# Colors

## Primary

**City Green**
#1A7A4A
RGB 26,122,74
CMYK 78,0,39,52

**Light Gray**
#F2F2F2
RGB 242,242,242
CMYK 0,0,0,5

**Spirit Green**
#0C6E3A
RGB 12,110,58
CMYK 89,0,47,57

**Accent Yellow**
#FFC107
RGB 255,193,7
CMYK 0,24,97,0

**Pure Green**
#00A651
RGB 0,166,81
CMYK 100,0,51,0

**Near Black**
#1A1A1A
RGB 26,26,26
CMYK 0,0,0,90

# Typography

Aa

Montserrat
**Black**
**Bold**
Light Italic
Light

# HEADING 1
**Montserrat, Black, 40 px**
Text color: Near Black

## HEADING 2 - Block Title
**Montserrat, Black, 24 px**
Text color: Near Black

### Heading 2
**Inter, Black**
Text color: Near Black

#### Heading 3
**Inter, Bold**
Text color: Near Black

##### Heading 4
**Inter, Bold**
Text color: Near Black

###### HEADING 4 - Government Title
**Inter, Uppercase, Black**
Text color: Near Black

**Heading 5**

**Heading 6**

**Content Copy** Text in the body should use Bold Montserrat Light font. Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Hyperlinks

**Default State**
Text color: Near Black
Text color: Near Black
Underline, 1px, solid Near Black

**Hover State**
Text color: Near Black
Text color: White
Background color: City Green

# Buttons

## Action Buttons

Text color: White
Text in all caps, Inter, Bold
Left/right padding: 24 px
Top/bottom padding: 12 px
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Text size: 14 px
Line height: 20 px
Text weight: Bold
Text transform: Uppercase

**PET THIS CAT**
Text color: White
Text in all caps, Inter, Bold
Left/right padding: 24 px
Top/bottom padding: 12 px
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Text size: 14 px
Line height: 20 px
Text weight: Bold
Text transform: Uppercase

**Default State**
Icon should be from FontAwesome (see iconography section)

Icon size: 16 px x 16 px (one size is smaller, the largest size should be 40 px x 40 px; the cat is 16 px W x 16px H)

Heading: Montserrat Black, Uppercase, 16px, Near Black, arrow is FontAwesome angle-right
Description: Montserrat Light, Sentence case, 14px, Near Black, 12px padding from heading

**Hover State**
Background: Pale Green

Heading: Montserrat Black, Uppercase, 16px, City Green
Description: Montserrat Light, Sentence case, 14px, City Green, 12px padding from heading

## More Buttons

Text color: Near Black (or White, if a dark fill)
Text in all caps, Inter, Bold (or Light, if a dark fill)
Text size: 14 px
Line height: 20 px
Text weight: Bold (or Light, if a dark fill)
Text transform: Uppercase

**Read More** - Button should be in line with the text, or in a separate page.

**READ HERE** / **READ HERE** - Text color: Near Black, Text size: 14 px, Text weight: Bold

**Default State**
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: White
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: White
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

**More Hover/Events** - Button used to link to more news and events page

**MORE NEWS** / **MORE EVENTS** - **Default State**: Montserrat Black, Uppercase, 16px, Near Black, arrow is FontAwesome angle-right

**Hover State**: Montserrat Black, Uppercase, 16px, 10% Black, background is City Green

**More Week** - See SEOUL

**Default State**: Montserrat Black, 24px, Near Black, Border: 8px solid Near Black, Padding: 10px 40px, arrow: FontAwesome angle-right

**Hover State**: Montserrat Black, 24px, City Green, Border: 8px solid City Green, Padding: 10px 40px, arrow: FontAwesome angle-right

# Tags

Tags are used to show the relationship to different sections of the website (linked or show the type of content (not linked).

**Default State**: Montserrat Black, 12px, White, background is City Green

**Hover State**: Montserrat Black, Uppercase, 12px, City Green, background is Pale Green, only used if tag has a hyperlink

# Alerts

Alerts are used to display temporary important information

Text color: Near Black, Text size: 14 px, Text weight: Bold, Text alignment: Center, Left/right padding: 24 px, Top/bottom padding: 12 px, Corner radius: 4 px, Text spacing: 1 px, Line height: 20 px, Text transform: Uppercase

Text color: White, Text size: 14 px, Text weight: Bold, Text alignment: Center, Left/right padding: 24 px, Top/bottom padding: 12 px, Corner radius: 4 px, Text spacing: 1 px, Line height: 20 px, Text transform: Uppercase

Text color: Near Black, Text size: 14 px, Text weight: Bold, Text alignment: Center, Left/right padding: 24 px, Top/bottom padding: 12 px, Corner radius: 4 px, Text spacing: 1 px, Line height: 20 px, Text transform: Uppercase

# Form Styles

NAME
DEPARTMENT
PURPOSE
APPLY

## White Background

**Labels**
Montserrat Black, Near Black, 14px, Uppercase

**Text Fields**
Montserrat Light, 14px, Near Black
Border: 1px solid City Green
Padding: 21px 12px

**Buttons**
Text color: Near Black, 14px, Near Black
Corner radius: 4 px
Text spacing: 1 px
Text weight: Bold
Text transform: Uppercase
Text size: 14 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: White
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

## Green Background

**Labels**
Montserrat Black, Near White, 14px, Uppercase

**Text Fields**
Montserrat Light, 14px, Near Black
Padding: 21px 12px

**Buttons**
Text color: Near Black, Near White, 14px
Corner radius: 4 px
Text spacing: 1 px
Text weight: Bold
Text transform: Uppercase
Text size: 14 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

# Images

## Hero Images

**Dimensions**
Hero image should zoom to 75 smaller screens. It is recommended that Desktop is maintaining. Typically, heros images are used for Department home pages.

## Embedded Images

**Landscape:**
Recommended width: 1170px
Recommended Landscape Aspect Ratio: 16:9 (1.77)
Ex: 1170x658px

The image will scale down to fit smaller screens. If the image is smaller than recommended, it should be centered.

**Portrait:**
Combine using square images, possibly 3 or 4 in row, similar to Profile Images

## Profile Images

**Dimensions**
Rectangle, square

Border Radius: 50%

Ideally used for City Council, Mayor's Office, Boards and Commissions

When listed in a view, profile images become clickable, linking to the chosen council/member page

Hover State
Crayola/Black and White

## Special Contacts

**STAFF**

**Dimensions**
Rectangle, square
Border Radius: 50%

Currently used on Planning and Development Department's Staff Directory, but could be used on Employee Directory

## Full Width Images

**Recommended width:**
1170px

Or screens larger than 1170px, these images will remain 1170px wide and will be centered.

Used mostly in Department Highlight Sections

# Embedded Content

Used throughout of the website for embedding existing content - content types like contacts, locations, documents, etc.

**CONTACTS**

Name
Title or Group
Phone Number(s)
Email Address (Select 4 with Priority Order Second, 3rd and 4th Optional)
Image (Optional)

**Do you have an overflow or sewer backup?**

Text: Call 313-267-8000 or 313-267-7961

**Sidebar, walk contacts**

**Embedded phone number**

## Claim Form Instructions:

Text: Download, print, and fill out the form below. Complete all fields and sign in ink and complete the legal.
Mail the completed and signed form in entirety and supporting documents to the address below. Keep a copy for your records.
Contact the Claims Division at 313-267-8000 if you have questions.

**Embedded document**

**Embedded location**

**Embedded set of locations**

**Embedded personal contact info**

**Fire Hydrant Use FAQ**

- What is this for?
- If customers need a water source for construction, demolition, and dust control for other purposes, DWSD recommends using a Temporary Water Connection or public hydrant, or at an other water storage tank. If these water sources are not available or are prohibitively expensive, DWSD may allow the use of a fire hydrant meter. Fire hydrant meters are available for purchase or rental from DWSD. The permit will continue for the duration of the construction or demolition or until DWSD determines that the permit will continue for longer than 30 days.
- What is wasy?
- What do customs needed to be submitted?
- What applications are fees are required?
- How long will it take?

Text: Fire Hydrant Use FAQ

Text size: 14 px
Text weight: Bold
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

# Embedded of Map Embed

Maps are used to provide and embed an interactive map. Ideally used in conjunction with a page that provides more information, such as a page that provides information about the Department's Office Locations.




# FAQs

FAQ accordions are used throughout of the website

Questions have "Frank Assessment" checkmark dates.
Text: 14 px, Montserrat Bold, Uppercase, 0.1 letter
content: 30/70
margin right: 5px

Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

# Tables

Most of the tables on the website are Bootstrap Striped

**Medical Plans**

| | |
|---|---|
| Blue CrossBlue Shield Community Blue HMO | 1-877-258-2583 |
| BCBSM 24-Hour Nurse Line | 1-800-775-2583 |
| Health Alliance Plan (HAP) | 1-313-872-8000 |
| HAP 24-hour Nurse Line | 1-800-682-4667 |
| PCP Finder (Blue Care Network) | 1-800-662-5267 |

**Pharmacy**

| | |
|---|---|
| CVS Caremark | 1-855-687-9611 |

**Dental Plans**

| | |
|---|---|
| Blue CrossBlue Shield Traditional Plus | 1-800-626-8910 |
| Delta Dental Plans | 1-800-765-6003 |
| Golden Dental Plans | 1-800-651-9916 |

**Flexible Spending Account Administrator**

| | |
|---|---|
| Sisco Benefit Solutions | 1-800-669-1539 |

**Vision Plans**

| | |
|---|---|
| Heritage Vision Plans | 1-800-232-2020 |

| | |
|---|---|
| www.bcbsm.com | |
| www.hap.org | |
| www.bcbsm.com | |
| www.cvsmark.com | |
| www.bcbsm.com/blueselect | |
| www.delta.com | |
| www.goldendentalplans.com | |
| www.siscobenefits.com | |
| www.heritagevision.com | |

# Videos

**VIDEO PLAYLIST**



Videos attached to departments are separated into a playlist

# Office Directory

Text size: 14 px
Text weight: Bold
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

## COUNCIL OFFICE DIRECTORY

Table should be a maximum of 3 role across.

Name: 16px, Montserrat Black, Uppercase
Position: 16px, Montserrat Light
Contact Info: 16px, Montserrat Light/Typewriter

**Kenyetta Coleman**
Chief of Staff
313-224-4183
kcoleman@detroitmi.gov

**Jalen Smith**
Director of Operations
313-224-4183
jsmith@detroitmi.gov

**Jessica Jones**
Director of Communications
313-224-4183
jjones@detroitmi.gov

**Alicia Jackson**
Director of Legislative Affairs
313-224-4183
ajackson@detroitmi.gov

**Jessica Sanders**
Director of Legislative Affairs
313-224-4183
jsanders@detroitmi.gov

**Ed Gardner**
Director of Legislative Affairs
313-224-4183
egardner@detroitmi.gov

**Paula Hall**
Director of Legislative Affairs
313-224-4183
phall@detroitmi.gov

**Adam Hyatt**
Director of Legislative Affairs
313-224-4183
ahyatt@detroitmi.gov

# Department Notices

Text size: 14 px
Text weight: Bold
Text color: Near Black
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px
Text color: White
Text in all caps, Inter, Bold
Text size: 14 px
Text weight: Bold
Text transform: Uppercase
Text spacing: 1 px
Text alignment: Center
Corner radius: 4 px
Line height: 20 px
Left/right padding: 24 px
Top/bottom padding: 12 px

**Inline with Content** - Horizontal Black, Pale Green, Background, City Green, Slider of Height and Width of Underlying

The Detroit Health Department's mission is to work in partnership with Detroiters to protect and promote their health, well-being, safety and quality life. We work to recognize and address public health need with exceptional leadership, policies, programs and services.

**The Detroit Health Department Administration Offices will be closed during the Holiday Season starting Monday, December 24, 2018 and reopen on Wednesday, January 2, 2019 at 8:00am.**

The Director of Communications, Tanisha Ashford will be out of the office Wednesday, December 12, 2018 and will return on Thursday, January 3, 2019. For urgent media matters, contact John Roach at the Mayor's office roach@detroitmi.gov 313-224-1807 or Dea Rivas at drivas@detroitmi.gov 313-481-1401.

**Full-width Highlight** - Text is a slow, entire width of the department page. Title: 110, Pale Green, line height, Size, text-align: center, Text color: Background, City Green, Supported, Background, Black, Uppercase, Bold

## Mayor's Office Statement on DPSCD School Water Testing

We are in a response of the agency to the Mayor's Office Statement on DPSCD School Water Testing. Mayor's Office is working to provide information and resources to DPSCD and its students and families. Mayor's Office is also actively supporting through the Health Department and the DPSCD Health Office to provide safe drinking water and bottled water to students and families. Mayor's Office is also working with DPSCD to provide information and resources to parents and families. Mayor's Office is also working with DPSCD to provide information and resources to parents and families.

**MORE ABOUT SCHOOL WATER TESTING**