

BRAND GUIDE STANDARDS



This guide provides standards for incorporating the **'Rise Higher'** tagline into City of Detroit communications. It ensures visual consistency, strengthens civic identity, and reflects the City's vision for progress, inclusion, and opportunity under Mayor Mary Sheffield.

01 What is Rise Higher?

Rise Higher is the new tagline of the City of Detroit, building directly on brand promise. Where the City government's mission and intention, "**Rise Higher**" is a direct call to Detroiters - an invitation, a challenge, and an affirmation that the resources and pathways exist for every resident to exceed expectations.

The tagline lives alongside the City of Detroit logo. It is used in public-facing communication such as; department branding, campaigns, signage, social media, and any where the City wants to inspire action and reinforce its identity as a springboard for opportunity.



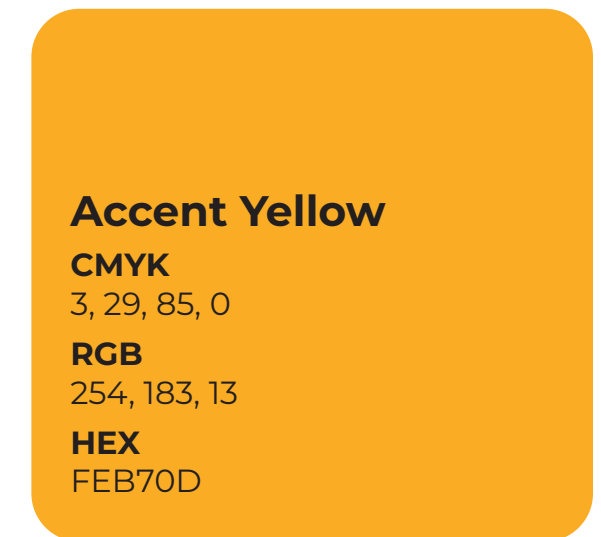
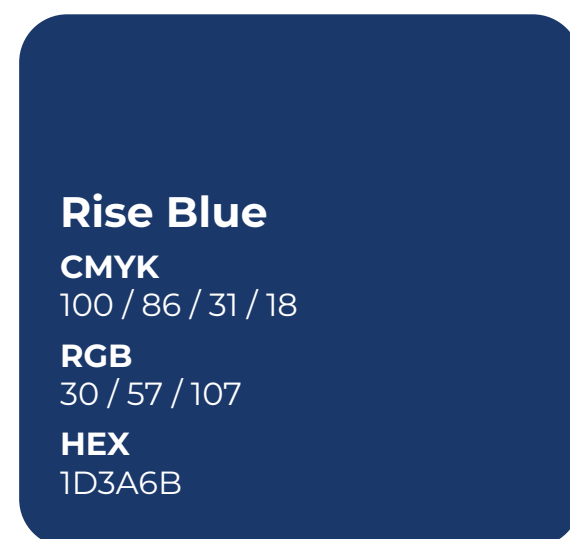
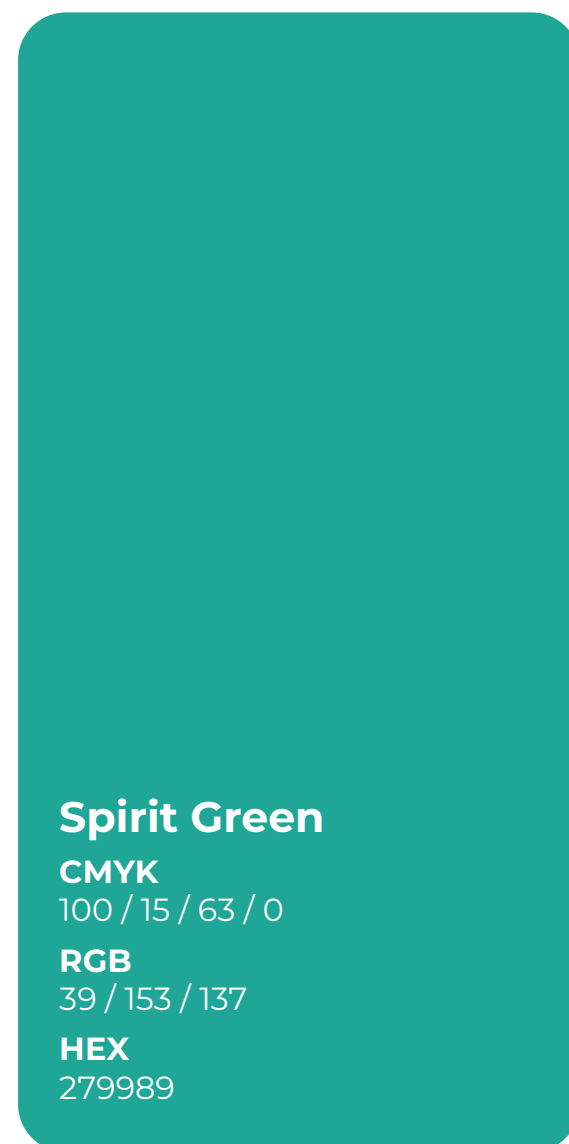
02 Examples of how to use Rise Higher

Rise Higher speaks directly to Detroiters about what they can achieve through those opportunities. The City of Detroit's voice is confident, hopeful, and inclusive. Messaging should be clear, inspiring, and community-focused.

ELEMENTS	RISE HIGHER
AUDIENCE	Detroiters directly; resident-facing campaigns
tone	Personal, aspirational, empowering
USE IN MATERIALS	Campaign headlines, social media, signage, events
PLACEMENT	Dominant visual element

03 Color Palette

The Rise Higher identity uses the existing City of Detroit color system. The logo introduces one new primary color; our existing **Spirit Green** for “RISE” and the new **Rise Blue** for “HIGHER.”



Accent Yellow is just that – an **accent**. Use it sparingly to highlight key moments, like calls to action.

04 Typography

The two main typefaces for the City of Detroit are **Montserrat** and **Roboto FAMILY**. The font **Roboto Serif** is a great alternative for resident quotes, story pull-quotes, and narrative body copy in print materials. The comparison of a sans serif and serif font provide variety for headlines and body copy. Using different or custom fonts is discouraged. Fonts can be downloaded at the asset bank at detroitmi.gov/styleguide.

MONTSEERRAT

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

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

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

Primary Use

- Headlines
- Body copy

ROBOTO FAMILY

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

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

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

Primary Use

- Data tables
- Forms & Spreadsheets
- Body copy

ROBOTO SERIF

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

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

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

Primary Use

- Narrative
- Quotes

05 Tone of Voice

The existing City voice rules apply: sincere, no-nonsense, approachable, and jargon-free. Rise Higher adds a more **direct and motivational tone** suited to outward-facing campaigns. Copy should feel like a neighbor speaking to a neighbor, grounded in Detroit’s pride, not corporate inspiration-speak.

Example campaign voice – Rise Higher

Detroit doesn’t wait for opportunity. Detroit builds it. Rise Higher is not a slogan – it’s an invitation. From job training to business grants, from home ownership programs to arts funding, every City resource is a rung on that ladder. Let’s start using it.

WRITE THIS

“Your next step starts here.”

“10,000 Detroiters got jobs last year. You could be next.”

“Rise Higher. Find your program at detroitmi.gov”

“Born here. Thriving here.”

NOT THIS

“Leverage our synergistic ecosystem of opportunity.”

“Detroit’s workforce development initiatives have yielded positive outcomes.”

“Rise Higher. A City of Detroit Opportunity Rising Initiative”

“Detroit: A City on the Rise with World-Class Amenities”

06 City Branding

The City of Detroit logo has been thoughtfully refined to improve clarity, flexibility, and overall presence across all communications. These enhancements ensure strong legibility at any size and across a wide range of applications. Please be sure to use the most current City branding assets when developing materials. Always use approved files from the asset bank at detroitmi.gov/styleguide.



07 City Branding Logo Usage

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. Always use approved files from the asset bank at detroitmi.gov/styleguide.



DO

- Full color should be used when possible
- Proper clear space surrounding the logo should be used at all times
- SVG files should be used whenever possible, as they are the highest-quality
- Minimum logo size, 0.65" / 47px in height



When centering the logo, align to the shield's point.



Flush left, align to the left of the shield.



Flush right, align to the right of the shield.

DON'T

- Place the lockup on dark color backgrounds. Use the appropriate logo for such scenarios
- Edit, stretch, or modify



08 Rise Higher Branding – Primary

Like the City branding, the Rise Higher logo system includes two approved configurations as well. The primary configuration features a title beneath the emblem (e.g., **Mayor Mary Sheffield**) and is required for all public-facing communications. The secondary configuration omits the title and is designated for when Madam Mayor is prominently featured (e.g., ribbon cutting, hosted event, pressers). Always use approved files from the asset bank at detroitmi.gov/styleguide.



Use: Public-Facing Communications



Use: Ribbon Cutting, Hosted Events, Pressers

09 Rise Higher Logo Usage

All existing City of Detroit logo rules apply to the Rise Higher lockup. The “RISE HIGHER” text is set in **Montserrat Black** and must never be altered, stretched, retyped, or recreated. Always use approved files from the asset bank at detroitmi.gov/styleguide.

DO

- Use the full-color lockup whenever possible
- Maintain clear space equal to the height of the letter “H” in “Higher” on all sides
- Use the reversed version for photo or dark backgrounds



DON'T

- Retype or recreate “RISE HIGHER” in any font
- Separate “RISE” from “HIGHER” into stand-alone words
- Place the lockup on unapproved color backgrounds
- Size the logo smaller than 0.65” / 47px in height
- Apply drop shadows, rotate, outlines, or effects to the logo
- Use the tagline without the City of Detroit logo



10 Rise Higher Branding – Secondary

We've also developed an alternate **Rise Higher** lockup featuring radiant beams within the word "Rise." This version is designed to spotlight new construction, major milestones, and special events...think of it as our "Oscar" mark. Use of this mark is intentionally limited and strictly managed by the design team. **It will not be distributed as a downloadable asset.**



Use: Public-Facing Communications

ASSET LIBRARY ADDENDUM

This addendum outlines the approved logo assets available for download and use by City of Detroit departments, partners, and authorized vendors. Only the files listed below are permitted for use in official communications. No alterations, recreations, or substitutions are allowed.

All assets are organized by logo type and file format to ensure consistency across digital, video, and print applications. Go to the asset bank at detroitmi.gov/styleguide.

Asset Governance

- All logo assets are centrally maintained by the City of Detroit Communications Office.
- Users must download assets directly from the approved source; local or archived files should not be reused without verification.
- SVG files should be used whenever possible, as they are the highest-quality
- Updates or revisions to assets will be reflected in future versions of this addendum.

Rise Higher Logo

Download assets at detroitmi.gov/styleguide.



CoD_RH_Stack.svg



CoD_RH_Horz.svg



CoD_RH_Stack_REV.svg

CoD_RH_Horz_REV.svg

Rise Higher Logo w/ Mayor Mary Sheffield

Download assets at detroitmi.gov/styleguide.



CoD_RH_MMS_Stack.svg



CoD_RH_MMS_Horz.svg



CoD_RH_MMS_Stack_REV.svg

CoD_RH_MMS_Horz_REV.svg