



# Case Study: Explore Menomonie

Growing Business through Design

# Cultivating a city's identity.

Studio MLM was approached by the Menomonie Chamber of Commerce to create a flexible website and brand language that illustrates the Greater Menomonie Area as a vibrant and inviting place to visit, work and live. This project included a logo refresh, taking inspiration from the old logo. We developed a custom logotype derived from a timeless serif typeface with subtle flourishes of curvature and movement to add character and pair with the modern logo mark. The curves of the logo and type pairing reference the location of Menomonie on the Red Cedar River as well as emphasize the variety of trails, waterways, and outdoor activities in the area.

## Services

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Brand Strategy  
Identity Development  
Flexible System  
Messaging & Voice  
Tagline & Copy

Brand Assets  
Image & Illustration Styling  
Concept Merchandise  
Web Design



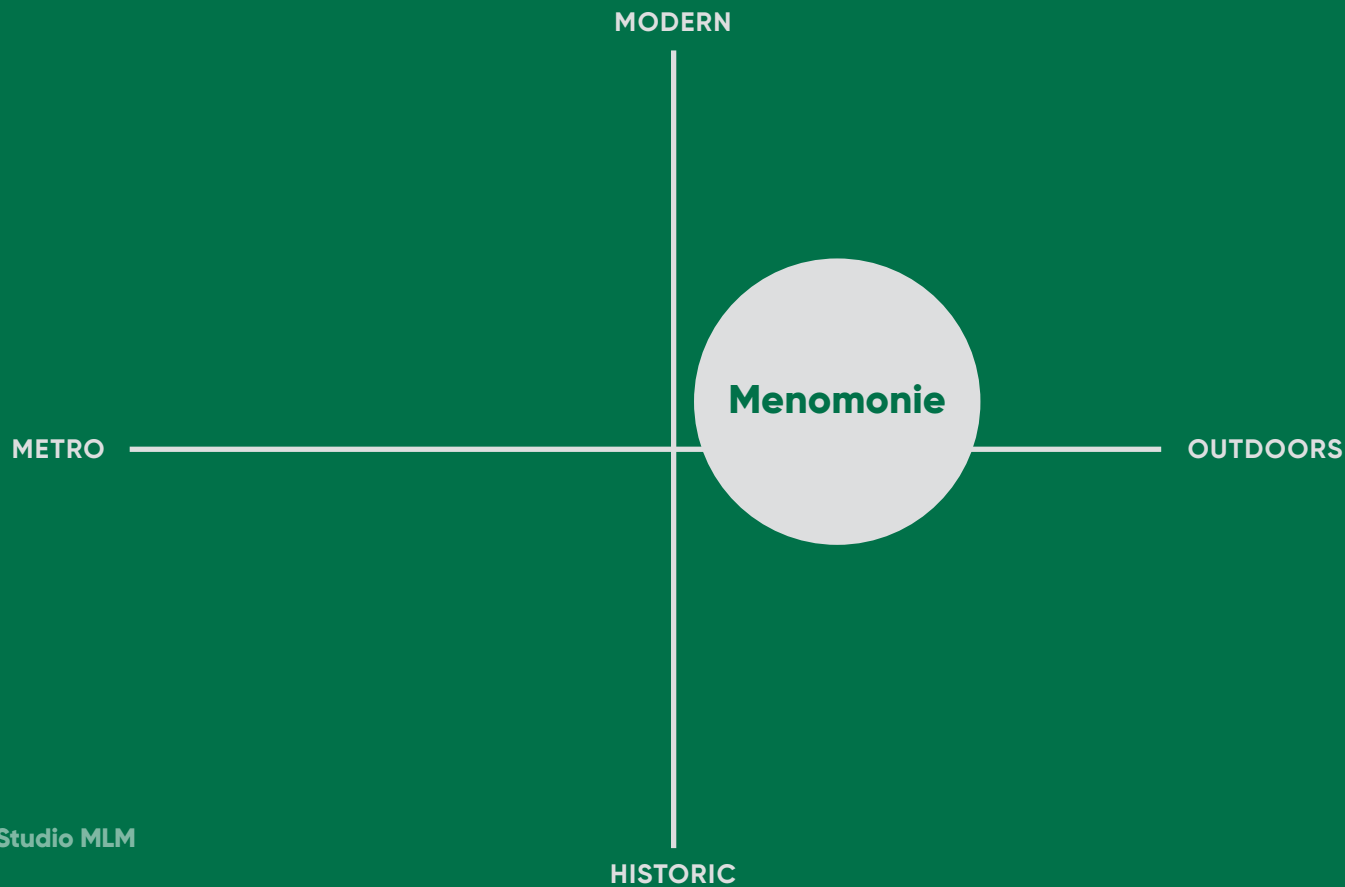


## Research

# Uncovering Menomonie's true colors.

The hefty task of defining this unique and diverse small town was a rewarding challenge for Studio MLM. Being located on the corner of Broadway and Main St, where the bustling downtown converges, with each of our team members having personal ties to the city, made our small agency a prime candidate for the task.

After gathering research from other city tourism sites, mapping out attractions, and interpreting demographics, we began answering the question "Who is Menomonie?". Working with the tourism board and mayor of the city, we narrowed down the metrics for positioning. This helped us to understand a direction and begin developing the visuals to fit.



## Research

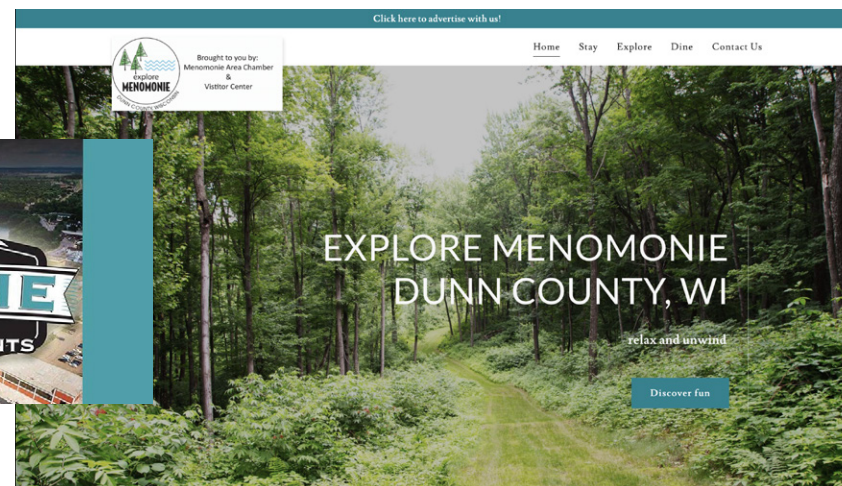
# Managing cohesion through identity

When we began working with the city of Menomonie's tourism department, they were in a bit of an "identity crisis". Explore Menomonie had been molded by a variety of different hands, each with a slightly different vision for the city, but there

wasn't a solid strategy or brand guidelines to direct the messaging or visuals. This is when we arrived and returned the root of Explore Menomonie to develop a cohesive, integrated, and understandable brand language for the website.



Explore  
**MENOMONIE**



## Core Messaging

# Living with the Seasons.

The season-centric brand language was developed from research of Menomonie, WI and the surrounding area. Historically, the first people to inhabit western Wisconsin were the Menominee tribe, named by the Ojibwe, "Manoomini" or "wild rice people". What is now known as Lake Menomin, was once a wild rice field. However, the Menominee people had a different name for themselves, "Mamaceqtaw", which roughly translates to "the people that live with the seasons". This became the inspiration for Explore Menomonie's core messaging: Living with the Seasons.

# Living with the Seasons

IN THE HEART OF THE NORTH





explore  
menomonie



menom.

## Research

# A flexible identity system

Being a town that is driven by season, we wanted to marry the season-centric color palette with a flexible identity system to use in each time of year.

With a few adjustments, we captured the distinct feeling of each season with color and the subtle changing of the landscape



Spring



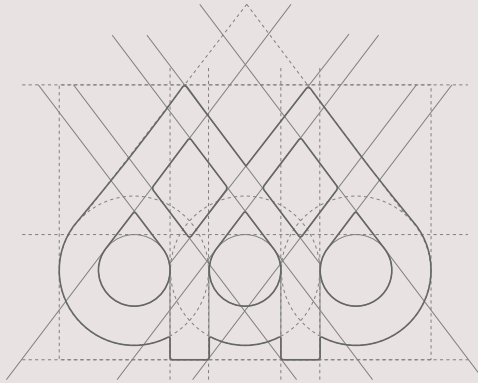
Summer



Winter



Fall



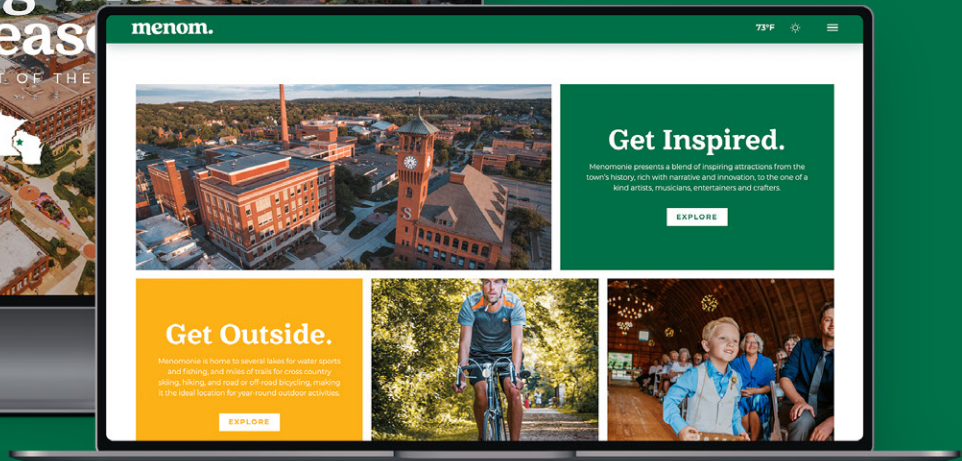
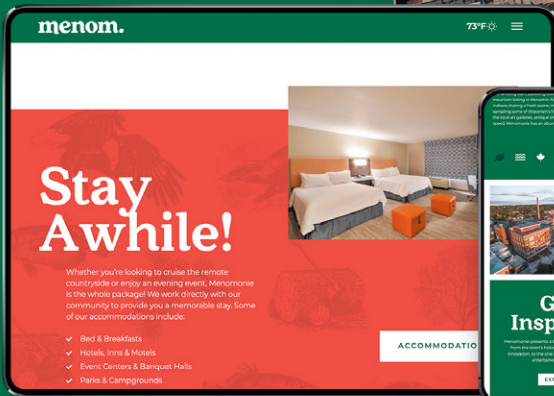
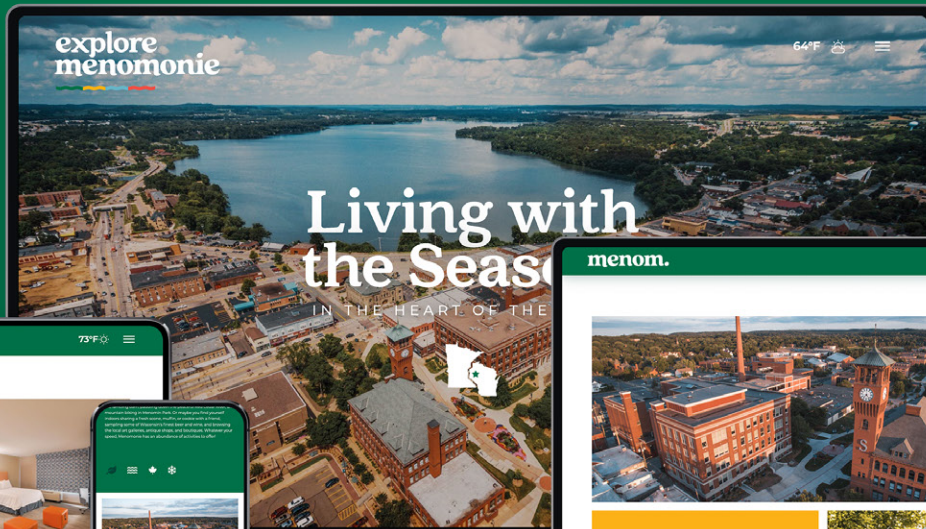
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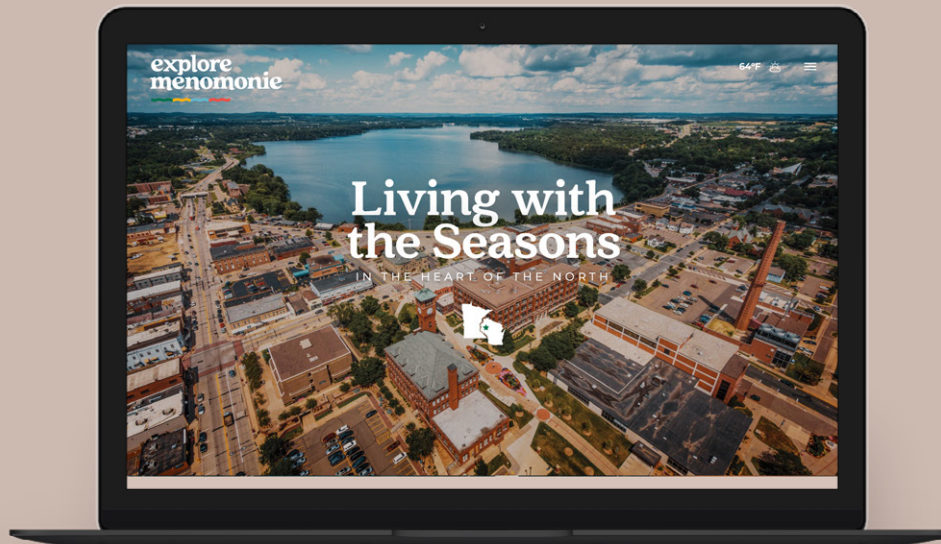


# menom.

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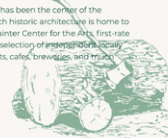




## Menomonie, WI

Menomonie sits in the heart of the Red Cedar Valley in Northwestern, WI. This quaint little town was first settled by the Sioux Indians and was once home to the largest lumber industry in the world. Menomonie will quench your thirst for adventure with breathtaking landscapes to explore. Menomonie is home to Lake Menomin, Red Cedar State Trail, Hoffman Hills, Devils Punch Bowl, ideal fishing spots and much more. For over 150 years

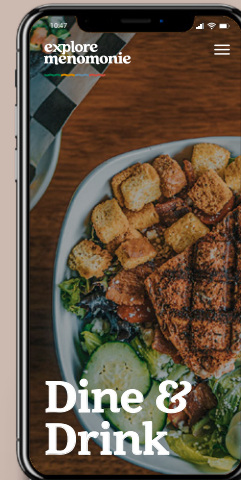
downtown Menomonie has been the center of the community. Today, its rich historic architecture is home to the world-class Mabel Tainter Center for the Arts, first-rate restaurants, and a large selection of independently owned shops, restaurants, cafes, breweries, and more.



## Living with the Seasons.

### Spring

Menomonie is a buzzing town all year round with outdoor spring activities like taking the fish spears boats of the Red Cedar River, visiting the lambing barn, paddling down the peaceful Red Cedar River, and mountain biking in Menominitz Park. Or maybe you find yourself indoors sharing a fresh stone muffin, or cookie with a friend, sampling some of Wisconsin's finest beer and wine, and browsing the local art galleries, antique shops, and boutiques. Whatever your speed, Menomonie has an abundance of activities to offer!



## Feed your appetite with a taste of Wisconsin.

Whether you're looking to get together with family and friends to watch the game, find a cozy chair at one of our many intimate coffee shops, or you're craving the taste of barley and hop from our unique sampling of distinctive ales and freshly brewed craft beers.

It's easy to find the atmosphere you're looking for at one of the many bars, cafes, restaurants, breweries or lounges Menomonie has to offer. Relax on a candlelit patio or waterfront deck. Find the perfect pairing for your delightful taste, enjoy live bands and musicians, recreational activities for the whole family, and one-of-a-kind scenic views while exploring Menomonie's food and beverage scene.

The local wine scene offers flavors for every palate, with tastings that are both fun and educational. Menomonie is the perfect place to enjoy a glass of wine. Our local wineries feature a full spectrum of exceptional wines for everyone. Pair it with farm to table cuisine - one of our specialties! With a bustling downtown and a thriving countryside full of hidden gems, Menomonie offers fresh, local food, crafted just for you.

Be sure to enjoy one of Menomonie's local favorites - the classic fudge made right here. And don't forget to save room for something chocolate! We have some of the best, made right here in Menomonie.





# explore menomonie



# Let's Grow Together!

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