

CITY OF MILWAUKEE

# STRONG

## NEIGHBORHOODS PLAN

Prevention • Mitigation • Revitalization • Renewal



## Identity Guidelines

*for building a strong, consistent brand*

- Additional appendix of marketing materials included -

The City of Milwaukee **STRONG** Neighborhoods Plan logo visually identifies our purpose and mission. The logo should be used according to these guidelines to consistently reinforce our brand identity.

This guide is not a call to conformity, but to collaboration and transformation. Like the living community it represents, this guide will evolve with us as our narrative unfolds.



FIG. 1

**This is the primary STRONG logo (FIG. 1).**

It is the most important part of the brand and careful attention should be paid to how it is applied and reproduced.

The full color option should be used wherever possible and official files should always be used to preserve quality.



FIG. 2

**There are two variations of the primary logo (FIG. 2 and FIG. 3).**

Greyscale black (FIG. 2) and knocked-out greyscale white (FIG. 3) alternatives should be used when color printing is not available.

When multiple logos are to be used on a collateral piece, these versions may also be used, in order to achieve a more cohesive look to your design and across all logos (see example on page 9).



FIG. 3

Whenever possible the logo should be placed on a white or light colored background with enough contrast to ensure legibility. Best judgment and common sense should be used when deciding if a variation of the logo should be placed on a specific background color. When necessary the greyscale (FIG. 2) or reversed-greyscale (FIG. 3) should be considered.



FIG. 4

**As general rule, the STRONG identity should not be changed or adjusted in any way (FIG. 4):**

- Do not stretch or rotate the logo
- Do not isolate components of the logo
- Do not rearrange the logo or change the font
- Do not change the colors of the primary logo

## Written

In all external communications and documentation "**STRONG Neighborhoods Plan**" must be spelled out completely and preferably with the word "STRONG" in ALL CAPS, to assist in building the brand identity.

**DO NOT ABBREVIATE and DO NOT USE AN ACRONYM**

One of the goals of the brand is to build increased recognition of the full brand name.

**"SNP" or "SNIP" acronyms should never be used.**

All instances should be updated to: **STRONG Neighborhoods Plan**

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## Messaging

**The brand for this initiative is threefold: working together, building opportunities and building a stronger Milwaukee.** These are NOT slogans but are intended as an overall theme. Any messaging concepts should veer away from the negative effects of foreclosed properties. Messaging should be driven toward the City's goal of preserving the value of pro perty in the city and partnering with the community to bring forward innovative development strategies.

### **Building opportunities in Milwaukee neighborhoods**

### **Let's work together to build a stronger Milwaukee**

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## Website and Online Resources

Connect with us online at: **[www.milwaukee.gov/STRONG](http://www.milwaukee.gov/STRONG)**

Find additional media resources at: **[www.milwaukee.gov/STRONG/resources](http://www.milwaukee.gov/STRONG/resources)**

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## Social Media

When referencing the brand on social media outlets, please use the following hashtags.

On Twitter, please also mention: **@MayorofMKE** and/or **@MilwaukeeDCD**

**#MKESTRONG**

**#STRONGneighborhoods**

**The use of fonts in communications is a vital component in effectively connecting with an audience.**

Two fonts have been selected for maximum flexibility. It is recommended that communications efforts utilize the approved fonts (no more than three different fonts per layout). The approved fonts also offer great readability and are considered timeless when compared to more stylized font choices.

Rockwell Bold has been used in the logo for its strong slab serif and bold tone of voice.

## **Rockwell Bold**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

Myriad Pro is available in a variety of weights in order to construct a strong sense of hierarchy. Bold is used for the "Neighborhood Plan" text and Semibold is used for "City of Milwaukee" text.

## **Myriad Pro Bold**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## **Myriad Pro Semibold**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

**Consistency is key to the application of the STRONG brand.**

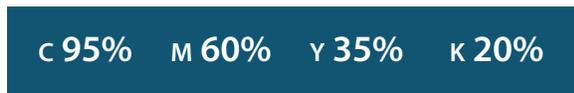
This ensures easy identification and a memorable presence with the target audience.

Color plays a vital part in maintaining this consistency and a limited palette of brand colors have been established for the primary logo.

**Orange**



**Navy**



**Teal**



**Tangerine**



**Yellow**



**Grey**



To preserve the integrity of the STRONG identity, rules have been established around the use of clear space and minimum size.

In terms of clear space, an area free of imagery, patterns, distracting textures or objects must be maintained around the logo. This ensures that the name gets the clarity and the legibility it deserves. This area is defined by the height of the center circle in the O ('x' in Fig. 5).

The absolute minimum size the logo should ever be presented is 0.5 inches in height (see Fig. 6). Beyond this scale legibility is seriously compromised.



FIG. 5



FIG. 6

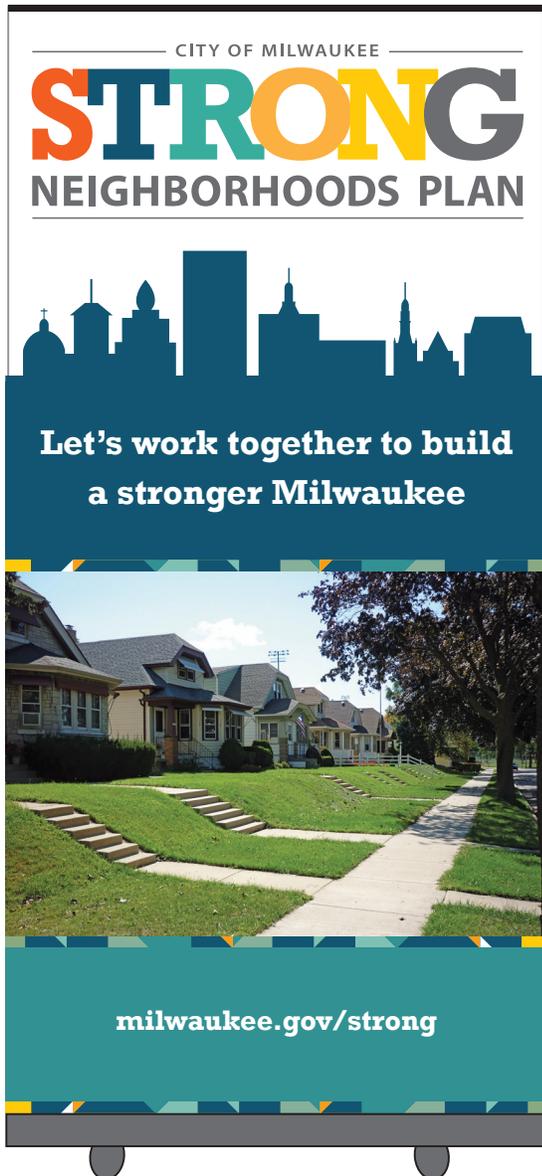


Tabletop display option:  
Telescoping pole for adjustable height

## Events and Outreach



The STRONG banner can be checked out from DCD Real Estate for use at press conferences and special events.



39" wide x 79" tall



48" wide x 32" tall

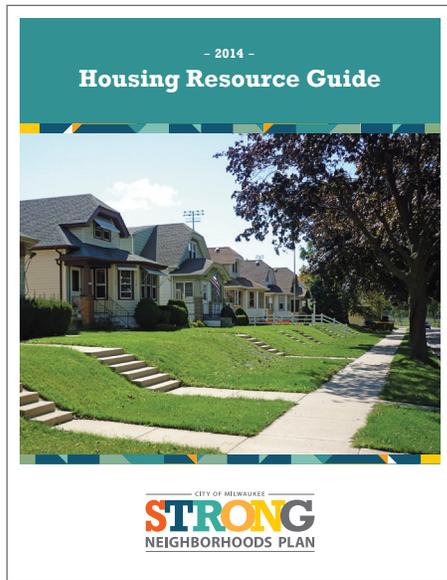
## Property Marketing



New STRONG for sale signs have been printed and installed on city-owned commercial properties.

The Housing Resource Guide is a useful tool and reference guide for internal staff, elected officials, community groups, counseling agencies, homeowners and potential homebuyers. This guide lists all of the City of Milwaukee programs available, as well as external agency programs.

Additionally, a web banner ad for the Housing Resource Guide is available and formatted to fit the right column of city webpages.



## Postcards Available

**Let's work together to build a stronger Milwaukee**



City-owned tax-foreclosed properties For Sale:  
commercial, residential, historic, buildable lots, brownfields  
[milwaukee.gov/CityRealEstate](http://milwaukee.gov/CityRealEstate)

NIDC Homebuyer Assistance Program:  
apply for \$20,000 forgivable loan on purchase of city-owned home for owner-occupant  
[milwaukee.gov/HBA](http://milwaukee.gov/HBA)

Download Housing Resource Guide, plus additional resources:  
grant and loan programs, homebuyer counseling, foreclosure info and assistance  
[milwaukee.gov/STRONG](http://milwaukee.gov/STRONG)

Download Vacant Lot Handbook:  
creative reuse strategies for vacant lots, community gardening projects, pocket parks  
[milwaukee.gov/VacantLotHandbook](http://milwaukee.gov/VacantLotHandbook)

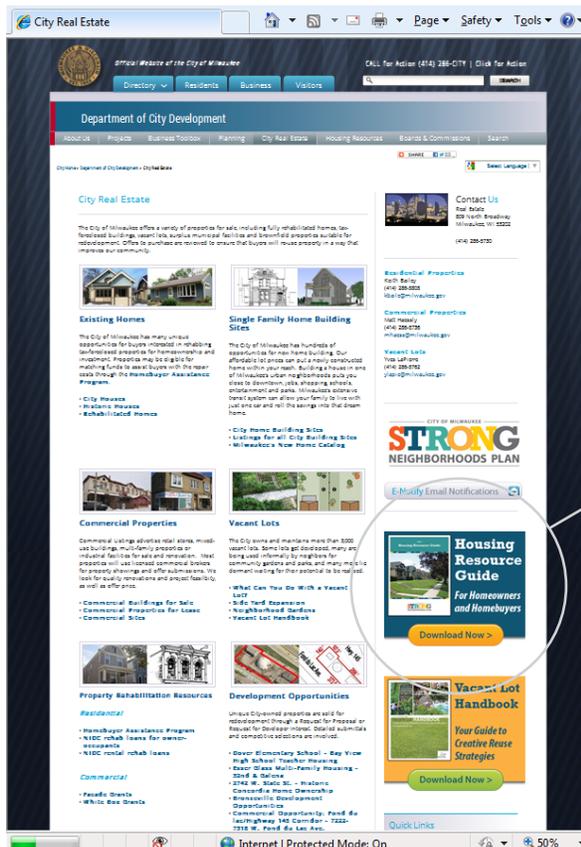
Sign up to receive New Property Sale Listings by email:  
[milwaukee.gov/Enotify](http://milwaukee.gov/Enotify)

**Your Neighborhood Toolkit**  
of online resources

*Whether you're looking for info on repairing your Milwaukee house, or are interested in purchasing a home of your own, we can help!*



A postcard was developed to refer citizens to digital versions of materials, plus additional online resources.



CITY OF MILWAUKEE  
**STRONG**  
NEIGHBORHOODS PLAN  
[www.milwaukee.gov/STRONG](http://www.milwaukee.gov/STRONG)

**May 6, 2014**

**TO:** You  
**FROM:** Me  
**RE:** Strong Neighborhoods Plan

Members of the Common Council

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Regards,  
Me



Prevention • Mitigation • Revitalization • Renewal

**Fully Rehabilitated Properties Open during Homeownership Fair**  
Open Houses will be held 10:00 a.m. - 12:00 p.m.

CITY OF MILWAUKEE  
**STRONG**  
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Properties have been rehabilitated through the City of Milwaukee's Neighborhood Stabilization Program (NSP). Buyers must complete 8 hours of homeownership counseling from a HUD-approved counseling agency and income restrictions apply.  
[www.milwaukee.gov/RehabilitatedHomes](http://www.milwaukee.gov/RehabilitatedHomes)

this house open from 2-3:00 p.m. only



2455 N 47th St.  
4Br / 2Ba • \$104,300

 4512 N. 28th St. 4Br. / 2Ba. • \$79,900	 3372 N. 29th St. 2Br. / 1Ba. • \$46,900	 2010 S. 33rd St. (Net Zero Energy) 5Br. / 2Ba. • TBD
 3287 N. 47th St. 3Br. / 1Ba. • \$108,700	 2509 N. 52nd St. 4Br. / 2Ba. • \$94,900	 2820 N. 58th St. 3 Br. / 1Ba. • \$90,200
 8950 N. 95th St. Unit G 3 Br. / 1 Ba. Condo • \$21,000	 8930 N. 95th St. Unit D 3 Br. / 1 Ba. Condo • \$21,000	 7311 W. Sheridan Ave. 3Br. / 1.5 Ba. • \$74,000

**Properties Needing Rehabilitation Open during Homeownership Fair**  
Open Houses will be held 10:00 a.m. - 12:00 p.m.

CITY OF MILWAUKEE  
**STRONG**  
NEIGHBORHOODS PLAN

For a limited time, buyers of these five properties being showcased during today's event who utilize the City's **Homebuyer Assistance Program** to make needed repairs can qualify for an additional \$1,200 to be used toward the purchase of eligible appliances, in addition to the \$20,000 forgivable loan available through the Homebuyer Assistance Program. Speak with a NIDC Program Representative or call 286-5610 for more information.  
[www.milwaukee.gov/HBA](http://www.milwaukee.gov/HBA)

**BONUS:**  
up to \$1,200 toward appliances

 4640 N. 38th St. 4 Br. / 1.5 Ba. +garage • \$13,200	 5911 N. 74th St. 3 Br. / 1.5 Ba. • \$7,000
 11910 W. Mill Road #16 2 Br. / 1.5 Ba. • \$41,000	 2529-31 N. 45th St. Multi-family • \$4,900
 4469 N. Sherman Blvd. 2 Br. / 1 Ba. • \$20,600	

**Let's work together to build a stronger Milwaukee**



**CITY OF MILWAUKEE**  
**STRONG NEIGHBORHOODS PLAN**

Neighborhood Improvement Development Corporation  
*In partnership with the City of Milwaukee*

**HOMEBUYER ASSISTANCE PROGRAM**

Promoting & Preserving sustainable HOMEOWNERSHIP

**FORGIVABLE LOANS up to \$20,000**  
*for the rehabilitation of City-owned homes*

Brochures are available in both English and Spanish versions.

**Resources available online at:**  
[www.milwaukee.gov/HBA](http://www.milwaukee.gov/HBA)

**CITY OF MILWAUKEE**  
**STRONG NEIGHBORHOODS PLAN**

Neighborhood Improvement Development Corporation  
*In partnership with the City of Milwaukee*

**JOIN US TO LEARN ABOUT PROGRAMS OFFERED BY:**  
the Neighborhood Improvement Development Corporation (NIDC)  
and the Housing Authority of the City of Milwaukee (HACM)

Promoting & Preserving sustainable HOMEOWNERSHIP

**FORGIVABLE LOANS up to \$20,000-\$25,000**

**A**s part of Mayor Tom Barrett's Strong Neighborhoods Plan, the Neighborhood Improvement Development Corporation (NIDC) offers forgivable loans up to \$20,000. Participants must purchase a City-owned foreclosed home and may receive subsidies to assist with the rehabilitation.

The Housing Authority of the City of Milwaukee (HACM) offers forgivable second mortgages up to \$25,000. These funds are only available to eligible buyers who purchase a HACM rehabbed home. Participants can purchase a newly rehabbed single family home for appraised value and may receive grants and subsidies to assist with the purchase price and/or down payment.

Representatives from the City of Milwaukee, NIDC, HACM and a nonprofit housing counseling agency will be available to guide you through the process and participating in either the NIDC Homebuyer Assistance Program of up to \$20,000 or the HACM Homeownership Program of up to \$25,000.

*No registration is needed, however space is limited!*  
PLEASE CONTACT NIDC AT **(414) 286-5610** IF YOU HAVE ANY QUESTIONS OR CONCERNS.

View City-owned properties for sale: [www.milwaukee.gov/CityHouses](http://www.milwaukee.gov/CityHouses)

View more info about NIDC programs: [www.milwaukee.gov/NIDC](http://www.milwaukee.gov/NIDC)

View HACM homeownership programs: [www.HACM.org/programs/homeownership.htm](http://www.HACM.org/programs/homeownership.htm)

**CITY OF MILWAUKEE**  
**STRONG NEIGHBORHOODS PLAN**

Neighborhood Improvement Development Corporation  
*In partnership with the City of Milwaukee*

**ACTS**

**JOIN US FOR A STEP-BY-STEP GUIDE TO HOMEOWNERSHIP**

Promoting & Preserving sustainable HOMEOWNERSHIP

**FORGIVABLE LOANS up to \$20,000**  
*for the rehabilitation of City-owned homes*

**A**s part of Mayor Tom Barrett's Strong Neighborhoods Plan, the City of Milwaukee is offering forgivable loans to assist eligible families rehabilitate City-owned homes.

**SESSION DATES AND TIMES:**  
**MARCH 25, 2014, 6-7:30 pm**  
Washington Park Library  
2121 N. Sherman Blvd.  
*(2nd Floor Meeting Room)*

**APRIL 8, 2014, 6-7:30 pm**  
Washington Park Library  
2121 N. Sherman Blvd.  
*(2nd Floor Meeting Room)*

**APRIL 30, 2014, 6-7:30 PM**  
Zablocki Library  
3501 W. Oklahoma Ave.  
*(Meeting Room)*

Join us to learn more about the process of purchasing a home from the City of Milwaukee and whether you may qualify for a forgivable loan of up to \$20,000 to assist with needed repairs.

Representatives from the City of Milwaukee, the Neighborhood Improvement Development Corporation (NIDC) and ACTS Housing will be available to guide you through the step-by-step process for purchasing a City-owned home and participating in the Homebuyer Assistance Program and answer any questions you have.

*No registration is needed, however space is limited!*  
PLEASE CONTACT NIDC AT **(414) 286-5610** IF YOU HAVE ANY QUESTIONS OR CONCERNS.

View City-owned properties for sale: [www.milwaukee.gov/CityHouses](http://www.milwaukee.gov/CityHouses)

View more info about NIDC programs: [www.milwaukee.gov/NIDC](http://www.milwaukee.gov/NIDC)

Event flyers are updated monthly as new partners are added and additional Homebuyer Orientation Sessions are scheduled.



## **Identity Guidelines**

[www.milwaukee.gov/strong/resources](http://www.milwaukee.gov/strong/resources)