

“At the Center of it All”



NATURE AND OUTDOORS

Stewardship & appreciation of Lemonweir River, bluffs, trails, and seasonal recreation.



COMMUNITY CONNECTION

Local relationships, shared pride, quality of life (schools, libraries, gatherings).



FUTURE

Shared momentum, intentional growth, moving “Forward Together” with purpose.

VISUAL IDENTITY & PALETTE

MAUSTON BLUE:
#00529B

GOLD:
#FFCD00

LIMESTONE: #F2EAD7
Warm, natural cream/
beige, bridges palette,
adds grounded heritage.

AUTHENTIC VISUAL ANCHORS



MASCOT PROPOSAL — THE PIVOT TO WILDLIFE

STRATEGIC “PIVOT TO WILDLIFE”: Community survey favored nature-based mascot tied to river corridor. Warm, welcoming, adventurous, community-minded Golden Eagle avatar.



THE CITY OF
Mauston

“At the Center of it All”