



# CITY OF KENOSHA

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***PRESS  
RELEASE***

City “charts a better course” with new marketing plan, logo

FOR IMMEDIATE RELEASE

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KENOSHA – Mayor Keith Bosman announced today he will seek Common Council approval on Dec. 15 for a new city logo, following an eight-month project to update the city's marketing message.

The new logo was created as part of the city's Brand and Identity Development Project, with a goal of attracting new businesses and investments, increasing job opportunities and adding to the city's tax base. Funding was included in the 2014 budget for the branding project, with \$50,000 in city funds matched by an additional \$50,000 from community sponsors. The 2015 budget includes \$100,000 to begin implementing the new brand.

“We anticipate updating the city web site as one of the first projects, along with stationary and other communication tools,” Bosman said. “Over time, the new logo will be phased in where appropriate on city equipment and assets.”

In April 2014, the City of Kenosha began its partnership with Development Counsellors International (DCI) through a contract to develop a Branding and Marketing Blueprint—complete with a new brand logo, tagline and marketing plan.

The logo visually emphasizes key assets of the marketing message, beginning with the color palette with two shades of blue signifying water and nautical images, and a golden yellow swirl representing the sun. The logo shape suggests forward motion, regeneration and pathways, while the negative space creates the letter K.

It is important to note that the brand is not only represented visually by the logo, but also by the language the city uses in its marketing message. DCI conducted extensive research both within and outside the community to uncover key messages the City of Kenosha should use to promote its assets:

1. **Balance and having the best of all worlds:** Kenosha has small town charm and a Lake Michigan lifestyle with easy access to big city assets and world-class amenities in Chicago and Milwaukee.
2. **Adaption and reinvention:** Kenosha residents have a tenacious spirit with the proven ability to adapt and reinvent in the face of a changing global economic landscape.

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3. **Personal fulfillment and giving:** Kenosha offers extraordinary cultural options in a community that values arts, entertainment, history, heritage, education and philanthropy.
4. **An express lane on the road to success.** Kenosha provides a pathway to the new American Dream with jobs, an affordable cost of living, high quality of life and the ability for citizens to make a difference.

DCI developed a marketing message which follows, incorporating those points under the tagline: **City of Kenosha: Chart a Better Course.**

*The City of Kenosha's geographic location, less than an hour from both Chicago and Milwaukee, puts it right in the middle of opportunity, offering small town charm and a Lake Michigan lifestyle with easy access to big city assets and world-class amenities.*

*Just as Kenosha's skilled workers once played a pivotal role in the U.S. auto industry, the city's hardworking and tenacious residents and companies today epitomize Midwestern values, proving time and again that they can adapt and reinvent themselves and the community in the face of a constantly changing global economic landscape.*

*With numerous unique and extraordinary cultural amenities, Kenosha is also a place where people prize and invest in the arts, entertainment, history, heritage, education and philanthropy.*

*The community's thriving economy provides diverse career options for the region's growing population in a location with an affordable cost of living, attractive housing options and the chance to make a difference in the community.*

*In sum, the City of Kenosha offers the chance to chart a better course on the road to the 21st century version of the American dream.*





**THE CITY OF  
KENOSHA**



