

Press Release

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City of Franklin Branding Initiative Releases New Logo

Franklin, WI – April 24, 2019 – The City of Franklin has selected a logo as the new brand identity to be used on the city’s website and communications. The tagline “Celebrating Quality of Life” has also been selected to accompany the logo in certain applications. The city is initiating the new branding to help enhance its communications and emphasize the positive attributes of Franklin.

“We asked our residents, ‘what makes us different’ and we had an enlightening response. This new branding expresses what residents said is the core reason they love being in Franklin,” said City of Franklin Mayor Steve Olson. “The new logo and tagline give Franklin an identity that is true and unapologetic. What we have created is powerful because it is simple.”

“The new branding will help us communicate more effectively, build a sense of pride, and also attract new residents, visitors and businesses. “Celebrating Quality of Life” expresses our community’s key attributes that we want to retain as our city grows,” said Calli Berg, City of Franklin Economic Development Director.

The City of Franklin Tourism Commission and Economic Development Commission (EDC) members are spearheading the new branding in collaboration with a professional branding agency, THIEL Brand Design. The campaign was developed with the input of a cross-section of Franklin residents. THIEL Brand Design conducted one-on-one interviews with residents and city officials, along with an online survey that generated responses from 308 Franklin residents. The branding campaign also includes development of a communication strategy, key messaging and conceptualization of priority branding elements. The initiative is being funded by Franklin’s hotel room tax and economic development fund. No residents’ taxes are being used.

“The most notable conclusion from the research was the overwhelming sense of appreciation Franklin residents have for the quality of life we enjoy in our community,” said EDC Chair Paul Dausman. “Franklin is a family-oriented community with friendly neighborhoods and excellent public schools, in a safe, clean, quiet country-living environment.”

The new logo is a nod to Franklin’s spirit of celebration. Franklin is a community where people gather to enjoy family, outdoors, heritage and events, including the Fourth of July Civic Celebration and Parade, St. Martin’s Fair, Arbor Day Celebration, and summer concerts. The logo design consists of three colorful upward-flowing banners that form the letter “F” and suggest movement. The banners represent “spirit, initiative and vitality,” which are attributes that will continue to move the city forward.

“This logo is a fresh change from the logo we’ve used since 1988. Change is often difficult at first. Our community is always changing and adapting, and that will happen with the logo as well,” Mayor Olson said.

The Tourism and Economic Development Commissions will begin rolling out the full branding campaign later this year. The previous city logo will not be immediately replaced. Instead, Franklin administrators will slowly switch over to the new logo as materials are reprinted or new materials are needed.

“This is an exciting time for Franklin. The dynamic new logo and tagline project our community’s vitality and positive attitude,” said Tourism Chairwoman Amy Schermetzler. The new branding adds some unique energy to how the city is positioned going forward.”