



CITY OF MILWAUKEE - DEPARTMENT OF PUBLIC WORKS

PUBLIC INVOLVEMENT STYLE GUIDE

Version 1.0 | December 2025

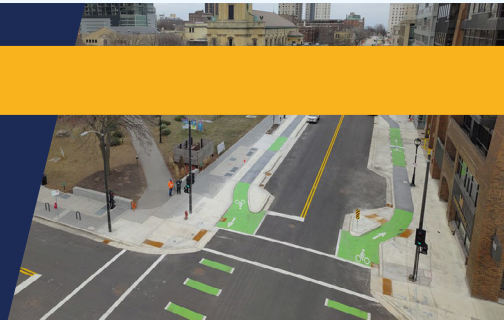


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PRIMARY LOGO AND SPACING

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.



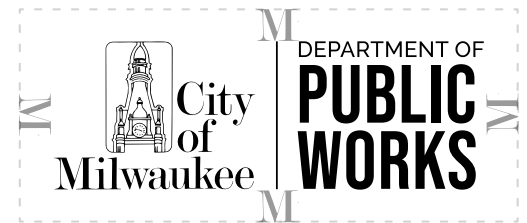
Spacing & Minimum Size

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



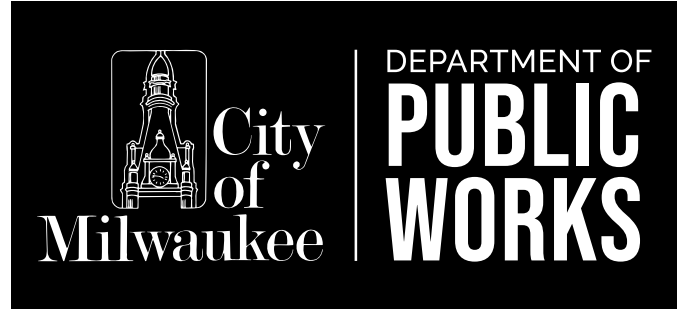
LOGO VARIATIONS

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
or Tiffany Shepherd at 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	Jerrold 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: <ul style="list-style-type: none">• 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 , or TTY: 711.		
841 N. Broadway • Milwaukee, WI 53202 • P: (414) 286-2489 city.milwaukee.gov/dpw • dpwmlw@milwaukee.gov		

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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](#).

NOTE: Official DPW template files have established paragraph styles. See [Styles](#) for more details.

Preferred for Headlines

Myriad Pro Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXY**Z**
abcdefghijklmnopqrstu**vw**xyz

Preferred for Body Text

Myriad Pro Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXY**Z**
abcdefghijklmnopqrstu**vw**xyz

Preferred for Captions

Myriad Pro Light Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXY**Z***
*abcdefghijklmnopqrstu**vw**xyz*

Secondary Typeface: Arial

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

Preferred for Headlines

Arial Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXY**Z**
abcdefghijklmnopqrstu**vw**xyz

Preferred for Body Text

Arial Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXY**Z**
abcdefghijklmnopqrstu**vw**xyz

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

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.

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

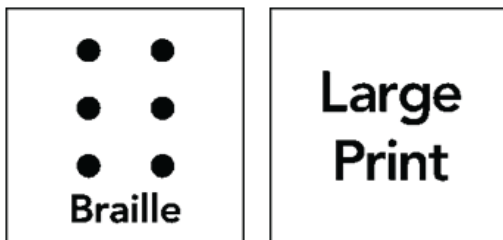
[Location] is an accessible facility. Reasonable accommodations, of an auxiliary aid or service required due to a disability, for a City of Milwaukee event will be provided upon request. Contact the City of Milwaukee ADA Coordinator, 414-286-3475 or ADACoordinator@milwaukee.gov, as soon as possible but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

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, or TTY: 711.

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



Translation Requests

If your project requires translation/translators, please email requests to the City Clerk’s Office (Jim Owczarski at jowcza@milwaukee.gov or Dana Zalazny at 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

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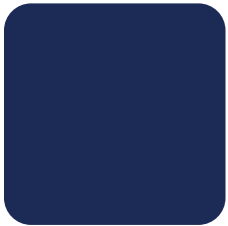


PRIMARY DPW COLOR PALETTE

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



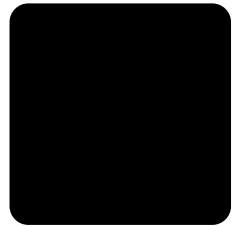
Teal (DPW)
HEX #50B0D8
CMYK 63 13 6 0
RGB 80 176 216



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

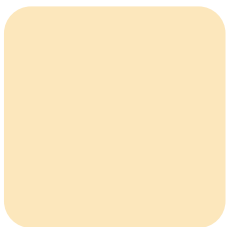


Black
HEX #000000
CMYK 0 0 0 100
RGB 0 0 0

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. Learn more tips in the [Map Making Guide](#).



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



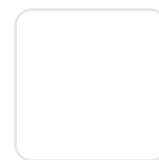
Dark Purple
HEX #402563
CMYK 89 100 29 19
RGB 64 37 99



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



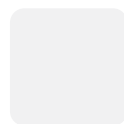
Dark Gray
HEX #414042
CMYK 0 0 0 90
RGB 65 64 66



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



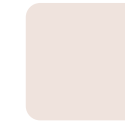
Dark Brown
HEX #706358
CMYK 52 53 60 24
RGB 112 99 88



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.

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

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The DPW language guide establishes specific guidance for all public-facing materials. For instances not listed in this section, refer to AP Style or contact your MarCom officers.



People-Centric Language

Whenever possible, use people-centric language such as “people walking,” “people biking,” and “people driving” instead of “pedestrians,” “bicyclists,” and “motorists.”



Oxford/Serial Comma

- For clarity in lists, DPW uses the Oxford/serial comma.
 - » Example: The new street design will include traffic calming measures of curb extensions, raised crosswalks, and pedestrian refuge islands.



Dates and Times

When listing the date for a meeting:

- In primary instances, use a date format that follows this specific order: the day of the week, month day, and year.
 - ✓ Friday, November 7, 2025
- In secondary instances, use a date format that follows this specific order: month day
 - ✓ November 7
- Do not abbreviate the month or add a suffix to the date.
 - ✗ Nov. 7
 - ✗ November 7th

When listing the time for a meeting:

- Do not include “:00” for times starting or ending on the hour.
 - ✓ 4 - 6 p.m.
 - ✗ 4:00 - 6:00 p.m.
- Always write “a.m.” and “p.m.” in lowercase and with periods. Always put a space between the numerical time and the a.m./p.m. designation.
 - ✓ 11 a.m. - 12 p.m.
 - ✗ 11am - 12pm
 - ✗ 11AM - 12PM
- When writing time ranges, use a dash and place a space on either side of the dash.
 - ✓ 4:30 - 6 p.m.
 - ✗ 4:30-6 p.m.
- Never use “noon.” Always use “12 p.m.”
 - ✓ 12 p.m.
 - ✗ Noon

Numbers

- Spell out numbers one through nine in writing, and use numerals for 10 and above.
- Always spell out numbers at the beginning of a sentence.
- Exceptions:
 - » Ages: Use numerals.
✓ A 5-year-old girl was in the car
 - » Dimensions: Use numerals.
✓ A 6-by-8 foot rug
 - » Percentages: Use numerals and always “%.” Do not write out “percent.”
✓ The cost has been reduced by 5%
 - » Time: Use numerals.
✓ The event begins at 7 p.m.
 - » Large numbers: Use numerals for millions and billions.
✓ A \$1.2 billion deficit

Measurements

- When describing dimensions.
✓ 6-by-8 inches ✗ 6 inches by 8 inches
- When using a measurement as an adjective.
✓ A 16-ft roadway ✗ A 16 foot roadway
- When using a measurement as a noun phrase to describe distance from one object to another.
✓ Work will commence 100 feet from the store. ✗ Work will commence 100-ft from the store.
- In cross-sections use “ft” and “in”.
✓ 10 ft 7 in ✗ 10’ 7”

– Hyphenations

- Cross-sections – Hyphenated
- Entrance and Exit Ramps – These terms are preferred over on-ramps and off-ramps
- Mid-block – Hyphenated
- Mini-roundabout – Hyphenated
- Neck-down – Hyphenated
- Pinned-on islands – Hyphenated

- Right-of-way – Hyphenated
- Right-turn and left-lane – The terms “right-turn/left-turn” and “right-lane/left-lane” are hyphenated when used as adjectives. “Right/left turn” and “right/left lane” are not hyphenated when used as nouns.
 - » Adjective examples: The right-turn lane will be closed. Left-lane traffic is redirected.
 - » Noun examples: Traffic will be unable to make a right turn. Traffic should merge into the left lane.
- U-turn – Hyphenated and “U” should always be capitalized
- Work zone – Always two words and never hyphenated
- Westbound, eastbound, etc. – Always one word and never hyphenated



Project Locations

- When writing street names, abbreviate the directional with a capitalized initial followed by a period.

✓ N. Oakland Avenue

✗ North Oakland Avenue

- When writing street names, spell out the suffix in page titles or in copy.

✓ N. Oakland Avenue

✗ N. Oakland Ave

NOTE: Suffixes may be abbreviated (e.g., “Street” to “St.” or “Avenue” to “Ave.”) when needed to save space. Map labels use abbreviated suffixes without a period (e.g., “St” or “Ave”). For more details on map labels, see [Map Making Guide](#).

When writing out the name of a project that includes the project street and the project limits:

- Always list the name of the street being worked on first, with the directional abbreviated and the suffix spelled out.
- If project limits apply, follow the project street with a dash with a space on both sides.
- After the dash, write out the project limits with the directional and suffix abbreviated.
- “From” and “to” project limits should be listed from **south to north, and west to east.**

✓ N. Sherman Boulevard - W. North Ave. to W. Capitol Dr.



Project Types

Alleys – Reconstruction of city alleyways in concrete or permeable pavement.

Bridges – Rehabilitation or reconstruction of bridges, including mixed traffic bridges, bicycle/pedestrian only bridges, and viaducts.

Green Infrastructure – Green Infrastructure (GI) captures, absorbs, and stores rain and melting snow. GI can take on numerous shapes and sizes from rain barrels to trees, porous pavers for parking lots to green roofs that top buildings, and bioswales lining city streets.

Parks – Maintenance of existing or creation of new Milwaukee city parks.

Sewer – Sewer relays, lateral grouting, and linings.

Street Lighting – Transition to LED lights, pole replacements, carbon reduction program.

NOTE: The carbon reduction program has impact beyond street lighting.

Street Paving – High impact paving, local paving, and street reconstruction and replacement.

Traffic Safety – Projects from Community-Led Traffic Calming Program; Safe Routes to School, Transit, and Parks; intersection improvements; protected bikeways; rapid implementation projects.



Project Phases

1. Planning

Project scheduled or funded; no design or public involvement has started.

3. Pending Construction

Design is completed; project is being let for construction bid.

5. Completed

Project is completed from a public-facing perspective. Listing updated with "after" photo where possible.

NOTE: This does not mean that all invoices are paid for the project, reporting is complete, etc.

2. Design

Preliminary design and public involvement are underway.

NOTE: For some projects, this will necessitate the posting of a project webpage.

4. Active Construction

Construction is underway.



Project Descriptions

- Begin descriptions with "This project will..."
- Describe what changes will be made to the public right-of-way in simple, concise language.
- If changes will only be made in certain parts of the project area, note that in the project description.
 - » Example: (Project Title, not used in description: W. Lapham Boulevard - S. 16th St. to S. 1st St.) This project will enhance the 2023 project from 16th Street to 6th Street with concrete islands and green infrastructure. It will also convert the street from four travel lanes to two from 6th Street to 1st Street, adding new parking and concrete protected bikeways, pedestrian safety improvements, and various traffic safety improvements.
- Some project types have standard descriptions, such as High Impact Paving (HIP), asphalt resurfacing, and concrete reconstructions completed through the local paving program.
 - » **HIP - Paving Type:** High impact work consists of milling the existing road pavement and overlaying with asphalt. Prior to the start of the project, utility work may occur and pedestrian ramps will be removed and rebuilt to meet Americans with Disabilities Act standards.
 - » **Concrete Reconstruction (Local Paving) - Paving Type:** Concrete reconstruction work consists of removing the existing road pavement and reconstructing with concrete. Prior to the start of the project, utility work may occur and pedestrian ramps will be removed and rebuilt to meet Americans with Disabilities Act standards.
 - » **Asphalt Resurfacing (Local Paving) - Paving Type:** Asphalt resurfacing work consists of milling the existing road pavement and resurfacing with asphalt. Prior to the start of the project, utility work may occur and pedestrian ramps will be removed and rebuilt to meet Americans with Disabilities Act standards.



Programs

- **Active Streets** – The Active Streets Program provides funding for community-based organizations to conduct outreach and programming, install art, monitor Active Streets-related infrastructure, and provide community feedback to DPW. Awarded organizations receive up to \$10,000 in funding during their two years in the program. **NOTE: As of October 2025, the Active Streets Program is dormant.**
- **BublR Bike Share** – BublR Bikes, Milwaukee’s nonprofit bike share operator, provides an accessible, convenient, and integrated travel option for all users. There are over 200 BublR bike stations in areas of Milwaukee, Wauwatosa, and West Allis. The City of Milwaukee owns most BublR Bike equipment and continues to pursue federal grants for additional capital purchases.
- **Community-Led Traffic Calming** – The Community-Led Traffic Calming Program allows property owners, residents, business owners, and community members to request traffic calming measures to address traffic-related concerns. Property owners may be assessed a portion of the cost of construction for traffic calming improvements.
- **Dockless Scooter** – DPW administers the Dockless Scooter Program, overseeing private operators providing shared scooters throughout Milwaukee. The program goals are to increase transportation options and to ensure equitable transportation services.
- **Flood Hazard Mitigation** – The City of Milwaukee works with other municipalities and organizations, like the Milwaukee Metropolitan Sewer District (MMSD), on collaborative efforts to introduce structural and non-structural flood hazard mitigation measures, such as green infrastructure, sewer relief projects, and stormwater ponds.
- **Green Infrastructure** – Green Infrastructure (GI) captures, absorbs, and stores rain and melting snow. GI can take on numerous shapes and sizes from rain barrels to trees, porous pavers for parking lots to green roofs that top buildings, and bioswales lining city streets.
- **High Impact Paving** – The High Impact Paving Program is a maintenance program that uses local funds to add asphalt overlays on streets to extend their useful life.
- **Interim Plaza** – The Interim Plaza Program allows residents, neighborhood groups, or property owners to transform underused streets or spaces of streets into public spaces using low-cost materials.
- **Local Paving** – The Local Paving Program uses local funds to reconstruct and resurface streets where pavement condition, curb and gutter, driveway approaches, and sidewalk have deteriorated.
- **MKE City Parks** – DPW Infrastructure maintains MKE City Parks, a neighborhood park system that provides outdoor play opportunities at over 50 locations across Milwaukee. MKE City Parks are funded through the City of Milwaukee and private donations. In collaboration with neighborhood partners, MKE City Parks empower residents to create public spaces that reflect local needs, interests, and identity. In doing so, previously underused parks are transformed into enriching play environments, which provide positive physical, social, and economic impact to the areas they serve.

- **Paint the Pavement** – Paint the Pavement gives Milwaukee residents the opportunity to showcase streets as places for people to enjoy. This program turns city streets and sidewalks into canvases that enhance community identity and build a sense of place.
- **Private Property Infiltration and Inflow Reduction** – The goal of the Private Property Infiltration and Inflow (PPII) Reduction Program is to reduce the risk of basement backup events by reducing the amount of clear water that enters the sanitary sewer system through private property infiltration and inflow points. The program consists of two projects—Sanitary Sewer Lateral Rehabilitation and Foundation Drain Disconnection—that are administered by DPW at no cost to residents. Though participation is voluntary, the more homes that participate, the stronger the impact this program will have on lowering costs and reducing basement backups.
- **Safe Routes to Schools, Parks, and Transit**
 - » **School** – Safe Routes to School uses programming and infrastructure to encourage children to walk and bike to school.
 - » **Transit** – Safe Routes to Transit works to improve safety and access for people walking and taking transit along high frequency transit corridors in the city.
 - » **Parks** – State Routes to Parks develops improvements for people walking, biking, or driving adjacent to or near parks.
- **Stormwater Management** – By managing stormwater discharges from developments and redevelopments within its boundaries, the City of Milwaukee seeks to reduce the amount of polluted runoff that enters the local waterways. The City uses the Storm Water Management Charge, assessed quarterly to property owners, to offset the costs needed to manage this program. The program also reviews and approves stormwater management plans submitted by contractors and developers.
- **Traffic Calming Lending Library** – The Traffic Calming Lending Library allows residents to temporarily try out certain traffic calming measures to see how they address the problems they are seeing on their street.



Traffic Calming Measures

“Measures” is the official terminology used by DPW to describe traffic calming. Do not use alternative words like “elements,” “installations,” “infrastructure,” etc.

Below are the official terminologies used by DPW to describe traffic calming measures present in the City of Milwaukee:

- **Bus Boarding Island** – Bus boarding islands are dedicated spaces within the street for people boarding and waiting for the bus. Islands may be separated from the sidewalk by a bike or travel lane(s).
- **Bus Bulb** – Bus bulbs are curb extensions that align with the bus stop, allowing buses to stop and board passengers without leaving the travel lane. Bus bulbs help buses move faster and more reliably by decreasing the amount of time lost when merging in and out of traffic.

- **Chicanes** – Chicanes are two to three curb extensions placed on opposite sides of the street and not across from one another.
NOTE: Chicanes should always be written as plural, as it always includes more than one curb extension.
- **Curb Extension** – Curb extensions extend the sidewalk area at intersections and are constructed with full concrete.
- **Pinned-On Islands (Bumpouts)** – Pinned-on islands visually and physically narrow the street at intersections or midblock making it easier to cross the street and reducing speeds.
 - » **“Pinned-On”** – “Pinned-on” is a construction method for concrete installation in which construction workers use a form to pour concrete in the shape of a traffic calming measure on top of the existing street surface. Steel dowels, or “pins,” are used to secure the concrete to the street. This type of construction can be used when there are drainage conflicts. This method is less expensive than full concrete, but grass, trees, and other plantings cannot be placed in it.
 - » **Full Concrete** – Full concrete is a construction method that can be used to construct traffic circles, curb extensions, chicanes, neck-downs, and pedestrian refuge islands. Construction workers must excavate into the ground to construct a concrete curb. Because the excavation is deeper, full concrete might not be feasible when there are utility conflicts under the street and cannot be used when there are drainage conflicts. This method is more expensive than pinned-on concrete, but mulch; stone; or grass, trees, and other plantings may be placed in them if space allows.
- **Diverter** – A traffic diverter is a barrier that breaks up the street grid at an intersection to discourage cut-through traffic. A diverter enhances mobility for people walking and biking by allowing users to move through safely and easily.
- **Mini-Roundabout** – Mini-roundabouts, like other roundabouts seen in more suburban contexts, are one-way circular intersections where vehicles move counterclockwise around a central island. There are no traffic signals or stop signs, so vehicles can flow continuously through the intersection. Vehicles entering a mini-roundabout slow down and yield to the vehicles already within the circle. The islands within a mini-roundabout are paved and designed to allow for larger vehicles to drive over them when extra space is needed. The central islands in a mini-roundabout are bigger than the central islands in a traffic circle.
- **Neck-down** – A neck-down is made of two curb extensions directly across from one another, typically in the middle of a block.
NOTE: Neck-down is the official City term used for this measure, as opposed to “choker” or “pinch point.”
- **Pedestrian Refuge Island (Median)** – A pedestrian refuge island is a small, raised area in the middle of a street between opposing traffic lanes, either at an intersection or mid-block.
- **Raised Crosswalk** – A raised crosswalk is a ramped speed table spanning the entire width of the street that raises people crossing to the height of the sidewalk. Raised crosswalks can be made with or without curb extensions.
- **Speed Humps** – Speed humps are rounded, raised areas of asphalt constructed across a street.
- **Speed Table** – A speed table is similar to a speed hump, but is longer, made of concrete, and has a flat top.
- **Traffic Circle** – A traffic circle is a raised, circular island in the middle of an intersection.



Types of Bike Lanes

- **Bike Lane** – A designated lane for people to bike on the street, usually identified by pavement markings.
- **Marked Shared Lane** – A shared lane for people biking and driving, designated by pavement markings.
 - » Example: E. Russell Avenue – S. Bay St. to S. Superior St.
- **Protected Bikeway** – Bike lanes or trails that are separated from people driving.
- **Protected Bike Lane** – Bike lane that is physically separated from motor vehicle traffic lanes. There are several types of infrastructure that can be used to create a protected bike lane, including parking lanes, delineator posts, jersey barriers, and concrete.
 - » Example of protected bike lane through concrete: E. North Avenue - N. Humboldt Blvd. to N. Prospect Ave.
 - » Example of protected bike lane through parking: W. Highland Boulevard – W. Vliet St. to N. 35th St.
 - » Example of protected bike lane through delineator posts: N. Hawley Road – W. Wells St. to W. Martin Dr.
- **Raised Bike Lane** – Bike lane that is physically separated from motor vehicle traffic lane and raised up from street height to sidewalk height.
 - » Example: W. Walnut Street - N. 20th St. to N. 12th St.



Street Lighting

Street lighting maintains and replaces lighting and electrical equipment in the public right-of-way. In total, Milwaukee has approximately 77,000 street lights and 10,000 alley lights.

The City of Milwaukee has two different types of street lighting circuits that power the city's street lights:

1. **Series Circuits:** Dating back to the early 1900s, series circuits send constant current to each street light at a higher voltage. Similar to old-fashioned holiday string lights, if one light goes out or if there is a fault in the circuit, all street lights after the faulty pathway will not receive any power. Series circuits cannot support LED lights due to high voltage operation.
2. **Multiple Circuits:** Multiple circuits are a lower voltage circuit connection with constant voltage for each street light. If one light goes out or if there is a fault in the circuit, the street lights on the unfaulty pathway will continue working. Multiple circuits can support LED lights.



Capitalization of “City”

- Capitalize the word “City” when it is used in place of the “City of Milwaukee” to describe actions, intentions, or beliefs of the local government.
 - ✓ The City places a high level of importance on traffic calming measures.
- Do not capitalize the word “city” when it is used to describe an area or region.
 - ✓ We are installing traffic calming measures throughout the city.
 - ✗ We are installing traffic calming measures throughout the City.



Vision Zero

- Adopted in 2022, Milwaukee’s Vision Zero policy aims to eliminate traffic deaths and life-changing injuries by 2037.
- Vision Zero is a city-wide effort to use the safe systems approach to eliminate traffic deaths and life-changing injuries. The Vision Zero Action Plan lays out key actions for multiple City departments, community groups, and other stakeholders to make meaningful progress towards Vision Zero, including DPW, DCD, DOA, MHD, MPD, City Attorney, etc.
- Traffic violence is a collective term that can be used in place of “traffic deaths and life-changing injuries.”



Complete Streets

- Adopted in 2018, Complete Streets is the process of creating and maintaining streets that are safe, comfortable, and convenient for everyone, no matter who they are, what their abilities might be, where they’re going, or how they choose to travel.
- City-wide, the policy aims to increase mobility options and decrease motor vehicle speeds.
- Complete Streets is the way in which DPW operationalizes Vision Zero.



Public Information vs Public Involvement

- Public Information is one-way communication intended to notify residents of information and increase understanding.
- Public Involvement is two-way communication intended to engage residents in the planning, design, and execution of programs and projects, and incorporate their feedback into each phase.



Reduce Speeding vs Slow Speeds

- DPW uses the phrase “reduce speeding” to describe a project goal rather than “slow speeds.”
- DPW seeks to execute projects that create conditions where people drive the speed limit (i.e., people do not speed). DPW does not seek to create conditions of gridlock or traffic back-ups (i.e., traffic slowdowns).



Crash vs Accident

- DPW uses the word “crash” to describe a traffic-related incident on a street rather than “accident.”
 - » “Accident” implies there was no one at fault and the incident could not have been prevented.
 - » “Crash” implies that users of the street could have made different decisions to result in a different outcome.



Alternate Route vs Detour Route

- DPW uses the term “alternate route” to describe a recommended travel path during a closure needed for short-term, active construction operations.
 - » Example: An alternate route is provided when short-term closures are needed for pavement marking operations.
- DPW uses the term “detour route” to describe a travel path that is delineated in the official plan set of a project for long-term construction operations.
 - » Example: A detour route is provided when a bridge is closed for long-term rehabilitation.

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MAP MAKING GUIDE

All DPW maps should follow the style guidelines to maintain consistency. If a new element or treatment is needed, it should be cohesive with established styles and approved by DPW. **These styles (including font sizes and stroke weights) are based on an 8.5-by-11 inch map. When creating maps smaller or larger than 8.5-by-11 inches, scale the strokes and font sizes up or down.**

TEXT STYLES

STREET LABEL

**MYRIAD PRO SEMIBOLD
ALL CAPS 9 PT**

- FILL | DARK GRAY
- STROKE 2.5 PT | WHITE

PARK LABEL

**MYRIAD PRO SEMIBOLD
SEMICONDENSED 9 PT**

- FILL | MEDIUM GREEN
- STROKE 2 PT | LIGHT GREEN

WATER LABEL

**MYRIAD PRO SEMIBOLD
SEMICONDENSED ALL CAPS 9 PT**

- FILL | MEDIUM BLUE
- STROKE 2 PT | LIGHT TEAL

CITY/TOWN LABEL*

MYRIAD PRO BOLD 16 PT

- FILL | DARK BLUE
- STROKE 3 PT | WHITE

*City and town labels should only be used on large scale maps where various municipalities are shown.

LOCATION LABEL†

**MYRIAD PRO SEMIBOLD
SEMICONDENSED 9 PT**

- FILL | MEDIUM GRAY
- STROKE 2 PT | LIGHT GRAY

†Location labels should only be used when a map requires them for added context.

NOTE: Text styles use both a fill and stroke. All strokes should have rounded corners. Always center-align strokes to the text. If you must align the stroke to the outside of the text (e.g., in ArcGIS Pro) reduce the stroke weight to half the suggested value listed below.



MAP MAKING GUIDE

STROKE STYLES

INTERSTATE

■ STROKE 4 PT | GRAY

INTERSTATE RAMP

■ STROKE 3 PT | GRAY

US HIGHWAY

■ STROKE 3 PT | GRAY

STATE HIGHWAY

■ STROKE 2 PT | GRAY

STREET

■ STROKE 1 PT | GRAY

RAILROAD

■ STROKE 1 PT | MEDIUM GRAY

■ STROKE 4 PT, DASHED: 1 PT DASH, 12 PT GAP | MEDIUM GRAY

STREET LABEL ARROW

■ STROKE 1.5 PT, ARROW STYLE #7
30% SIZE | DARK GRAY

FILL COLORS

■ WATER COLOR
LIGHT TEAL

■ PARK/FOREST COLOR
LIGHT GREEN

■ BUILDING FILL*
HEX: #E6E7E7

*Building fill should only be used when a map requires them for added context.

MAP ELEMENTS

NORTH ARROW



Symbol can be found in the icon library.

■ FILL | DARK BLUE

○ STROKE 2 PT OUTSIDE ALIGNED
WHITE

SHIELDS

ARIAL BLACK - 8 PT

■ TEXT FILL | DARK BLUE



Shields should measure 0.26 inch in width.
Shields are available in the icon library.

LEGEND STYLE

LEGEND APPEARANCE

○ FILL, 0.0625 INCH CURVED
CORNERS | WHITE

■ STROKE 1PT INSIDE ALIGNED
DARK BLUE

LEGEND TITLE

MYRIAD PRO BOLD 15 PT

○ FILL | WHITE

LEGEND TEXT

MYRIAD PRO REGULAR 10 PT

■ FILL | BLACK



MAP MAKING RULES AND TIPS

ACCESSIBILITY

- Maps showing more than one project should use different colors to indicate the unique projects. In addition to unique colors, consider using other differentiators like dashed strokes, dots, and two-toned strokes. Accessibility best practices recommend the use of at least two means of conveying information. For example, use both color and pattern.

STREET LABELS

- Street labels should NOT include directional distinctions (N, S, E, W) unless specifically requested.
- Street labels should always have abbreviated suffixes (Ave, St, Blvd, etc.).
- Make sure map labels are not cut off, partially covered, or incomplete.
- Make sure the map legend does not partially cover map labels or fully cover critical details needed for context. Adjust position of the legend and/or map labels as needed.
- Street labels can be reduced by no more than 2 pt font sizes to fit on smaller streets. If they still do not reasonably fit, use a street label arrow (see style on previous page) to point to the section of street the label is indicating.
- On parallel streets, center align street labels to one another as often as possible for a cleaner look.
- For street and railroad labels, align the center of the text to the centerline of the street/rail line.
- For vertical street labels, text should be rotated 90 degrees counter-clockwise (reading direction from bottom to top). Street labels that sit on angled roads should be angled in alignment with the road.

A library of aldermanic district base maps is available upon request. Aldermanic district base maps include labels for contextual streets and frequently used/high traffic streets. **If additional street labels are needed or when labeling a new map, please follow this priority list:**

- 1. Crucial Context:** These are streets that are directly involved in the map purpose. Examples include streets with projects, alternative routes, detour routes, and closures.
- 2. Additional Context:** These are streets that serve a broader context. Examples include interstates, U.S. highways, state highways, county roads, streets with high traffic volumes, and streets that are well known/central to the project area.
- 3. Broad Context:** These are mainly applicable to large area maps. If making a map that covers a broad area of Milwaukee, always label interstates, U.S. highways, and state highways.
- 4. Visual Balance:** These are additional labels added to ensure the map isn't unlabeled/empty outside of the project area. Choose streets with higher traffic volumes, and do not overly clutter the map with labels.

MAP MAKING RULES AND TIPS

ADOBE ILLUSTRATOR

- When copying and pasting from other Adobe Illustrator files into the base map files, activate the “Paste Remembers Layers” setting to ensure that named and group layers transfer correctly.
- Ensure your eyedropper tool has Appearance checked when applying complex appearances. Railroads, labels, and construction routes all feature layered strokes in appearances.
- Aldermanic district base maps have established layers and mini guides. See [Aldermanic District Maps](#) for additional details.

TYPES OF APPEARANCES IN ILLUSTRATOR

Object Appearances:

Effects, fills, strokes, and opacity apply to a specific object/stroke/text.

- + Pros:** Each object has its own appearance and can be individually modified if needed.
- Cons:** Slightly more time consuming to expand layer groups and select individual object layers.

Group Appearances:

Effects, fills, strokes, and opacity apply to a group of objects/strokes/text. If the group is ungrouped, the appearance is lost.

- + Pros:** Easy to change the appearance of multiple objects quickly.
- Cons:** If ungrouping is needed, the appearance is lost and needs to be reapplied.

Layer Appearances:

Effects, fills, strokes, and opacity apply to any object/stroke/text that sits in a layer. If any different design is needed for an individual object, it needs to be outside of this layer.

- + Pros:** For layers with 100% consistent stylization (such as parks), this is an easy way to ensure the entire layer is consistently styled.
- Cons:** Any layers that have objects that might need modification (such as varying label sizes or an arrow attached to a street label) cannot be modified within the layer. Any objects accidentally placed on this layer will automatically be styled to match the layer appearance and may be more difficult to find/check.

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 additional features like dashes, dots, and patterns to create distinctive symbology. Learn more map making tips on the previous pages.

To check text and background contrast for accessibility, see [Color Contrast](#).



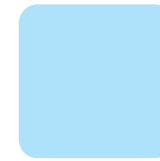
Dark Blue (DPW)
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CMYK 100 91 36 32
RGB 28 42 86



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



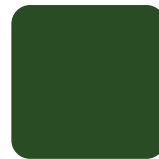
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RGB 80 176 216



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



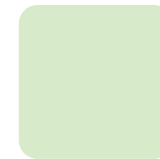
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CMYK 80 44 100 46
RGB 39 76 36



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

NEUTRALS



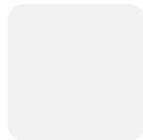
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CMYK 0 0 0 90
RGB 65 64 66



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



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



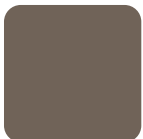
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CMYK 5 64 94 0
RGB 232 121 46



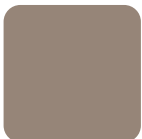
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CMYK 1 32 97 0
RGB 249 180 33



Light Yellow (DPW)
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CMYK 1 7 29 0
RGB 253 232 189



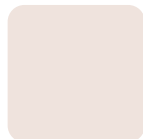
Dark Brown
HEX #706358
CMYK 52 53 60 24
RGB 112 99 88



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



Tan
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CMYK 19 23 27 0
RGB 206 190 178



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



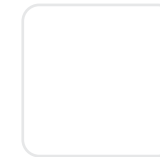
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CMYK 89 100 29 19
RGB 64 37 99



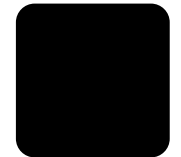
Medium Purple
HEX #7B5BA6
CMYK 60 74 0 0
RGB 123 91 166



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

CONSTRUCTION MAP GUIDE

All DPW maps should follow the style guidelines to maintain consistency. If a new element or treatment is needed, it should be cohesive with established styles and approved by DPW. A construction Illustrator guide is available upon request. **These styles (including font sizes and stroke weights) are based on a map size of 8.5-by-11 inches. When creating maps smaller or larger than 8.5-by-11 inches, scale the strokes and font sizes up or down proportionally.**

IMPORTANT NOTES

- If a map requires directional traffic (e.g., westbound and eastbound routes), use different stroke colors from the expanded DPW color palette to differentiate routes. Avoid using red and orange for directional traffic as these are used to show closures and work zones.
NOTE: When directional traffic colors are chosen for a project, maintain consistent colors throughout that project's materials.
- Detour routes and alternate routes have different definitions. Refer to the [Language Guide](#) to ensure correct usage for map labeling.
- In legends, list applicable items in the following order: project limits, closure and/or work zone, alternate or detour route, pedestrian access/other support info.



CONSTRUCTION STROKE STYLES

STREET/LANE CLOSURE

- STROKE 2 PT, STRIPED PATTERN* | WHITE
- STROKE 4 PT, ROUND ENDS | RED

WORK ZONE

- STROKE 2 PT, STRIPED PATTERN* | WHITE
- STROKE 4 PT, ROUND ENDS | ORANGE

*Striped pattern can be found in the DPW Construction Illustrator Mini Guide upon request.

DETOUR/ALTERNATE ROUTE

- STROKE 2 PT, DASHED: 10 PT DASH, 7 PT GAP | LIGHT GREEN
- STROKE 4 PT, ROUND ENDS | MEDIUM GREEN

PROJECT LIMITS STYLES

Project limits can be used on construction maps and other maps to outline the area a project takes place. Recommended treatments include any singular or combination/layered use of solid or dashed lines.

NOTE: When a project limit style is chosen for a project, maintain consistent treatment throughout that project's materials.

EXAMPLES:

- STROKE 3 PT, DASHED: 12PT DASH, 12 PT GAP | GOLD
- STROKE 8 PT | LIGHT YELLOW
- STROKE 4 PT | LIGHT PURPLE
- STROKE 8 PT | MEDIUM PURPLE



ALDERMANIC DISTRICT MAP GUIDE

DPW has an approved library of base maps showing City of Milwaukee aldermanic districts. These aldermanic district base maps can be used as a starting point for creating other maps. Contact your MarCom officers to request aldermanic district base maps. Guidance below and on the following pages is for aldermanic maps specifically. For text and object styles not listed, refer to the [Map Making Guide](#).

MAP STYLES

13 ALDERMANIC DISTRICT NUMBER
MYRIAD PRO BLACK - 19 PT*
 ■ FILL | DARK BLUE
 *Based on a 0.4 inch square.

5 PROJECT NUMBER
MYRIAD PRO BLACK - 11 PT†
 FILL | PROJECT DEPENDENT, SEE THE FOLLOWING PAGE
 †Based on a 0.2 inch circle.

OTHER MUNICIPALITY LABEL ‡
MYRIAD PRO BOLD 14 PT
 ■ FILL | MEDIUM GRAY
 □ STROKE 3 PT | WHITE

‡This label is for any municipalities that appear on the map. Municipal boundaries are also drawn in instances where multiple municipalities on one map.

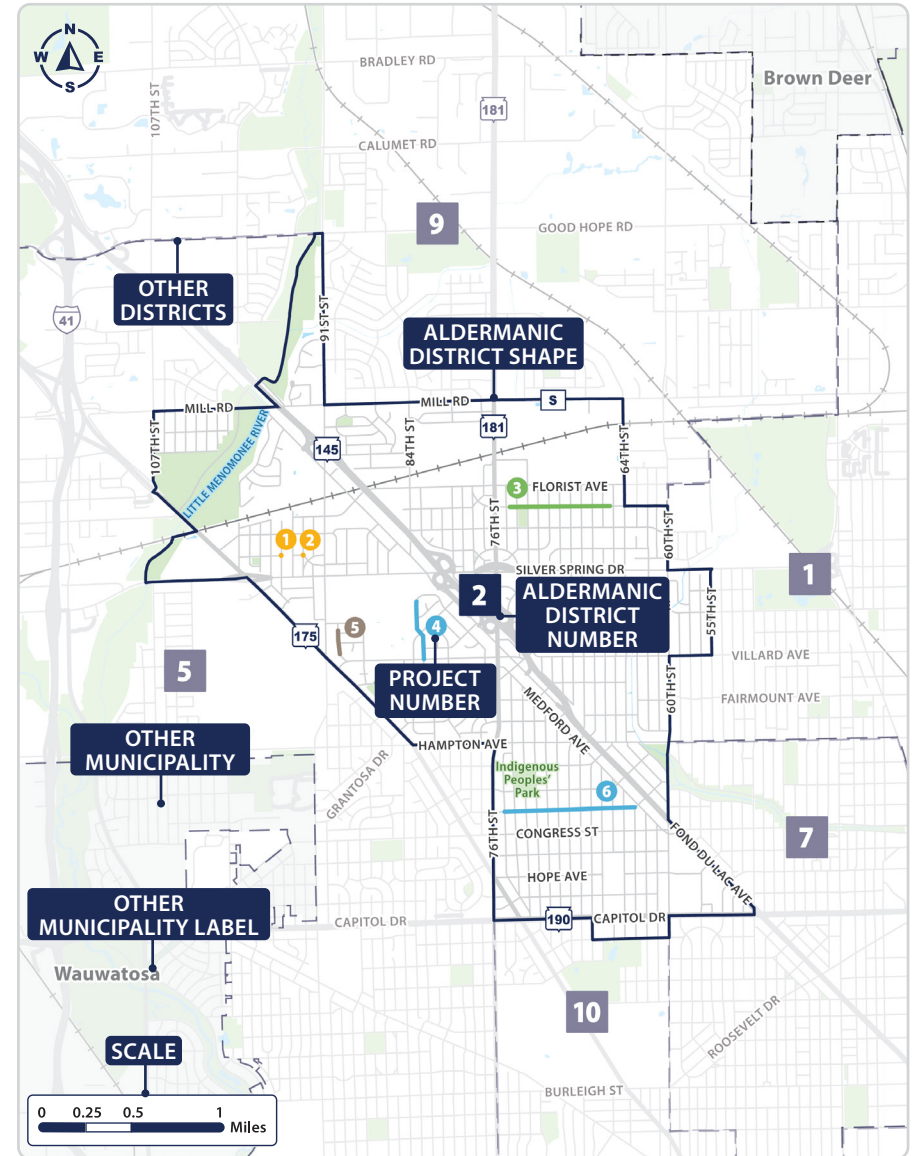
ALDERMANIC DISTRICT SHAPE
 ■ STROKE 2 PT | DARK BLUE

OTHER DISTRICT
 □ FILL 55% OPACITY | WHITE
 ■ STROKE 1 PT, DASHED:
 14 PT DASH, 4 PT GAP,
 55% OPACITY | DARK BLUE

OTHER MUNICIPALITY
 ■ FILL 75% OPACITY | LIGHT GRAY
 ■ STROKE 1 PT, DASHED:
 6 PT DASH, 8 PT GAP,
 75% OPACITY | DARK GRAY

SCALE
MYRIAD PRO SEMIBOLD 10 PT
 ■ FILL | BLACK

Scales are only used on Aldermanic Basemaps. Scales are based on ArcGIS extents. The scale dimensions vary based on each Aldermanic base map due to varying district sizes.



ALDERMANIC DISTRICT MAP GUIDE

Aldermanic district base map files contain mini guides with pre-styled elements and established layers.

GUIDANCE

- Project numbers should always appear close to their project lines.
- Out-of-district street labels and shields should always go into the “out-of-district” street labels and shield layers.
- Park labels are only added on in-district parks.
- See [Map Making Tips](#) for guidance on street labeling.

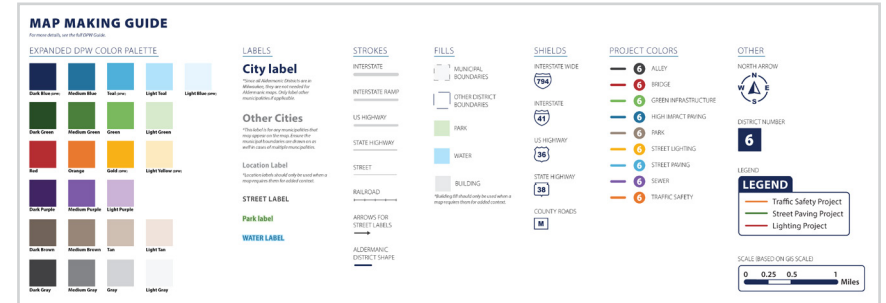
ALDERMANIC PROJECT COLOR USAGE

Project lines are **3 pt stroke** with rounded ends. See previous page for circle dimensions and font size. When a project only impacts an intersection, place a 0.8 inch circle on the intersection and place a project number near it.

For more details on the types of projects, see [Project Types](#).

- | | |
|---|--|
| 5 ALLEY
<i>Dark Gray</i> | 5 STREET LIGHTING
<i>Gold</i> |
| 5 BRIDGE
<i>Red</i> | 5 STREET PAVING
<i>Teal</i> |
| 5 GREEN INFRASTRUCTURE
<i>Green</i> | 5 SEWER
<i>Purple</i> |
| 5 HIGH IMPACT PAVING
<i>Medium Blue</i> | 5 TRAFFIC SAFETY
<i>Orange</i> |
| 5 PARK
<i>Medium Brown</i> | |

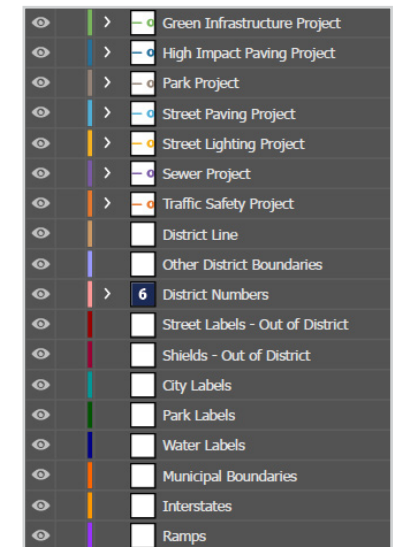
MINI GUIDE IN ILLUSTRATOR FILES



PROJECT REPRESENTATION



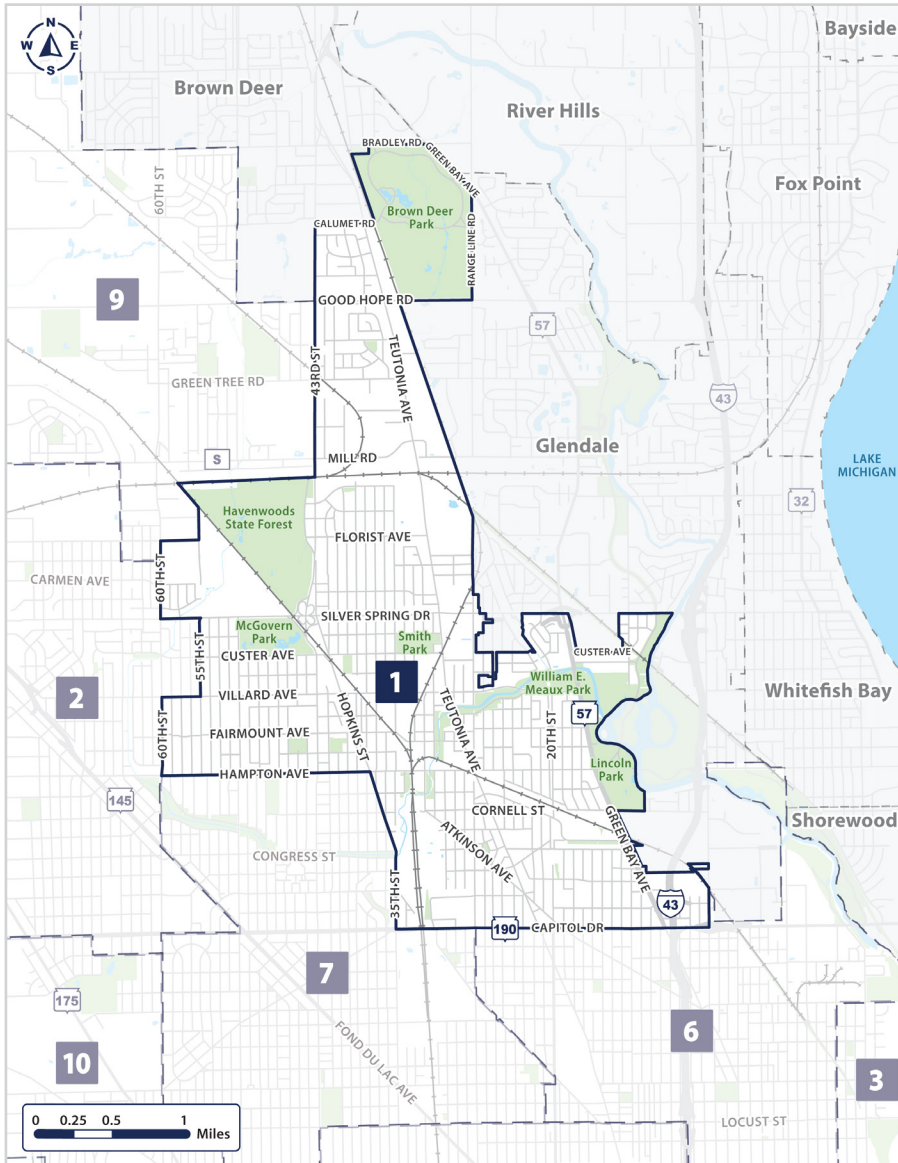
LAYERS IN ILLUSTRATOR FILES



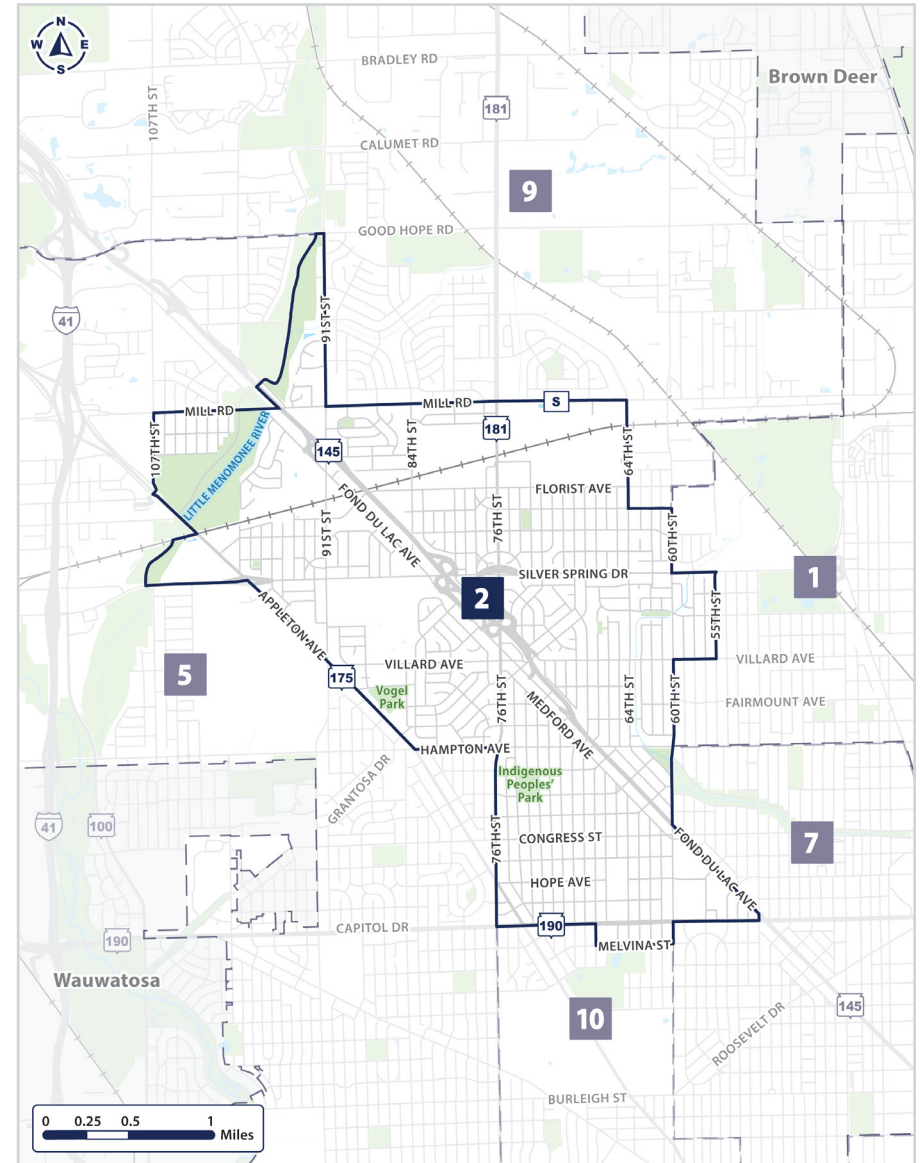
ALDERMANIC DISTRICT BASE MAPS

District 1 and District 2

District 1



District 2



TEMPLATE GUIDE

Graphic Elements	39
Styles	40
Photos and Captions	41
Cross-Sections	42
Social Media Posts	44
Postcards	50
Documents	52
Door-Hangers	56



GRAPHIC ELEMENTS

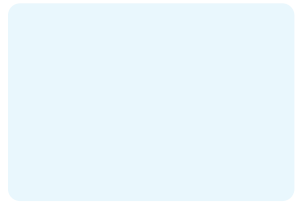
DPW uses a variety of graphic elements across templates. When working with existing templates or creating new in-brand materials, ensure the graphics follow guidance.

CONFETTI



The confetti asset is only used to create materials for Project Completion.

ROUNDED CORNERS



Maps, photos, and filled or outlined text boxes all feature a rounded corner. Corners are rounded 0.065 inches or 6 pixels depending on the template settings.

FADING STRIPES



The fading stripes are used for some construction related materials. They specifically appear in [Upcoming Closures Social Post](#) and [Construction Update Door-Hangers](#). The pattern emulates a road closure sign.

HALF PARALLELOGRAM



The half parallelogram element is featured the most prominently through all DPW templates via graphic add ons, titles, and website labeling. The angle should be 15 degrees.

ICON TREATMENTS



There are multiple pre-styled icon backgrounds. For more details, see [Icon Guidance](#).

LEGENDS



Legends feature a pop-up tab title. For more details see [Map Making Guide](#).

MULTI SQUARE



The multi square element is used in a variety of headers and footers across DPW templates. It consists of three to four boxes featuring the various blue shades from the Expanded Palette (Dark Blue, Medium Blue, Teal, and Light Teal). A 1 pt weight Light Teal stroke appears to the right and stretches the length of the header or footer.

STYLES

Templates for social posts, documents, door-hangers, and postcards are provided as Adobe InDesign files. Each file includes the DPW primary and expanded color palette, example design elements, and assigned paragraph and character styles. Use these elements when designing new materials to ensure visual consistency. Examples of various style elements are listed below. Specific template styles may vary depending on the layout and content. **The measurements listed on this page are based on an 8.5-by-11 inch document. When creating materials smaller or larger than an 8.5-by-11 inches, scale the strokes proportionally.**

TITLE HEADING

Title Subheading

Title headings are typically written in Myriad Pro Black and name the type/purpose of the material. Title subheadings are typically written in Myriad Pro Condensed Black and provide the project name and/or the project limits.

Heading 1

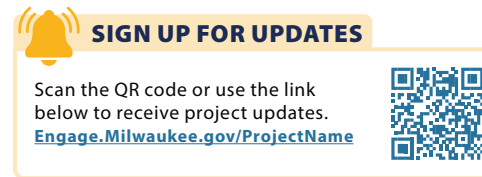
Heading 1 features an 0.125 inch indent with Dark Blue Myriad Pro Black font with a 1 pt weight vertical yellow stroke. The spacing between the text and the vertical line is 0.12 inches.

Heading 2

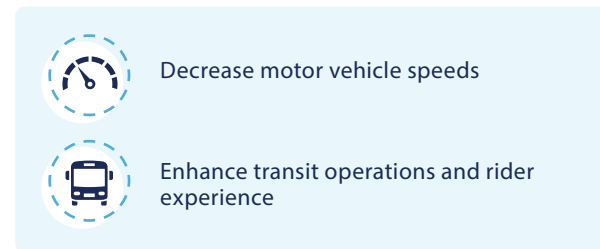
Heading 2 is Dark Blue Myriad Pro Semibold with a 1 pt stroke Light Teal line. The line should stretch the width of the body copy below it. The spacing between the text and the horizontal line is 0.09 inches.

Bullet Point

Bullet points are square shaped with Medium Blue color applied. If square is not available, use circular bullets in Medium Blue.



Sign Up for Updates and Project Contact boxes appear across many document templates. They can be altered to fit wider and smaller spaces depending on the layout, though the content should remain consistent. QR codes should be no smaller than 0.5 inches by 0.5 inches to maintain scanability.



80% Tint Light Blue box callouts have text in Myriad Pro Regular and are intended to highlight or communicate key information. Corners are rounded 0.065 inches or 6 pixels. For PIM posts, they highlight the event date and location. For documents, they highlight key elements and/or impacts of a project. Only one blue callout box should be used for each material to avoid clutter and maintain visual hierarchy.

PHOTOS AND CAPTIONS

PHOTO GUIDANCE

- DPW has a library of photos available on [Flickr](#).
- When cropping:
 - » Use the [rule of thirds](#).
 - » Avoid placement of photos that result in cropping heads on people.
 - » Avoid photo placements that partially crop street signs.
- When choosing photos:
 - » Try to use photos of people interacting with the infrastructure.
 - » Try to use photos where the street is clean and free of debris.

CAPTION TYPES

Pop Up Tab: for maps in document templates.

Inset Tab: for precedent imagery* and “Map Not to Scale” in all templates.

*Precedent imagery: Photos of real, existing infrastructure used to show what the design of a new project could look like. These images help illustrate the style, features, and overall feel of the proposed design.

Photo Caption: for images in document templates.

CAPTIONS AND TITLES



POP UP TAB AND INSET TAB

White
Myriad Pro Bold
10 pt, 25 pt tracking



INSET TAB

White
Myriad Pro Bold
10 pt, 25 pt tracking



PHOTO CAPTION

Dark Blue
Myriad Pro Light Italic
9 pt, 10 pt tracking

16th Street Bridge project area.

CROSS-SECTIONS

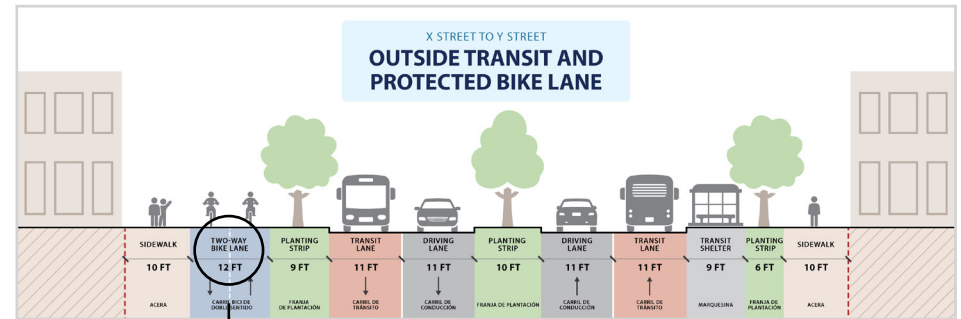
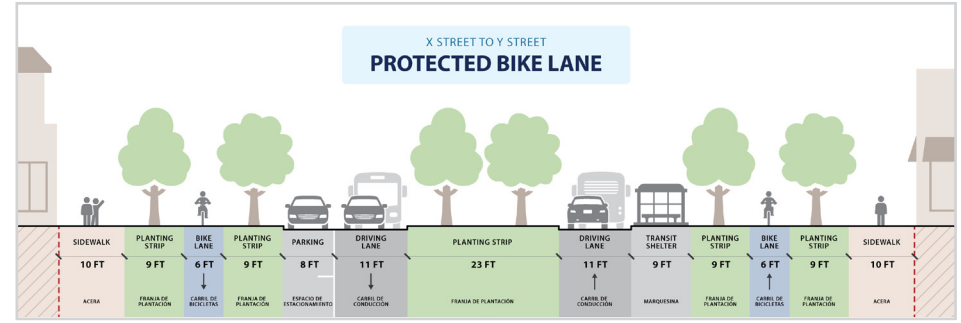
Purpose:

Cross-sections are diagrams intended to show the existing conditions or proposed/planned design of a street. **A cross-sections base file with prestyled icons, strokes, and patterns available upon request.**

Guidance for use:

- Follow DPW style guidelines for cross-sections to maintain visual consistency. If a new element or treatment is needed, it should be cohesive with established styles and approved by DPW. These styles (including font sizes and stroke weights) are based on a 4-by-12 inch cross-section. **When creating cross-sections smaller/larger than 4-by-12 inches, scale stroke weights and font sizes up and down proportionally.**
- Vehicles, people walking, people biking, transit shelters, and trees are all available as [DPW Icons](#).
- Buildings are meant to have minimal detail and generally convey the land use around the cross-section. For example, cross-sections representing suburban streets should show homes and not skyscrapers. See the following page for guidance on building colors.
- Ensure the correct usage of approaching versus departing vehicle icons.
- See the following page for guidance on color and strokes.

CROSS-SECTION EXAMPLES



LANE TYPE TITLE

FILL | Black
Myriad Pro Regular,
7 pt, 50 pt tracking.

MEASUREMENT

FILL | Black
Myriad Pro Bold,
9 pt, 25 pt tracking.

MINI GUIDE IN ILLUSTRATOR FILES

CROSS-SECTION GUIDE

EXPANDED DPW COLOR PALETTE

MEASUREMENTS

CROSS-SECTION TYPE

STROKES

FILLS

BUILDINGS

ICONS

CROSS-SECTIONS

LANE FILLS

TRANSIT LANE
FILL | Red
 Tint: 30%

LABEL BACKGROUND
FILL | Light Blue
 Tint: 100%

PARKING and TRANSIT SHELTER
FILL | Gray
 Tint: 100%

BIKE LANE
FILL | Medium Blue
 Tint: 30%

SIDEWALK
FILL | Light Tan
 Tint: 100%

PLANTING STRIP OR GREEN INFRASTRUCTURE
FILL | Green
 Tint: 40%


DRIVING LANE
FILL | Medium Gray
 Tint: 50%

AREAS OUTSIDE OF ACTIVE TRANSIT/TRANSPORTATION*
FILL | Light Tan
FILL | Tan striped pattern, 0.75 pt stroke, -45° tilt
 Tint: 100%

BARRIER*
FILL | Medium Gray
 Tint: 50%
FILL | White striped pattern, 1 pt stroke, -45° tilt
 Tint: 50%

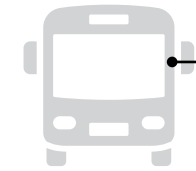
SHARED TRANSIT LANE*
FILL | Medium Gray
 Tint: 50%
FILL | Red striped pattern, 6 pt stroke
 Tint: 30%

PEOPLE, ITEMS, AND VEHICLES IN FOREGROUND




FILL | Medium Gray
STROKE | White
 Tint: 100%

VEHICLES IN BACKGROUND




FILL | Gray
STROKE | White
 Tint: 100%

END LINES



1.5 PT STROKE DASHED: 5 PT DASH 3 PT GAP | Red

PAVEMENT MARKINGS*



1.5 PT STROKE DASHED: 4.5 DASH 2 PT GAP | Light Yellow




1.5 PT STROKE DASHED: 4.5 DASH 2 PT GAP | White

TRAVEL ARROWS*



1.5 PT STROKE, ARROW STYLE #7 | Dark Gray

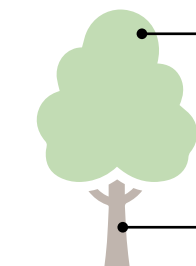
BUILDINGS



FILL | Tan
 Tint: 65%
 Opacity: 60%

WINDOW OR DOOR
2 PT STROKE Medium Brown
 Tint: 100%
 Opacity: 60%

TREES



FILL | Green
 Tint: 75%
 Opacity: 60%

FILL | Medium Brown
 Tint: 100%
 Opacity: 60%

NOTE: Tints are not the same as Opacity. Ensure you are designing with accurate tints.

*Prestyled icons, strokes, and patterns are available upon request in the Cross-Sections Base File.

SOCIAL MEDIA POSTS

Public Involvement Meeting

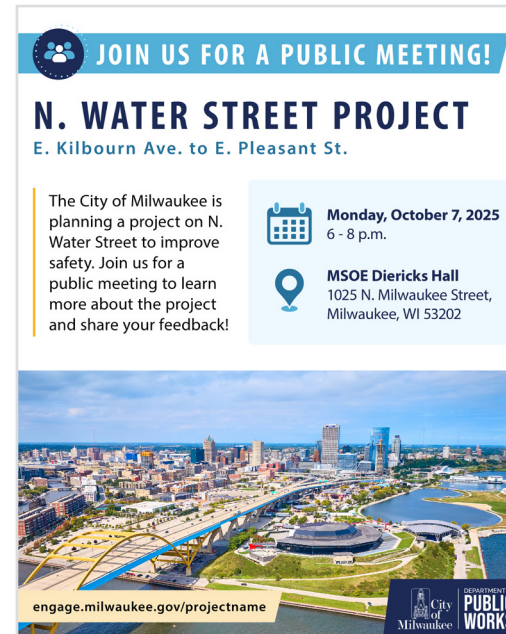
Purpose:

Public involvement meeting social posts are used to alert the public about upcoming public meetings.

Guidance for use:

- All content should follow the [Language Guide](#).
- PIM posts should be shared **at least two weeks** prior to the meeting.
- Reminder posts should be done between **one week to two days** before the meeting date.
- Text in the post graphic should be concise. Additional details regarding the event or project should be reserved for the post caption.

1080 x 1350 px - PIM



1920 x 1005 px - PIM Vertical Photo



1920 x 1005 px - PIM Horizontal Photo



SOCIAL MEDIA POSTS

Project Announcement

Purpose:

Project announcement social posts are used to alert the public of a new project. **They should not be used for construction updates, closure announcements, or project updates.**

Guidance for use:

- All content should follow the [Language Guide](#).
- Project announcements should be posted ONLY when all of the following conditions are met:
 - » The project is added to the DPW Infrastructure Map.
 - » The Alderperson(s), Business Improvement District(s) (BID), Neighborhood Improvement District(s) (NID), and necessary community partners in the impacted districts have been informed about the project.
 - » An EngageMKE web page is live for the project.
- Graphics should feature no more than three goals. Project goals listed in the graphic should be general and leave the viewer with a basic understanding of how the project hopes to positively affect the community.
- Text in the post graphic should be concise. Additional details regarding the project should be reserved for the post caption.

1080 x 1350 px - Project Announcement

This graphic features a blue header with the text "PROJECT ANNOUNCEMENT" and "Beerline Trail Extension" with a megaphone icon. Below the header, a text block states: "We're extending the Beerline Trail northwest from Capitol Drive to the new 20th Street Powerline Trail!". A central section titled "PROJECT GOALS" lists three goals with icons: "Connecting Neighborhoods", "Creating Safe Routes", and "Providing More Outdoor Spaces". Below this is an aerial photograph of the Beerline Trail Crossing at W. Capitol Drive. The footer includes the URL "engage.milwaukee.gov/projectname" and the City of Milwaukee Public Works logo.

1920 x 1005 px - Project Announcement

This graphic features a blue header with the text "PROJECT ANNOUNCEMENT" and "Beerline Trail Extension" with a megaphone icon. Below the header, a text block states: "We're extending the Beerline Trail northwest from Capitol Drive to the new 20th Street Powerline Trail!". A central section titled "PROJECT GOALS" lists three goals with icons: "Connecting Neighborhoods", "Creating Safe Routes", and "Providing More Outdoor Spaces". To the right of the goals is an aerial photograph of the Beerline Trail Crossing at W. Capitol Drive. The footer includes the URL "engage.milwaukee.gov/projectname" and the City of Milwaukee Public Works logo.

SOCIAL MEDIA POSTS

Project Completion

Purpose:

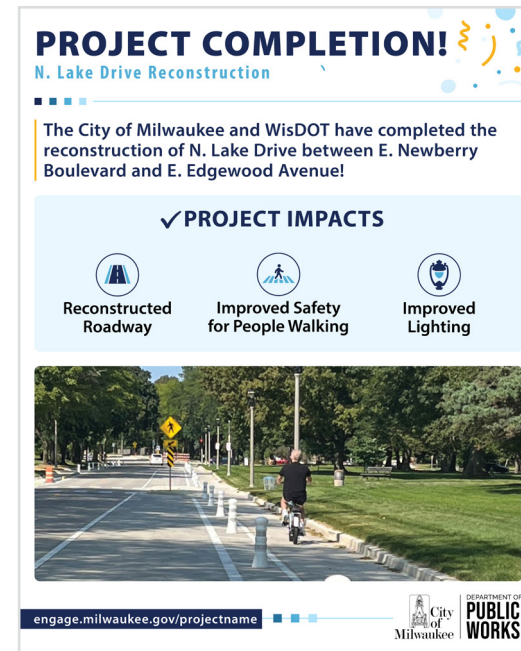
Project completion social posts are used to alert the public about a completed project and to celebrate its impact.

Guidance for use:

- All content should follow the [Language Guide](#).
- Project completion social posts should coordinate with the project completion project update. They should also meet the following criteria:
 - » Street is reopened to traffic.
 - » Project is substantially complete (projects with minor punch list items and spring plantings are okay).
- Graphics should feature no more than three impacts. Impacts listed in the graphic should be worded simply and give the viewer an understanding of how the project positively impacted the area and/or community.

NOTE: The 1080 x 1350 px version has a secondary format for adding additional photos in a multi-slide post.

1080 x 1350 px - Project Completion



1080 x 1350 px - Additional Slide



1920 x 1005 px - Project Completion



SOCIAL MEDIA POSTS

Construction Update

Purpose:

Construction update social posts are intended to update the public on recent progress on a construction project. Examples include: repaving has begun, painting on a bridge has started, sidewalks are being poured, etc.

They are not intended to be used as new closure notices or project announcements.

Guidance for use:

- All content should follow the [Language Guide](#).
- Updates should always include the location where the activity is taking place.
- Text in the post graphic should be concise. Additional details regarding the project should be reserved for the post caption.



Construction update posts should accompany a [Construction Update](#) document and should be done once per month for projects with updates being distributed.

1080 x 1350 px - Construction Update

The graphic features a dark blue header with the City of Milwaukee logo and the text "CONSTRUCTION UPDATE" in white, with "N. Lake Drive Reconstruction" in smaller white text below it. The main text reads "Repaving has begun on N. Lake Drive between E. Newberry Boulevard and E. Edgewood Avenue!". Below the text are two photographs: the top one shows a construction site with a red truck and equipment, and the bottom one shows a newly poured concrete sidewalk. At the bottom, there is a location pin icon, the text "N. Lake Drive between E. Newberry Boulevard and E. Edgewood Avenue", the URL "engage.milwaukee.gov/projectname", and the City of Milwaukee Department of Public Works logo.

1920 x 1005 px - Construction Update

The graphic features a dark blue header with the City of Milwaukee logo and the text "CONSTRUCTION UPDATE" in white, with "N. Lake Drive Reconstruction" in smaller white text below it. The main text reads "Repaving has begun on N. Lake Drive between E. Newberry Boulevard and E. Edgewood Avenue!". Below the text are three photographs: the left one shows a construction site with a red truck and equipment, the middle one shows a yellow truck on a road with orange traffic cones, and the right one shows a newly poured concrete sidewalk. At the bottom, there is a location pin icon, the text "N. Lake Drive between E. Newberry Boulevard and E. Edgewood Avenue", the URL "engage.milwaukee.gov/projectname", and the City of Milwaukee Department of Public Works logo.

SOCIAL MEDIA POSTS

Upcoming Closure

Purpose:

Upcoming closure social posts are used to alert the public of any upcoming closures, as well as detour or alternate route options.

Guidance for use:

- All content should follow the [Language Guide](#).
- Closure notices should be posted **at least one day prior** to the closure occurring.
 - » For any [Construction Update](#) document that includes a closure, an upcoming closure social post must be created.
- Map should be clear and sized for maximum legibility. Insets should be used as needed for detailed views.
- North arrow and legends should always be included on maps.
- Maps should always be marked as “Map Not to Scale.”
- See the [Construction Map Guide](#) for guidance on how to create closure graphics.
- Text in the post graphic should be concise. Additional details regarding the project should be reserved for the post caption.
- Detour routes and alternate routes have different definitions. Refer to the [Language Guide](#) to ensure correct usage and map labeling.

1080 x 1350 px - Upcoming Closure

1920 x 1005 px - Upcoming Closure

SOCIAL MEDIA POSTS

New Infrastructure

Purpose:

New infrastructure social posts are intended to explain a piece of infrastructure that may be new to the general public, as well as highlight the reasons for including this design.

Guidance for use:

- All content should follow the [Language Guide](#).
- New infrastructure posts should be posted if/when:
 - » A new traffic calming measure is being used in a project.
 - » A traffic calming measure has not been used in the neighborhood before.
- Graphics should feature no more than four design elements. Any additional elements should be listed in the post caption.
- Text in the post graphic should be concise. Additional details regarding the infrastructure or related project should be reserved for the post caption.
- New infrastructure posts can also be used to show other elements, like protected bikeways or green infrastructure.

1080 x 1350 px - New Infrastructure



1920 x 1005 px - New Infrastructure Horizontal Photo



1920 x 1005 px - New Infrastructure Vertical Photo



POSTCARDS

Public Involvement Meeting

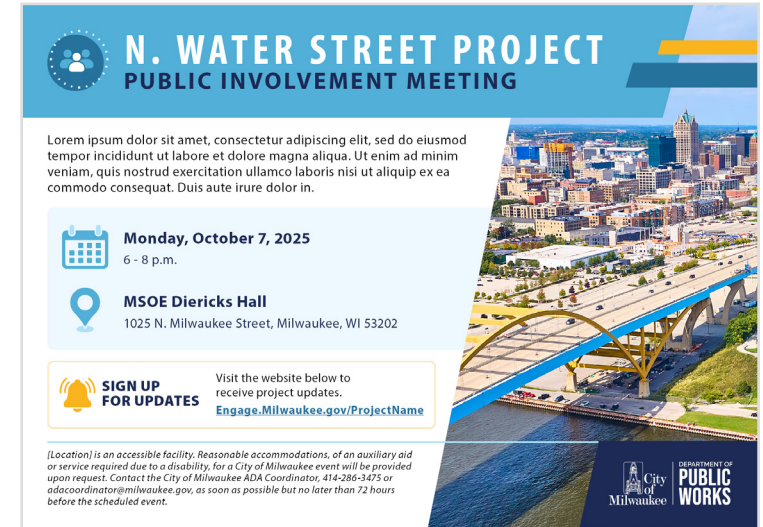
Purpose:

Public Involvement postcards are used to alert the public about upcoming public meetings.

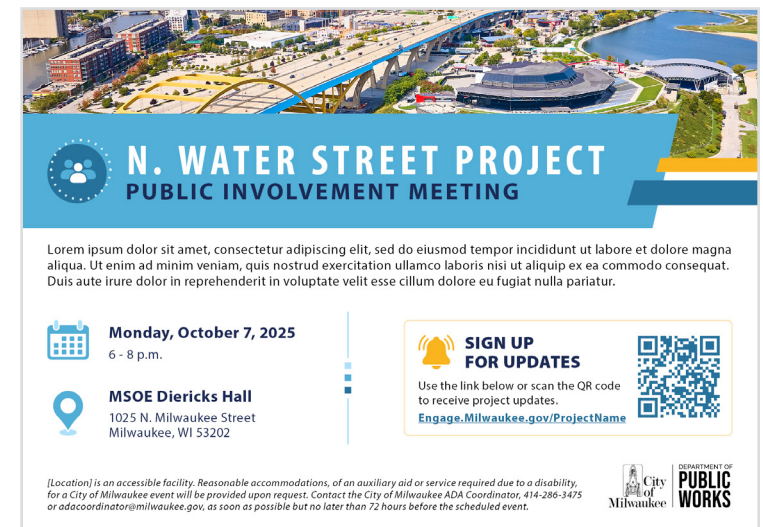
Guidance for use:

- All content should follow the [Language Guide](#).
- ADA statement should always be included. See [Accessibility and ADA Considerations](#) for details.
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Fonts must be 7 pt or larger to maintain readability.
- Use paragraph styles, established swatches, approved graphic elements, and DPW icons.
- Maps should be styled according to the [Map Styling Guide](#).
- Postcard templates are provided as InDesign documents with artboards sized at 5-by-7 inches with a 0.25 inch bleed. Postcards should be printed with full bleed and trimmed to a final size of 5-by-7 inches.
- A clear space of 4.25 inches from the right edge must be included on the back side of the postcard (see the following page).

Postcard Vertical Photo




Postcard Horizontal Photo



POSTCARDS

Public Involvement Meeting

Postcard Multi-Image



HOPKINS PROTECTED BIKE LANE & STREET IMPROVEMENT PROJECT

PUBLIC INVOLVEMENT MEETING


The City of Milwaukee Department of Public Works is planning safety improvements, traffic calming, and concrete-protected bike lanes for W. Hopkins Street from Locust to Capitol, and Locust from Hopkins to Teutonia. Come learn about the final design alternative, discuss with other community members, and give your feedback on the design.



Monday, October 7, 2025
6 - 8 p.m.




MSOE Diericks Hall
1025 N. Milwaukee Street, Milwaukee, WI 53202

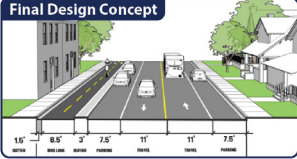


SIGN UP FOR UPDATES

Visit the website below to receive project updates.
[Engage.Milwaukee.gov/ProjectName](#)



Final Design Concept



15' 0.5' 2' 7.5' 11' 7.8'

DEPARTMENT OF PUBLIC WORKS

[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, as soon as possible but no later than 72 hours before the scheduled event.

4.25 inches of clear space required for address block

Postcard Back Side



DEPARTMENT OF
PUBLIC WORKS

Location Name
100 Address
Milwaukee, WI 55555-5555

YOU'RE INVITED!

Hopkins Protected Bike Lane & Street Improvement Project
Public Involvement Meeting



Monday, October 7, 2025
6 - 8 p.m.



MSOE Diericks Hall
1025 N. Milwaukee Street
Milwaukee, WI 53202

See reverse side for meeting details.

DOCUMENTS

Design Overview

Purpose:

Design overview documents serve as a general overview of a project. They often include a project overview, details about the area, project goals, a project map, schedule timelines, next steps, project contact, alternatives, and typical sections.

Guidance for use:

- All content should follow the [Language Guide](#).
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Use established DPW paragraph styles, swatches, graphic elements, and icons.
- Documents should be printed at 8.5-by-11 inches.
- Half parallelogram heading box for design overview documents and design update documents should always be medium blue.
- Layout is flexible based on content needs. Always be thoughtful about aligning elements and maintaining visual balance.
- The Light Blue styled box should be used to highlight key information. Only one Light Blue box should be used in each document to maintain a strong visual hierarchy.
- DPW icons have flexibility in use, including color and background variations. Do not otherwise distort or alter icons without approval. See more rules in the [Icon Use Guide](#).
- Photos should be captioned. See details in [Photos and Captions](#).
- Maps should be styled according to the [Map Styling Guide](#).
 - » Ensure no labels are cut off.
 - » Always include a north arrow.
 - » Maps should have a 1 pt stroke outline around them.
 - » Maps should have a disclaimer: "Map Not to Scale."

DESIGN OVERVIEW

N. Water Street - E. Kilbourn Ave. to E. Pleasant St.

CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS
JANUARY 2026

About the Project

The City of Milwaukee Department of Public Works is leading a redesign of N. Water Street from E. Kilbourn Avenue to E. Pleasant Street. This project aims to develop a design that will transform the corridor into a vibrant, multimodal street that supports current and future transportation modes and land uses. The City is working to identify funding for final design and construction.

Corridor Snapshot

- Average daily traffic (ADT): 17,817.
- Crash rates are significantly higher than average compared to similar types of streets.
- Corridor is listed on the City of Milwaukee's bicyclist and pedestrian high injury networks.
- Major transit corridor with high ridership for four MCTS bus routes.
- Water Street has been identified as a catalytic project that should prioritize transit and pedestrian use, with enhanced public spaces.

Project Goals

- Decrease motor vehicle speeds
- Enhance transit operations and rider experience
- Increase walkability
- Support existing and future businesses
- Design with sustainability in mind

Project Map

LEGEND: Project Limits

MAP NOT TO SCALE

SIGN UP FOR UPDATES

Scan the QR code or use the link below to receive project updates.
[Engage.Milwaukee.gov/ProjectName](#)

PROJECT CONTACT

John Doe, Project Role/Title
JohnDoe@milwaukee.gov
(555) 555-5555

The project team thanks you for your patience and cooperation throughout this project!

DOCUMENTS

Design Update

Purpose:

Design update documents communicate changes or updates in design. This could include alterations to previous design plans, updates on progress in the design process, additions to previous design plans, or providing more detail on specific design elements.

Guidance for use:

- All content should follow the [Language Guide](#).
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Use established DPW paragraph styles, swatches, graphic elements, and icons.
- Documents should be printed at 8.5-by-11 inches.
- Half parallelogram heading box for design overview documents and design update documents should always be Medium Blue.
- Layout is flexible based on content needs. Always be thoughtful about aligning elements and maintaining visual balance.
- DPW icons have flexibility in use, including color and background variations. Do not otherwise distort or alter icons without approval. See more rules in the [Icon Use Guide](#).
- Photos should be captioned. See details in [Photos and Captions](#).
- Maps should be styled according to the [Map Styling Guide](#).
 - » Ensure no labels are cut off.
 - » Always include a north arrow.
 - » Maps should have a 1 pt stroke outline around them.
 - » Maps should have a disclaimer: "Map Not to Scale."

DESIGN UPDATE

S. Kinnickinnic Avenue - E. Holt Avenue to S. Fulton Street

CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS
JANUARY 2026

Project Overview & Update

The City of Milwaukee - Department of Public Works (DPW) is making improvements to S. Kinnickinnic Avenue (STH 32) between E. Holt Avenue and S. Fulton Street to slow speeds and curb reckless driving. The project is in the design phase and the earliest anticipated construction is 2026.

Throughout the summer, DPW engineers and field survey crews have been onsite gathering information on the existing conditions of the street, such as geometry, elevations and utility locations to aid in preparation of design plans for traffic calming improvements. DPW will hold a public meeting in Fall 2025 to share preliminary designs and ask for feedback.

Below is the current status of the preliminary design and proposed treatments. This is subject to change prior to the public meeting.



LEGEND

- Raised Crosswalk
- High Visibility Crosswalk
- Pinned-On Bumpout
- Speed Table
- Pedestrian Refuge Island
- Closed Slip Lane or Median

MAP NOT TO SCALE



Raised Crosswalk



Pedestrian Refuge Island



Pinned-On Bumpout

SIGN UP FOR UPDATES

Scan the QR code or use the link below to receive project updates.
[Engage.Milwaukee.gov/ProjectName](#)



PROJECT CONTACT

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(555) 555-5555

The project team thanks you for your patience and cooperation throughout this project!

DOCUMENTS

Construction Overview

Purpose:

Construction overview documents serve as a general overview of construction for a project. They often include a project overview, details about the work, construction schedules, construction impacts, an image or mockup, and a construction map.

Guidance for use:

- All content should follow the [Language Guide](#).
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Use established DPW paragraph styles, swatches, graphic elements, and icons.
- Documents should be printed at 8.5-by-11 inches.
- Half parallelogram heading box for construction overview documents and construction update documents should always be Dark Blue.
- Layout is flexible based on content needs. Always be thoughtful about aligning elements and maintaining visual balance.
- The Light Blue styled box should be used to highlight key information. Only one Light Blue box should be used in each document to maintain a strong visual hierarchy.
- DPW icons have flexibility in use, including color and background variations. Do not otherwise distort or alter icons without approval. See more rules in the [Icon Use Guide](#).
- Maps should be styled according to the [Map Styling Guide](#) and the [Construction Map Guide](#).
 - » Ensure no labels are cut off.
 - » Always include a north arrow.
 - » Maps should have a 1 pt stroke outline around them.
 - » Maps should have a disclaimer: "Map Not to Scale."
- Detour routes and alternate routes have different definitions. Refer to the [Language Guide](#) to ensure correct usage and map labeling.

CONSTRUCTION OVERVIEW

16th Street Bridge over the Menomonee River

CITY of Milwaukee DEPARTMENT OF PUBLIC WORKS

JANUARY 2026

About the Project

The City of Milwaukee is rehabilitating the 16th Street Bridge over the Menomonee River. The project will rehabilitate Unit 14 on the northern portion of the bridge, which is highlighted in the image at the right.



16th Street Bridge project area

Rehabilitation Work Includes

- Replacing the open grid steel deck with a new surface concrete deck.
- Replacing the existing fiberglass sidewalk plates with surface concrete.
- Replacing or rehabilitating the existing bridge superstructure and substructure steel.
- Removing the existing movable bridge operating equipment that is no longer needed.
- Sandblasting and painting bridge structural steel.
- Existing bridge house will be removed from the bridge and placed under the bridge as part of a historical exhibit.

Construction Impacts & Schedule

Construction for the project is anticipated to begin in late July 2025 and be completed in October 2026.



LEGEND

- Alternative Route
- Project Area
- Pedestrian Access
- Bridge Closure

MAP NOT TO SCALE

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DOCUMENTS

Construction Update

Purpose:

Construction update documents share clear, up-to-date information about active construction projects. They should include written details of construction impacts and maps that outline impacts to traffic.

Guidance for use:

- All content should follow the [Language Guide](#).
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Use established DPW paragraph styles, swatches, graphic elements, and icons.
- Documents should be printed at 8.5-by-11 inches.
- Half parallelogram heading box for construction overview documents and construction update documents should always be Dark Blue.
- Layout is flexible based on content needs. Always be thoughtful about aligning elements and maintaining visual balance.
- The Light Yellow styled box should only be used highlighting the date and location of the reconstruction.
- DPW icons have flexibility in use, including color and background variations. Do not otherwise distort or alter icons without approval. See more rules in the [Icon Use Guide](#).
- Maps should be styled according to the [Map Styling Guide](#) and the [Construction Map Guide](#).
 - » Ensure no labels are cut off.
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CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS
CONSTRUCTION UPDATE
Howell Avenue Reconstruction
OCTOBER 2025

Howell Avenue Intersection to be Reconstructed Beginning Tuesday, July 30

Construction Impacts

Beginning Tuesday, July 30, the intersection of S. Howell Avenue and E/W Howard Avenue will begin to be reconstructed. The work will close the intersection to all left turning movements from Howell Avenue in both directions.

One lane of traffic for north and southbound traffic will be maintained on Howell Avenue through the intersection. Northbound traffic will be able to make a right turn onto eastbound Howard Avenue, and southbound traffic will be able to make a right turn onto westbound Howard Avenue. See the graphic to the right for details.

On Friday, August 9, the project will also switch to a new traffic pattern on Howard Avenue between Whitenall and Clement avenues, maintaining one lane of eastbound traffic only on the southside of the street. The Northside of the street will be closed. See the map below for details.

All work and schedules are weather dependent and subject to change.

Traffic Pattern of Intersection

MAP NOT TO SCALE

Northbound traffic on S. Howell Avenue looking to access the highway should continue north on Howell Avenue to S. Holt Avenue.

Traffic Pattern Beginning August 9

LEGEND

- Lane Closure
- Westbound Lane
- Eastbound Lane
- Alt Route

MAP NOT TO SCALE

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DOOR-HANGERS

Construction Update

Purpose:

Construction update door-hangers are specific construction updates delivered directly to homes and businesses that will be impacted. They should include details of construction impacts and may include maps that outline impacts to traffic.

Guidance for use:

- All content should follow the [Language Guide](#).
- QR codes cannot be smaller than 0.5-by-0.5 inches for scanability.
- Use established DPW paragraph styles, swatches, graphic elements, and icons.
- Final printed door-hangers should be trimmed to 4.25-by-11 inches.
- Layout is flexible based on content needs. Always be thoughtful about aligning elements and maintaining visual balance.
- The Light Yellow styled box should only be used highlighting the date and location of the work.
- Maps should be styled according to the [Map Styling Guide](#) and the [Construction Map Guide](#).
 - » Ensure no labels are cut off.
 - » Always include a north arrow.
 - » Maps should have a 1 pt stroke around them.
 - » Maps should have a disclaimer: "Map Not to Scale."
- Detour routes and alternate routes have different definitions. Refer to the [Language Guide](#) to ensure correct usage and map labeling.

Vertical Map

CONSTRUCTION UPDATE

Howard Avenue

Construction for this project has taken place in two phases (see map). **Phase 1** is substantially complete. The majority of **Phase 2** work has been completed, with some work being completed in fall 2025 to ensure safe and efficient coordination with adjacent projects.

Overnight Work to Begin the Week of November 7, 2025

Construction Impacts

Howard Avenue at Howell Avenue is scheduled to close overnight **Monday-Thursday from 11 p.m. to 4:30 a.m.**, as crews begin pavement marking removal.

Businesses and residents should be aware that noise and dust are associated with this work.

Construction timelines are weather dependant and subject to change.

LEGEND

- Air Route
- Project Area
- Pedestrian Access
- Bridge Closure

SIGN UP FOR PROJECT UPDATES

Use the link below or scan the QR code to learn more about the project.

[Engage.Milwaukee.gov/ProjectName](#)

PROJECT CONTACT

Sarah McClanahan
Marketing & Communications Officer

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(414) 286-3318

The project team thanks you for your patience and cooperation throughout this project!

Horizontal Map

CONSTRUCTION UPDATE

Howard Avenue

Construction for this project has taken place in two phases (see map). **Phase 1** is substantially complete. The majority of **Phase 2** work has been completed, with some work being completed in fall 2025 to ensure safe and efficient coordination with adjacent projects.

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Construction timelines are weather dependant and subject to change.

LEGEND

- Air Route
- Eastbound Traffic
- Road Closure
- Westbound Traffic

SIGN UP FOR PROJECT UPDATES

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ICON GUIDANCE

Purpose:

The DPW icon library consists of over 220 icons for a variety of uses across maps, social media, websites, print templates, etc. The icons are designed originally in a two-color format, but most can be a single color. Icons are divided into 10 categories and available upon request.

Icon files come in three forms:

- EPS - Best for print work. Scalable vector format.
- PNG - Best for digital work that does not need to be scaled. Transparent background format.
- SVG - Best for web work. Scalable vector format.

Guidance for use:

- Icons should not be distorted or skewed.
- New icons should not be added without the approval of DPW. Any additional icons should match the overall style and visual weight of established icons.
- Icon colors can be altered to any color in the DPW palette. They can also be placed within other shapes or decorative elements. Ensure the icon maintains legibility when placing it in another element or complex background. See below for examples of icons placed in decorative elements.

DECORATIVE ICON ELEMENT EXAMPLES



- BACKGROUND CIRCLE FILL | *LIGHT BLUE*
- FOREGROUND CIRCLE STROKE 1 PT, DASHED: 4 PT DASH, 3 PT GAP | *TEAL*
- ICON FILL | *DARK BLUE*



- BACKGROUND CIRCLE FILL | *DARK BLUE*
- FOREGROUND CIRCLE STROKE 1 PT, DASHED: 1 PT DASH, 5 PT GAP | *LIGHT TEAL*
- ICON FILL | *WHITE AND TEAL*



- BACKGROUND CIRCLE FILL | *LIGHT BLUE*
- FOREGROUND CIRCLE STROKE 1 PT | *DARK BLUE*
- ICON FILL | *TEAL AND DARK BLUE*

TRANSPORTATION MODES



AIRPLANE SIDE VIEW



AIRPLANE TOP



DRONE



BIKE FRONT/BACK



BIKE SIDE



BIKE SIDE WITH PERSON



BIKE TOP



BIKE FRONT WITH PERSON



BIKE BACK WITH PERSON



BUBLR ICON



BUS FRONT



BUS SIDE



BUS BACK



CAR FRONT



CAR TOP



CAR SIDE



CAR BACK



CAR SELF-DRIVING FRONT



CAR SELF-DRIVING SIDE



CAR ELECTRIC FRONT



CAR ELECTRIC SIDE



TRAFFIC



MOTORCYCLE FRONT/BACK



MOTORCYCLE SIDE



SCOOTER FRONT/BACK



SCOOTER SIDE



PEDESTRIAN



PEDESTRIAN WITH WALKER



PEDESTRIAN WITH WHEELCHAIR



PEDESTRIAN WITH WHEELCHAIR MOVING



PEDESTRIAN WITH CANE



FAMILY WALKING



PEDESTRIAN FROM ABOVE



PEDESTRIAN FRONT



TWO PEDESTRIANS FRONT



FREIGHT TRUCK FRONT



FREIGHT TRUCK SIDE



PICKUP TRUCK SIDE



PASSENGER TRAIN FRONT



PASSENGER TRAIN SIDE

TRANSPORTATION MODES CONTINUED



THE HOP FRONT



THE HOP SIDE



SHIP FRONT



MODES OF TRANSPORTATION

ARROWS



MERGE FROM LEFT



MERGE FROM RIGHT



RIGHT TURN OR STRAIGHT



LEFT TURN OR STRAIGHT



LEFT LANE ENDS



RIGHT LANE ENDS



ADDED LANE RIGHT



ADDED LANE LEFT



KEEP RIGHT MEDIAN



KEEP LEFT MEDIAN



U-TURN



MERGE TO ONE LANE

SIGNAGE



NO PARKING



RAILROAD CROSSING



YIELD



STOP



DO NOT ENTER



BIKES



INTERSTATE SHIELD



INTERSTATE SHIELD WIDE

SIGNAGE CONTINUED



US HIGHWAY SHIELD



STATE HIGHWAY SHIELD



COUNTY ROAD SHIELD



SPEED LIMIT



ONE WAY RIGHT



ONE WAY LEFT



RRFB CROSSWALK SIGN

ITEMS AND BUILDINGS



STOPLIGHT



STOPLIGHT RED



STOPLIGHT YELLOW



STOPLIGHT GREEN



CRASH



EV CHARGER



SPEEDOMETER



PARKING



PARKING METER



LOCATION MARKER



HOUSE



BUILDINGS



HOSPITAL



SCHOOL



ACCESSIBILITY VISION



ACCESSIBILITY HEARING



CLOUD AND RAIN



CLOUD AND SUN



CLOUDS



SUN



THUNDERSTORM



SNOW



NORTH ARROW

COMMUNICATION



CONSTRUCTION OPERATIONS



CAUTION



ROAD BARRIER



BARREL



BARREL FLAT



CONE



CONE FLAT



HARD HAT



SAFETY VEST



SAW CUTTING



PAVING



TEMPORARY LIGHTING



UNDERGROUND ELECTRICAL WORK



SIDEWALK AND CURBS



CURB AND GUTTER



TREE REMOVAL



TREE PLANTING



MILLING



BACKHOE



CEMENT TRUCK



DUMP TRUCK



PAVEMENT MARKING



TOW TRUCK



DRIVEWAY APPROACH



PERSON WITH SHOVEL



PERSON WITH SIGN



PERSON WITH FLAG

GREEN INFRASTRUCTURE



BIOSWALE/RAIN GARDEN



STORMWATER TREES



PERMEABLE PAVERS



GROWING PLANT



RAIN BARREL



GROUND INFILTRATION



RAIN DROP



STORMWATER CAPTURE



STORMWATER PONDS



STORMWATER INLET



INFLOW AND INFILTRATION



FLOOD PREVENTION



FLOODPLAIN/RIVER



FLOW CONTROL



TEMPORARY STORMWATER STORAGE



DOWNSPOUT DISCONNECTION



PUMP/PUMP STATION



GREEN INFRASTRUCTURE



PERENNIAL



SHRUB



EVERGREEN TREE



DECIDUOUS TREE



TREES PROFILE



TREE TOP DOWN VIEW



ORNAMENTAL GRASS



SEWER MANHOLE



SEWER OUTFALL

TRANSPORTATION



BRIDGE



CROSSWALK



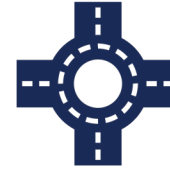
RAISED
CROSSWALK



HIGH VISIBILITY
CROSSWALK



STREET



ROUNDBOUT



TRAFFIC CIRCLE



SPEED HUMPS



SPEED TABLE



CURB EXTENSION



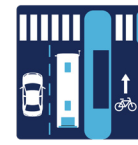
PINNED-ON ISLAND



PEDESTRIAN
ISLAND



BUS STOP



BUS BOARDING
ISLAND



CHICANES



NECK-DOWN



POTHOLE



POTHOLE REPAIR



PLAZA



STREET LIGHT HARP



STREET LIGHT
STANDARD



BIKE BOULEVARD



PROTECTED BIKE LANE
(CONCRETE)



PROTECTED BIKE LANE
(DELINEATOR)



PAINT-ONLY BIKE LANE



RAISED BIKE LANE



BIKE RACK



SCOOTER CORRAL



FOOTSTEPS



ROAD DIET



DELINEATOR



TRAILS



ON-STREET MURAL

SANITATION



GARBAGE



RECYCLE



YARD WASTE/LEAF
COLLECTION



SNOWPLOW

PARKS



PARK



PLAYGROUND



DOG PARK



BASKETBALL COURT



BENCH