

City of Detroit

# Style Guide

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# About Us

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The City of Detroit is the largest and most populous city in the State of Michigan and is home to over 673,000+ residents. Founded in 1701, Detroit is known for its contributions to various industries from automobiles to the arts.

The City of Detroit's communication focus is to ensure that our message is accessible to all of our residents through various media channels, both traditional and contemporary.

These brand guidelines help provide a template for departments to create their own messaging material with the City's voice and consistency. This will make it easier for our constituents to identify City communications and ensure brand cohesion.



# **One City, For All of Us**

This central principle guides our work. We will continue to build an inclusive city that serves and provides opportunities for all. City employees and departments are responsible for representing this message by leveraging a consistent communications strategy. We must work together to craft policy, communication and services that ensure all Detroiters benefit from the City's success.

# Brand Identity

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/brand/ /i · den · ti · ty/  
[phrase]

1. Brand identity is how a business presents itself to, and wants to be perceived by, its consumers.

## Why Use This Guide?

The more consistent the City makes its communications materials, the more recognizable we will be as a whole. This guidebook gives you the tools to craft things that are unique and yet adhere to the City's overarching identity. This guide takes the guesswork out of design. Simply consult the section you need, take what you can use and apply it to what you are creating.

# Our Voice

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## **TONE**

We speak in a way that directly articulates our ability to answer questions, communicate and educate citizens on opportunities and issues in our city. Constituents should feel like their concerns are our priority. Our tone is sincere, but no-nonsense.

## **LANGUAGE**

We don't use cliches, jargon or overly complex language. We write at a level that all Detroiters can understand.

## **VOICE**

Our voice should be approachable and make readers feel confident in the information we communicate. We should be evaluating if the voice we are using can be understood by all constituents.

## **CREATIVITY & ORIGINALITY**

Detroit is a unique city with many long-standing neighborhoods that each have their own rich history. We try to preserve that originality while also building comprehensive creative that speaks to the needs of the current population, is engaging and breaks with the status-quo.

# Copy Checklist

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1

Is it short and sweet?

2

Is there background information that can be cut?

3

Is the language simple and understandable?

4

Is the message clear and engaging?

5

Can the reader actually use the info?

6

Is there a call to action or links for more info?



# Logo

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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.

- Full color should be used when possible
- Proper clear space surrounding the logo should be used at all times.
- EPS files should be used whenever possible, as they are the highest-quality
- PNG files are used for digital ONLY.
- **The logo should not be edited, stretched, or modified in any way. The proportions should never be altered.**



*The Spirit represents the location of the City headquarters as well as the spirit of our City. "City of Detroit" is a custom spaced type lock-up in a special font. It should not be altered or used without the other elements of the logo.*



*For mobile first concerns or when legibility issues arise, a shieldless Spirit may be used as a stand in for the official city logo.*

# Spacing & Sizing

## 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.

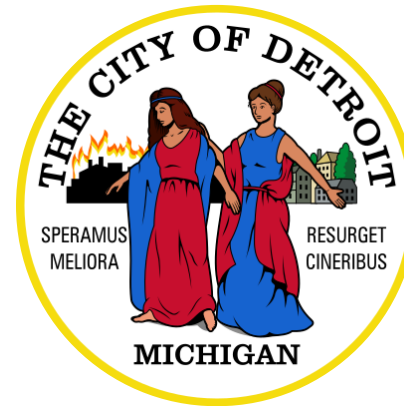
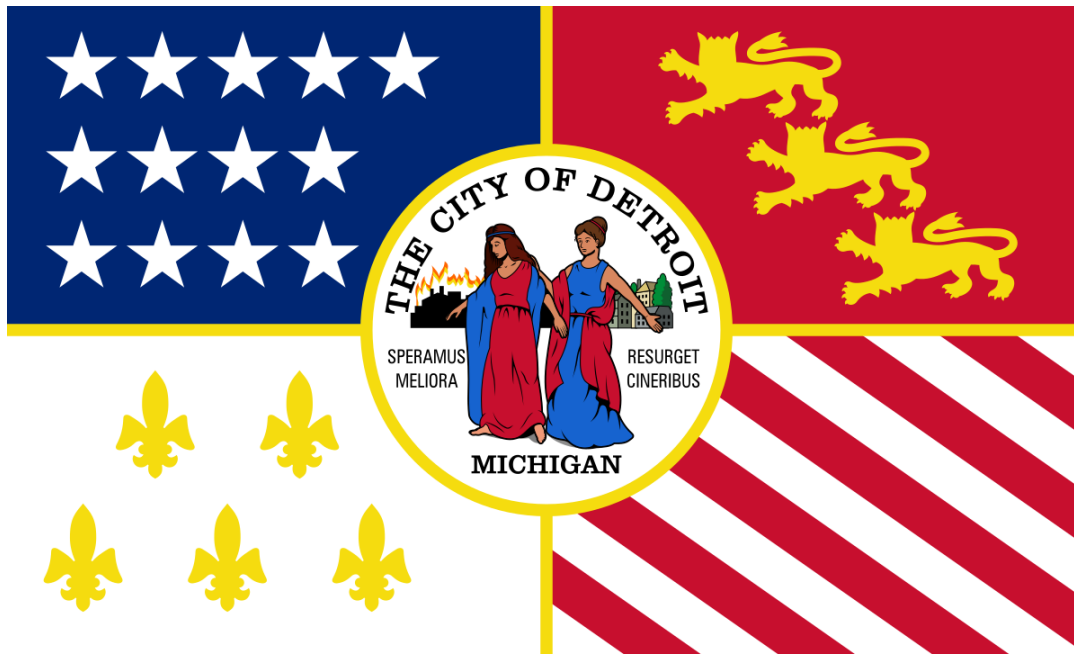


# Usage Guidelines

The logo should be used in four color application whenever possible. For cost concerns when printing, a three color logo has also been provided. Greyscale, black and white logos should be used infrequently. Additionally, using the white logo on top of other colors that are not approved by this style guide is discouraged. Avoiding dark colored backgrounds prevents the need for the white or greyscale logos. Individual departments should not have their own logos and the City logo should not be altered or modified to make a new logo.

<p><b>PRINT</b> All files should be EPS format in CMYK</p>	 <p>Four Color</p>	 <p>Three Color</p>	 <p>Greyscale</p>	 <p>Black</p>	 <p>White</p>
<p><b>DIGITAL</b> All files should be PNG format in RGB</p>	 <p>Four Color</p>		 <p>Greyscale</p>	 <p>Black</p>	 <p>White</p>
<p><b>DEPARTMENTS</b> Individual departments <b>DO NOT</b> have their own logos; this modified logo is what departments should use if they require their own identifier.</p>					

# City Flag & Seal



The City flag is flown outside of City Hall and other City buildings. Its four quadrants pay respect to the nations that formerly governed the City. The Flag Code of the United States should be applied to the Detroit flag, however the national and state flags should supersede the local flag when applicable. The city seal depicts the fire that almost destroyed Detroit in 1805 and the new buildings that came after. The Latin reads “we hope for better things” and “it will rise from the ashes.” The Seal should not be used in place of the city logo. Use of the City seal should be reserved for the City council and for official documents such as proclamations and executive correspondence.

# Color

---

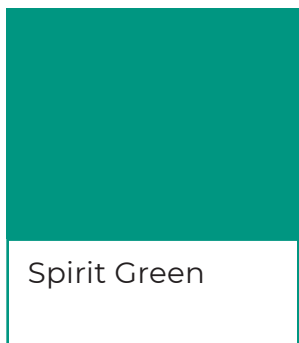
In color theory, green is associated with life, renewal, energy and growth. Green is known to be the most relaxing to the human eye and can trigger feelings of soothing and relaxation. Green is often associated with good, such as “go” or “safe.” The city color palate uses three green shades, along with black and white as it’s primary colors. Understanding how to use color and using it consistently makes for a strong brand identity.



**CMYK**  
100 / 29 / 50 / 61

**RGB**  
0 / 68 / 69

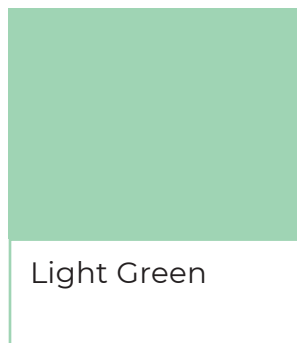
**HEX**  
004445



**CMYK**  
100 / 15 / 63 / 0

**RGB**  
39 / 153 / 137

**HEX**  
279989



**CMYK**  
38 / 0 / 37 / 0

**RGB**  
159 / 213 / 179

**HEX**  
9FD5B3

Primary  
Color  
Palette



Secondary  
Color  
Palette



**CMYK**  
3, 29, 85, 0

**RGB**  
254, 183, 13

**HEX**  
feb70d

**CMYK**  
82, 66, 60, 68

**RGB**  
24, 37, 42

**HEX**  
18252A

**CMYK**  
4, 2, 2, 0

**RGB**  
242, 242, 242

**HEX**  
F2F2F2

Tertiary  
Color  
Palette



**CMYK**  
84, 74, 20, 40

**RGB**  
46, 55, 97

**HEX**  
2e3761

**CMYK**  
65, 87, 40, 25

**RGB**  
95, 53, 90

**HEX**  
5f355a

**CMYK**  
41, 84, 36, 10

**RGB**  
148, 70, 109

**HEX**  
94456c

**CMYK**  
15, 84, 68, 3

**RGB**  
203, 77, 79

**HEX**  
cb4d4f

**CMYK**  
23, 65, 86, 9

**RGB**  
182, 105, 59

**HEX**  
b6683a

**CMYK**  
55, 5, 85, 25

**RGB**  
98, 149, 71

**HEX**  
629547

**CMYK**  
35, 0, 70, 6

**RGB**  
163, 200, 112

**HEX**  
a3c76f

Secondary colors should be used primarily for accents, not as a dominant color. Tertiary colors should only be used for maps or graphics where additional reference colors are needed. **Please do not use the tertiary color palette in standard designs.**

# Typography

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Consistency through typography is a powerful way to make our brand recognizable across departments and platforms. The two main typefaces for the City are Montserrat and Lora. The comparison of a sans serif and serif font provide variety for headlines and body copy. These typefaces can be downloaded from the [Style Guide website](#). Using different or custom fonts is discouraged.

Aa

**MONTERRAT**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+?

**Primary Use**

- Headlines
- Captions
- Body copy (short-form text)

Aa

**LORA**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+?

**Primary Use**

- Body copy (long-form text)
- Subheadlines

Aa

**ROBOTO CONDENSED**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+?

**Exclusive Use**

- Data tables
- Forms
- Spreadsheets

# Typography Specimens

Montserrat Thin  
*Montserrat Thin Italic*

→ Lora Regular  
→ *Lora Regular Italic*

Montserrat ExtraLight  
*Montserrat ExtraLight Italic*

**Lora Bold**  
***Lora Bold Italic***

→ Montserrat Light  
→ *Montserrat Light Italic*

Montserrat Regular  
*Montserrat Italic*

Montserrat Medium  
*Montserrat Medium Italic*

**Montserrat SemiBold**  
***Montserrat SemiBold Italic***

**Montserrat Bold**  
***Montserrat Bold Italic***

**Montserrat ExtraBold**  
***Montserrat ExtraBold Italic***

→ **Montserrat Black**  
***Montserrat Black Italic***

*Arrows indicate the primary weights of the typeface that are most commonly used. Montserrat Light and Light Italic are used for body copy, captions, fine print. Montserrat Black is used for headings and titles. Lora Regular can be used for body copy and Lora Italic for subheadlines. In print applications, Montserrat Regular may be used for body copy for optimal readability.*



## **Headline Styles—Application**

# **HEADLINE 1**

# **Headline 2**

## **SIDEBARS & ADDITIONAL INFORMATION**

### **Sidebars & Additional information**

*Subheadlines are set in Lora Italic*

*Headlines should be in Montserrat Black and may observe either up or down style. Sidebars, additional information, contact panels or calls to action should be set 60% smaller than the headline size in Montserrat Black in either up or down style. Subheadlines are set in Lora Italic at 60% smaller than the headline size. These are general style options for standard size documents. Web applications may vary. Please refer to the City of Detroit Web Style Guide for headline regulations.*

## Accent Lines

# WITH GRID

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*Accent Line Application With Grid: The line should begin at the point where the bounding box of the text begins and extends to the last column in the grid. The line should not extend into the last column or reach the end of the page. For example, this page uses six columns; The line begins where the text begins and ends before it extends to the final column.*

# HEADLINE

---

*Accent Line Application 1: The line begins at the point where the bounding box of the text begins and extends two picas past the end of the text. The line should be one pica below the text.*

## SIDEBARS

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*Accent Line Application 2: The line begins at the point where the bounding box of the text begins and extends two picas past the end of the text. The line should underneath the text, with half of it resting under the text and the other half below.*

## Types of Line

- 5 pt  Solid Yellow Line. The **ONLY** line used for headlines.
- 3 pt  Yellow Line with Arrow. Best for directional uses.
- 1 pt  Near Black Line with Yellow Dot. To refer to other information.

## Headline Styles — Web Application

# HEADING 1

*48 px, uppercase, near black. Used only once as the title of a page.*

## HEADING 2

*40 px, uppercase, near black. Used for permanent section titles.*

## Heading 2

*40 px,, near black. Used for sub-headings in content.*

## Heading 3

*32 px,, near black. Used for variable section titles.*

## Heading 4

*24 px,, near black. Used for variable section titles.*

## HEADING 5 — GOVERNMENT TITLE

*18 px,, uppercase, near black. Used for official titles.*

## Heading 6

**Content copy.** Text in the body should use 16pt Montserrat Light font.

# Photography

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Photography is one of the primary ways to convey a message to the viewer. Good photography can draw someone in and make them engage with your message. Poor photography, images that don't enhance your design or have an unclear message, will actually hurt rather than help. Below are some examples of recommended photography. All of these images can be downloaded from the [Style Guide website](#).

**Note:** Did you notice the filer on the image located on the cover of this style book? This effect is called "multiply" and can be done by using Adobe InDesign and Adobe Photoshop. This type of filter may be applied to hero images but **only** when one of the three City green colors is used and the proper Adobe filter is applied. No other photo filters should be used.



*Candid photos of residents receiving services*



*Images that show neighborhood improvements*



*Long exposure images (roads, QLINE, people mover) show mobility*



*Construction images show progress*



*Candid images that show interaction*



*Images that show how to do something*



*Community and location based images*

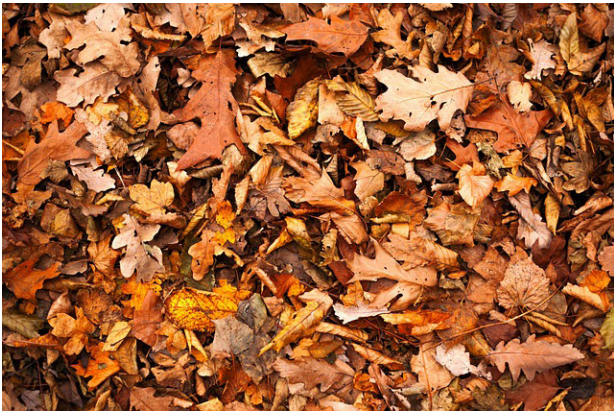


*Beautiful landscape imagery*



*High resolution renderings*

Below are some examples of weaker photography that should be **avoided**.



*Images that tell no story*



*Photos with no diversity*



*Staged photos*



*Abstract images*



*Pixelated images*



*Skyline photos*



*Random locations*

# Photography Checklist

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1

Is the image high quality? Ex. 1080 pixels wide

2

Has it been cropped to show the primary visual interest?

3

Does the photo actually tell the viewer something?

4

Does the image accurately represent our city and citizens?

5

Are we showing the viewer how to do something or receive a service?

6

Is the image representational without being cliché?

# Graphics

Graphic elements can determine if your artwork is going to be taken seriously or not. Be sure to use elements consistent with City style. Use photographs when possible. Graphic elements, such as vectors and icons, should use City colors and have high resolutions. If you need help with graphic elements, reach out to Media Services or the Mayor's Office before creating your own or searching the internet.

## Poor Graphic Elements

Compressed or altered text, shadows, images/shapes rotated at angles, disproportionate city logo, using too many/unapproved colors, illustrations taken from the Internet (especially images with watermarks), outdated graphics with skeuomorphism, gradients

COMPRESSED TEXT



USING  
UNAPPROVED  
COLORS





# Good Graphic Element Examples



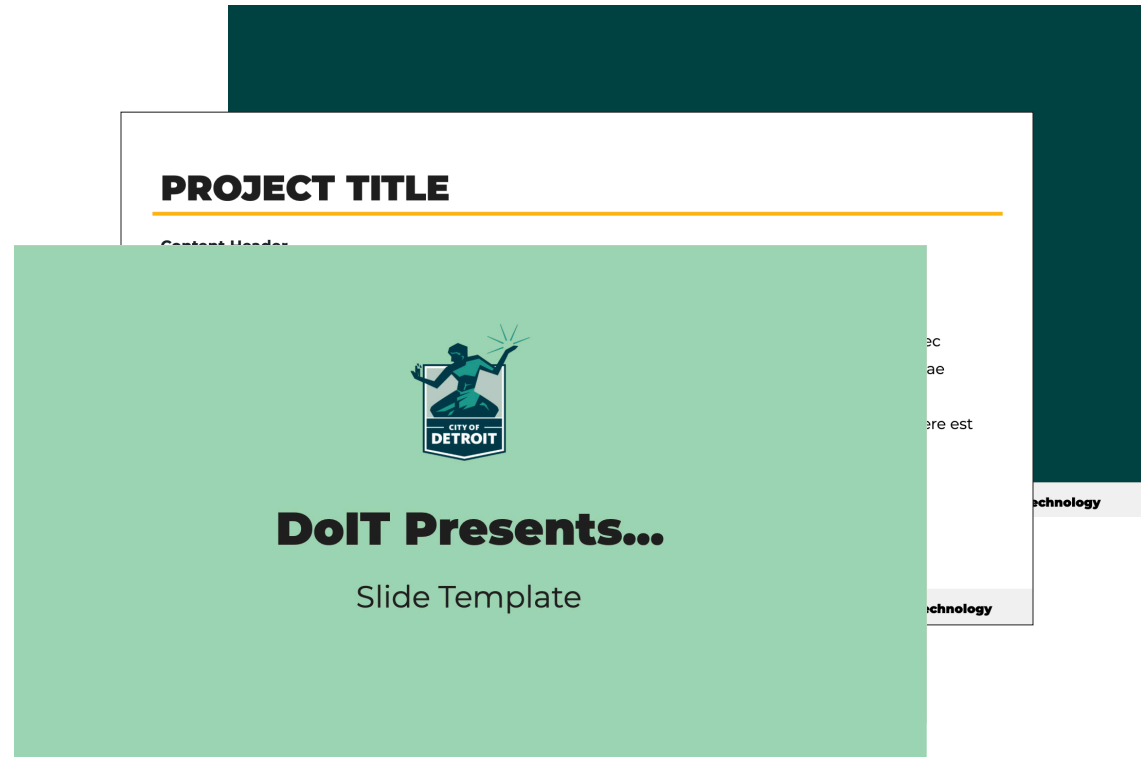
These graphics are called “vectors” which mean they can be scaled as large or small as required without becoming pixelated. The characteristics of City icons and vectors are: one or two colors, flat and non-dimensional, and representational. They also observe City colors. You can download these from the [Style Guide website](#).

# Templates

PowerPoint and Google Slides templates have been created to streamline the look of City presentations across departments. There are also Word document templates for City letterhead and press releases. Templates are the quickest way to eliminate the guesswork in design and align with the City brand. All templates can be downloaded from the [Style Guide website](#).



Word document letterhead templates



PowerPoint slides

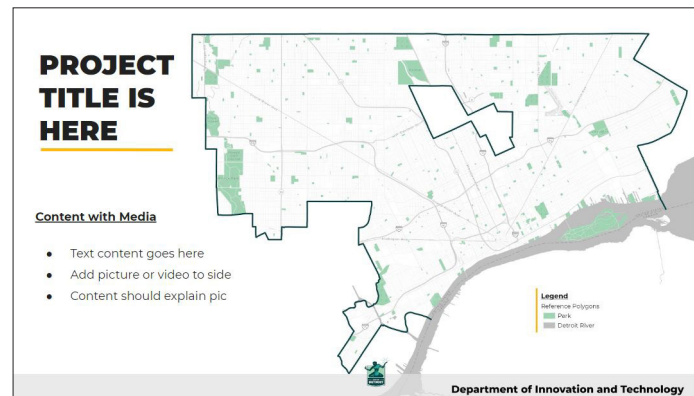
# Maps

Maps can be consumed as stand-alone products, and included within other media. When in other media, they are generally included similarly to other images (photos, etc.), but also require additional care.

1. Include a legend to help aid the user when interpreting the map
2. Avoid manual re-scaling. Changing the scale of a map makes line weights, label sizes, and other page elements illegible or difficult to read.
3. Use GIS resources. The City uses an enterprise Geographic Information System which includes a wide variety of map data that is consumable online and through specialized map production software. Where possible, maps should be created for each intended use with the data, base maps, templates, and map symbologies available in GIS. Please avoid making maps without the aid of GIS software. Public data is available on the city's Open Data Portal. **For questions on how to access and use GIS resources, email [GIS@detroitmi.gov](mailto:GIS@detroitmi.gov).**



Map for print presentation.



Map embedded in a PowerPoint presentation.

# Wayfinding

City wayfinding is currently in the process of being aligned with style practices. Two signage applications are currently in use and may be used as blueprints for additional wayfinding materials. For advice and consent of new wayfinding collateral, email us at [style@detroitmi.gov](mailto:style@detroitmi.gov)



## NOTICE



### LIVERNOIS STREETSCAPE

STREET IMPROVEMENTS  
UNDERWAY!

-  Landscaping
-  Stronger retail districts
-  Left turn lane
-  Wider sidewalks
-  Bike lanes

[WWW.DETROITMI.COM/STREETSCAPES](http://WWW.DETROITMI.COM/STREETSCAPES)

#### Construction Contact

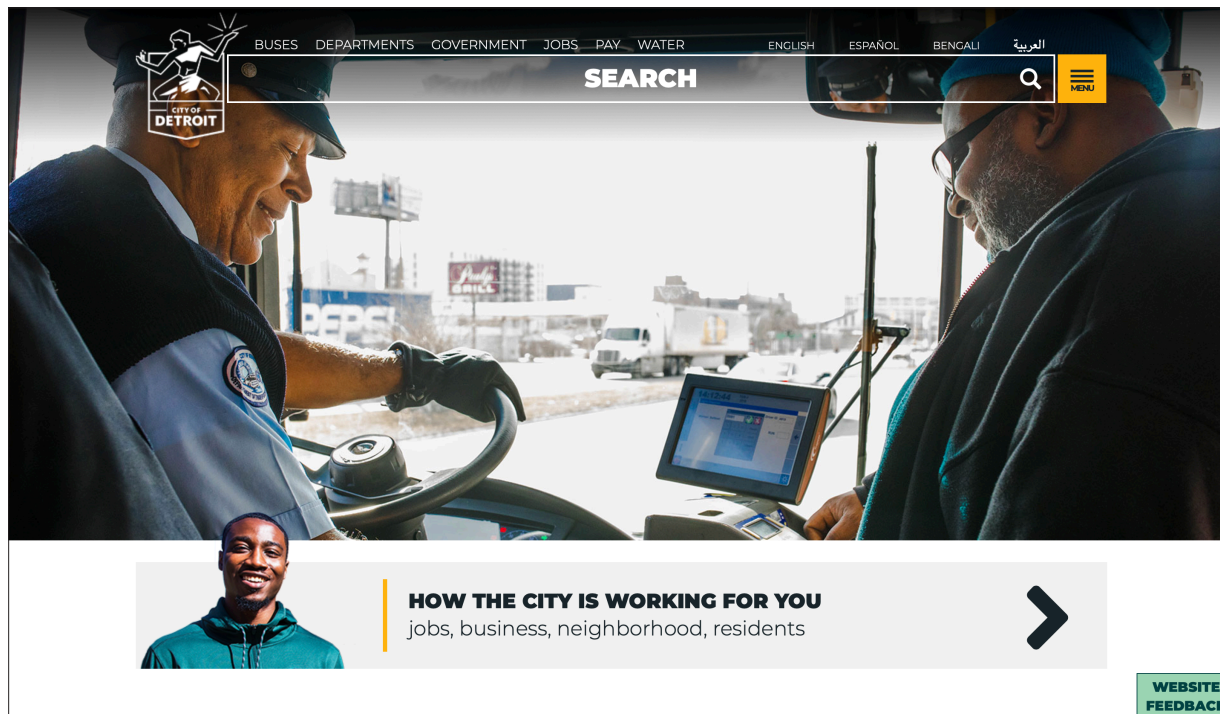
Gustavo Serratos, Project Manager  
[serratosg@detroitmi.gov](mailto:serratosg@detroitmi.gov)  
313-628-0135

#### District Business Liasion

Ammie Woodruff  
[awoodruff@degc.com](mailto:awoodruff@degc.com)  
313-510-8261

# Web Elements

The City Style Guide includes design and layout guidelines for web design, which reflects current applications used on the City website. These web guidelines help ensure consistency across digital city platforms. You can view all current practices in the Web Elements Appendix on page 38 or [online](#).



# Variance

Because there are numerous City departments, each with their own programs and initiatives to promote, the Style Guide Team understands there may be some variance in design. We encourage departments who are looking to add variance to their promotional materials to work through City designers in Media Services, the Mayor's Office or in their own departments to ensure that any design variance is managed by a creative professional. Creating your own specialized design in Microsoft Office or with digital design programs is discouraged. If you are looking to add variance to your design and don't know where to start, you can reach out to [style@detroitmi.gov](mailto:style@detroitmi.gov) for more information.

## Why does variance matter?

- For every design that breaks from the established brand guidelines a *marginal degradation* of the brand takes places.
- This is the process by which every error in design or flaw in user experience contributes to negative perception of the brand in the eyes of the customer/user/consistent.
- Overtime this can lead to distrust between the consumer and the brand and the notion that the brand operates unprofessionally.

**Source:** [uxdesign.cc/what-is-design-debt-and-why-you-should-treat-it-seriously-4366d33d3c89](https://uxdesign.cc/what-is-design-debt-and-why-you-should-treat-it-seriously-4366d33d3c89)

**\*Example:** To create a neighborhood newsletter with a "summer feeling," the designer utilized a brush-stroke typeface for the primary headline. Note that the face is only used once on the page, and is in the Style Guide-approved yellow. This one-time-use typeface helps this issue stand out, without altering the basic structure of the page.

Summer 2019

## The Neighborhoods

DISTRICT 4 EDITION

# SUMMER IN THE CITY

Summer fun is coming to neighborhood parks. Detroit's Parks and Recreation Division will host Mobile Recreation with activities including volleyball, jump rope, horseshoes, cornhole, badminton, soccer, tennis and flag football. It's free for ages 6-14.

- July 17, 10 a.m.-noon, Hansen Playground, 452 Drexel.
- July 20, 11 a.m. -2 p.m., Balduck Memorial Park, 5271 Canyon.
- July 24, 10 a.m.-noon, Dueweke Park, 4975 Sheridan.
- July 31, 10 a.m.-noon, Riverside Park, W. Grand Blvd. at the Detroit River.
- Aug. 7, 10 a.m.-noon, Doan Playground, Prest between Elmira and Orangelawn.
- Aug. 10, 11 a.m.-2 p.m., Littlefield Playfield, Buena Vista and Cherrylawn.

**Have a ball at Senior Friendship Day**

Have a fun day of music, dance, food and entertainment for seniors at the Aretha Franklin Amphitheater. Sponsored by Detroit Parks and Recreation and Detroit Area Agency on Aging, there also will be fitness education and health screening.

July 16, 9 a.m. to 2 p.m., at the Aretha Franklin Amphitheater (formerly Chene Park), 2600 Atwater. RSVP by calling 313-628-4205.

**FCA JOB READINESS EVENTS FOR DETROITERS**

Learn how you can register and get ready to apply through Detroit at Work for a job at Fiat Chrysler's new Detroit plant or auto suppliers like Dakota Integrated Systems. [Page 2](#)

# Accessibility

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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, photosensitivity**, 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 WCAG 2.0 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 2.0 Level AA.

## WCAG 2.0 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.

### Color combinations that pass WCAG AA

Montserrat Regular in Primary Green on White

Montserrat Regular in Near Black on White

Montserrat Regular in Primary Green on Light Green

Montserrat Regular in White on Primary Green

# Asset Bank

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To get access to City logos, fonts and other graphic elements, go to the City Style guide website [detroitmi.gov/styleguide](https://detroitmi.gov/styleguide) to browse and download what you need. From the skyline of the city to the gears pictured on this page, the asset bank has everything you need to start creating.

If you can't find what you're looking for, reach out to the style guide team, Media Services or the Mayor's Office and we may be able to help.

## Style Guide

### City of Detroit Official Style Guide

This compiled guide contains all of the styles used throughout detroitmi.gov including colors, fonts, headings, etc.

## Fonts

### Montserrat

The font used throughout the city website.

## Logo

### Logo Guidelines

Rules about how to properly use the official city logo.

### City of Detroit Logo

Contains the main logo, as well as white, black, and grayscale options, PNG, JPG, in various

*Fonts, Logos, Microsoft Templates and Photos are just a few of the assets that are provided on the asset bank. The page is only accessible if you have the link. All assets are free to use.*



# Appendix

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Select City departments may have some variance in design based on preexisting contracts that provided them custom designs. These allowances are made to enhance a citizens experience with the City and ensure ease-of-use of City services. Variances are not granted based on personal preference.

# BSEED

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## GUIDING PRINCIPLES

- Keep it simple, stick to the style guide
- Think from a customer perspective
- Subtract before adding: can something be removed instead of added to clarify?

## WRITTEN COMMUNICATIONS

Think like the audience to whom you're speaking. Be mindful of each group's different needs and demonstrate that you care. These individual needs will determine your tone. Refrain from the use of lingo and insider references with audiences who are not deeply connected with the BSEED process. For instance, spell out all acronyms and explain terminology.

## COLOR CODING

BSEED forms have been organized into five different groups: building permit forms, business licensing forms, construction and inspection forms, special land use forms, and health forms. To help keep these forms visually connected and organized, they have been color coded. It is important to maintain this color code system to help better identify the various forms in the BSEED process. It is also important to be able to communicate with individuals of all socioeconomic backgrounds. A color coding system is a useful tool to help facilitate communication with individuals in non-verbal manner.



APPENDIX


## BSEED — Identity Mark

BSEED’s development resource center is a part of the City of Detroit, therefore it does not have its own logo, but it does have an identity mark. This is a form of mark that draws from a greater organization’s logo in order to create a custom identifier for a subgroup or department. The identity mark utilizes the Spirit and city font to draw a relationship between BSEED and the City.

*Note: The stacked (vertical) mark should be the primary mark in use. The horizontal mark should be used sparingly.*



# BSEED Quick Start Guide & Letterhead

	STEP 1	STEP 2	WHEN APPLICABLE		STEP 3	STEP 4	STEP 5	STEP 6	RENEW
	<b>Check your zoning.</b> If your proposed use does not match the current zoning, you must apply for a conditional use permit online.	<b>Apply for permits.</b> For a list of permits required for your project, please visit: <a href="http://www.detroitmi.gov/DRC">www.detroitmi.gov/DRC</a>	<b>Apply for Health Dept. approval.</b> Submission package can be picked up from the Detroit Health Department or downloaded from: _____	<b>Schedule Health Dept. inspections.</b> For the fastest approval times, please submit your Health Department permits at the same time as City permits.	<b>Begin construction upon approval of permits.</b> During construction, please post your permits on the exterior of your property. <small>See reverse side for more information.</small>	<b>Schedule City of Detroit inspections.</b> You may request an inspection online at <a href="http://www.detroitmi.gov/DRC">www.detroitmi.gov/DRC</a> or by calling the BSEED construction division.	<b>Apply for a Certificate of Occupancy after inspection.</b> A certificate of occupancy or compliance may be required to open your business and begin operation.	<b>Apply for a business license.</b> Some uses require a business license, but not all. View the list of businesses requiring a license at <a href="http://www.detroitmi.gov/DRC">www.detroitmi.gov/DRC</a>	<b>Open your business, renew annually.</b> Don't forget that a Certificate of Compliance and Licenses may need to be renewed annually.
Divisions are color coded for simple navigation:	ZONING DIVISION	PLAN REVIEW	HEALTH DEPT.	HEALTH DEPT.	CONSTRUCTION	CONSTRUCTION	CONSTRUCTION	BUSINESS LICENSING	
<b>Apply Online</b> <a href="http://www.detroitmi.gov/DRC">www.detroitmi.gov/DRC</a>	✓	✓	✓		✓	✓	✓	✓	✓
<b>Apply In Person</b> Coleman A. Young Municipal Center, Room 434		✓			✓	✓		✓	✓
<b>Submit in E-Plans</b> <a href="http://www.detroitmi.gov/BSEEDPlans">www.detroitmi.gov/BSEEDPlans</a>		✓							
<b>Approval Wait Time</b>	N/A	2-25 DAYS	N/A	7-10 DAYS	N/A	1-5 DAYS	7-10 DAYS	7-10 DAYS	

### CONSTRUCTION PERMIT REFERENCE GUIDE

	MECHANICAL PERMIT	ELECTRICAL PERMIT	PLUMBING PERMIT	ELEVATOR PERMIT	BOILER PERMIT	BUILDING PERMIT
<b>PERMIT PROCESSING WAIT TIME</b>	2-3 DAYS	5-10 DAYS	2-3 DAYS	2-3 DAYS	2-3 DAYS	2-3 DAYS
<b>SUBMISSION REQUIREMENTS</b>	Permits are required for any heating, cooling, gas piping, air distribution or exhaust system, new or alteration.  Mechanical Permit Application Form C-3  Valid State of Michigan Mechanical License  State of Michigan Driver's License	Electrical Permit Application Form C-4  Current and valid City of Detroit Electrical Contractor's License  Business Tax ID Information  Worker's Compensation Insurance Carrier Information  Business MESC Number	Current State of Michigan Contractor's License   Current State of Michigan Master Plumber's License	Elevator Permit Application Form C-1, C-2  State of Michigan Driver's License   Current State of Michigan Elevator Contractor's License  Plans for Installation	The Boiler Division performs two types of inspections, and the basic requirements for each are listed below.  Required for High-Pressure, Low-Pressure over 300 square feet (alternating internal & external) and all equipment installations and repairs  Required for pressure vessels exceeding 50 pound-force per square inch (psi)	Construction drawings by licensed engineer or architect  Complete site plan  Soil erosion and sedimentation control permit (if required) from Wayne County Department of Public Environment, Land Resource Management Division  Copy of the geotechnical investigation and analysis report  <b>ANNUAL</b> <b>ANNUAL</b>



## City of Detroit

### Buildings, Safety, Engineering, and Environmental Department

To Whom it May Concern,

Nis que ressitio. Res aperro et omnimil lestio issundipsam, tem voluptiorum est, ut fugitia ipsa con estem int. Ficipiet officie ndellam ent omnismiam dolut repeleit vit, solum aliquis eumquatur ma doluptaquas aut respelitate sant, quisitam aspelliti solluptaque ligent enis esequi utem que nonsequate endant. Epro tem simi, solent, omnis maximoluptus et, es experum volor rem. Ita volecta liumquiatqui bea conselit accepra lurepermam, te ea doluptur, sus voluptium re earumqui tem aut faceest, occum fugia consequam imus, nost, earumquo omniscid quibus, exceatq uuntur, sero in non nes aliae eossiti aut labori voloreh eniaceptat. Ga. Ut aut volorpore nonsed que nam eic tem que consed maximus eos qui corum volupta tincten imagnam arcinducium fuga. Doles elest, cusda seque velissinto molorer fercimo luptatemo consequae quae paribea nescis del ma aut hit, simus minctint ea nisit miniaspe consequia veria illabor a dolor a expersecto beaqui ullende im excepra qui asse piquae odis mo quam aut modistrum facesti iscilig enderem eos equi sumque volupta plit et, cum quia cuptaes maximilique numquiditas exerssinus erionsequas nosanim inihil ium que parum sedis et volorporema ma porem qui bea vid quo tes et abo. Dendelgent apitistrum aut harupti beribus alitium torent dolum escium qui unto eum experibus et qui qiam que doluptatem. Ut fugia excepre molupta quias aut iustemporit voluptam, similia volore eos id est exname volum nense si am eate quaecturi siti nim eumquas alicaborum explam niens sam doluptur, volorae sequaturi nullicatur ressimu sanimet fugit a aspis cus, coritem. Ita volor si nihil ma experitia ea corempo ritatem acestiunt lautem ra nus perferum nonsequae erum que nust, te cus.

Sincerely,

#### COLOR CODED NAVIGATION

To make your visit to the 4th floor of the Coleman A. Young Municipal Center simple and fast, the print forms, applications, signage, and counters are color coded by division for clarity and ease of navigation.

- Business Licensing
- Construction + Inspection
- Development Resource Center
- Environmental Affairs
- Health Department
- Plan Review
- Property Maintenance
- Special Land Use

#### HELPFUL CONTACTS FOR PERMITTING + LICENSING

Business Licensing	Phone: (313) 224-3179 Email: <a href="mailto:BLCSA@detdetroitmi.gov">BLCSA@detdetroitmi.gov</a>
Construction + Inspection	Phone: (313) 224-3002 Email: <a href="mailto:BSEEDConstruction@detroitmi.gov">BSEEDConstruction@detroitmi.gov</a>
Development Resource Center	Phone: (313) 224-2080 Email: <a href="mailto:dc@detdetroitmi.gov">dc@detdetroitmi.gov</a>
Electronic Plans	Phone: (313) 224-1879 Email: <a href="mailto:ep@detdetroitmi.gov">ep@detdetroitmi.gov</a> Website: <a href="http://www.detroitmi.gov/plans">www.detroitmi.gov/plans</a>
Environmental Affairs	Phone: (313) 471-5115
Detroit Health Department	Phone: (313) 874-4000 2345 E. Jefferson Street Suite 100 Detroit, MI 48207
Food Safety + Service	Phone: (313) 874-0130 Website: <a href="http://www.detroitmi.gov/foodsafety">www.detroitmi.gov/foodsafety</a>
Plan Review	Phone: (313) 224-0297
Property Maintenance	Phone: (313) 426-2451 Website: <a href="http://www.detroitmi.gov/perm">www.detroitmi.gov/perm</a>
Special Land Use	Phone: (313) 224-1317 Email: <a href="mailto:slu@detdetroitmi.gov">slu@detdetroitmi.gov</a>

#### HELPFUL CONTACTS FOR TRADE PERMITS + CONSTRUCTION

Boilers	Phone: (313) 224-3210
Construction	Phone: (313) 224-3002
Electrical	Phone: (313) 224-3228
Elevator	Phone: (313) 224-9401
Engineering	Phone: (313) 224-3930
Fire	Phone: (313) 596-2963
Health	Phone: (313) 874-0130
Mechanical	Phone: (313) 224-0113
Plan Review / Permits	Phone: (313) 224-0297
Plumbing	Phone: (313) 224-3118
Property Maintenance	Phone: (313) 426-2451
Right of Entry	Phone: (313) 426-2459
Signage	Phone: (313) 224-0167
Zoning	Phone: (313) 224-1317

#### NOTES

#### DEVELOPMENT RESOURCE CENTER

The Detroit Development Resource Center is a division of the Buildings, Safety, Engineering and Environmental Department (BSEED) designed to help you get your project to the finish line.

Coleman A. Young Municipal Center  
Room 434  
2 Woodruff Ave.  
Detroit, MI 48226

Hours:  
Monday - Friday  
9:00 AM - 4:30 PM

Phone: (313) 224-2080

#### DEPARTMENT RESOURCE CENTER

CITY OF DETROIT



### QUICK START PERMITTING GUIDE

#### DEPARTMENT RESOURCE CENTER


Coleman A. Young Municipal Center  
Room 434  
2 Woodruff Ave.  
Detroit, MI 48226

Hours:  
Monday - Friday  
9:00 AM - 4:30 PM


Phone: (313) 224-2080

[www.detroitmi.gov/DRC](http://www.detroitmi.gov/DRC)




- 


**Plan Review**  
Buildings, Safety, Engineering, and Environmental Department




**Business Licensing**  
Buildings, Safety, Engineering, and Environmental Department




**Environmental Affairs**  
Buildings, Safety, Engineering, and Environmental Department




**Health Department**  
Buildings, Safety, Engineering, and Environmental Department



**Special Land Use**  
Buildings, Safety, Engineering, and Environmental Department



**Construction & Inspection**  
Buildings, Safety, Engineering, and Environmental Department



**Property Maintenance**  
Buildings, Safety, Engineering, and Environmental Department

APPENDIX

# Detroit Media

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To more accurately represent the services and mission of Detroit's creative operation, the media department has been renamed Detroit Media. Part of this rebrand includes a style guide approved identity mark and new graphic elements for television to match the city style.

## **DETROIT MEDIA MISSION**

Our mission at Detroit Media is to reflect Detroit and be a reflection of Detroit. Quality control is essential to our workflow. Our creative output should fairly and accurately represent what Detroit was, is, and where it's going. Our role in documenting public meetings keeps government open and transparent, and is of utmost importance to Detroit residents. Whether it's audio, visual, printed or online, all media we produce must be done in the spirit of professionalism. As we all play pivotal roles in city government, as well as in the city itself, we must make sure that we work every day to achieve the highest standards.

# Detroit Media Identity Marks



# Detroit Media Lower Third & Color

The lower thirds for City television channels have been streamlined so that each channel bears resemblance to the other. Each channel has its own color to identify its programming. These colors are not permitted for use outside of Detroit Media. An example of a lower third can be seen below.



APPENDIX

# Web Elements

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As the City's web technology continues to improve, more content can be uploaded to our website, creating a central hub of all the resources and information Detroiters need. The UI/UX Elements appendix showcases the current web design features that are currently in use on the City of Detroit page. This appendix should serve as a reference to the design treatment for City webpages.

## CONTENTS

- Hyperlinks
- Buttons
- Tags
- Forms
- Images
- Videos
- Alerts
- Embedded Content, Maps, FAQs, Directories
- Department Notices



# Buttons

---

## Action Buttons

Used to link to actionable items (i.e. fill a form, launch an app, pay a bill) on department pages



### Default State

Icon should be from FontAwesome (see Iconography section)

Size: 60px W x 60px H, if one side is smaller, the largest side should be 60px (ex. this cat is 60px W x 56px H)

Heading: Montserrat Black, Uppercase, 18px, Near Black

Description: Montserrat Light, Sentence case, 14px, Near Black, 10px padding from Heading



### Hover State

Background: Pale Green

Heading: Montserrat Black, Uppercase, 18px, City Green

Description: Montserrat Light, Sentence case, 14px, City Green, 10px padding from Heading

## More Buttons

Used to link to actionable items (i.e. fill a form, launch an app, pay a bill) on department pages

**Read More** - Button used to continue a list on a separate page

**READ MORE >** **Default State** - Montserrat Black, Uppercase, 18px, Near Black, arrow is FontAwesome angle-right

**READ MORE >** **Hover State** - Montserrat Black, Uppercase, 18px, City Green, background is Pale Green

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

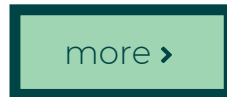
**MORE NEWS >** **Default State** - Montserrat Black, Uppercase, 18px, Near Black, arrow is FontAwesome angle-right

**MORE NEWS >** **Hover State** - Montserrat Black, Uppercase, 18px, White, background is City Green

**More Block** - See BSEED



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



**Hover State** - Montserrat Black, 24px, City Green, Border: 8px solid City Green, Padding: 10px 40px, arrow is 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).

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

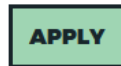
**DEPARTMENT** **Hover State** - Montserrat Black, Uppercase, 12px, City Green, background is Pale Green; only used if tag has a hyperlink

# Form Styles

**NAME** **DEPARTMENT**

**PURPOSE**

**APPLY**



**Button Hover State:**

Montserrat Black, 16px, Near Black, Uppercase  
Border: 3px solid City Green  
Background: Pale Green

## White Background

**Label:**

Montserrat Black, 16px, Near Black, Uppercase

**Text Field:**

Montserrat Light, 14px, Near Black  
Border: 3px solid City Green  
Padding: 21px 12px

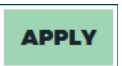
**Button:**

Montserrat Black, 16px, Near Black, Uppercase  
Green Border: 3px solid City Green  
Background: Transparent/White  
Padding: 9px 12px

**NAME** **DEPARTMENT**

**GOVERNMENT**

**APPLY**



**Button Hover State:**

Montserrat Black, 16px, Near Black, Uppercase  
Border: 3px solid City Green  
Background: Pale Green

## Green Background

**Label:**

Montserrat Black, 16px, White, Uppercase  
Height: 46px

**Text Field:**

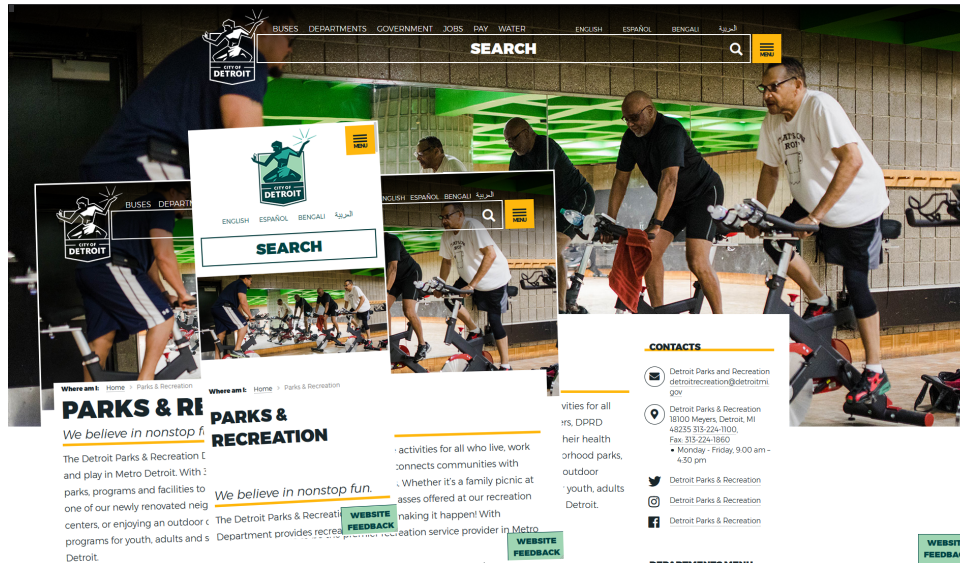
Montserrat Light, 16px, Near Black  
Padding: 6px 12px

**Button:**

Montserrat Black, 16px, White, Uppercase  
Border: 3px solid White  
Background: Transparent/City Green  
Padding: 9px 12px

# Images

## Hero Images



### Dimensions:

1920x835px

The image will scale down to fit smaller screens. It is recommended to show Detroiters interacting. Typically, hero images are used for Department home pages.

## Embedded Images



### Landscape:

Recommended width: 1170px

Recommended Landscape Aspect Ratios:

4:3 - 1170x878px

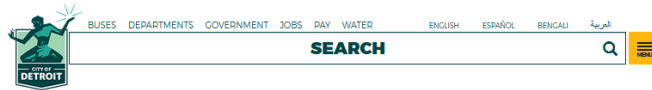
16:9 - 1170x658px

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

### Portrait:

Consider using square images, possibly 3 or 4 in row, similar to Profile Images

# Profile Images



where am i Home > City Council > City Council District 6

## CITY COUNCIL DISTRICT 6



### Raquel Castañeda-López

Raquel Castañeda-López, a lifelong Detroit, made history in November 2013 by becoming the first Latina elected to the Detroit City Council. A social worker by trade, Castañeda-López has over ten years of experience in the non-profit sector and is committed to working for social justice to improve the quality of life for all Detroiters. She developed a strong resident service program,

through grassroots organizing and a mobile office, helping residents and businesses cut through the 'red tape' in order to access services and resources. She is working to ensure Detroiters have a voice on City Council championing policies that promote access, inclusivity and equity.

**Vision:** A Detroit where every voice is valued

**Mission:** Promoting a just and thriving Detroit through community advocacy, public service and inclusive policy

**Values:** Integrity, Equity, Access, Wellness

[Join Email List](#)

#### CONTACTS

Council Member Castañeda-López  
councilmemberraquel@detroitmi.gov

Office 2 Woodward Avenue, Suite 1340 Detroit, MI 48226  
Office: (313) 224-2450  
Fax: (313) 224-1189

Councilwoman Castañeda-López's Community District Office 1927 Rosa Parks Boulevard Suite 110A Detroit, MI 48216 (313) 841-2240  
Monday - Friday 9:00am - 5:00pm

raquelcdetroit

raquelcdetroit

Council Member Raquel Castañeda-López

#### GOVERNMENT MENU

Immigration Task Force  
Council Office Directory  
Mobile Office  
Council Member Bio  
Videos  
Documents  
District Map

#### MEMBERS



Brenda Jones  
PRESIDENT  
CITY COUNCIL PRESIDENT



Mary Sheffield  
PRO TEM  
CITY COUNCIL DISTRICT 5 - PRO TEM



Janeé Ayers  
CITY COUNCIL AT LARGE



James Tate  
CITY COUNCIL DISTRICT 1



Roy McCalister Jr.  
CITY COUNCIL DISTRICT 2



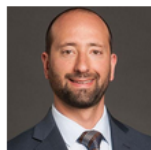
Scott Benson  
CITY COUNCIL DISTRICT 3



André L. Spivey  
CITY COUNCIL DISTRICT 4



Raquel Castañeda-López  
CITY COUNCIL DISTRICT 6



Gabe Leland  
CITY COUNCIL DISTRICT 7

#### Dimensions:

362x362px, square

Border Radius: 50%

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

When listed in a view, profile images become clickable, linking to the chosen councilmember page.

Hover State:  
Grayscale/Black and White

# Special Contacts

## STAFF



Maurice D. Cox  
Director  
Loeb Fellow Harvard Graduate  
School of Design  
(313) 224-1105  
coxmd@detroitmi.gov



Janet Attarian  
Deputy Director  
Master of Architecture University  
of Michigan  
(313) 224-3105  
attarianj@detroitmi.gov



Marc Siwak  
Chief of Staff  
Master of Finance Northeastern  
University  
(313) 224-2170  
siwakm@detroitmi.gov



Tiffany McKinnon  
Executive Assistant  
Bachelor of Business  
Administration Ashford University  
(313) 224-6603  
mckinnont@detroitmi.gov

**Dimensions:**  
200x200px, square  
Border Radius: 50%

Currently used on Planning and  
Development Department and  
Bridging Neighborhoods section

# Full Width Images



**Recommended width:**  
1920px

On screens larger than 1920px, these images  
will remain 1920px wide and will be centered.

Used mostly in Department Highlight  
sections.

### Teens

Detroit believes its most valuable resource is our next generation. That's your Teen advantage of the services, supports and opportunities DECCDC  
Detroit has to offer. Connect today!

Did you know that in Michigan you can see a doctor for STI/HSV testing and treatment and access to contraception without your parents? Let us  
help connect you to a provider near you!

**Want to learn more about options for birth control?**

<https://www.detroitmi.gov/teens>

[Tour the iDecide Detroit Teen Health Center](#)

### Want to find a provider close to you?

[View Provider Map >](#)

### In the Media

- Published on B.L.A.C.
- Published on Michigan Chronicle
- Published on WZZM-TV Channel 10
- Published on WTTW-TV Channel 11

# Videos

## VIDEO PLAYLIST



Videos attached to departments are populated into a playlist

# Alerts

Alerts are used to display temporary important information

Low Emergency Alert This is a test for alerts. Montserrat Light, 16px, white, background is #008E40

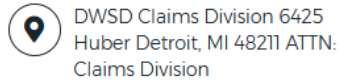
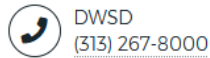
Medium Emergency Alert This is a test for alerts. Montserrat Light, 16px, Near Black, background is Accent Yellow

High Emergency Alert This is a test for alerts. Montserrat Light, 16px, white, background is #D72929

# Embedded Content

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

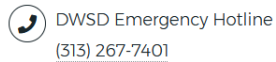
## CONTACTS



**Sidebar, main contacts**

## Do you have an overflow or sewer backup?

Contact the



**Embedded phone number**

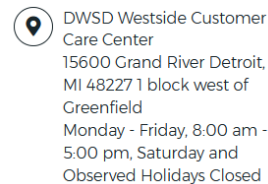
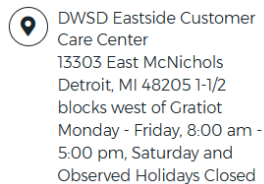
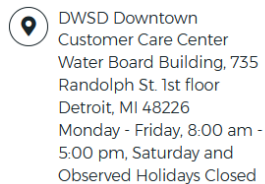
## Claim Form Instructions:

- [DWSD Claim Form](#) and complete on your computer or mobile device then print and sign, or print and complete by hand.
- The claim form must be completed in its entirety and supporting documents must be attached. Failure to provide the required documentation will bar your claim.
- Mail the claim form to:



**Embedded document**

**Embedded location**



**Embedded set of locations**



To provide additional comments please contact:

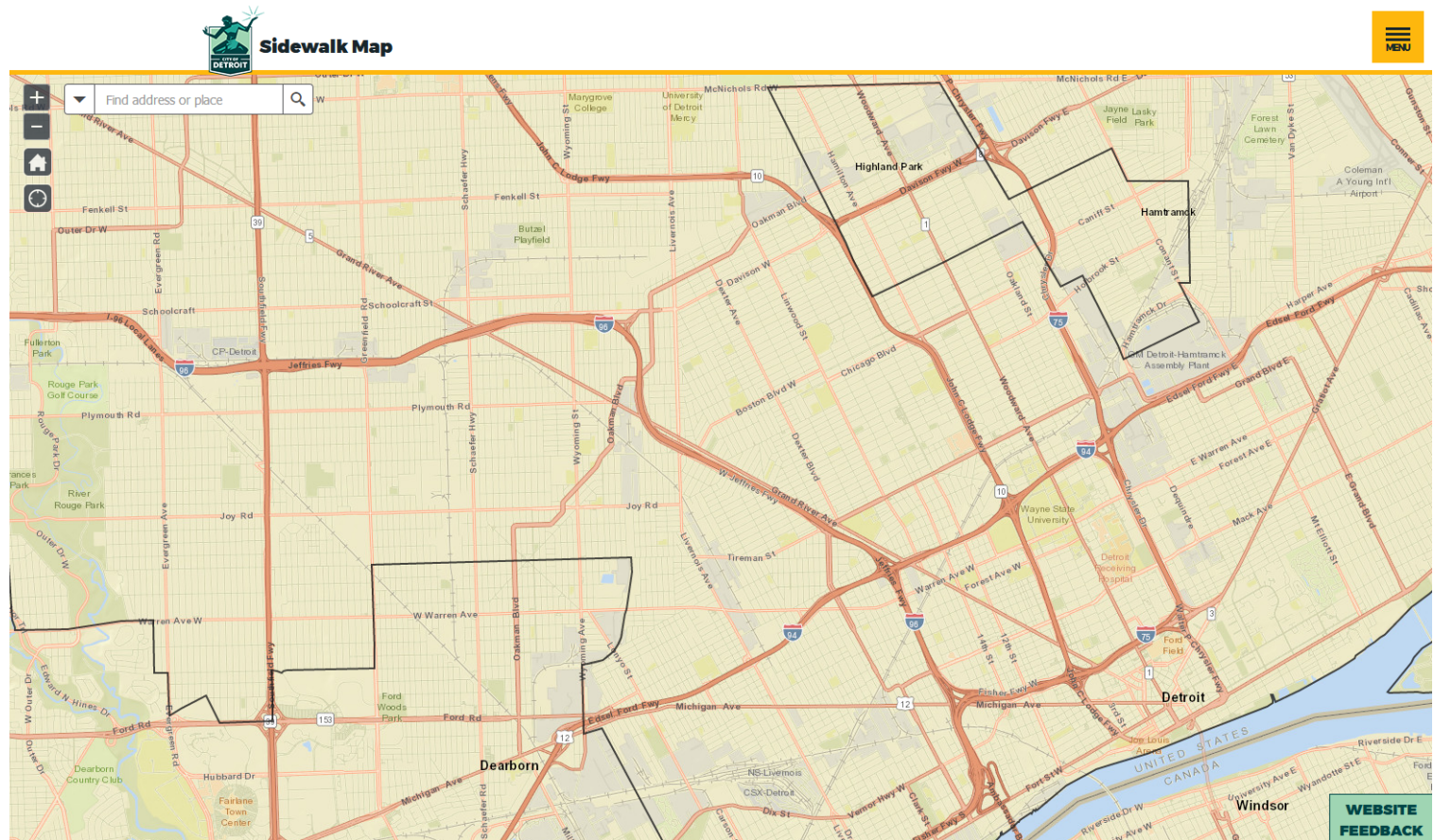


Esther Yang  
Director of Urban Research and Outreach  
(313)224-1279  
yange@detroitmi.gov

**Embedded personal contact info**

## Example of Map Embed

Maps and web applications are embedded on stand alone pages to maximize viewing experience on mobile devices that are around 60% of the website traffic at this time.



# FAQs

FAQ accordions are used throughout of the website.

Questions have "Font-Awesome" chevron-down:  
font: bold 12px "Font Awesome\ 5 Free"  
content: \f078  
margin-right: 5px

Answers are separated from the question with 5px Accent Yellow border, padding: 20px 20px 10px 30px

## Fire Hydrant Use FAQ

▼ What does this mean?

If customers need a water source for construction, demolition, and dust control or for similar purposes, DWSD recommends using a Temporary Water Connection, a water truck, or an on-site water storage tank. If these water sources are not available or are prohibited at your project site and you wish to use a fire hydrant as a temporary water source, you must first obtain a Fire Hydrant Use Permit from DWSD. This permit will authorize the applicant to operate a particular fire hydrant for the purpose of obtaining water on a temporary basis.

▼ When to apply ?

▼ What documents needed to be submitted?

▼ What applications and fees are required?

▼ How long will it take?

## Tables

Medical Plans		
Blue Cross/Blue Shield Community Blue PPO	<a href="tel:1-877-354-2583">1-877-354-2583</a>	<a href="http://www.bcbsm.com">www.bcbsm.com</a>
BCBSM 24-hour Nurse Line	<a href="tel:1-800-775-2583">1-800-775-2583</a>	<a href="http://www.bcbsm.com">www.bcbsm.com</a>
Health Alliance Plan (HAP)	<a href="tel:1-313-872-8100">1-313-872-8100</a> <a href="tel:1-800-422-4641">1-800-422-4641</a>	<a href="http://www.hap.org">www.hap.org</a>
PCP Focus (Blue Care Network)	<a href="tel:1-800-662-6667">1-800-662-6667</a>	<a href="http://www.bcbsm.com">www.bcbsm.com</a>
Pharmacy		
CVS Caremark	<a href="tel:1-855-467-8417">1-855-467-8417</a>	<a href="http://www.caremark.com">www.caremark.com</a>

Most of the tables on the website are Bootstrap Striped

# Office Directory

---

Office directory is used to list staff for a council member or department

## COUNCIL OFFICE DIRECTORY

**Felecia Coleman**  
Community Relations  
(313) 340-2073  
[colemanf@detroitmi.gov](mailto:colemanf@detroitmi.gov)

**Albert Martin**  
Community Relations  
(313) 340-2073  
[martinaf@detroitmi.gov](mailto:martinaf@detroitmi.gov)

**Art Vardiman**  
Community Relations  
(313) 340-2073

**Marjorie Allen**  
Community Relations  
(313) 340-2073  
[allenmaj@detroitmi.gov](mailto:allenmaj@detroitmi.gov)

**DiAnna Solomon**  
Chief of Staff  
(313) 340-2073  
[solomondi@detroitmi.gov](mailto:solomondi@detroitmi.gov)

**Paula Call**  
Administrative Manager  
(313) 224-1435  
[callp@detroitmi.gov](mailto:callp@detroitmi.gov)

**Winfred Blackmon**  
Community Relations  
(313) 340-2073  
[blackmonw@detroitmi.gov](mailto:blackmonw@detroitmi.gov)

**James Sanders**  
Support Specialist  
(313) 224-4535  
[SandersJa@detroitmi.gov](mailto:SandersJa@detroitmi.gov)

**Adam Mundy**  
Senior Policy Analyst  
(313) 224-2050  
[mundya@detroitmi.gov](mailto:mundya@detroitmi.gov)

Table should be a maximum of 3 rows across

Name: 16px, Montserrat Black, Near Black  
Position: 16px, Montserrat Light  
Contact Info: 16px, Montserrat Light, hyperlinks

## Department Notices

---

Department notices are used to more vividly highlight important content on the front of a department page. There are two ways to use department notices, either as a highlight within a paragraph, or as a full highlight section.

**Inline with Content** - Montserrat Black, Pale Green, Background: City Green, 50px of margin and 50px of padding

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

**The Detroit Health Department Administrative 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, Tamekia 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 [roachj@detroitmi.gov](mailto:roachj@detroitmi.gov) 313-244-7857 or Dee Prosi at [prosid@detroitmi.gov](mailto:prosid@detroitmi.gov) 313-460-6409.

**Full-width Highlight** - Notice scales entire width of the department page, Title: h2, Pale Green, line-height: 52px, text-align: center, Description: 16px, Pale Green, Background: City Green, Hyperlink (optional): Montserrat Black, Uppercase, White

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

We are fully supportive of the approach Dr. Vitti has taken to test all water sources within DPSCD schools and to provide bottled water until the district can implement a plan to ensure that all water is safe for use. We will be supporting Dr. Vitti in an advisory capacity through the Detroit Health Department and the DWSD has offered to partner with the district on any follow up testing that needs to be done. We also will be reaching out to our charter operators in the coming days to work with them on a possible similar testing strategy to the voluntary one Dr. Vitti has implemented.

**MORE ABOUT SCHOOL WATER TESTING>**

## Have a Question?

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If you have a question this guide couldn't answer, email us! We'd love to help [style@detroitmi.gov](mailto:style@detroitmi.gov) or check out our website [www.detroitmi.gov/styleguide](http://www.detroitmi.gov/styleguide)

Do you have designs that need a facelift but don't know where to start? We can help with that too. Email us for a design consult.

# Contacts

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## **STYLE GUIDE TEAM**

*style@detroitmi.gov*

For inquiries on this guide, style rules and questions about design standards.

## **Detroit Media**

*mediaservices@detroitmi.gov*

For photography and graphics request. Videography and design services also available.

## **Office of Innovation and Emerging Technology**

*iet@detroitmi.gov*

For inquiries regarding web design, mobile applications, UI/UX or digital design.

## **Mayor's Office**

*swetlicr@detroitmi.gov*

For Mayor's Office design projects, asset requests and neighborhood newsletter inquiries.

*prosid@detroitmi.gov*

For large-scale marketing and advertising campaign consulting.

*detroitmi.gov/mediarequests*

To contact a specific department's communications team or receive help with messaging.

*lewisa@detroitmi.gov*

For social media inquiries.

# Credits

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## **MAYOR'S OFFICE**

Alexis Wiley, Chief of Staff

Robert Swetlic, Art Director

Diana Marx-Prosi, Marketing & Communications Specialist

## **Detroit Media**

Elena Farmer, Principal Graphic Designer

## **Enterprise Technology Operations**

Goran Bankovic, Front-End Web Developer

Ted Schultz, GIS Analyst

## **Innovation Team**

Sarah Gallimore, Senior Design Strategist

## **Office of Innovation and Emerging Technology**

Kat Hartman, Director

Juan Carlos Angeles, Front-End Web Developer

City of Detroit

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