

# CITY OF DETROIT LOGO USAGE GUIDELINES



For any questions regarding the City of Detroit logo usage guidelines,  
please email [brand@detroitmi.gov](mailto:brand@detroitmi.gov).



# CITY OF DETROIT LOGO USAGE GUIDELINES

## THIS IS THE PRIMARY LOGO AND TAGLINE LOCKUP.

- Full color should be used when possible unless cost or production limitations apply.
- Proper clear space surrounding the logo should be used at all times. Please see below for reference.
- EPS files should be used whenever possible, as they are the highest-quality files provided.
- PNG files are used for digital ONLY.



*CityofDetroit\_Logo\_4C.eps*



**Rising Together**

*CityofDetroit\_Logo\_tagline\_4C.eps*

## Proper Resizing of the Logo

When resizing the logo, the original proportions of the logo should not be altered in any way.



**Proper Proportions**



**Improper Proportions**



# CITY OF DETROIT LOGO USAGE GUIDELINES

## 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.



**Minimum Use**  
(0.65"/47 pixels in height)



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Color Palette

The consistent use of these three shades of green as our color palette reinforces the City of Detroit design identity.



**CMYK**  
92 53 61 45

**RGB**  
0 68 69

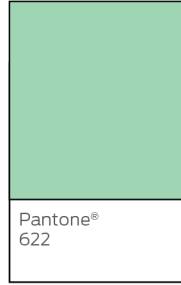
**HEX**  
0044 45



**CMYK**  
79 19 53 2

**RGB**  
39 153 137

**HEX**  
279989



**CMYK**  
38 0 37 00

**RGB**  
159 213 179

**HEX**  
9fd5b3



# CITY OF DETROIT LOGO USAGE GUIDELINES

The following pages provide additional logo formats to be used accordingly. Please follow the guidelines below to determine the proper file-type usage.

## File types and usages – PRINT

### Full-Color (CMYK) EPS

For use in all printed materials including, but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all four-color print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

### 3-Color (Spot-Color) EPS

For use in spot-color print applications where full color cannot be used due to cost or production limitations.

### Grayscale EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

### Flat-Black EPS

For use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

### Flat-White EPS

For use in print applications on dark backgrounds.

## File types and usages – DIGITAL/VIDEO

### Full-Color (RGB) PNG

For use in Web, video, social media applications, and digital presentations whenever possible. Every effort should be made to use this logo in digital/video environments. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

### 1-Color (RGB) PNG

For use in Web and social media applications, and digital presentations on backgrounds where full color cannot be used.

### Grayscale (RGB) PNG

For use in Web and social media applications, and digital presentations on backgrounds where full color cannot be used.

### Flat-Black (RGB) PNG

For use in Web and social media applications, and digital presentations on light backgrounds where full color cannot be used.

### Flat-White (RGB) PNG

For use in Web and social media applications, and digital presentations on dark backgrounds where full color cannot be used.



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Primary Logo and Tagline Lockup – PRINT

### Full-Color (CMYK) EPS

The primary (Full-Color, EPS) logo is to be used whenever possible. Every effort should be made to use this logo on all four-color print pieces. For consistency throughout communications, the logo + tagline units have been provided as high-resolution art assets and should not be re-created.



CityofDetroit\_Logo\_4C.eps











**Rising Together**

CityofDetroit\_Logo\_tagline\_4C.eps

## Primary Logos and Tagline Lockup Usage – PRINT

For use in print applications where full-color cannot be used due to cost or production limitations.

3-Color (Spot-Color) EPS	Grayscale EPS	Flat-Black EPS	Flat-White EPS
 <p>CityofDetroit_Logo_3S.eps</p>	 <p>CityofDetroit_Logo_KHt.eps</p>	 <p>CityofDetroit_Logo_K.eps</p>	 <p>CityofDetroit_Logo_Rv.eps</p>
 <p><b>Rising Together</b></p> <p>CityofDetroit_Logo_tagline_3S.eps</p>	 <p><b>Rising Together</b></p> <p>CityofDetroit_Logo_tagline_KHt.eps</p>	 <p><b>Rising Together</b></p> <p>CityofDetroit_Logo_tagline_K.eps</p>	 <p><b>Rising Together</b></p> <p>CityofDetroit_Logo_tagline_Rv.eps</p>



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Primary Logo and Tagline Lockup – DIGITAL/VIDEO

### Full-Color (RGB) PNG

PNG format is the recommended format to provide a transparent background for the logo. All logos are also available in JPEG format. JPEGs have an embedded white background within the file. For consistency throughout communications, the logo + tagline units have been provided as high-resolution art assets and should not be re-created.



CityofDetroit\_Logo\_RGB.png




**Rising Together**

CityofDetroit\_Logo\_tagline\_RGB.png

## Primary Logos and Tagline Lockup Usage – DIGITAL

For use in Web and social media applications, and digital presentations on backgrounds where full color cannot be used.

Grayscale PNG	Flat-Black PNG	Flat-White PNG
 <p data-bbox="139 1457 370 1482">CityofDetroit_Logo_KHt.png</p>	 <p data-bbox="464 1457 695 1482">CityofDetroit_Logo_K.png</p>	 <p data-bbox="805 1457 1024 1482">CityofDetroit_Logo_Rv.png</p>
 <p data-bbox="188 1730 318 1755"><b>Rising Together</b></p> <p data-bbox="123 1776 383 1801">CityofDetroit_Logo_tagline_KHt.png</p>	 <p data-bbox="513 1730 643 1755"><b>Rising Together</b></p> <p data-bbox="448 1776 708 1801">CityofDetroit_Logo_tagline_K.png</p>	 <p data-bbox="837 1730 967 1755"><b>Rising Together</b></p> <p data-bbox="789 1776 1049 1801">CityofDetroit_Logo_tagline_Rv.png</p>



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Clear Space When Including Department Information

As discussed previously, the City of Detroit logo must be surrounded by at least a minimum area of clear space. When adding department information, there will need to be the same clear space around the entire unit. Also, when creating new versions, there should be an equal amount of clear space between the last letter and the end of the box containing the information. This clear space is indicated by the x-unit below. The x-unit is based on the height of the space containing "Detroit."

## Additional Department Logos

To create additional department versions, start with the logos listed below on the right and adjust the box and clear space that is located within the Illustrator working files.



CityofDetroit\_AdmServ\_4C.eps

## Working Files

Pick up these files to make additional department logos.



CityofDetroit\_TypewDepartment\_4C\_WK.ai



CityofDetroit\_BSEandE\_4C.eps



CityofDetroit\_TypewDepartment\_3S\_WK.ai



CityofDetroit\_HealthServ\_4C.eps



CityofDetroit\_TypewDepartment\_K\_WK.ai



CityofDetroit\_Rec\_4C.eps





# CITY OF DETROIT LOGO USAGE GUIDELINES

\*Note that these fonts are only used for the City logo. For all other purposes Montserrat Google font is used.

## Fonts

### Kievit

#### Logo Font and Headlines

Kievit Black font is used in the logo and should be used for headlines as well.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Kievit - Black*

#### Subheads

Kievit Bold should be used in subheads.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Kievit - Bold*

**Note that these fonts are only used for the City logo**

### Benton Sans

#### Body Copy

Benton Sans should be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890;:’?!”=+

*Benton Sans - Book*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890;:’?!”=+**

*Benton Sans - Medium*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890;:’?!”=+**

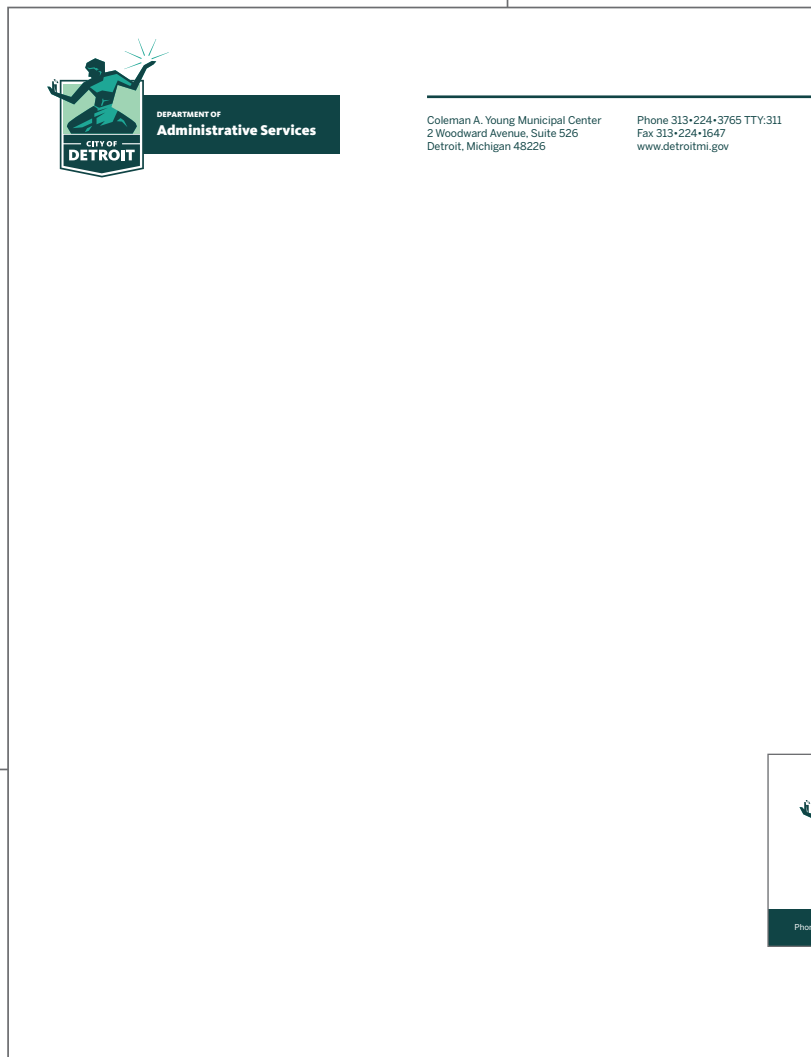
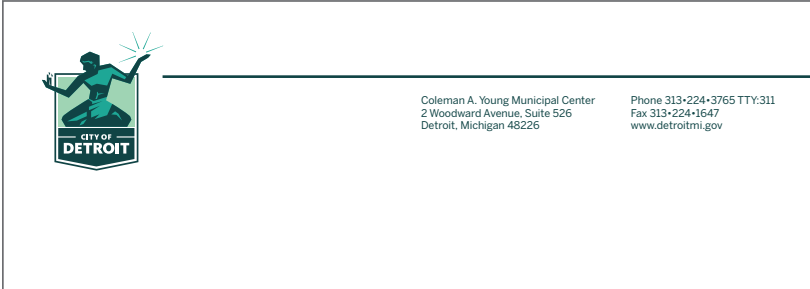
*Benton Sans - Bold*



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Stationery

### Letterhead, Business Card Samples



# CITY OF DETROIT LOGO USAGE GUIDELINES

## Usage Examples

### Park Sign Mockup, ID Card Samples

