Mission

• To drive economic growth in Waukesha County

Vision

• To make Waukesha County the best place to do business
Core Values

- Collaboration
- Empowerment
- Engagement
- Evolution
- Growth
- Leadership
Guiding Principles

We believe…

• …All types of business, big or small, are important to the growth of Waukesha County.
• …Empowering our member businesses to succeed is key to economic growth.
• …Relationships built on integrity and trust drive growth.
• …Free enterprise improves the lives of workers, residents and visitors.
• …The business environment is constantly evolving, and we are committed to evolving with it.
• …In giving businesses a forum to affect positive change in our community.
Key Messages

- Waukesha County Business Alliance is a countywide chamber of commerce with the mission of driving economic growth in Waukesha County.

- We are working to make Waukesha County the best place to do business.

- As a private, member-driven organization, we have been the voice of business since our founding in 1918.

- We have a broad and diverse membership representing everything from sole proprietorships to some of the largest employers in the region from a variety of industries.

- Our more than 1,100 member organizations represent more than 75,000 employees.

- We work to strengthen the economy in the county by advocating on behalf of the business community, developing organizations and their employees, facilitating networking opportunities to build strong business relationships and promoting our member businesses.
<table>
<thead>
<tr>
<th>What the Alliance is</th>
<th>What the Alliance is not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vibrant, action-oriented, results-driven</td>
<td>Monotonous, stagnant, spinning our wheels</td>
</tr>
<tr>
<td>Connected, engaged, responsive, in-tune with member needs</td>
<td>Removed from the business climate, obsolete</td>
</tr>
<tr>
<td>Collaborative, supportive, inclusive, extension of our members’ businesses</td>
<td>Working in a silo, lone ranger</td>
</tr>
<tr>
<td>Personable, authentic relationships, accessible</td>
<td>Pretentious, robotic, insincere, hard to reach, an answering machine</td>
</tr>
<tr>
<td>Evolving and adapting to needs of business</td>
<td>Static and stuck in old ways</td>
</tr>
<tr>
<td>Trustworthy, reliable, constant, enduring, been around for almost 100 years</td>
<td>Trendy, hip, flavor of the day</td>
</tr>
<tr>
<td>Support and empowerment, leadership</td>
<td>Boastful</td>
</tr>
<tr>
<td>Member-driven</td>
<td>Agenda-driven</td>
</tr>
<tr>
<td>A powerful advocate for the business community</td>
<td>Partisan politics</td>
</tr>
</tbody>
</table>
Brand Personality

• Energetic, vibrant
• In the trenches, active, connected
  • In-tune with our members and their needs
• Personable, inclusive, responsive
• Stable, trustworthy, reliable
  • Constant and enduring but not static. We evolve and adapt to the needs of business
Logo Usage

Any member of the Waukesha County Business Alliance may use the Alliance brand for general business purposes as they deem worthy as an exclusive member benefit. The Alliance logo may be used by itself for promotion of joint events or programs sponsored by the Alliance. Otherwise, the “proud member of” logo may be used on any website, marketing collateral, etc.

The Alliance logo is a registered trademark. The elements of our logo should always remain in fixed proportion. Never alter the logo or the relationship of the elements in any way. By obtaining the Alliance’s logo, you are agreeing to adhere to the Logo Usage Guidelines outlined below. For questions regarding logo usage, please contact Amy at abenz@waukesha.org or (262) 409-2626.

- The preferred logo application of the Alliance’s logo is full color on a white background (WCBAlogo_HR_RGB.png).
- The logo can appear in black on a light or white background, if desired (WCBAlogo_HR_BK.png).
- The logo can appear in reverse white on a solid, dark background (WCBAlogo_HR_WH.png).
- Avoid placing the logo on a patterned background.
- Any modifications to the logo are prohibited.

Protective Space

- To ensure the greatest visual impact, leave as much clear space as possible around the logo.
- At minimum, leave an area of clear space equal to the height of the letter "W" in the word "Waukesha".
- No other text or graphic elements should appear in this space.

Minimum Size

- Pixel measurements and values must be in whole numbers and stay proportional. The minimum size for the logo is 175 x 52 pixels including clear space. Do not reproduce the logo in a format smaller than 1/4 inches tall in print.

Tagline

- If the logo is being printed small, use the version that has no words in the colored bar. Do not remove the colored bar for any reason.
Colors

**Gray**
(Waukesha County)
75 percent black

**Black**
(Business Alliance)
100 percent black

**Advocate**
Pantone 281C
R0 G61 B125
C100 M72 Y0 K32
#003D7D

**Develop**
Pantone 281C (75% tint)
R61 G92 B149
C85 M68 Y16 K2
#3D5C95

**Network**
Pantone 343C (75% tint)
R1 G116 B94
C88 M32 Y70 K17
#01745E

**Promote**
Pantone 343C
R0 G87 B61
C98 M0 Y72 K61
#00573D
Fonts

Headlines: Myriad Pro, Myriad Pro Condensed
Copy: Myriad Pro

Secondary fonts: TRAJAN PRO
Shapes

- Circles
- Rounded squares/rectangles