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CITY OF DETROIT
BRAND GUIDE

CITY OF DETROIT

Opportunity Rising

In America, talent has been evenly distributed, opportunity has not.

As your City of Detroit government, we believe it's our responsibility to fight that inequality.

We believe Detroit government can be a springboard for opportunity, helping Detroiters, no matter their neighborhood, achieve their dreams.

In Detroit, Opportunity is Rising.

WHAT IS
Opportunity Rising

Detroit is a city defined by its hardworking, dedicated, and resilient people. Detroiters create culture, move the world, and, most importantly, make a life here.

The City of Detroit's government is full of committed and talented people who want to make more ways for Detroiters to thrive.

That is the heart of what Opportunity Rising stands for.

Opportunity Rising is the city government operating as one interconnected organization, powered by individuals driven to make the city a better place for as many Detroiters as possible.

This brand is Detroiter-Centeric and always asking the question, "how can we create more opportunities for Detroiters to rise to their greatest potential and aspiration." Whether a Detroiter wants to get a job, start a business, inspire through art, or raise a family we want them to find that opportunity here.
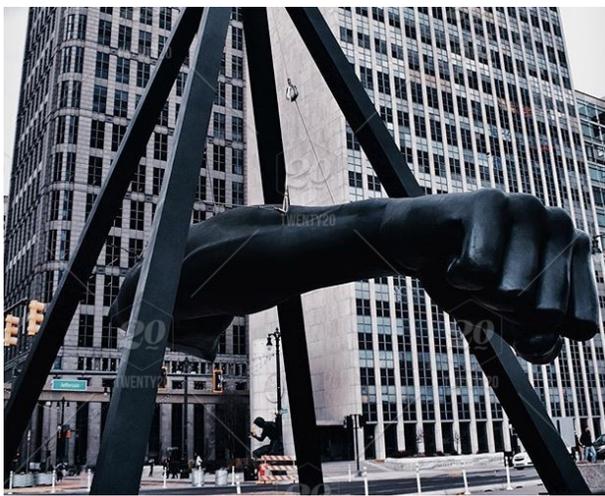
Opportunity Rising.

Expanding The Brand.

Opportunity Rising

We should include "Opportunity" or "Rising" into our naming or subtitling conventions as often as we can. Repetition begins to legitimize the use and align goals across Departments.

Examples
- A program for internal promotion and hiring within could be called **Leaders Rising**.

- Detroit at Work currently has a program for jobs called **10,000 Opportunities**.

Alternatively, if a title for a program already exists and has an established brand (i.e Project Clean Slate, Detroit Means Business, etc.) we might include Opportunity Rising in program descriptions.

- Project Clean Slate: A program to create **opportunities** for Detroiters with felonies to get a fresh start by clearing their records and providing hope for their future.

- Detroit Means Business: A partnership that simplifies the business ecosystem to disseminate resources to allow business owners the **opportunity** to do what they do best, run their businesses.

BREAKING DOWN THE PHRASE

Opportunity—Framing our services, programs, and departments as conduits for Detroit residents to achieve a goal, solve a problem, or pursue an aspiration.

Rising—Since this administration began, there has been a tireless pursuit to create more ways for Detroiters to be successful here. Though City Government has continued to push and create, there is still more work to be done. Rising shows that there are opportunities that exist, but there are many more that are being created based on the desire to empower Detroiters.

APPLYING THE VISUALS, CITY BRAND AND MEDIA

The City of Detroit Logo is a stand alone mark that represents City government. It should be used whenever the city is involved. "Opportunity Rising." The mark should be added to materials and media as a statement to define our intention.

Our Voice

TONE
We speak in a way that articulates our ability to answer questions, communicate and educate citizens on opportunities and issues in our City. Our tone is sincere, but no-nonsense.

LANGUAGE
We don't use cliches, jargon or overly complex language. We write at a level that all Detroiters can understand.

VOICE
Our voice should be approachable and make readers feel confident in the information we communicate. We should be evaluating if the voice we are using can be understood by all constituents. Constituents should feel like their concerns are our priority.

CREATIVITY & ORIGINALITY
Detroit is a unique comprised of many neighborhoods, each with their own rich history. We try to preserve that originality while also building comprehensive messages that speak to the needs of the current population in an engaging way.

THE RIGHT VOICE FOR THE RIGHT MEDIUM
Messages should vary based on the distribution channel. Messages for social media are shorten than print media. Stories on The Neighborhoods are less formal and more humanistic than stories for the City website. Adjust your message based on the channel to achieve maximum impact.

COPY CHECKLIST

1 Is it short and sweet?

2 Is there background information that can be cut?

3 Is the language simple and understandable?

4 Is the message clear and engaging?

5 Can the reader actually use the info?

6 Is there a call to action or links for more info?

Logo

A logo is often the most recognizable part of a brand. Logos represent an entire organization, which is why each piece is thought out to provide strong visual impact.

- Full color should be used when possible
- Proper clear space surrounding the logo should be used at all times.
- EPS files should be used whenever possible, as they are the highest-quality
- PNG files are used for digital ONLY.
- **The logo should not be edited, stretched, or modified in any way. The proportions should never be altered.**

The Spirit represents the location of the City headquarters as well as the spirit of our City. "City of Detroit" is a custom spaced type lock-up in a special font. It should not be altered or used without the other elements of the logo.

For mobile-first concerns or when legibility issues arise, a shieldless Spirit may be used as a stand in for the official City logo.

Spacing & Sizing

Clear Space

As the primary visual representative of the City of Detroit, the logo should stand out from other graphic elements. Whenever the City of Detroit logo is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the x-unit below. The x-unit is based on the height of the space containing "Detroit."

Minimum Size Usage

The City of Detroit logo should never appear smaller than 0.65"/47 pixels in height, whether standing alone or combined with other approved nomenclature.

0.65"

CITY OF
DETROIT

CITY OF
DETROIT

Explore different effects by using the all-white logo as a background element.

Try lowering the opacity and placing on an angle to create visual depth.

Usage Guidelines

The logo should be used in four color application whenever possible. For cost concerns when printing, a three color logo is available. Greyscale, black and white logos should be used infrequently. Additionally, using the white logo on top of other colors that are not approved by this style guide is discouraged. Avoiding dark colored backgrounds prevents the need for the white or greyscale logos. Individual departments should not have their own logos and the City logo should not be altered or modified to make a new logo.

PRINT All files should be EPS format in CMYK **DIGITAL** All files should be PNG format in RGB. *Three Color and Greyscale logos are NOT approved for digital use.*	 Four Color	 Three Color	 Greyscale	 Black
				 White

DEPARTMENTS Individual departments **DO NOT** have their own logos; this modified logo is what departments should use if they require their own identifier.		 **General Services Department**

OPPORTUNITY RISING Logos for OR feature a larger text in Montserrat Black and do not need to be contained within the green flag. The logo is smaller in relation to the text on the vertical comp.		

CITY OF DETROIT — Opportunity Rising.

DETROIT AT WORK — Opportunity Rising.

CONNECT 313 — Opportunity Rising.

Opportunity Rising.

DETROIT MEANS BUSINESS — Opportunity Rising.

DEGC Detroit Economic Growth Corporation — Opportunity Rising.

Typography

Consistency through typography is a powerful way to make our brand recognizable across departments and platforms. The two main typefaces for the City are Montserrat and Lora. The comparison of a sans serif and serif font provide variety for headlines and body copy. These typefaces can be downloaded from the Style Guide website. Using different or custom fonts is discouraged.

Aa

MONTSERRAT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Primary Use

- Headlines
- Captions
- Body copy

Aa

LORA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Primary Use

- Captions/cutlines
- Subheadlines
- Body copy

Aa

ROBOTO CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Exclusive Use

- Data tables
- Forms & Spreadsheets
- Headlines

Note: *As of Version 1.1, Montserrat has been installed on all City computers. Lora and Roboto Condensed will be added in future updates. If you are experiencing issues with typefaces, please contact the DOIT help desk.*

Accent Lines
HEADLINE

Headline Application: Helps indicate to the reader where to begin reading. The line begins at the point where the text box begins and extends two picas past the end of the text. The line should be one pica below the text.

SIDEBARS

SubHeads and Sidebars: The line begins at the point where the bounding box of the text begins and extends two picas past the end of the text. The line should be underneath the text, with half of it resting under the text and the other half below.

Types of Line

5 pt *Solid Yellow Line. Used for headlines, subheadlines and sidebars..*

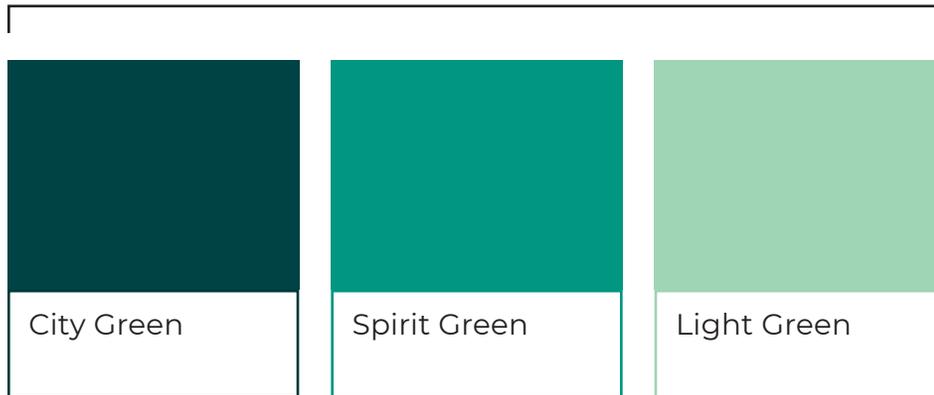**3 pt** *Yellow Line with Arrow. Best for directional uses.*

1 pt *Near Black Line with Yellow Dot. To refer to other information.*

4 pt *Solid yellow, abstract speech bubble. Used for quotes.*

Opportunity Rising.

We provide entrepreneurs with opportunities and resources to jumpstart their businesses.

SUPPORTING PROGRAMS

MotorCity Match

Detroit Means Business

FIND OUT MORE: *detroitmi.gov/business*

WE COULDN'T HAVE DONE IT ANYWHERE BUT DETROIT.

CITY OF DETROIT

Color

The City uses three green shades derived from the Spirit of Detroit logo. The primary color palette consists of these three City greens as well as black and white. The secondary colors may be used as backgrounds, accents and highlights. Consistent color use across all City departments contributes to a highly recognizable brand with a strong identity.

PRIMARY COLOR PALETTE

City Green	Spirit Green	Light Green
CMYK 100 / 29 / 50 / 61	**CMYK** 100 / 15 / 63 / 0	**CMYK** 38 / 0 / 37 / 0
RGB 0 / 68 / 69	**RGB** 39 / 153 / 137	**RGB** 159 / 213 / 179
HEX 004445	**HEX** 279989	**HEX** 9FD5B3

SECONDARY COLOR PALETTE
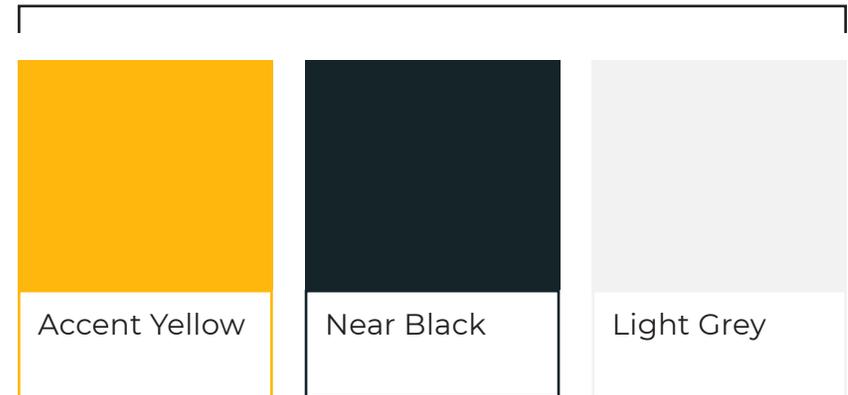
Accent Yellow	Near Black	Light Grey
CMYK 3, 29, 85, 0	**CMYK** 82, 66, 60, 68	**CMYK** 4, 2, 2, 0
RGB 254, 183, 13	**RGB** 24, 37, 42	**RGB** 242, 242, 242
HEX feb70d	**HEX** 18252A	**HEX** F2F2F2

City Flag & Seal
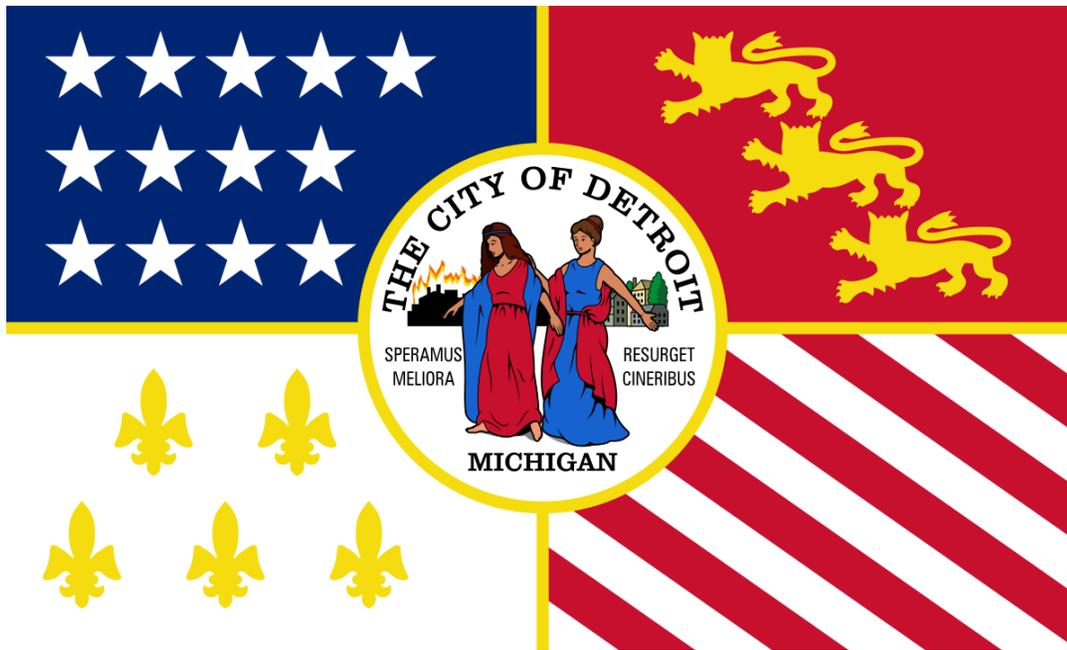
The City flag is flown outside of City Hall and other City buildings. Its four quadrants pay respect to the nations that formerly governed the City. The Flag Code of the United States should be applied to the Detroit flag, however the national and state flags supersede the local flag when applicable. The city seal depicts the fire that almost destroyed Detroit in 1805 and the new buildings that came after. The Latin reads "we hope for better things" and "it will rise from the ashes." The Seal should not be used in place of the city logo. Use of the City seal should be reserved for City Council and for official documents such as proclamations and executive correspondence.

Photography

Photography is one of the primary ways to convey a message to the viewer. Good photography can draw someone in and make them engage with your message. Poor photography, images that don't enhance your design or have an unclear message, will actually hurt rather than help. Below are some examples of recommended photography. All of these images can be downloaded from the Style Guide website.

Candid photos of residents receiving services

PHOTOGRAPHY CHECKLIST

1 Is the image high quality? (Ex. 1080 pixels wide)

2 Has it been cropped to show the primary point of visual interest?

3 Does the photo actually tell/show the viewer something?

4 Does the image accurately represent our city and citizens?

5 Are we showing the viewer how to do something or receive a service?

6 Is the image representational without being cliche?

FIND A HOME

Opportunity Rising.

I GOT THE HOME OF MY DREAMS

Lisa's a lifelong Detroiter and proud new homeowner.

SUPPORTING PROGRAMS

Bridging Neighborhoods Home Swap Program

Detroit Land Bank

BSEED

FIND OUT MORE
detroitmi.gov/home

Lisa: A Detroit Story

CITY OF DETROIT

IMAGES THAT HIGHLIGHT DETROITERS

AND PROGRAMS THAT EMPOWER THEM

Construction shows progress

Candid interaction

How-to

Location based images

High resolution renderings

Below are some examples of weaker photography that should be **avoided**.

Images that tell no story

Photos with no diversity

Staged photos

Abstract images

Pixelated images

Skyline photos

Random locations

Signage

City wayfinding should serve a functional purpose to identify City property and inform residents about upcoming developments. Construction signage should maintain a focus on opportunity–Emphasizing what benefits will come to residents after the project is complete.
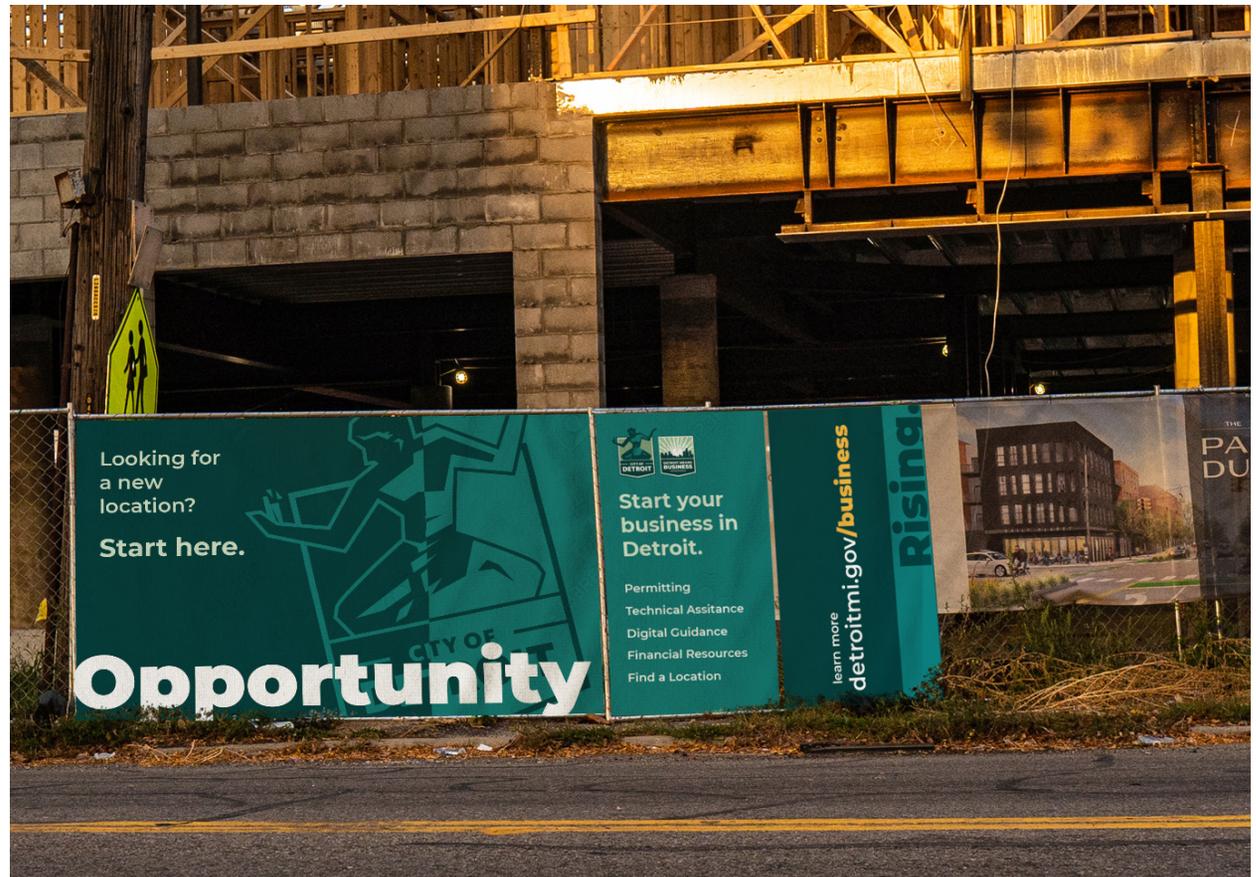
Opportunity Rising.

Proud Neighborhood Business

Shop Local

Support Detroiters

detroitmi.gov/**business**

Build Community, Promote Sharing, Promote through media, maintain small business engagment.

Graphics

Graphic elements can determine if your artwork is going to be taken seriously or not. Be sure to use elements consistent with City style. Use photographs when possible. Graphic elements, such as vectors and icons, should use City colors and have high resolutions. If you need help with graphic elements, reach out to Media Services or the Mayor's Office before creating your own or searching the internet.
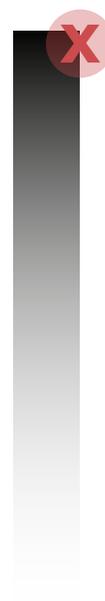
Poor Graphic Elements
Compressed or altered text, shadows, images/shapes rotated at angles, disproportionate city logo, using too many/unapproved colors, illustrations taken from the Internet (especially images with watermarks), outdated graphics with skeuomorphism, gradients
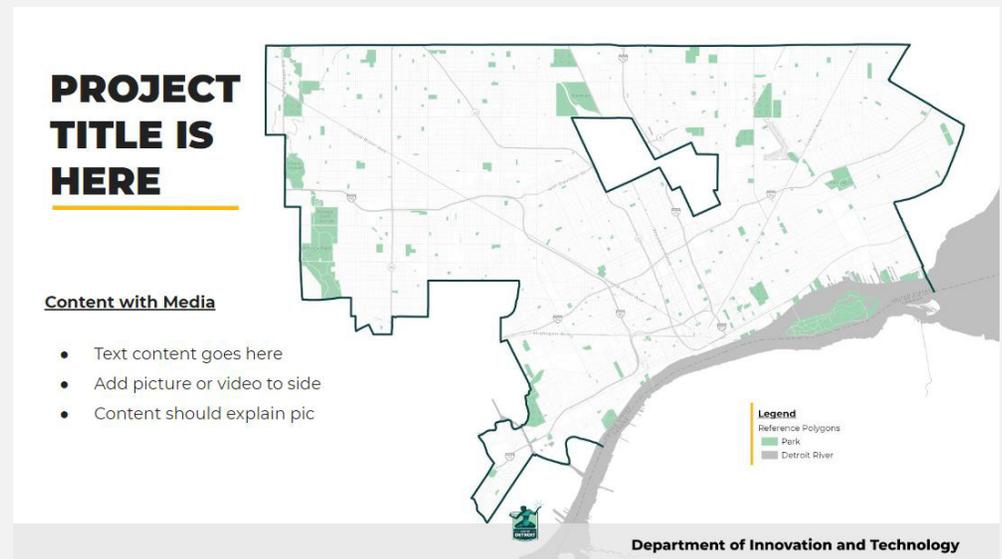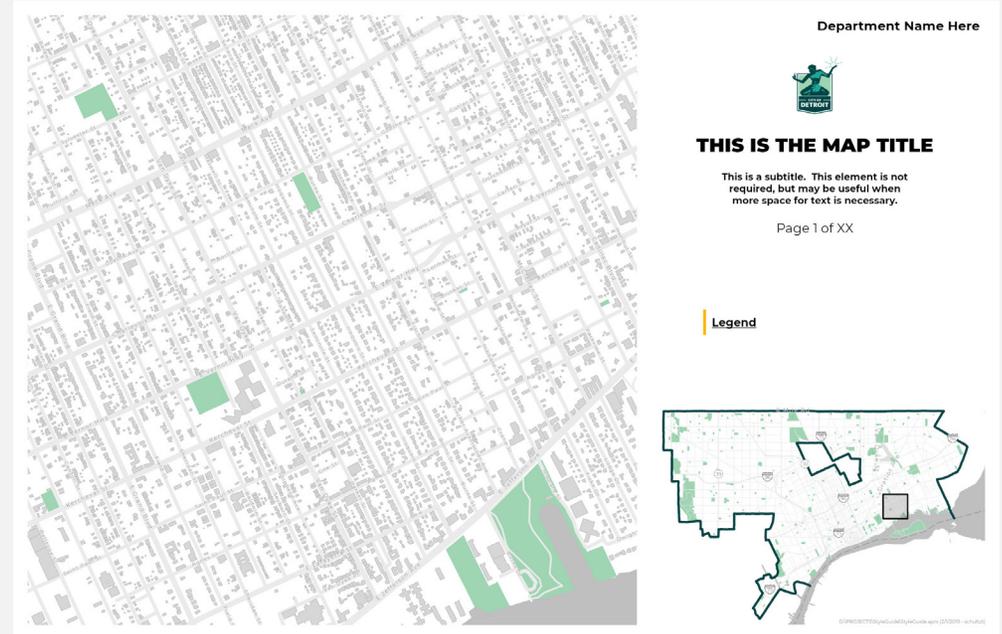
Maps

Maps can be consumed as stand-alone products, and included within other media. When in other media, they are generally included similarly to other images (photos, etc.), but also require additional care.

1. Include a legend to help aid the user when interpreting the map

2. Avoid manual re-scaling. Changing the scale of a map makes line weights, label sizes, and other page elements illegible or difficult to read.

3. Use GIS resources. Where possible, maps should be created for each intended use with the data, base maps, templates, and map symbologies available in GIS.

Public data is available on the city's Open Data Portal.

Department Name Here

THIS IS THE MAP TITLE

This is a subtitle. This element is not required, but may be useful when more space for text is necessary.

Page 1 of XX

Legend

PROJECT TITLE IS HERE

Content with Media

- Text content goes here
- Add picture or video to side
- Content should explain pic

Legend
Reference Polygons
Park
Detroit River

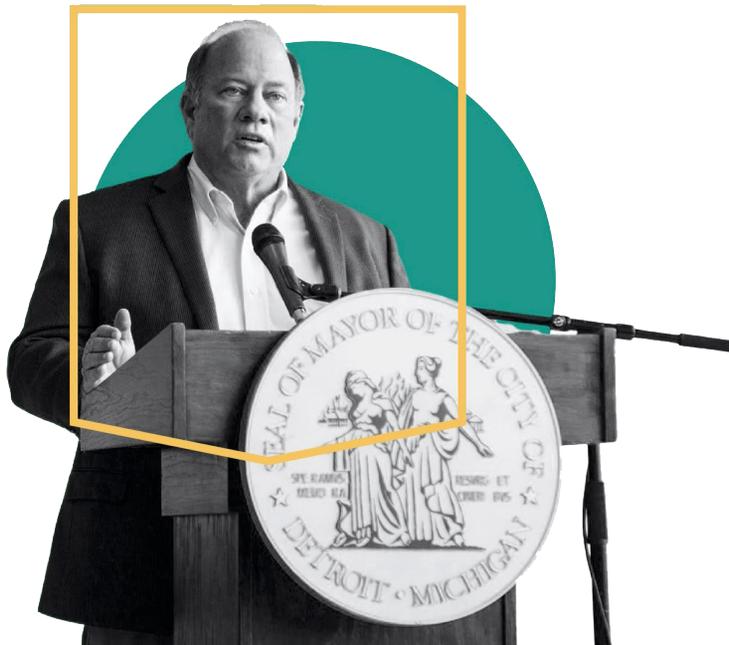**Department of Innovation and Technology**

For questions and requesting GIS resources, email GIS@detroitmi.gov.

Social Media

Detroiter-Centric · Data-Driven · Justice-Focused

City of Detroit Social Media should communicate our values clearly, connect to the brand, and remain simple. The visual story should complement the text but not be so cluttered that it distracts from the overall message.

Additionally, when given the opportunity, we should share images the celebrate the city and residents. Social feeds respond better to images and statements than "flyers," or text-heavy graphics.

The opportunity to build real wealth for Detroiters.

Marijuana Expungment Press Conference

I Stay Ready, I Stay UNDETECTABLE

People living with HIV that are on treatment and keep an undetectable viral load cannot pass HIV through sex.

Share the news and support your loved ones to get in care or stay in care!

U=U Talk with your doctor, or call/text **Link-Up Detroit** to get into care: **313-300-5672**

CITY OF DETROIT Health Department

If you're sick, please stay home.

#StayHomeSaveLives
www.detroitmi.gov

Even when images are from different subgroups, it's important that they are apart of the same family of design. You can see how color and shape link the visual stories across departments.

Accessibility

Web Content Accessibility Guidelines (WCAG), developed by the World Wide Web Consortium (W3C), provide a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally. These guidelines **make content more accessible to a wide range of people with disabilities, including blindness, low vision, photosensitivity,** combinations of these, and some accommodation for learning disabilities and cognitive limitations.

Section 508 of the Rehabilitation Act—a federal law that covers accessibility of Information and Communication Technology (ICT)—will mention WCAG 2.0 Level AA as the technical standard that should be followed. The City is committed to making our websites, apps, and documents accessible to all citizens, and strives to meet WCAG 2.0 Level AA.

WCAG 2.0 Accessibility Levels
- A: minimum, or basic accessibility
- AA: which addresses the major, and most common, accessibility issues
- AAA: the highest standard of digital accessibility

Language Accessibility
Departments are required to translate all vital documents meant for the public in Spanish and Arabic. Though not required, the City also recommends translations in Bangla. Translations must be provided in order to remain in accordance with the Title VI non-discrimination laws in regards to providing appropriate access to services and activities. Vital documents can be defined as materials that contain information critical to accessing government services and benefits. All language translation requests should be made through the Department of Civil Rights, Inclusion and Opportunity. Please do not attempt to translate or layout languages in which you are not proficient.

Color combinations that pass WCAG AA

Montserrat Regular in Primary Green on White

Montserrat Regular in Near Black on White

Montserrat Regular in Primary Green on Light Green

Montserrat Regular in White on Primary Green

Asset Bank

To get access to City logos, fonts and other graphic elements, go to the City Style guide website **detroitmi.gov/styleguide** to browse and download approved brand elements. PowerPoint, Google Slide and Word document templates are also available; Templates help eliminate lengthy design processes and streamline the look of presentations across City departments.

Can't find what you're looking for? Use the Contacts directory on the next page to get access to custom assets.
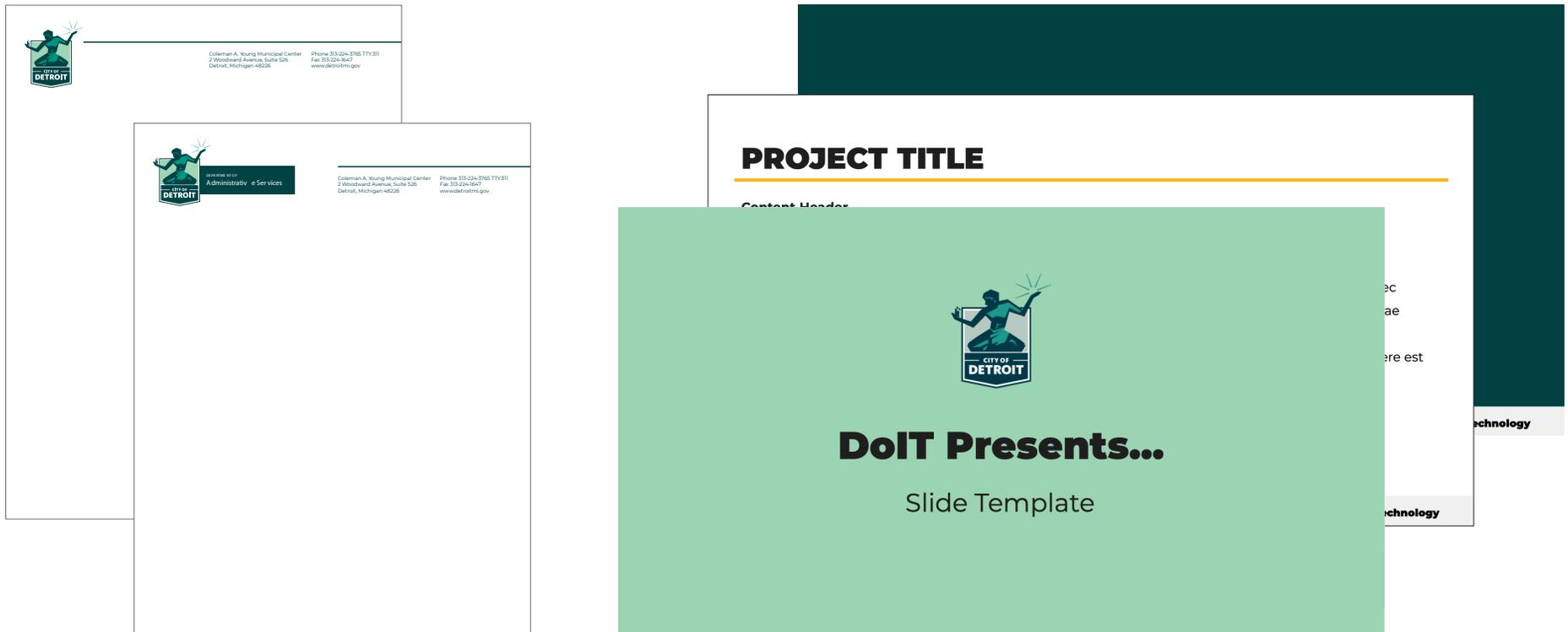
Contacts

ROSE LOVE
Communications Manager
Communications and Creative Services Division
Department of Media Services
lover@detroitmi.gov

STYLE GUIDE GENERAL QUESTIONS
style@detroitmi.gov

CITY OF DETROIT

BRAND GUIDE