BRAND GUIDE STANDARDS

RISE HIGHER

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.”

Spirit Green
CMYK
100 / 15 / 63 / 0
RGB
39 / 153 / 137
HEX
279989
Pantone 7473 C

City Green
CMYK
100 / 29 / 50 / 61
RGB
0 / 68 / 69
HEX
004445
Pantone 3302 C

Rise Blue
CMYK
100 / 86 / 31 / 18
RGB
30 / 57 / 107
HEX
1D3A6B
Pantone 3581 C

Light Green
CMYK
38 / 0 / 37 / 0
RGB
159 / 213 / 179
HEX
9FD5B3
Pantone 2246 C

Accent Yellow
CMYK
3, 29, 85, 0
RGB
254, 183, 13
HEX
FEB70D
Pantone 7549 C

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**.

MONTSERRAT

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

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

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

Primary Use

- Headlines
- Body copy

ROBOTO FAMILY

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

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

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

Primary Use

- Data tables
- Forms & Spreadsheets
- Body copy

ROBOTO SERIF

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

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

Bold
abcdefghijklmnopqrstuvwxy
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	NOT THIS
"Your next step starts here."	"Leverage our synergistic ecosystem of opportunity."
"10,000 Detroiters got jobs last year. You could be next."	"Detroit's workforce development initiatives have yielded positive outcomes."
"Rise Higher. Find your program at detroitmi.gov"	"Rise Higher. A City of Detroit Opportunity Rising Initiative"
"Born here. Thriving here."	"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

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**.

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

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**.

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.

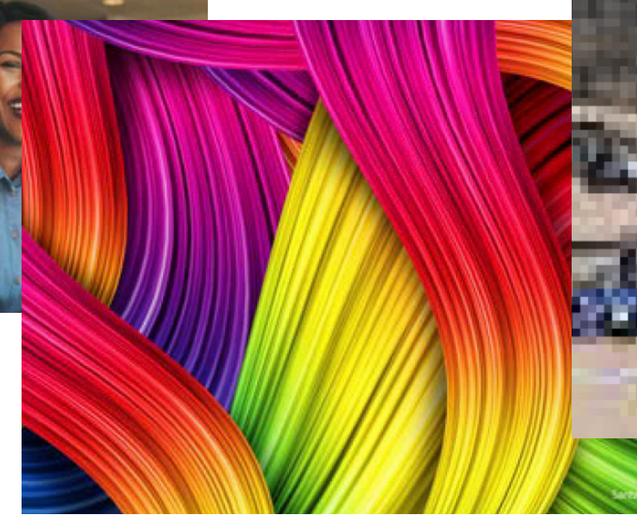
12 Photography – What Not To Use

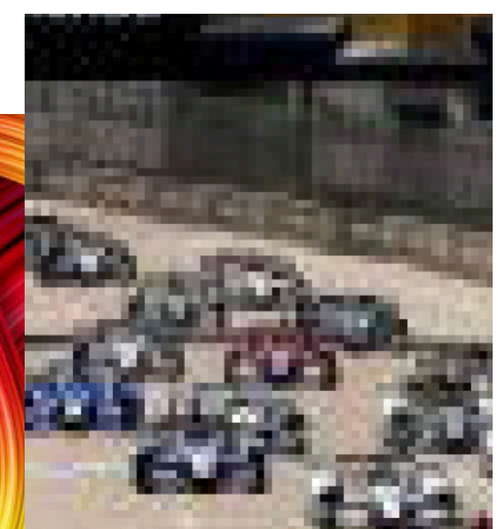
When creating visuals for the City of Detroit, please refrain from using AI-generated photography. We have an extensive media archive to choose from, and our Media Services Department is always available to shoot exactly what you need. Our goal is to showcase real Detroiters achieving real success. The 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 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

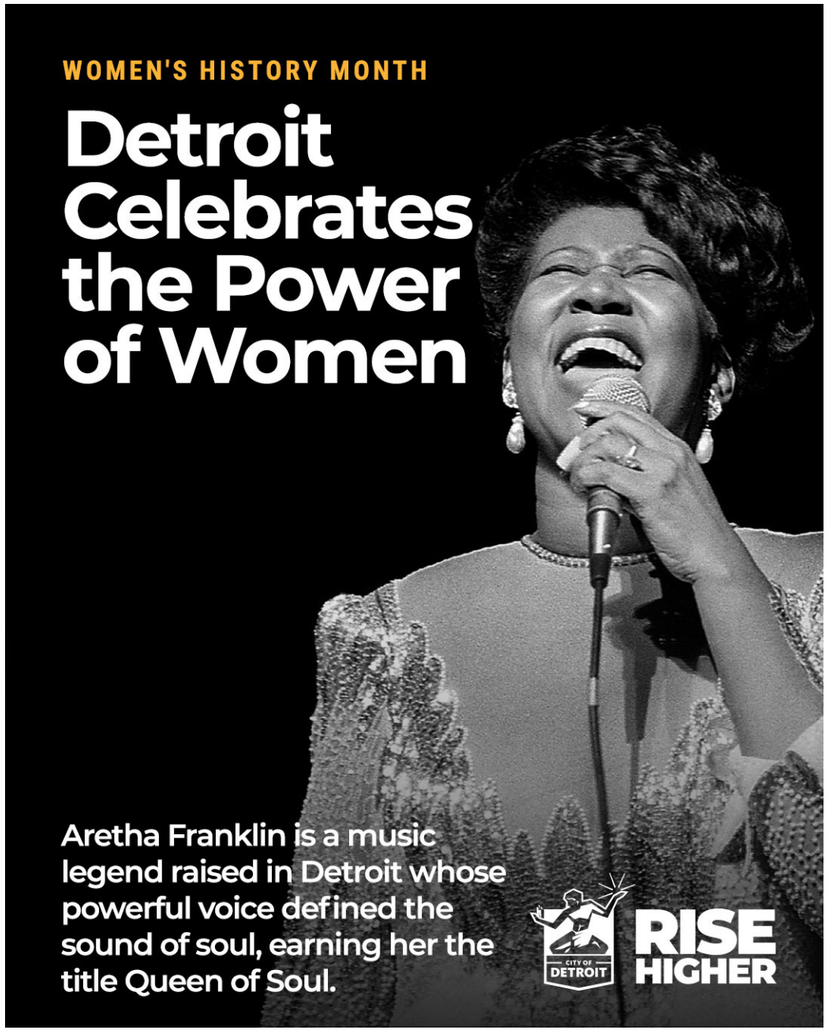
Flyer's

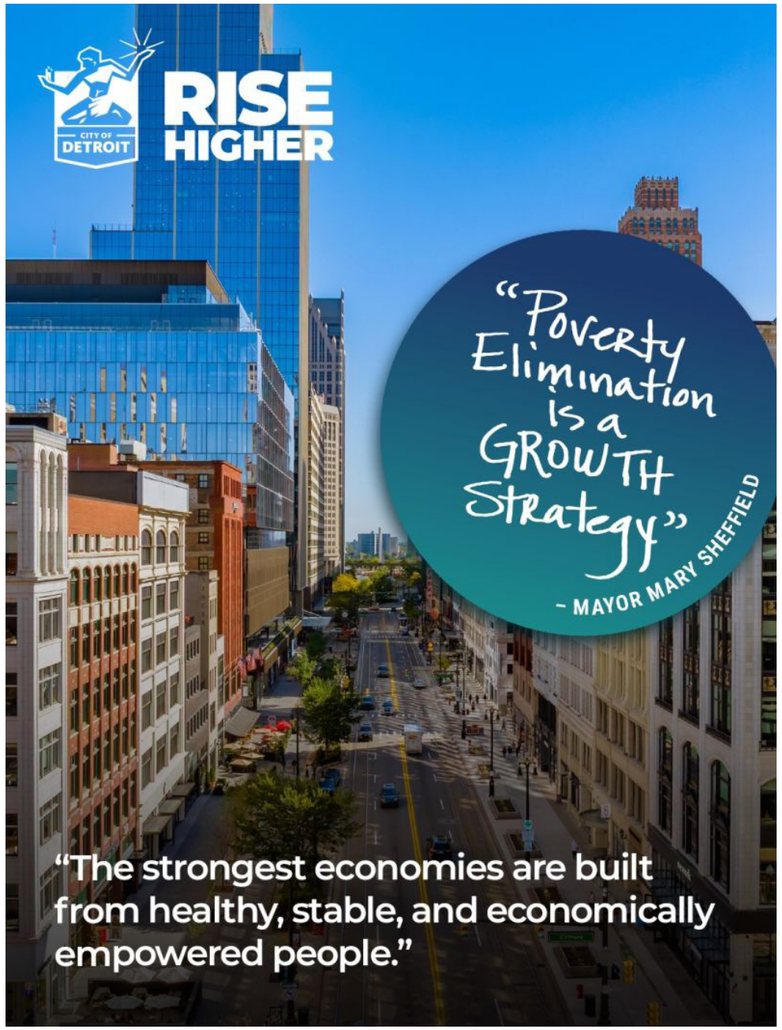
13 Inclusive Design & Accessibility – Design Examples

Flyer's

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, water bottles, 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

For further information on Apparel or Novelty items, please download our “City of Detroit Apparel & Novelty Standards” at **detroitmi.gov/styleguide**.

13 T-Shirt Color Examples Only

14 Accessibility – Web Content Accessibility Guidelines (WCAG)

Developed by the World Wide Web Consortium (W3C), the guidelines 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.**

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 who 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) to 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

Those 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

https://www.ada.gov/resources/2024-03-08-web-rule

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.

Spirit Green
CMYK
100 / 15 / 63 / 0
RGB
39 / 153 / 137
HEX
279989

City Green
CMYK
100 / 29 / 50 / 61
RGB
0 / 68 / 69
HEX
004445

Rise Blue
CMYK
100 / 86 / 31 / 18
RGB
30 / 57 / 107
HEX
1D3A6B

Light Green
CMYK
38 / 0 / 37 / 0
RGB
159 / 213 / 179
HEX
9FD5B3

Accent Yellow
CMYK
3, 29, 85, 0
RGB
254, 183, 13
HEX
FEB70D

WebAim.org

15 Accessibility – WebAIM Tool

Spirit Green
HEX 279989

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

15 Accessibility – WebAIM Tool

City Green
HEX 004445

Foreground	Contrast Ratio	Background	Normal Text	Large Text	Graphical Objects and User Interface Components
City Green HEX 004445	10.97:1 permalink	White HEX FFFFFF	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
City Green HEX 004445	3.13:1 permalink	Spirit Green HEX 279989	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
City Green HEX 004445	1.02:1 permalink	Rise Blue HEX 1D3A6B	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input
City Green HEX 004445	6.6:1 permalink	Light Green HEX 9FD5B3	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
City Green HEX 004445	6.27:1 permalink	Accent Yellow HEX FEB70D	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
City Green HEX 004445	1.91:1 permalink	Black HEX 000000	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input

15 Accessibility – WebAIM Tool

Rise Blue
HEX 1D3A6B

Foreground	Background	Contrast Ratio	Normal Text	Large Text	Graphical Objects and User Interface Components
Rise Blue HEX 1D3A6B	White HEX FFFFFF	11.23:1 (permalink)	WCAG AA: Pass; WCAG AAA: Pass; The five boxing wizards jump quickly.	WCAG AA: Pass; WCAG AAA: Pass; The five boxing wizards jump quickly.	WCAG AA: Pass; Text Input
Rise Blue HEX 1D3A6B	Spirit Green HEX 279989	3.21:1 (permalink)	WCAG AA: Fail; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Pass; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Pass; Text Input
Rise Blue HEX 1D3A6B	City Green HEX 004445	1.02:1 (permalink)	WCAG AA: Fail; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Fail; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Fail; Text Input
Rise Blue HEX 1D3A6B	Light Green HEX 9FD5B3	6.76:1 (permalink)	WCAG AA: Pass; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Pass; WCAG AAA: Pass; The five boxing wizards jump quickly.	WCAG AA: Pass; Text Input
Rise Blue HEX 1D3A6B	Accent Yellow HEX FEB70D	6.41:1 (permalink)	WCAG AA: Pass; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Pass; WCAG AAA: Pass; The five boxing wizards jump quickly.	WCAG AA: Pass; Text Input
Rise Blue HEX 1D3A6B	Black HEX 000000	1.86:1 (permalink)	WCAG AA: Fail; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Fail; WCAG AAA: Fail; The five boxing wizards jump quickly.	WCAG AA: Fail; Text Input

15 Accessibility – WebAIM Tool

Light Green
HEX 9FD5B3

Foreground	Contrast Ratio	Background	Normal Text	Large Text	Graphical Objects and User Interface Components
Light Green HEX 9FD5B3	1.66:1 permalink	White HEX FFFFFF	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Light Green HEX 9FD5B3	2.1:1 permalink	Spirit Green HEX 279989	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Light Green HEX 9FD5B3	6.6:1 permalink	City Green HEX 004445	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input
Light Green HEX 9FD5B3	6.76:1 permalink	Rise Blue HEX 1D3A6B	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input
Light Green HEX 9FD5B3	1.05:1 permalink	Accent Yellow HEX FEB70D	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Light Green HEX 9FD5B3	12.64:1 permalink	Black HEX 000000	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input

15 Accessibility – WebAIM Tool

Accent Yellow
HEX FEB70D

Foreground	Contrast Ratio	Background	Normal Text	Large Text	Graphical Objects and User Interface Components
Accent Yellow HEX FEB70D	1.75:1 permalink	White HEX FFFFFF	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Accent Yellow HEX FEB70D	1.99:1 permalink	Spirit Green HEX 279989	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Accent Yellow HEX FEB70D	6.27:1 permalink	City Green HEX 004445	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input
Accent Yellow HEX FEB70D	1.05:1 permalink	Light Green HEX 9FD5B3	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail Text Input
Accent Yellow HEX FEB70D	6.41:1 permalink	Rise Blue HEX 1D3A6B	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input
Accent Yellow HEX FEB70D	11.99:1 permalink	Black HEX 000000	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass Text Input

WebAim.org

15 Accessibility – WebAIM Tool

White
HEX FFFFFF

Foreground	Contrast Ratio	Background	Normal Text	Large Text	Graphical Objects and User Interface Components
White HEX FFFFFF	11.23:1 permalink	Rise Blue HEX 1D3A6B	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
White HEX FFFFFF	3.49:1 permalink	Spirit Green HEX 279989	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
White HEX FFFFFF	10.97:1 permalink	City Green HEX 004445	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
White HEX FFFFFF	1.66:1 permalink	Light Green HEX 9FD5B3	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input
White HEX FFFFFF	1.75:1 permalink	Accent Yellow HEX FEB70D	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input
White HEX FFFFFF	21:1 permalink	Black HEX 000000	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input

15 Accessibility – WebAIM Tool

Black
HEX 000000

Foreground	Contrast Ratio	Background	Normal Text	Large Text	Graphical Objects and User Interface Components
Black HEX 000000	21:1 permalink	White HEX FFFFFF	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
Black HEX 000000	6:1 permalink	Spirit Green HEX 279989	WCAG AA: Pass WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
Black HEX 000000	1.91:1 permalink	City Green HEX 004445	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input
Black HEX 000000	12.64:1 permalink	Light Green HEX 9FD5B3	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
Black HEX 000000	11.99:1 permalink	Accent Yellow HEX FEB70D	WCAG AA: Pass WCAG AAA: Pass The five boxing wizards jump quickly.	WCAG AA: Pass WCAG AAA: Pass **The five boxing wizards jump quickly.**	WCAG AA: Pass ★ Text Input
Black HEX 000000	1.86:1 permalink	Rise Blue HEX 1D3A6B	WCAG AA: Fail WCAG AAA: Fail The five boxing wizards jump quickly.	WCAG AA: Fail WCAG AAA: Fail **The five boxing wizards jump quickly.**	WCAG AA: Fail ★ Text Input

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 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.

City of Detroit Logo

Download assets at **detroitmi.gov/styleguide**. File options include EPSs, PNGs, and SVGs

CoD_Spirit

CoD_Spirit_Outlined

CoD_Spirit_REV

Rise Higher Logo

Download assets at **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**. 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**. File options include EPSs, PNGs, and SVGs

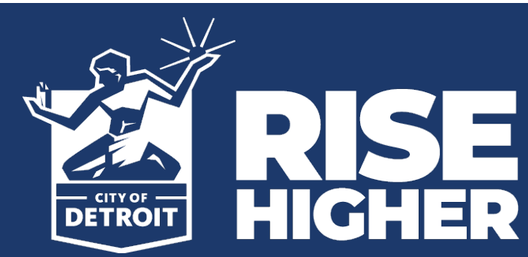
CoD_RH_Horz_BW

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