

## 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 anywhere the City wants to inspire action and reinforce its identity as a springboard for opportunity.



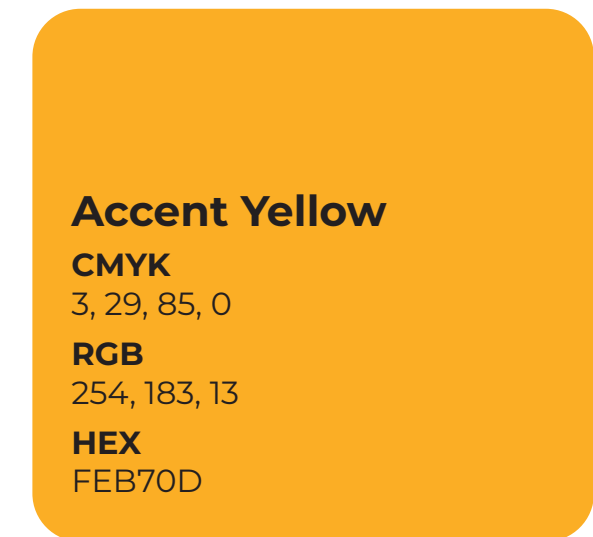
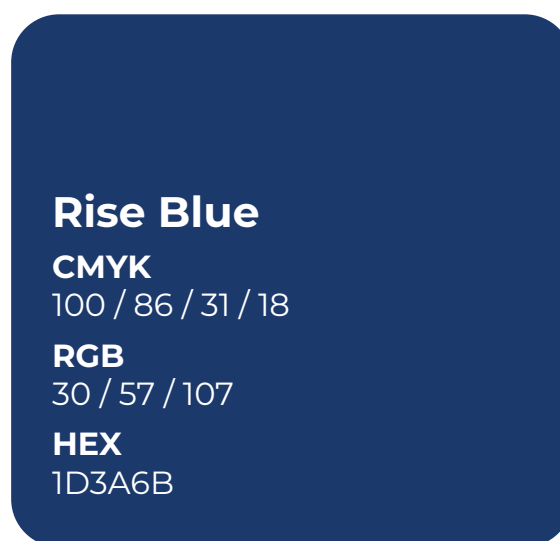
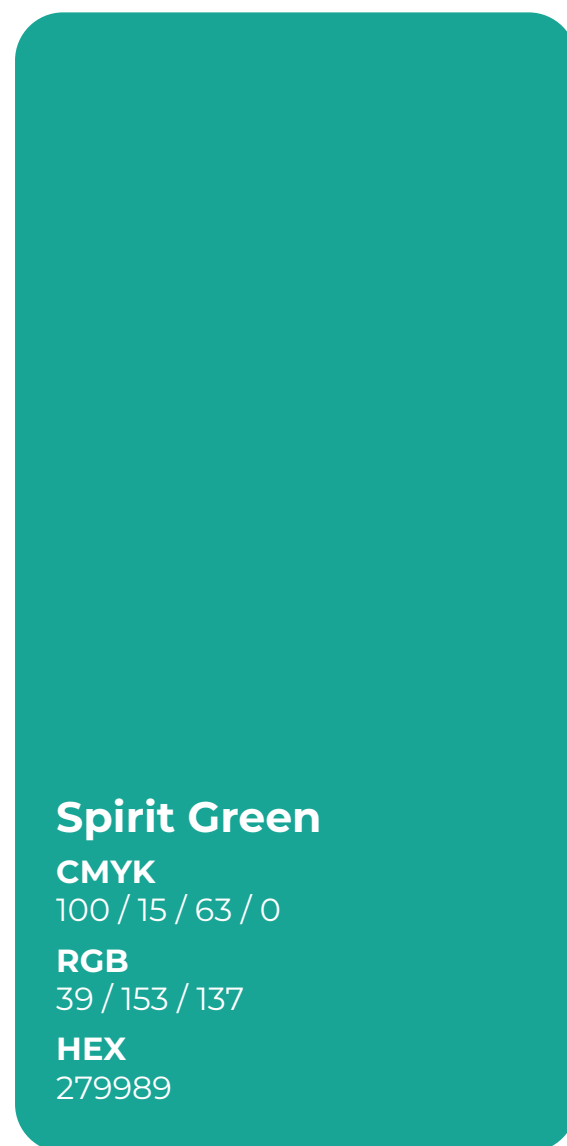
## 02 Examples of how to use Rise Higher

**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 combination of a sans serif and serif font provides 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](https://detroitmi.gov/styleguide).

### MONTERRAT

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](https://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](https://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](https://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](https://detroitmi.gov/styleguide).



**Use:** Public-Facing Communications



**Use:** Ribbon Cutting, Hosted Events, Pressers

Logos should remain clear and legible across backgrounds, textures, and patterns.

When readability is impacted, use the “Rise Higher” logo **without** the “Mayor Mary Sheffield” designation (logo on the right).

## 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](https://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



RISE



RISE  
HIGHER

## 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.**



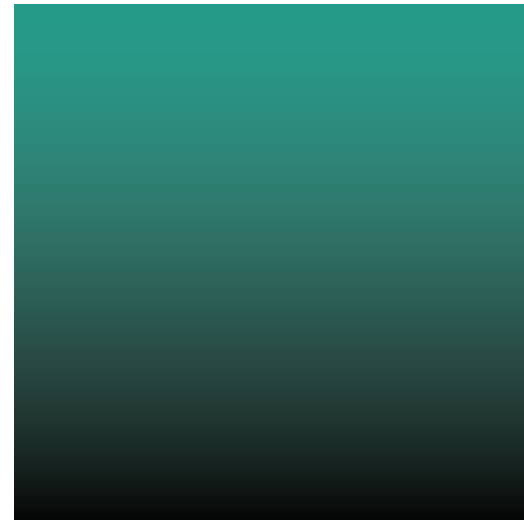
**Use:** Public-Facing Communications

## 11 Rise Higher Graphic Elements

We've also created some graphic elements as additional support to all your communication needs. Always use approved files from the asset bank at [detroitmi.gov/styleguide](https://detroitmi.gov/styleguide).



GRADIENT\_A



GRADIENT\_B



GRADIENT\_C



Accent Yellow  
Rays Gradient



City Green  
Rays Gradient



Blue  
Rays Gradient



Spirit Green  
Rays Gradient



Pale Green  
Rays Gradient



White  
Rays Gradient

## 12 Photography

Visuals make or break your message. Impactful photography pulls people into the narrative, while poor imagery pushes them away. The gold standard for our brand is the City of Detroit [Flickr](#) account page. It's our visual archive of progress — from mayoral programs to ribbon cuttings — capturing a city and a community determined to **Rise Higher**. Its real power lies in its authentic, unfiltered focus on Detroiters.



## 12 Photography – What Not To Use

When creating visuals for the City of Detroit, please refrain from using AI-generated photography. We have an extensive media archive to choose from, and our Media Services Department is always available to shoot exactly what you need. Our goal is to showcase real Detroiters achieving real success. The same rule applies to royalty-free stock imagery...we want to own our visuals, and using stock increases the risk of another city featuring the exact same photos. We owe our audience truth and authenticity, and this vibrant city is already filled with of both.

**Sourcing from our [Flickr](#) account page ensures you'll never deal with low-resolution assets. You'll always get high-quality imagery that truly represents our City.**

### WHAT NOT TO USE:

- AI-Generated
- Photos without Diversity
- Staged photos
- Abstract imagery
- Low-resolution shots



## 13 Inclusive Design & Accessibility

As we strive to **Rise Higher** in how we serve and represent our community, our creative assets must reflect our commitment to inclusion. When producing content for the **City of Detroit**, designers are required to prioritize accessibility, legibility, and visual clarity, ensuring our communications reach and resonate with every resident.

### Core Principles

- **ADA Compliance:** All digital and print materials must strictly adhere to the latest Americans with Disabilities Act (ADA) compliance standards.
- **Legibility:** Prioritize clean, readable typography with intentional sizing, spacing, and hierarchy to optimize readability across all mediums.
- **Color Contrast:** Utilize our approved brand color palette while maintaining accessible contrast ratios between text and backgrounds.

**Why it matters:** By adhering to these rules and utilizing our established design guidance, we ensure that the City of Detroit communicates effectively, equitably, and transparently...  
**empowering our entire audience to Rise Higher together.**

# 13 Inclusive Design & Accessibility – Design Examples

## Flyers



**JOIN US FOR CITY OF DETROIT**

# BIKE TO WORK DAY

Let's ride together and make the most of Detroit's growing bike network! Grab your bike and join the movement to improve the environment and your health!

# MAY 15

NATIONAL BIKE TO WORK WEEK- MAY 11-15, 2026  
Bike lock raffle included

**RESOURCE TABLES AND INFORMATION WILL BE AVAILABLE ON MAY 15**  
Coleman A. Young Municipal Center  
2 Woodward Avenue.  
Department of Public Works  
Detroit Health Department  
Safe Routes Ambassadors  
General Services Department  
Office of Sustainability  
Office of Mobility Innovation

Please scan the QR code to access the city bike map for bike parking locations and route options.

**Don't forget to bring bike lock**




EMAIL: [SS4A@DETROITMI.GOV](mailto:SS4A@DETROITMI.GOV)

## FOR THE LOVE OF THE EAST SIDE

CELEBRATING 10 YEARS STRONG OF COMMUNITY IMPACT

FOR MORE INFO: [sessomsk@detroitmi.gov](mailto:sessomsk@detroitmi.gov) | 313-348-8464

Join us for a full day of community, culture, and celebration of Detroit's East side.



EVENT LINEUP	FESTIVAL HIGHLIGHTS
<p><b>9 AM</b>   2K Community Run</p> <p><b>10 AM</b>   Neighborhood Parade</p> <p><b>10 AM - 4 PM</b>   Festival, Vendors &amp; Resources</p> <p><b>NOON</b>   Youth Talent Showcase</p>	<p><b>LIVE MUSIC</b></p> <p><b>LOCAL ART</b></p> <p><b>YOUTH PERFORMANCES</b></p> <p><b>COMMUNITY RESOURCES</b></p> <p><b>GIVEAWAYS</b></p> <p><b>FAMILY ACTIVITIES &amp; MORE</b></p>

**JUNE 27**  
FROM 9 AM - 4 PM

MATRIX CENTER  
13560 E. McNichols  
Detroit, MI 48205

**FREE & OPEN TO THE PUBLIC!**  
BRING THE WHOLE FAMILY!



DEPARTMENT OF NEIGHBORHOODS RESOURCE MANAGERS PRESENT

# DISTRICT 1 JOB FAIR

**JUNE 1, 2026**  
**11AM-2PM**

**Crowell Recreation Center**  
16630 Lahser Detroit, 48219

Come out and connect directly with City employers and others that are actively hiring and explore career opportunities.

Project Clean Slate will also be onsite helping to jump start your expungement journey.

Dress professionally and be prepared to make an impression.

USE CODE TO REGISTER





# 13 Inclusive Design & Accessibility – Design Examples

## Flyers

**earth day** celebration

**THURSDAY, APRIL 23 • 3-6PM**  
 OUTDOOR ADVENTURE CENTER  
 7807 ATWATER ST • DETROIT

Enjoy special Arts and Crafts activities and learn more about Sustainability.  
**FREE AND OPEN TO ALL!**

CITY OF DETROIT OFFICE OF SUSTAINABILITY  
 scan to register

Arts & Scraps

RISE HIGHER  
 MAYOR MARY SHEFFIELD

THE FAITH & CITY  
**IMPACT SUMMIT**

**Thursday, March 19**  
**10 am - noon**  
 Greater Grace Temple  
 23500 West Seven Mile Road

**WHAT WILL TAKE PLACE:**  
 A strategic gathering connecting clergy and church leaders with City of Detroit departments and resources.  
 The summit will provide information on economic development opportunities, neighborhood support initiatives, and family-focused programs including Rx Kids.

**RSVP by March 17**  
**EMAIL:** Richard.White2@detroitmi.gov  
**PHONE:** 313-618-0597

Convened By: Rev. Dr. Richard R. White III, Faith-Based Director

**SUMMIT PRESENTERS:**  
 City departments: BSEED, Water & Sewerage  
 Partner organizations: DTE, LISC, RISE HIGHER

**MORNING MINGLE** DISTRICT 5 **D5**

COFFEE WITH COUNCILWOMAN **RENATA MILLER**

Join City Councilwoman Miller for a relaxed, open dialogue about the future of our city.  
**COME CONNECT, LISTEN, AND SHARE YOUR IDEAS.**

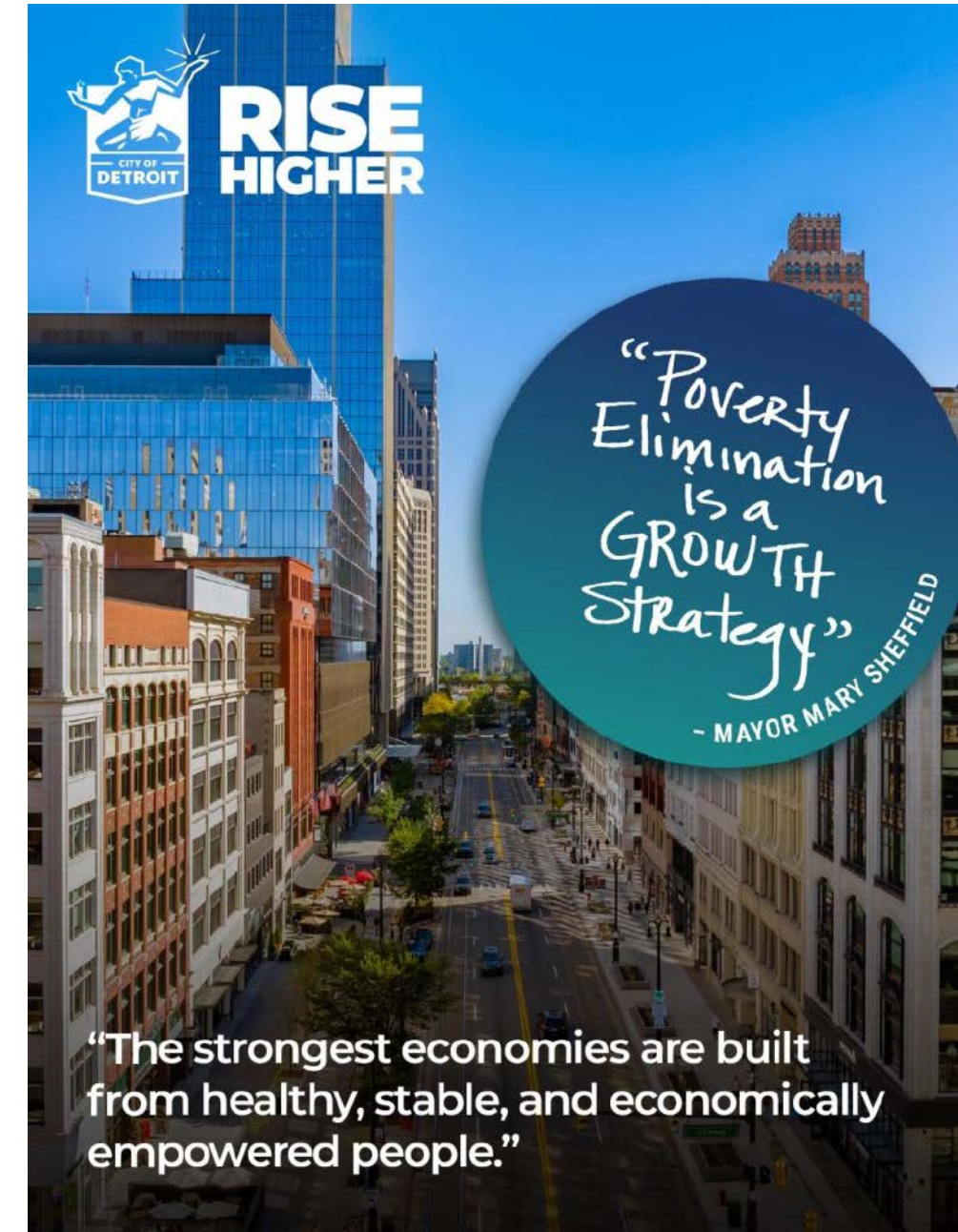
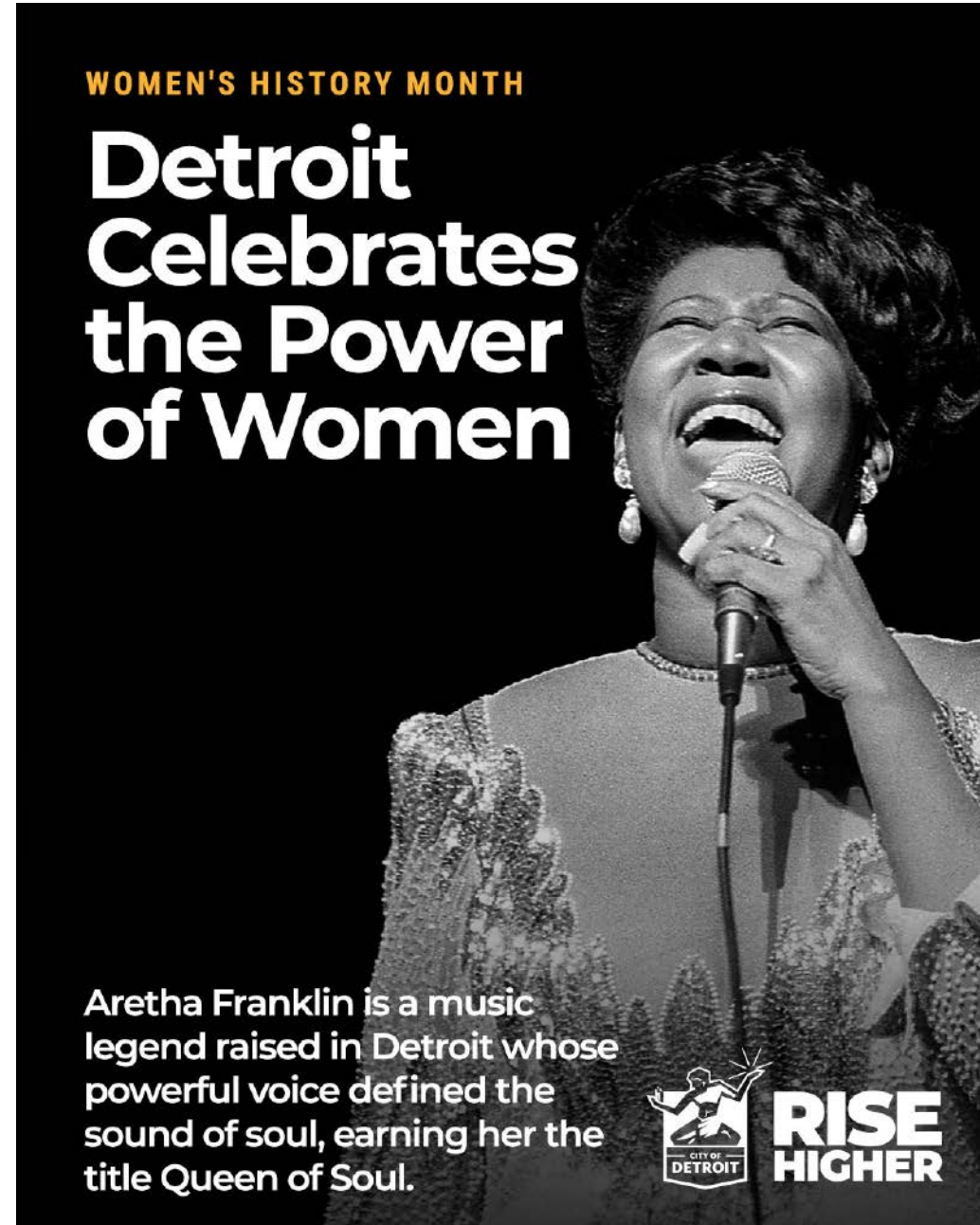
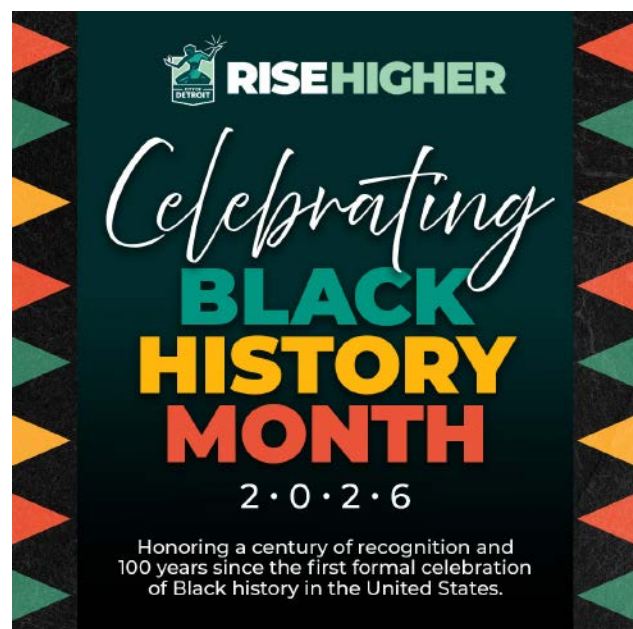
**Friday, February 27**  
**8am - 11 am**  
 The Commons  
 7900 Mack Ave.

To register, scan the QR code  
 For more information, call **313-224-4505** or email CouncilmemberMiller@detroitmi.gov

**RISE HIGHER**

## 13 Inclusive Design & Accessibility – Design Examples

### Social Media



## 13 Brand-Approved Merchandise & Apparel

The City of Detroit has established a standardized color palette for all physical assets. To maintain brand consistency and visual integrity across the municipality, all City departments, agencies, and affiliates must exclusively utilize the approved colors detailed below when procuring apparel, promotional merchandise, and marketing collateral.

### Application Categories

This directive applies to all external and internal-facing items, including but not limited to:

- **Apparel & Wearables:** Jackets, polos, t-shirts, hats, and safety gear.
- **Novelty & Giveaway Items:** Pens, drinkware, tote bags, notebooks, binders, and novelty stress relievers.
- **Marketing & Event Assets:** Outdoor event tents, tablecloths, podium throws, and banners.

### The Rise Higher Core Palette

When placing manufacturing or printing orders, vendors must match production colors to the following designated brand tones (see page 20 for color and logo combination examples).

Approved Colors	
Rise Blue	Black
Spirit Green	White
Light Green	Light Grey
	Beige

You may reach out directly to the Media Services brand team via Outlook:

**Ilya Hardey** – [ilya.hardey@detroitmi.gov](mailto:ilya.hardey@detroitmi.gov)

**Antone Amye** – [antone.amye@detroitmi.gov](mailto:antone.amye@detroitmi.gov)

**Nancy Cohen** – [nancy.cohen@detroitmi.gov](mailto:nancy.cohen@detroitmi.gov)

## 13 T-Shirt Color and Logo Combination Examples



## 14 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, photo-sensitivity, 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 WCAG2.1 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 2.1 Level AA.

### WCAG 2.1 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.

For accessibility guidance and implementation support, contact the **Office of Disability Affairs** at [disability@detroitmi.gov](mailto:disability@detroitmi.gov).

## 14 Accessibility – Web Content Accessibility Guidelines (WCAG)

### Typography

Can you easily read and comprehend textual information on the page?

#### Why it’s important

- A person has low vision may have trouble reading small text.
- A person’s eyes are strained after a long day of working on a computer.

#### Steps to take

- Use a large enough font size for body text so that people can comfortably read.
- Maintain a line length that promotes comfortable reading.
- Choose a typeface that emphasizes clarity and legibility.

Font Size	
Min	Ideal Size
9pt	Footer; Any less than 9pt is too small to read
12pt	Word/PDF
14pt	Word/PDF
16pt	Website
18pt	Online Presentation
24pt	In-Person Presentation

Although the **WCAG 2.1** Guidelines do not provide specific guidelines for many elements of typography, that does not mean some options won’t cause legibility issues.

A trend that can cause legibility issues is using **light weight fonts for body text.**

## 14 Accessibility – The Americans with Disabilities Act

Requires state and local governments (Title II) make websites, apps, and digital documents accessible to people with disabilities, including mobile apps, PDFs, online forms, and videos.

An inaccessible digital asset means people with disabilities are denied equal access to information.

### Examples of barriers:

- Poor color contrast
- Use of color alone to give information
- Lack of text alternatives (“alt text”) on images
- No captions on videos
- Inaccessible online forms

### Who are affected?

- People with limited vision
- People who are color-blind
- People who are blind
- People with hearing disabilities
- People with intellectual and developmental disabilities
- Neurodivergent, including autism, ADHD, and dyslexia
- Individuals with visual triggers for epilepsy and migraines
- Senior residents

## 14 Accessibility – WebAIM Tool

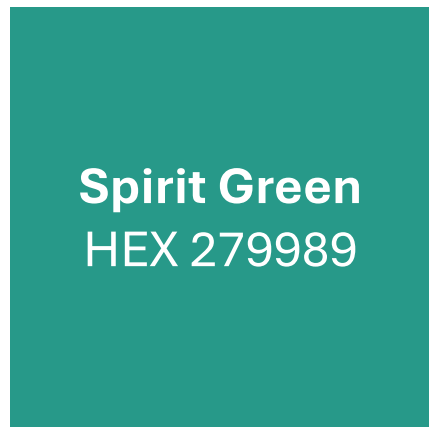
- WCAG AA is the typical legal standard.
- WCAG AAA represents the maximum level of accessibility

Web contrast is essential because it guarantees that digital content is legible for everyone, including millions of users with visual impairments, color blindness, or situational limitations like screen glare. By meeting standard Web Content Accessibility Guidelines (WCAG) contrast ratios, typically 4.5:1 for standard text, websites improve overall user experience, reduce eye strain, and protect organizations from legal accessibility liabilities.

The following six pages demonstrate how each color in the City of Detroit palette performs against these standards.

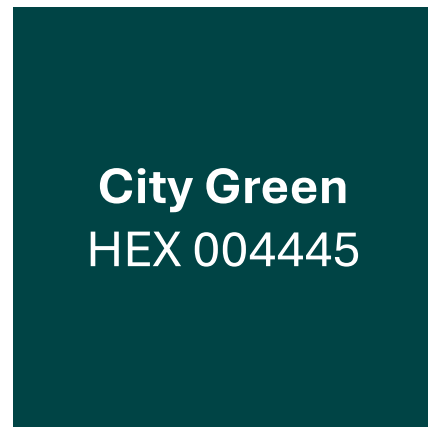
<p><b>Spirit Green</b></p> <p><b>CMYK</b> 100 / 15 / 63 / 0</p> <p><b>RGB</b> 39 / 153 / 137</p> <p><b>HEX</b> 279989</p>	<p><b>City Green</b></p> <p><b>CMYK</b> 100 / 29 / 50 / 61</p> <p><b>RGB</b> 0 / 68 / 69</p> <p><b>HEX</b> 004445</p>	<p><b>Rise Blue</b></p> <p><b>CMYK</b> 100 / 86 / 31 / 18</p> <p><b>RGB</b> 30 / 57 / 107</p> <p><b>HEX</b> 1D3A6B</p>	<p><b>Light Green</b></p> <p><b>CMYK</b> 38 / 0 / 37 / 0</p> <p><b>RGB</b> 159 / 213 / 179</p> <p><b>HEX</b> 9FD5B3</p>	<p><b>Accent Yellow</b></p> <p><b>CMYK</b> 3, 29, 85, 0</p> <p><b>RGB</b> 254, 183, 13</p> <p><b>HEX</b> FEB70D</p>
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# 15 Accessibility – WebAIM Tool



<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> White HEX FFFFFFFF</p> <p>Contrast Ratio <b>3.49:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> ★ Text Input</p>	<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> City Green HEX 004445</p> <p>Contrast Ratio <b>3.13:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> ★ Text Input</p>	<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> Rise Blue HEX 1D3A6B</p> <p>Contrast Ratio <b>3.21:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> ★ Text Input</p>
<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> Light Green HEX 9FD5B3</p> <p>Contrast Ratio <b>2.1:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> ★ Text Input</p>	<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>1.99:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> ★ Text Input</p>	<p><b>Foreground</b> Spirit Green HEX 279989</p> <p><b>Background</b> Black HEX 000000</p> <p>Contrast Ratio <b>6:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> ★ Text Input</p>

# 15 Accessibility – WebAIM Tool



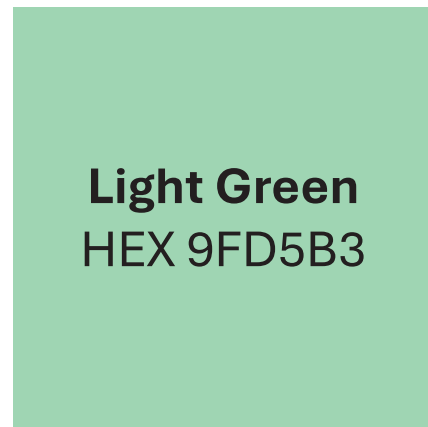
<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> White HEX FFFFFFFF</p> <p>Contrast Ratio <b>10.97:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> Text Input</p>	<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> Spirit Green HEX 279989</p> <p>Contrast Ratio <b>3.13:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> Text Input</p>	<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> Rise Blue HEX 1D3A6B</p> <p>Contrast Ratio <b>1.02:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> Text Input</p>
<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> Light Green HEX 9FD5B3</p> <p>Contrast Ratio <b>6.6:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> Text Input</p>	<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>6.27:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> Text Input</p>	<p><b>Foreground</b> City Green HEX 004445</p> <p><b>Background</b> Black HEX 000000</p> <p>Contrast Ratio <b>1.91:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> Text Input</p>

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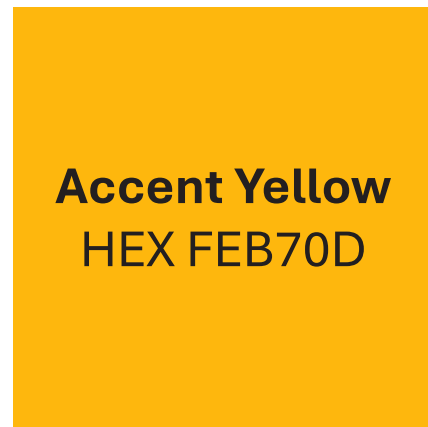
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<p><b>Foreground</b> Light Green HEX 9FD5B3</p> <p><b>Background</b> White HEX FFFFFF</p> <p>Contrast Ratio <b>1.66:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> Text Input</p>	<p><b>Foreground</b> Light Green HEX 9FD5B3</p> <p><b>Background</b> Spirit Green HEX 279989</p> <p>Contrast Ratio <b>2.1:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b> Text Input</p>	<p><b>Foreground</b> Light Green HEX 9FD5B3</p> <p><b>Background</b> City Green HEX 004445</p> <p>Contrast Ratio <b>6.6:1</b> <a href="#">permalink</a></p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b> The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b> The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b> Text Input</p>
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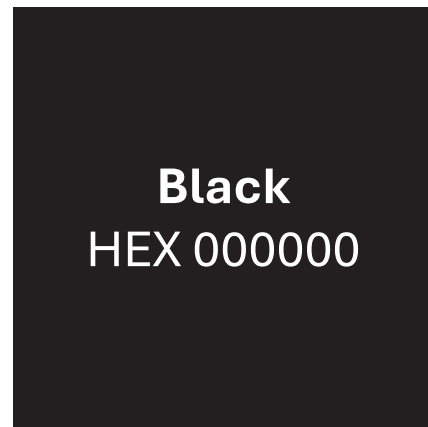
<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>1.75:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>White HEX FFFFFFFF</p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b></p> <p>★ Text Input</p>	<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>1.99:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>Spirit Green HEX 279989</p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b></p> <p>★ Text Input</p>	<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>6.27:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>City Green HEX 004445</p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b></p> <p>★ Text Input</p>
<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>1.05:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>Light Green HEX 9FD5B3</p> <p><b>Normal Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Fail</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Fail</b></p> <p>★ Text Input</p>	<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>6.41:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>Rise Blue HEX 1D3A6B</p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b></p> <p>★ Text Input</p>	<p><b>Foreground</b></p> <p>Accent Yellow HEX FEB70D</p> <p>Contrast Ratio <b>11.99:1</b></p> <p><a href="#">permalink</a></p> <p><b>Background</b></p> <p>Black HEX 000000</p> <p><b>Normal Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Large Text</b> WCAG AA: <b>Pass</b> WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p> <p><b>Graphical Objects and User Interface Components</b> WCAG AA: <b>Pass</b></p> <p>★ Text Input</p>

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# 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](https://detroitmi.gov/styleguide).

## **Asset Governance**

- All logo assets are centrally maintained by the City of Detroit Media Services Department.
- 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](https://detroitmi.gov/styleguide). File options include EPSs, PNGs, and SVGs



CoD\_RH\_Stack



CoD\_RH\_Horz



CoD\_RH\_Stack\_REV

CoD\_RH\_Horz\_REV

## Rise Higher Logo w/ Mayor Mary Sheffield

Download assets at [detroitmi.gov/styleguide](https://detroitmi.gov/styleguide). File options include EPSs, PNGs, and SVGs



CoD\_RH\_MMS\_Stack



CoD\_RH\_MMS\_Horz.svg



CoD\_RH\_MMS\_Stack\_REV

CoD\_RH\_MMS\_Horz\_REV

# Rise Higher Logo – Solid Black & White

Download assets at [detroitmi.gov/styleguide](https://detroitmi.gov/styleguide). File options include EPSs, PNGs, and SVGs



CoD\_RH\_Horz\_BW



CoD\_RH\_Stack\_BW



CoD\_RH\_MMS\_Horz\_BW



CoD\_RH\_MMS\_Stack\_BW



CoD\_RH\_Horz\_REV



CoD\_RH\_Stack\_REV



CoD\_RH\_MMS\_Horz\_REV



CoD\_RH\_MMS\_Stack\_REV