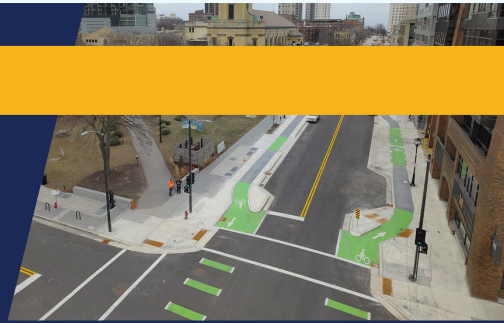


CITY OF MILWAUKEE - DEPARTMENT OF PUBLIC WORKS

# BRAND GUIDELINES

Version 1.0 | January 2026



# TABLE OF CONTENTS



## **Logo Usage** **3**

- Primary Logo and Spacing ..... 4
- Logo Variations ..... 5
- DPW Program and Partner Logos ..... 6
- Email Signatures ..... 7
- Letterhead ..... 8

## **Typography and Accessibility** **9**

- Typography ..... 10
- Accessibility and ADA Considerations ..... 11

## **Color Palette** **12**

- Primary DPW Color Palette ..... 13
- Expanded DPW Color Palette ..... 14
- Color Contrast ..... 15

# LOGO USAGE

Primary Logo and Spacing.....	4
Logo Variations .....	5
DPW Program and Partner Logos .....	6
Email Signatures .....	7
Letterhead .....	8



# PRIMARY LOGO AND SPACING

The Department of Public Works (DPW) “City wordmark” logo is used on all public-facing materials. The use of the official logo ensures residents can recognize official collateral.

To maintain consistent use and ensure the integrity of the logo, use only approved art files.

DPW will be installing the “City wordmark” logo on new fleet vehicles and equipment. The “seal” logo will remain on current fleet vehicles and equipment.



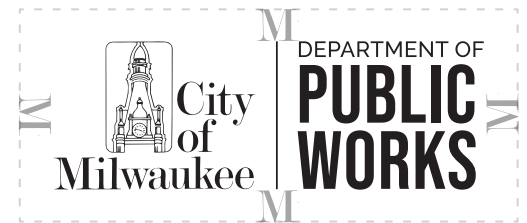
## Spacing & Minimum Size

Clear space is the area surrounding the logo that must always be free of text or any graphic elements. This ensures that the logo stands out in any environment and is legible.

Clear space is measured by the height of the M in Milwaukee in the DPW logo, shown as the gray M to the right.

The minimum clear space is the height of one M on all sides of the logo. Whenever possible, the amount of clear space should be greater than the minimum shown here.

To ensure the integrity and legibility of the logo, never scale the logo smaller than 1 inch in width.



## Proper Use

The logo should always be reproduced from the master art file. Never redraw, replace, or modify the logo in any way. Keep the logo in proportion.

### DO NOT:

- Warp, stretch, crunch, or rotate
- Put text or design elements too close
- Place on busy backgrounds or colors that make it hard to read
- Change the colors, change the fonts, or add text or other elements
- Crop the City of Milwaukee portion out of the logo
- Use the DPW “seal” logo



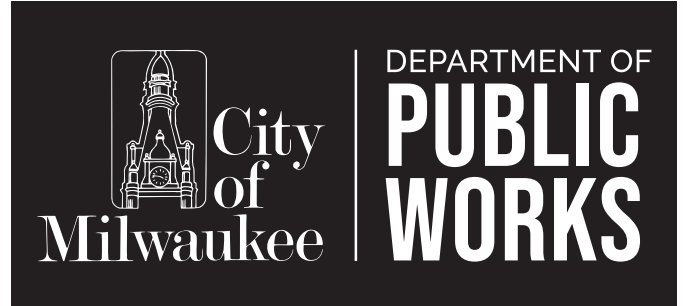
# LOGO VARIATIONS

## Primary

Use the horizontal logo variation whenever possible.



Horizontal



Horizontal - Reverse

## Secondary

Use the stacked logo variation when a vertical orientation is preferred (e.g., as badges on a t-shirt).



Stacked



Stacked - Reverse

## For Social Profiles Only

Only Marketing and Communication (MarCom) Officers are authorized to create DPW social profiles.



Social Media Square



**Unsure what logo to use?  
Ask a MarCom Officer!**

Email Sarah McClanahan at [smccla@milwaukee.gov](mailto:smccla@milwaukee.gov)  
or Tiffany Shepherd at [tsheph@milwaukee.gov](mailto:tsheph@milwaukee.gov).

# DPW PROGRAM AND PARTNER LOGOS



## Wisconsin Department of Transportation (WisDOT)

The City of Milwaukee - Department of Public Works acknowledges WisDOT via text and logo inclusion on connecting and state highway projects in public-facing materials.

DPW does not acknowledge WisDOT on local program projects or projects where WisDOT participation is limited to acting as stewards of federal funds and reviewing for design compliance.



## Milwaukee County

The City of Milwaukee - Department of Public Works acknowledges Milwaukee County via text and logo inclusion on projects where Milwaukee County is the primary funding source for the project.



## Milwaukee County Transit System (MCTS)

The City of Milwaukee - Department of Public Works acknowledges MCTS via text and logo inclusion on projects where MCTS is a partner in the design process (e.g., Safe Routes to Transit projects).



## Milwaukee Metropolitan Sewerage District (MMSD)

The City of Milwaukee - Department of Public Works acknowledges MMSD via text and logo inclusion on projects where MMSD is the primary funding source for the project.



## City of Milwaukee and Other City Departments

When the City of Milwaukee logo is used on materials, it is used alone. Do not use the DPW City wordmark logo in combination with the City of Milwaukee logo. No more than two City Department wordmark logos can be used together on a single material. If three or more City Department wordmark logos are desired to be included, use the City of Milwaukee logo instead. The City of Milwaukee logo is representative of all City efforts.

## Consultants

The City of Milwaukee - Department of Public Works does not acknowledge consultants working on its projects via text or logo inclusion on public-facing materials.

DPW may choose to acknowledge community-based or non-profit organizations on materials to build trust and recognize their contributions to the community.

# EMAIL SIGNATURES



## Content Template



DEPARTMENT OF  
**PUBLIC  
WORKS**

**First & Last Name, Degrees or Certifications**

Title - Division or Section or Group

**O:** Office Phone Number

**M:** City Mobile Phone Number

**E:** Email Address

## Style Sheet



DEPARTMENT OF  
**PUBLIC  
WORKS**

**Arial Bold, 12 pt, Black**

Arial Regular, 12 pt, Black

Arial Regular, 12 pt, Black

*Extra Return Space Here*

**Arial Bold, 12 pt, Black:** Arial Regular, 12 pt, Black

**Arial Bold, 12 pt, Black:** Arial Regular, 12 pt, Black

**Arial Bold, 12 pt, Black:** Arial Regular, 12 pt, Black

1 pt. Stroke Black →

0.1 in Space on  
Either Side of Line

## Examples



DEPARTMENT OF  
**PUBLIC  
WORKS**

**Emily Beane, PE**

Civil Engineer III - Environmental Engineering

**O:** (414) 286-2455

**E:** ebeane@milwaukee.gov



DEPARTMENT OF  
**PUBLIC  
WORKS**

**Mike Amsden, AICP**

Multimodal Transportation Manager

**O:** (414) 286-3246

**M:** (414) 708-2445

**E:** mamsde@milwaukee.gov

# LETTERHEAD

DPW maintains an official letterhead format that must be used for all formal correspondence and mailed communications. All divisions and staff are required to follow this standard to ensure consistency, professionalism, and compliance with departmental branding guidelines.

## GUIDANCE

- Use Arial 12 pt font for body copy.
- Do not add additional names to the letterhead.
- Get permission from the signatory of the letter before sending.



Department of Public Works  
Division Name

Jerrel Kruschke, PE  
Commissioner of Public Works

Division Head Name  
Title

Month Day, Year

Name of Recipient

Title

Company

Street Address

City, State ZIP Code

Salutation [Name of Recipient],

[Message. Notes on Template:

- Use 12 pt Arial font for body copy
- Do not add additional names to the letterhead
- Get permission from the signatory of the letter before sending]

Closing,

[Sender Name, Title & Signature]

This material is available in alternative formats for individuals with disabilities upon request. Please contact 414-286-3475, [ADACoordinator@milwaukee.gov](mailto:ADACoordinator@milwaukee.gov), or TTY: 711.

841 N. Broadway • Milwaukee, WI 53202 • P: (414) 286-2489  
[city.milwaukee.gov/dpw](http://city.milwaukee.gov/dpw) • [dpwmlw@milwaukee.gov](mailto:dpwmlw@milwaukee.gov)

# TYPOGRAPHY AND ACCESSIBILITY

Typography ..... 10

Accessibility and ADA Considerations ..... 11



# TYPOGRAPHY

## Primary Typeface: Myriad Pro

Myriad Pro is the preferred font for accessible external communications and should be used as the typeface in any public-facing materials. Different weights of Myriad Pro can be used as needed. Myriad Pro is an Adobe font available for download [here](#).

### Preferred for Headlines

**Myriad Pro Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz

### Preferred for Body Text

Myriad Pro Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz

### Preferred for Captions

*Myriad Pro Light Italic*  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz

## Secondary Typeface: Arial

Arial is the recommended typeface when Myriad Pro is not available.

### Preferred for Headlines

**Arial Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz

### Preferred for Body Text

Arial Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz

### Tips on Designing for Readability:

Readability and legibility are key considerations for all users. For people with disabilities, these attributes can be essential to a successful user experience.

- All caps should be used sparingly. Avoid using all caps throughout an entire document or social media graphic.
- Don't underline text. Reserve underlining for identifying website links, email addresses, and hyperlinks within a document.
- Use left-aligned text where possible. A consistent left margin makes reading easier.
- Don't put two spaces after a period.

Maintain strong color contrast between text and background colors. See **Color Contrast** for recommended combinations.

# ACCESSIBILITY AND ADA CONSIDERATIONS

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## Event Accommodation Statement

Any event communication going out to the public (e.g., meeting agendas, newsletters, publications, public meeting/hearing flyers, and electronic versions of these materials as applicable) must include the statement below:

**Reasonable accommodations provided for persons with disabilities upon request. Call (414) 286-3475 or email [ADACoordinator@milwaukee.gov](mailto:ADACoordinator@milwaukee.gov).**

If the event communication references a specific venue location (e.g., postcard invitation, event posting descriptions, newsletters), include the location statement:

**[Location] is an accessible facility. Reasonable accommodations, of an auxiliary aid or service required due to a disability, for a City of Milwaukee event will be provided upon request. Contact the City of Milwaukee ADA Coordinator, 414-286-3475 or [ADACoordinator@milwaukee.gov](mailto:ADACoordinator@milwaukee.gov), as soon as possible but no later than 72 hours before the scheduled event.**

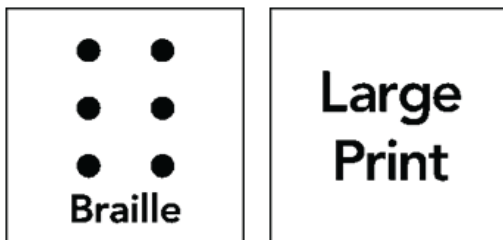
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## Alternative Format of Printed Materials

Print materials (e.g., agendas, brochures, meeting notices, reports) must contain the statement below:

**This material is available in alternative formats for individuals with disabilities upon request. Please contact (414) 286-3475, [ADACoordinator@milwaukee.gov](mailto:ADACoordinator@milwaukee.gov), or TTY: 711.**

Include “Braille” and “Large Print” symbols if space allows:



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## Translation Requests

If your project requires translation/translators, please email requests to the City Clerk’s Office (Jim Owczarski at [jowcza@milwaukee.gov](mailto:jowcza@milwaukee.gov) or Dana Zalazny at [d.zelazny@milwaukee.gov](mailto:d.zelazny@milwaukee.gov)) for local translation services.

**Consultants should coordinate use of City translation services with the City employee managing the project.**

Translation requests must include a plain text Word document of the text content you would like to be translated. It is recommended to include a PDF file of the English version of the fully designed final material(s) as a reference.

Please allow a minimum of one week for Spanish or Hmong translation of a social media graphic, brochure, or flyer. Longer time periods may be required for reports and other larger documents. Please plan accordingly.

# COLOR PALETTE

Primary DPW Color Palette ..... 13

Expanded DPW Color Palette ..... 14

Color Contrast ..... 15



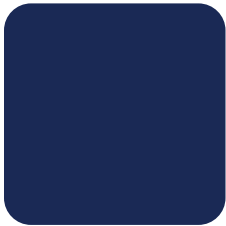
# PRIMARY DPW COLOR PALETTE



The primary DPW color palette should be the first choice when producing DPW-related materials. There is an expanded color palette available on the following page for use in map making, adding color variety, and enhancing the contrast and accessibility of materials.

Always check the contrast of background colors and font colors to maintain accessibility. See [Color Contrast](#) for text and background color combinations.

## Primary Color Palette



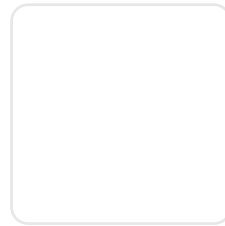
**Dark Blue (DPW)**  
HEX #1C2A56  
CMYK 100 91 36 32  
RGB 28 42 86



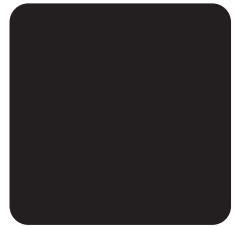
**Teal (DPW)**  
HEX #50B0D8  
CMYK 63 13 6 0  
RGB 80 176 216



**Gold (DPW)**  
HEX #F9B421  
CMYK 1 32 97 0  
RGB 249 180 33



**White**  
HEX #FFFFFF  
CMYK 0 0 0 0  
RGB 255 255 255

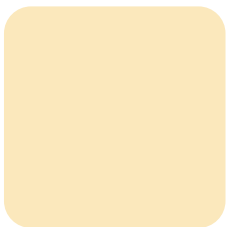


**Black**  
HEX #000000  
CMYK 0 0 0 100  
RGB 0 0 0

### Examples of Acceptable Use:

- Background shape behind primary text
- Background color of digital or print material
- Text color of accent text; use Black or White for primary text

## Secondary Color Palette



**Light Yellow (DPW)**  
HEX #FDE8BD  
CMYK 1 7 29 0  
RGB 253 232 189



**Light Blue (DPW)**  
HEX #E4F4FD  
CMYK 9 0 0 0  
RGB 227 244 253

### Examples of Acceptable Use:

- Background shape behind secondary text
- Accent color on digital or print material
- Color of accent iconography or shape

# EXPANDED DPW COLOR PALETTE

The expanded DPW color palette supports the five-color primary *DPW color palette*. It is available for use after the primary DPW color palette has already been applied. Expanded colors are recommended for making maps, to enhance accessibility, and to add color variety. Additional colors not shown here should not be used for backgrounds and should not overwhelm the official DPW colors.

When making complex maps, consider including using different styles like dashes, dots, and patterns to create distinctive symbology.



**Dark Blue (DPW)**  
HEX #1C2A56  
CMYK 100 91 36 32  
RGB 28 42 86



**Medium Blue**  
HEX #22719B  
CMYK 86 50 22 2  
RGB 39 113 155



**Teal (DPW)**  
HEX #50B0D8  
CMYK 63 13 6 0  
RGB 80 176 216



**Light Teal**  
HEX #AFE2FA  
CMYK 29 0 0 0  
RGB 175 226 250



**Light Blue (DPW)**  
HEX #E4F4FD  
CMYK 9 0 0 0  
RGB 227 244 253



**Dark Green**  
HEX #274C24  
CMYK 80 44 100 46  
RGB 39 76 36



**Medium Green**  
HEX #4A803B  
CMYK 75 29 100 14  
RGB 74 128 59



**Green**  
HEX #7AB75D  
CMYK 57 7 84 0  
RGB 122 183 93



**Light Green**  
HEX #D6EACB  
CMYK 16 0 25 0  
RGB 214 234 203



**Red**  
HEX #B52B31  
CMYK 20 96 87 11  
RGB 181 43 49



**Orange**  
HEX #E8792E  
CMYK 5 64 94 0  
RGB 232 121 46



**Gold (DPW)**  
HEX #F9B421  
CMYK 1 32 97 0  
RGB 249 180 33



**Light Yellow (DPW)**  
HEX #FDE8BD  
CMYK 1 7 29 0  
RGB 253 232 189



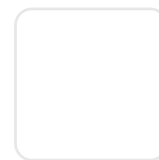
**Dark Purple**  
HEX #402563  
CMYK 89 100 29 19  
RGB 64 37 99



**Medium Purple**  
HEX #7B5BA6  
CMYK 60 74 0 0  
RGB 123 91 166



**Light Purple**  
HEX #CBB2D6  
CMYK 18 31 0 0  
RGB 203 178 214



**White**  
HEX #FFFFFF  
CMYK 0 0 0 0  
RGB 255 255 255



**Black**  
HEX #000000  
CMYK 0 0 0 100  
RGB 0 0 0

## NEUTRALS



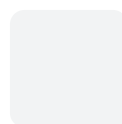
**Dark Gray**  
HEX #414042  
CMYK 0 0 0 90  
RGB 65 64 66



**Medium Gray**  
HEX #808285  
CMYK 0 0 0 60  
RGB 128 130 133



**Gray**  
HEX #D1D3D4  
CMYK 0 0 0 20  
RGB 209 211 212



**Light Gray**  
HEX #F1F2F2  
CMYK 0 0 0 5  
RGB 241 242 242



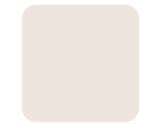
**Dark Brown**  
HEX #706358  
CMYK 52 53 60 24  
RGB 112 99 88



**Medium Brown**  
HEX #968578  
CMYK 41 43 50 7  
RGB 150 133 120



**Tan**  
HEX #CEBEB2  
CMYK 19 23 27 0  
RGB 206 190 178



**Light Tan**  
HEX #EFE3DB  
CMYK 5 9 10 0  
RGB 239 227 219

# COLOR CONTRAST



Combined uses of text and background colors must follow accessibility standards. The recommended color combinations on this page are those that meet the minimum 4.5:1 ratio for small text by WCAG 2.2 AA standards. Large text and non-text contrast must have a ratio of at least 3:1. Other text and background color combinations may be used as long as they pass WCAG standards, which can be checked through tools like [Contrast](#).

**NOTE: Options with a \* indicate the combination is only accessible when used in fonts above 18 pt.**

<b>DARK BLUE</b> <ul style="list-style-type: none"> <li>Teal</li> <li>Light Teal</li> <li>Light Blue</li> <li>Green</li> <li>Light Green</li> <li>Orange</li> <li>Gold</li> <li>Light Yellow</li> <li>Gray</li> <li>Light Gray</li> <li>Tan</li> <li>Light Tan</li> <li>White</li> </ul>	<b>MEDIUM BLUE</b> <ul style="list-style-type: none"> <li>Light Blue</li> <li>Light Gray</li> <li>White</li> </ul>	<b>TEAL</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Purple</li> <li>Black</li> </ul>	<b>LIGHT TEAL</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Black</li> </ul>	<b>LIGHT BLUE</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Medium Blue</li> <li>Dark Green</li> <li>Medium Green*</li> <li>Dark Purple</li> <li>Medium Purple</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>
<b>DARK GREEN</b> <ul style="list-style-type: none"> <li>Light Teal</li> <li>Light Blue</li> <li>Light Green</li> <li>Gold</li> <li>Light Yellow</li> <li>Light Gray</li> <li>Tan</li> <li>Light Tan</li> <li>White</li> </ul>	<b>MEDIUM GREEN</b> <ul style="list-style-type: none"> <li>White</li> <li>Black*</li> </ul>	<b>GREEN</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Black</li> </ul>	<b>LIGHT GREEN</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>	
<b>RED</b> <ul style="list-style-type: none"> <li>Light Yellow</li> <li>Light Gray</li> <li>Light Tan</li> <li>White</li> </ul>	<b>ORANGE</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Black</li> </ul>	<b>GOLD</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Gray</li> <li>Black</li> </ul>	<b>LIGHT YELLOW</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>	
<b>DARK PURPLE</b> <ul style="list-style-type: none"> <li>Light Teal</li> <li>Light Blue</li> <li>Gold</li> <li>Light Yellow</li> <li>Light Purple</li> <li>Gray</li> <li>Light Gray</li> <li>Tan</li> <li>Light Tan</li> <li>White</li> </ul>	<b>MEDIUM PURPLE</b> <ul style="list-style-type: none"> <li>Light Blue</li> <li>Light Yellow*</li> <li>Light Gray</li> <li>White</li> </ul>	<b>LIGHT PURPLE</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Black</li> </ul>		
<b>DARK GRAY</b> <ul style="list-style-type: none"> <li>Light Teal</li> <li>Light Blue</li> <li>Light Green</li> <li>Gold</li> <li>Light Yellow</li> <li>Light Purple</li> <li>Gray</li> <li>Light Gray</li> <li>Light Tan</li> <li>White</li> </ul>	<b>MEDIUM GRAY</b> <ul style="list-style-type: none"> <li>Black</li> <li>White*</li> </ul>	<b>GRAY</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Black</li> </ul>	<b>LIGHT GRAY</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Medium Blue</li> <li>Dark Green</li> <li>Red</li> <li>Dark Purple</li> <li>Medium Purple</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>	
<b>DARK BROWN</b> <ul style="list-style-type: none"> <li>Light Blue</li> <li>Light Green</li> <li>Light Yellow</li> <li>Light Gray</li> <li>Light Tan</li> <li>White</li> </ul>	<b>MEDIUM BROWN</b> <ul style="list-style-type: none"> <li>Black</li> <li>White*</li> </ul>	<b>TAN</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Black</li> </ul>	<b>LIGHT TAN</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Dark Green</li> <li>Red</li> <li>Dark Purple</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>	
<b>BLACK</b> <ul style="list-style-type: none"> <li>Teal</li> <li>Light Teal</li> <li>Light Blue</li> <li>Green</li> <li>Light Green</li> <li>Orange</li> <li>Gold</li> <li>Light Yellow</li> <li>Light Purple</li> <li>Gray</li> <li>Light Gray</li> <li>Medium Brown</li> <li>Tan</li> <li>Light Tan</li> <li>White</li> </ul>	<b>WHITE</b> <ul style="list-style-type: none"> <li>Dark Blue</li> <li>Medium Blue</li> <li>Dark Green</li> <li>Medium Green</li> <li>Red</li> <li>Dark Purple</li> <li>Medium Purple</li> <li>Dark Gray</li> <li>Dark Brown</li> <li>Black</li> </ul>			