

Visual Language: District Logos

The mosaic of our community

There are times when multiple districts will need to be represented in marketing materials. When using multiple district names locked up with the logo, use one color (dark blue or white) as shown on the right. The horizontal logo is the only version that can be used with this.

If the brand font, Avenir Next Black (see Page 56) is not available, you can download and use the Alternate font Nunito Sans Black (see Page 57). Please use the examples on the right as guides for how big the type should be and where to place it.



DEARBORN

East Downtown / West Downtown
Civic District / Innovation District / MoCa
Souk / South End / University-Fairlane

ALL DISTRICT
LOCKUP

AVENIR NEXT BOLD / LETTERSPACING: 15
NUNITO SANS BLACK / LETTERSPACING: 25



DEARBORN

East Downtown / West Downtown

EXAMPLE OF
TWO DISTRICTS
IN LOCKUP