logo and slogan in Resolution No. 19972, dated June 3, 1980; and,

WHEREAS, it is desirous to replace this existing logo and slogan with a new City logo and slogan; and,

WHEREAS, the new City logo and slogan shall be used on all City printed material, promotional pieces, official items, signage, equipment, and buildings; and,

WHEREAS, this new city logo and slogan shall be used by all City departments, divisions, and offices.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis that the attached City logo and slogan be and are hereby approved.

BE IT FURTHER RESOLVED that the attached details on identification standards and specifications be adopted and the proper City officers be instructed to implement the use of this policy.

ADM\ORDRES\ADMR306

ADOPTED

JAN 17 2006

Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED

January 19, 2006

Jeannette Bell, Mayor



A 12/6

The City of West Allis is similar to a large corporation. It's logo should represent the identity of the City (corporate image) and be portrayed with professionalism, clarity and consistency. The logo should be used consistently throughout but can be altered to signify committees and departments to clarify those entities. Example: Beautification should use the selected logo with an element to represent its purpose. This is considered the "branding" aspect.

Below lists the variety of logo categories and their uses. A selected logo needs to accommodate all aspects but may need alterations for clarity. These items will be displayed and described for accepted use in a guidelines document. Additional items may be added. Consideration as to who is producing the items needs to be addressed. Example: The City Print shop does not utilize the standard Mac based, eps digital format which is required in the private industries.

PRINTED MATERIAL	PROMOTIONAL	OFFICIAL	SIGNAGE
1 Letterhead	1 Balloons	1 Lapel Pins	1 Vehicles
2 Envelope	2 Bumper Sticker	Aldermanic	Trucks
All Sizes	3 Caps	Committees	Cars
3 Calling Cards	4 Desk Clock	Officials	Police
4 Forms	5 Emblem Patch	2 Name Plates	Fire
Building Permits	6 Flag 3x5	Aldermanic	2 Water Towers
Checks	7 Flag 4x8	Council	3 Informational
Invoices	8 Jacket	Desk	Historical
License Renewal Forms	9 Key Chains	Officials	Directional
Misc. Forms	10 Logo Pin	3 Awards	Barricades
Note/Memo Pads	11 Mugs	Pins	4 Parking
Parking Permits	12 Paper Weight	Plaques	5 Building Permits
Payroll	13 Pencils	Proclamations	6 Building
Purchasing	14 Pens	4 Press Releases	7 City Entrance Points
Reports	15 Polo Shirts	5 Web/Intranet Usage	
Statements	16 Sticker	6 Cable TV	
Tax	17 Sweat Pants	7 Computer Presentations	
Water Bills	18 Sweat Shirt	PowerPoint	
5 Advertising	19 T-shirt	8 Committees	
6 Flyers & Inserts			
7 Newsletter			
8 Phone Face Plates			

City of West Allis - New Logo Requirements and Standards.

Colors: Black and Red.(Various color pallettes)
(Pantone - PMS) 199 (Standard in printing)
(RGB) R. 250 G. 0 B. 44
(CMYK) C. 1.57 M. 96.08 Y. 66.28 K. 0
(HSB) H. 352.4 S. 93.5 B. 96.47
(Greyscale) K. 65.42 (To be used as red for Black & White Printing).

Scale: 1:2.275 H. 1" W. 2.275". Examples
H. 2" W. 4.55"
H. .75" W. 1.7"
H. .25" W. .56875"

During the design process, a list, of *elements* being used throughout the City, was established.

The 4 catagories of the list are; Printed material, Promotional, Official and Signage.

A Standards document will be developed and elements will be added when the elements are required to be produced. The element page will display, the size standard, the logo and measurements for positioning, color requirements, and medium requirements.

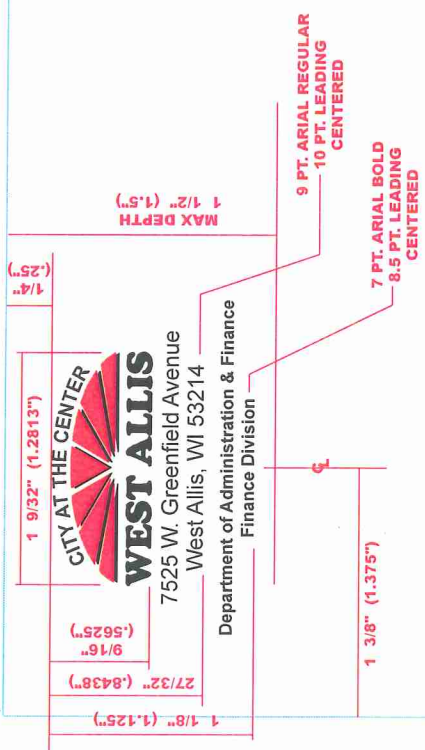
These standards should be adhered to providing continuity to the identity of the City of West Allis. It also provides guidelines for usage.

A PDF of a #10 envelope is attached as an example.
An xls file is also attached showing the catgories and elements.

I'm not sure as to what else you would need to accomplish the resolution. The old one seemed rather generic.

There are 75 plus elements within the list. These will take time to establish. I would like the opportunity to provide the guidelines document with the examples.

Terry Dobrowski



A PRINTED MATERIAL

- 1 LETTERHEAD
- 2 ENVELOPE
- 3 CALLING CARD
- 4 FORMS
 - BUILDING PERMITS
 - CHECKS
 - INVOICES
 - LICENSE RENEWAL
 - MISC FORMS
 - PARKING PERMITS
 - PAYROLL
 - PURCHASING
 - STATEMENTS
 - TAX
 - WATER BILLS
- 5 REPORTS
- 6 NOTE/MEMO PADS
- 7 ADVERTISING
- 8 FLYERS & INSERTS
- 9 NEWSLETTER
- 10 PHONE FACE PLATE
- 11 LABELS/STICKERS

B PROMOTIONAL

- 1 BALLOONS
- 2 BUMPER STICKERS
- 3 CAPS
- 4 DESK CLOCKS
- 5 EMBLEM/PATCH
- 6 FLAG 3X5
- 7 FLAG 4X6
- 8 JACKET
- 9 KEY CHAINS
- 10 LOGO PINS
- 11 MUGS
- 12 PAPER WEIGHT
- 13 PENCILS
- 14 PENS
- 15 POLO SHIRTS
- 16 STICKER
- 17 SWEAT PANTS
- 18 SWEAT SHIRT
- 19 T-SHIRT

C OFFICIAL

- 1 LAPEL PINS
 - ALDERMANIC
 - COMMITTEES
 - OFFICIALS
- 2 NAME PLATES
 - ALDERMANIC/MAGNETIC
 - COUNCIL
 - DESK
 - OFFICIAL/MAGNETIC
- 3 AWARDS
 - PINS
 - PLACQUES
 - PROCLAMATIONS
 - SEALS
- 4 PRESS RELEASES
- 5 WEB/INTRANET
- 6 CABLE TV
- 7 COMPUTER PRESENTATIONS
 - POWERPOINT
- 8 COMMITTEES

D SIGNAGE

- 1 VEHICLES
 - TRUCKS
 - POLICE
 - FIRE
 - DECALS
 - MAGNETIC
- 2 WATER TOWERS
- 3 INFORMATIONAL
 - HISTORIC
 - DIRECTIONAL
 - BARRICADES
- 4 PARKING
- 5 BUILDING SIGNS
- 6 BUILDING
- 7 CITY ENTRANCE POINTS

A PRINTED MATERIAL

- 1 LETTERHEAD
- 2 ENVELOPE
- 3 CALLING CARD
- 4 FORMS
 - BUILDING PERMITS
 - CHECKS
 - INVOICES
 - LICENSE RENEWAL
 - MISC FORMS
 - PARKING PERMITS
 - PAYROLL
 - PURCHASING
 - STATEMENTS
 - TAX
 - WATER BILLS
- 5 REPORTS
- 6 NOTE/MEMO PADS
- 7 ADVERTISING
- 8 FLYERS & INSERTS
- 9 NEWSLETTER
- 10 PHONE FACE PLATE
- 11 LABELS/STICKERS

B PROMOTIONAL

- 1 BALLOONS
- 2 BUMPER STICKERS
- 3 CAPS
- 4 DESK CLOCKS
- 5 EMBLEM/PATCH
- 6 FLAG 3X5
- 7 FLAG 4X6
- 8 JACKET
- 9 KEY CHAINS
- 10 LOGO PINS
- 11 MUGS
- 12 PAPER WEIGHT
- 13 PENCILS
- 14 PENS
- 15 POLO SHIRTS
- 16 STICKER
- 17 SWEAT PANTS
- 18 SWEAT SHIRT
- 19 T-SHIRT

C OFFICIAL

- 1 LAPEL PINS
 - ALDERMANIC
 - COMMITTEES
 - OFFICIALS
- 2 NAME PLATES
 - ALDERMANIC/MAGNETIC
 - COUNCIL
 - DESK
 - OFFICIAL/MAGNETIC
- 3 AWARDS
 - PINS
 - PLACQUES
 - PROCLAMATIONS
 - SEALS
- 4 PRESS RELEASES
- 5 WEB/INTRANET
- 6 CABLE TV
- 7 COMPUTER PRESENTATIONS
 - POWERPOINT
- 8 COMMITTEES

D SIGNAGE

1 VEHICLES

TRUCKS

POLICE

FIRE

DECALS

MAGNETIC

2 WATER TOWERS

3 INFORMATIONAL

HISTORIC

DIRECTIONAL

BARRICADES

4 PARKING

5 BUILDING SIGNS

6 BUILDING

7 CITY ENTRANCE POINTS