



Office of the County Executive

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## **RACINE COUNTY LAUNCHES FRESH BRAND AND NEW WEBSITE**

*Racine County Announces Fresh Logo, County Colors and New, Updated Website*

Racine – Racine County Executive Jonathan Delagrave unveiled the results of months of discussions, hard work, and innovative thinking this morning: Racine County launched a fresh new brand, which includes a stylish logo, new County colors, and an updated, user-friendly website [www.racinecounty.com](http://www.racinecounty.com).

“When I entered office a little over a year ago, I wanted Racine County to be recognized for all the great things that we do, and to reflect our vision for a positive, hopeful, and strong future. Branding is a crucial part of those efforts,” explained Delagrave. “Brand is more than a logo. Branding raises awareness of the programs and work we do on behalf of the community.”

The new logo for Racine County is in the new County colors, blue and gold, and has a distinct swoop of forward-leaning boxes. “We wanted our new brand to embody innovation, growth, justice, heritage, land and water, and the impression of moving forward. I think we hit it on the head,” stated John Barrett, Racine County’s IT Director. “These changes were made possible through County-wide efforts, including contributions of individuals from every department, the IT team, a steering committee, and our online government partner, Vision Internet.”

“The new Workforce Solutions logo has the same look and feel, with the sense of many elements working together to move Racine County forward,” added Hope Otto, Human Services Director. “Like launching the new website, we must work together to make change happen in Racine County.”

Racine County’s new website – [www.racinecounty.com](http://www.racinecounty.com) – is up and available to the public. With a fresh look, vastly improved navigation, and new interactive tools, the website is mobile-friendly and contains content that is easy to access and understand.

“This whole effort is much more than just a new design. It is the culmination of Racine County’s identity, packaged and presented in a way that’s pleasing, familiar, and

attractive to residents, visitors, customers, and business partners,” explained Delagrave. “I’m incredibly proud of Racine County, and I think our new brand reflects that.”

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