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Green Bay Public Market Selects Element to Design Distinctive Logo

Local marketing agency's creative expertise to reflect the heart of the Green Bay community

DE PERE, Wis. – [Element](#), a fully integrated marketing agency known for its results-focused approach, is excited to announce its latest collaboration with the Green Bay Public Market, the design of the destination's new logo. With their expertise in branding and creative and experience with companies across the country, the local agency was uniquely positioned to bring the vision of the community project to life.

“Designing the logo for the Green Bay Public Market was an exciting challenge,” said Katie Bramschreiber, Director of Account Services at Element. “We wanted it to capture the essence of community and the promise of becoming a top destination. It’s not just a symbol, it’s a beacon for both locals and tourists, promising an experience that’s fresh, diverse, and uniquely Green Bay.”



Element also developed the brand playbook for the Market, focusing on a vibrant and eclectic identity. The design features textured typography, sketch-style illustrations, and a diverse color pallet that blends earth tones with bright accents, creating a welcoming and adaptable brand.

“Developing the brand is an essential step in capturing attention of the audience and will be a key piece of how people recollect their interactions with the destination. Element partnered with the Green Bay Public Market and the community as a whole, soliciting some feedback on various concepts, to ultimately create the visual identity that will be a lasting piece of their story and the Green Bay community,” said Bramschreiber.

Set to open in the spring of 2025, the Public Market will serve as a hub where local vendors can sell fresh produce, artisanal goods, culinary delights, and more. Public markets often drive further development, and with the Green Bay metro area having a population greater than 320,000 and six million annual tourists, the Public Market is positioned to become one of Northeast Wisconsin’s top destinations, spurring significant residential and commercial growth.

For additional information about Element and its services, visit <https://goelement.com/>.

For more information about the Green Bay Public Market, visit <https://greenbaypublicmarket.org/>.

Images are available for media use [here](#).

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About Element:

Element’s fully integrated marketing approach is purpose built, aligning strategy and execution to ensure results. Having an integrated approach is what separates the good from the great. That’s why we’ve been obsessed with crafting a high-performing suite of in-house marketing services, from digital to public relations to creative. One step at a time, we continuously grow, adapt, and strengthen our connections to achieve the best bottom line for our clients.

Our team of pros has been hand-picked from across the country—all with expertise in their respective marketing disciplines, giving you the power you need to reach your goals. Our focused team approach will simply work better for you than managing a variety of vendors with multiple agendas. We prefer partnerships over projects, and once our clients experience the difference of an integrated, results-based agency relationship, they don’t look back.

Press Contact

Jessica Hofmeyer

Public Relations Specialist, [Element](#)

jessica@goelement.com