

Milwaukee 7 Usage Guide

Corporate Identity & Brand Message



Primary Logo (individual county names included)

Pantone 308 C

Pantone Black C

Helvetica



Primary Logo (no county names)

Pantone 308 C

Pantone Black C

Helvetica

To be used when size of logo is too small causing county names to be unreadable.

External Communications

In all external communications and documentation "Milwaukee 7" must be spelled out completely to assist in building the brand identity. In addition, it is strongly encouraged that Helvetica be used as the text font of all letters and printed documents prepared for the external audience.

"M7" DO NOT ABBREVIATE.

One of the aims of the brand is to build increased recognition of the brand name Milwaukee. "M7" should only be used for internal communication and references by Milwaukee 7 team members.

"Milwaukee7" DO NOT RUN TOGETHER.

A space must be provided between Milwaukee and 7.

"Milwaukee Seven" DO NOT SPELL OUT.

The number 7 should never be spelled out.

Milwaukee 7 Brand

The brand for the economic development initiative that has been adopted by the Milwaukee 7 Council is: real **choices**, real **easy**. This is NOT a slogan but instead is intended as a theme to convey the Milwaukee region experience. These four words do not need to be used intact but the theme of **choices** and **easy** should be maintained. Do not put these words or any words around this theme in quotation marks as this conveys a slogan and/or a fixed message.

Examples of how to apply real **choices**, real **easy** in the Milwaukee region experience:

Written

On June 10th, 2006 the Chicago Tribune printed a story about Chicagoans buying second homes in downtown Milwaukee. As a summary of the article the following was stated:

“The story outlines how the new Milwaukee offers many of the same **choices** that can be experienced in downtown Chicago but for people in Chicago’s northern suburbs Milwaukee are much **easier** and more accessible than the Chicago Loop.”

Speeches

Regardless of whether the audience is within the region or outside of the area, you can weave the concept of real **choices**, real **easy** into your remarks. You can talk about the changes that have taken place in terms of the industry mix and that we now offer more employment **choices**. Additionally, because of the variety of housing development that has taken place throughout the region, we can now offer numerous **choices** of where to live, all of which are **easily** accessible to your place of work.

Visual messages

Quite naturally people remember visual images more than the written or spoken word. When ever possible show visual images that reinforce the live, work, play and learn **choices** that exist in the region, from entertainment to nature to business to living. These visual images can be placed on web sites, trade show booths, brochures, etc.

or

If on your web site you have a map showing your place of business in comparison to the airport, show different routes to take and describe the difference between the **choices**. In addition, rather than show miles, present travel times as people relate more to time than distance. This will reinforce how **easy** it is to get around.

Casual conversations

If you happen to be returning to Milwaukee on a plane (of course, Midwest Airlines) and are seated with someone who has expressed an interest in the arts, you can talk about how like any large city, the Milwaukee region offers a wide variety of **choices** in terms of arts entertainment – from dance to music to theater to visual arts, presented by big organizations and small groups. The added bonus is that they are **easily** accessible.

or

If you happen to be at a conference outside of the area and meet someone who is involved in higher education, you can tell them no matter where you live and work in the area there are a wide variety of higher education **choices** that fit a person’s interests and comfort level. The Milwaukee region offers all of the **choices** from technical colleges to small private colleges to large public universities. All are **easily** accessible.

Visitor experience

When picking up a visitor from the airport, offer the guest a **choice** as to whether they would want to take a route along the lake, through the city or along the freeway. In any case, point out that they are all **easy**.

When taking a visitor or a local resident to dinner ask them what type of food and experience they might be interested in because the region offers all types of **choices** and they are all **easy** to get to.

Business expansion

When speaking with a business prospect who is looking to expand into the area, you can tell them how the Milwaukee region offers a variety of **choices** on where to locate their businesses. Depending upon their needs, they can **choose** from urban, suburban or rural sites. The process of locating that business also just got much **easier** because of the collaboration between the counties. In addition, wherever the business is located, there are now many places for their employees to **choose** to live – from urban to suburban to rural locations, all of which are **easy** to get to.

Civic engagement

Whether you're speaking with a senior executive or a young professional, you can talk about how unlike in some large cities, it's **easy** to become quickly engaged in making a difference in the Milwaukee region. There are a multitude of **choices**, depending on your interest, to volunteer time, talent and support – and be recognized for it.

Any questions?

If you need more information, please contact Dean Amhaus at (414) 277-8272; damhaus@spiritofmilwaukee.org