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CITY OF MILWAUKEE
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City of Milwaukee Health Department Reveals New Brand Identity

Department evolves its brand by launching redesigned logo

MILWAUKEE – In an effort to reflect the forward-moving direction of the City of Milwaukee Health Department (MHD), residents, community leaders, and city staff have selected a new identity. It has been over a decade since the department has gone through a re-brand. The purpose of this re-brand was for the community to clearly and positively understand programs and services provided by the MHD, and to represent the MHD's commitment to *advancing the health and equity of Milwaukeeans through science, innovation, and leadership*.

The department worked with [2-Story](#), who developed three (3) brand options. Commissioner of Health, Dr. Jeanette Kowalik explains, "Rebranding the MHD is essential to moving forward. Symbolism matters. We are grateful for everyone that took the time to vote, providing detailed feedback and ideas on the three brand options. We're entering a new phase as a department, growing, moving forward. This rebrand attempts to capture who we are and where we are going, so the public can begin to associate trust, reliability, quality customer service, expertise, and value with MHD. The timing of this rebrand was related to reinstating our annual Back-to-School Health Fairs in August as well as the 1 year mark for the change in leadership."

Voting ended on June 10th. The most popular option selected was **Option 3**, which is provided on the continued page. Here is a breakdown of the re-brand results.

- 447 respondents took the survey:
 - 250 of 440 (56.82%) identified as a community member.
 - 121 of 440 (27.5%) identified as a MHD employee.
 - 69 of 440 (15.68%) identified as a City of Milwaukee employee.
- 255 of 433 (58.89%) selected brand option 3:
 - 129 of 433 (29.79%) selected brand option 1.
 - 49 of 433 (11.32%) selected brand option 2.
- Brand option 3 was the most popular option among the three stakeholder groups.
- What people liked about brand option 3:
 - Color palate.
 - Lake imagery.
 - "Most professional."

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The new MHD logo represents the diversity and interconnection of the department's programs, partners and city residents. The logo mark includes the MHD initials, and those shapes also come together to represent the flowing rivers through the downtown, the green spaces of the urban environment, a heart that represents the mission to advance the health and equity of everyone in our community, and, a yin yang which in Chinese philosophy represents balance and wholeness. These all flow together into a circle, a shape of unity. Additionally, the colors also have meaning; blue and green represent life, growth, wellbeing.



Other variations of the logo are centered aligned with complete spelling, left aligned with abbreviated spelling, and center aligned with abbreviated spelling.



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Contact information including phone numbers and email addresses, plus the MHD's street address will remain the same. A re-branded and updated website, templates, and forms will be fully implemented by the end of the year. Permission to utilize the MHD's logo must be submitted in writing and is subject to approval. For questions regarding the MHD's new brand identity, please contact Dr. Diamond D. Hanson, Health Communications Officer, at dihanso@milwaukee.gov.

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