



New Logo, New Vision

On May 26, the Metro West Council of Government Board of Directors voted and approved the 2022 Metro West Strategic Plan. One of the practical objectives listed in the plan was to “Discuss the updating of the current logo”. The one and only logo for Metro West was created in 2004 using trends of the time. This typeface was popular in 2004, but it dates the logo to the era of Y2K. The colors do not have meaning behind them. The modern office uses desktop printers instead of commercial printing shops for communication and the pinkish/brown is very difficult to recreate.

The good news – now with the tools available to us we can explore creating a logo in digital form that better reflects where Metro West is heading and aligns with our strategic plan, mission statement and new vision of:

- Promoting excellence in local government.
- Evaluating the impact of pending state and federal legislation on municipalities.
- Articulating municipal concerns and advocating municipal positions on local, regional, state and national issues.

We took all of this into account when designing a new MW logo. Metro West wanted the new logo to be deeply rooted in meaning – from chosen typeface to graphic symbols to color choices. In creating a new logo, we accomplished the following:

- Updated fresh variation of the current logo we have.
- Modernized the look with a strong, but approachable serif typeface. By making it bold Metro West is the first read.
- The box almost completely encloses the logo but not entirely. We are a group of municipalities that work together, but our doors are open to new members and we welcome open dialogue and an exchange of ideas.
- In this logo, “Metro West” is the first read the logo is anchored by “COUNCIL OF GOVERNMENT” is in all caps because it shows the strength of the 750,000 voices that we represent.
- We freshened up the colors to make the logo more friendly and less dark and formal. Blue represents stability and integrity. The green represents renewal and growth. The gray represents neutrality (political position), harmony and authority. All traits that Metro West aspires to. The new colors also take on additional geographical meaning within Metro West: Blue represents our communities along the Fox River, while the green represents our communities that embrace open spaces and rural farming. The gray represents the roadways that connect our municipalities together.

In the coming weeks, you will see the transition to our new vision and along with that, our new logo. We are excited to share the new Metro West with you all!