

From: [Dane County Historical Society](#)
To: [Standing, Brian](#); [Jamal, Duha](#)
Subject: Fwd: Historical Marker design questions
Date: Thursday, January 9, 2025 11:38:43 AM
Attachments: [image001.png](#)
[image002.png](#)

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Brian/Duha - I guess we will discuss design issues next week on the 16th.
The email below makes it a little clearer for me what our options are should we use SEWAH as our vendor.

I'm unclear about what the marker would look like if we went with Fossil as our vendor. It looks like they manufacture interpretative panels, which would involve much more design work. Fossil offers design services, but I am not sure at what cost. Perhaps you should share the website for [Fossil](#) so commission members can see it before the meeting.

I look forward to seeing you on the 14th at WORT.
Do you have any suggestions for how to prepare for a radio interview?

Rick

Dane County Historical Society
Lussier Family Heritage Center
3101 Lake Farm Road
Madison, WI 53711
ph: 608-224-3605

----- Forwarded message -----

From: Info <info@sewahstudios.com>
Date: Thu, Jan 9, 2025 at 8:09 AM
Subject: RE: Historical Marker design questions
To: Dane County Historical Society <danecountyhistory@gmail.com>
Cc: Standing, Brian <Standing.Brian@danecounty.gov>

Good morning,

I have looked over what you were asking, since this is a Wisconsin historical marker the colors of the marker can not be changed. You can however, add a credit/sponsor line at the bottom. You would just need to take in account of the

amount of text you have will be decreased if adding a credit line is done. You can also add an insignia designed for that as well.

You let me know what you are thinking of leaning towards and we can work them out.

Thank you,

Whitney Sims

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From: Dane County Historical Society <danecountyhistory@gmail.com>

Sent: Thursday, January 2, 2025 4:46 PM

To: Info <info@sewahstudios.com>

Cc: Standing, Brian <Standing.Brian@danecounty.gov>

Subject: Historical Marker design questions

Hello, SEWAH - I am working with the Dane County Planning Department in Wisconsin on a series of new markers for underrepresented communities in Dane County.

If we used the existing Dane County Historical Marker mold, what design features could we employ to distinguish this series from the others that the Dane County Historical Society has already erected?

For instance, could we:

- 1) Paint them a different color than the tobacco brown background and ivory cream trim?
- 2) Have the bottom line attribution be titled **Underrepresented Communities of Dane County?**
- 3) Add an insignia that would represent the marker series. (similar to what was used for the Black Hawk War historical marker series in 1998 (below)?

Or perhaps all three?

If so, how much additional cost would this entail?



Thanks, Rick Bernstein

Executive Director

Dane County Historical Society

Lussier Family Heritage Center

3101 Lake Farm Road

Madison, WI 53711

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