



BRAND GUIDELINES

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ABOUT

Michigan Central is a new mobility innovation district located in Corktown, Detroit's oldest neighborhood.

Ford Motor Company is currently restoring Michigan Central Station to be the centerpiece of this district, where mobility innovators and disruptors from around the world will be invited to develop, test, and launch new solutions that solve urban transportation challenges. It will include new and revitalized buildings, a first-of-its-kind mobility testing platform, 1.2 million square feet of commercial space and public spaces that will be open for everyone to enjoy. Working with and in the community, Michigan Central will serve as a launch pad to the increasingly connected, autonomous and electrified world ahead. Join us as we create tomorrow together.

01.

BRAND IDENTITY



A reminder of what we're hoping this work will do:

1. Inspire Ford.
2. Attract new talent to the company, city, region.
3. Intrigue community, entrepreneurs, makers, retailers.
4. Make Corktown & Detroit proud.

And build on a compelling narrative of innovation, sustainability, and hope.

About the Brand System:

This logo elegantly marries the M and the C. The form of the M alludes to the arches of the train station windows. The overall form contains hints of classic public transportation icons. The sans-serif design feels both modern and timeless.

The shades of blue within the color palette tie back to the iconic Ford blue. These particular tones are bright, vibrant and contemporary evoking a hopeful optimism.

The use of the gradient points to how the station is both a part of Ford and yet evolves beyond “the blue oval”. It indicates the collaborative, inclusive, community-based foundation upon which this project is built. Finally, the gradient also hints at the way the sky changes at dawn, pointing the way to a better tomorrow.

KEY ELEMENTS

WORDMARK

MICHIGAN CENTRAL

COLORS



TYPEFACES

Headlines are
GT Walsheim Pro bold.

Subheads are
GT Walsheim Pro regular.

Body copy is Avenir Regular.
These two fonts create a compatible type
pairing, and work to establish hierarchy.

ICON



GRADIENT



02.

LOGO & WORDMARK

MICHIGAN CENTRAL



Outline represents proper logo clearance. Please maintain spacing and do not place elements within this space.

Wordmark minimum width:
1 in

MICHIGAN CENTRAL





Outline represents proper icon clearance.
Please maintain spacing and do not place
elements within this space.

Icon minimum scale:
0.5 in x 0.5 in







The area between the icon and wordmark should be equivalent to the spacing shown above, using the icon as a measurement tool.



MICHIGAN CENTRAL



The area between the icon and wordmark should be equivalent to 1/2 of the icon diameter.

LOGO VARIATIONS

When locking up the Michigan Central logo with the Ford logo, please use this placement. This should always be done in the Ford blue.



LOGO VARIATIONS

When locking up the Michigan Central logo with a partner logo, please use this placement. This should always be done in the MC color palette. All partner logos should be one color.



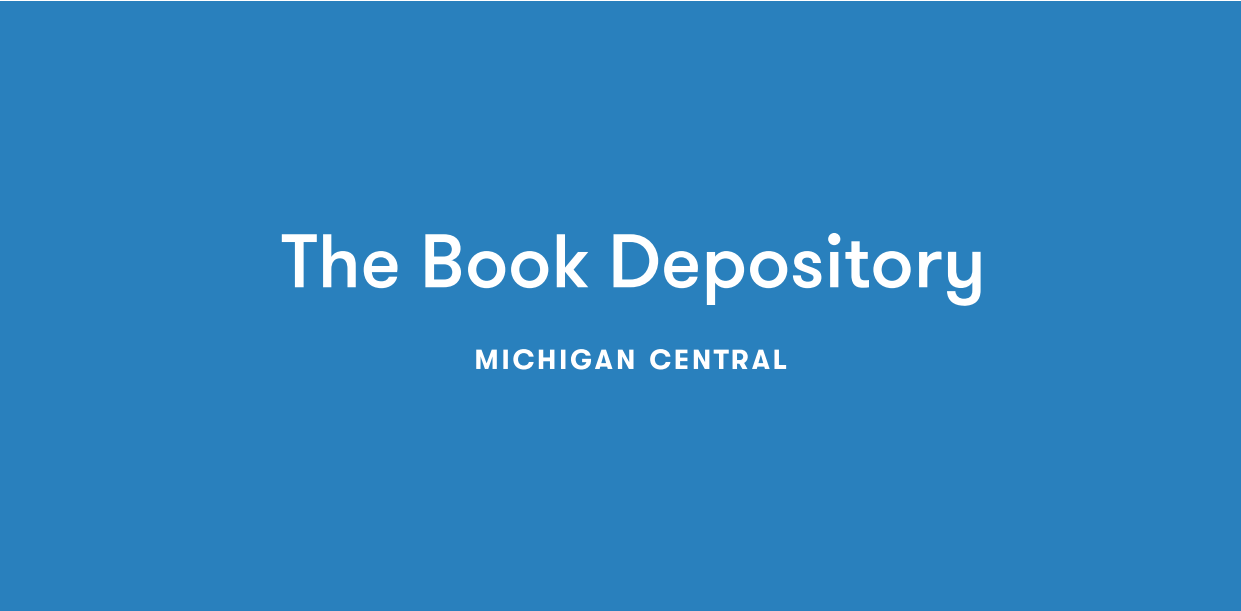
LOGO VARIATIONS

When locking up the Michigan Central logo with the name of a location within the project, please use this placement.



LOGO VARIATIONS

When locking up the Michigan Central logo with the name of a location within the project, please use this placement.



03.

COLORS

PRIMARY COLOR PALETTE

The Michigan Central color palette is modern and optimistic. The blue nods to Ford’s brand but is reinvented for innovation and mobility.

MC BLUE

HEX - 297FBD
RGB - 41, 127, 189
CMYK - 81, 43, 3, 0

PANTONE UNCOATED - PMS 7689 U
PANTONE COATED - PMS 7689 C

MC INDIGO

HEX - 3856A6
RGB - 56, 86, 166
CMYK - 88, 75, 0, 0

PANTONE UNCOATED - PMS 3590 U
PANTONE COATED - PMS 3590 C

MC TEAL

HEX - 54C4C7
RGB - 84, 196, 199
CMYK - 61, 0, 25, 0

PANTONE UNCOATED - PMS 2227 U
PANTONE COATED - PMS 2227 C

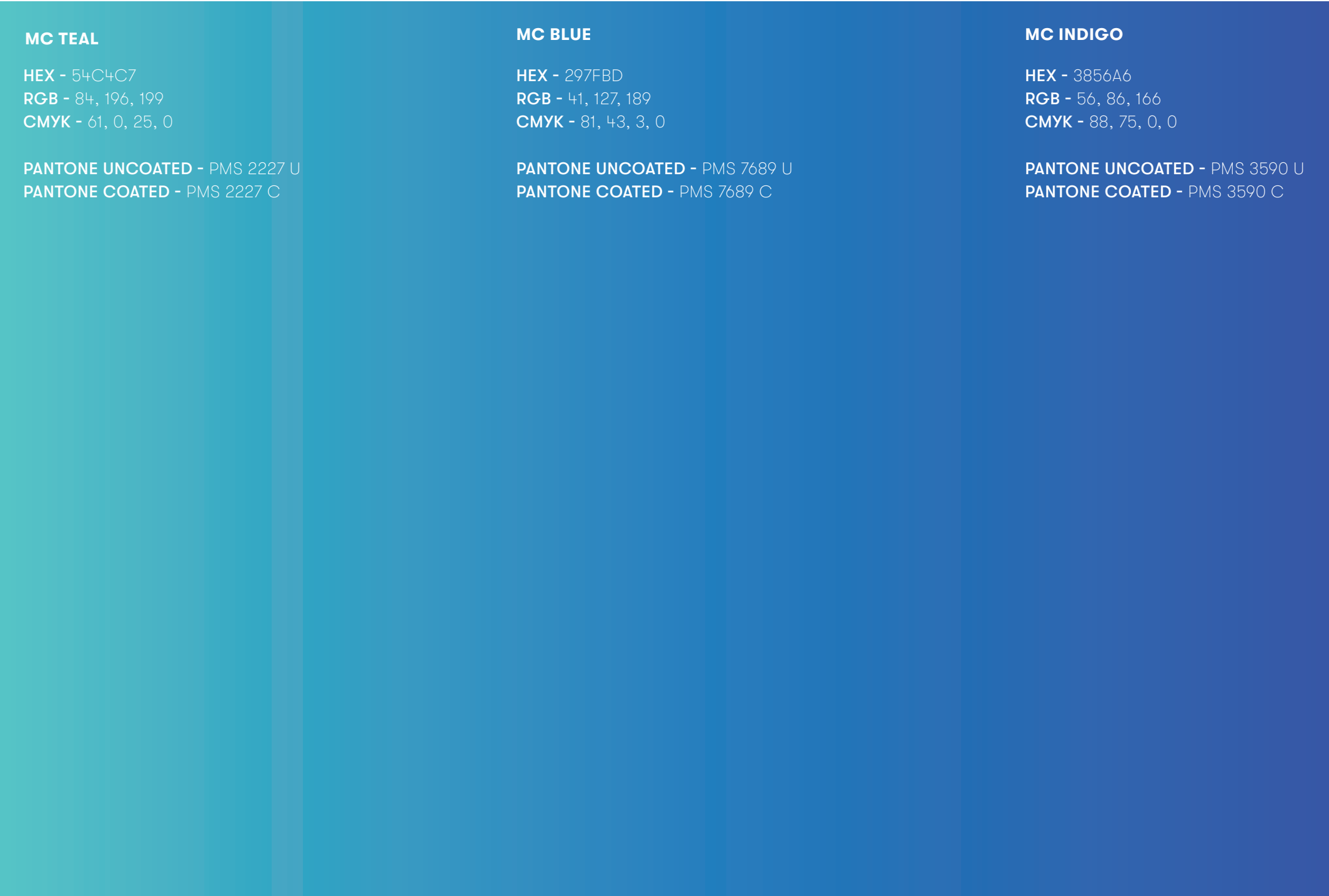
PRIMARY GRADIENT

The color palette is applied to gradients to gesture motion and innovation.

To create a gradient in Adobe Illustrator or InDesign:

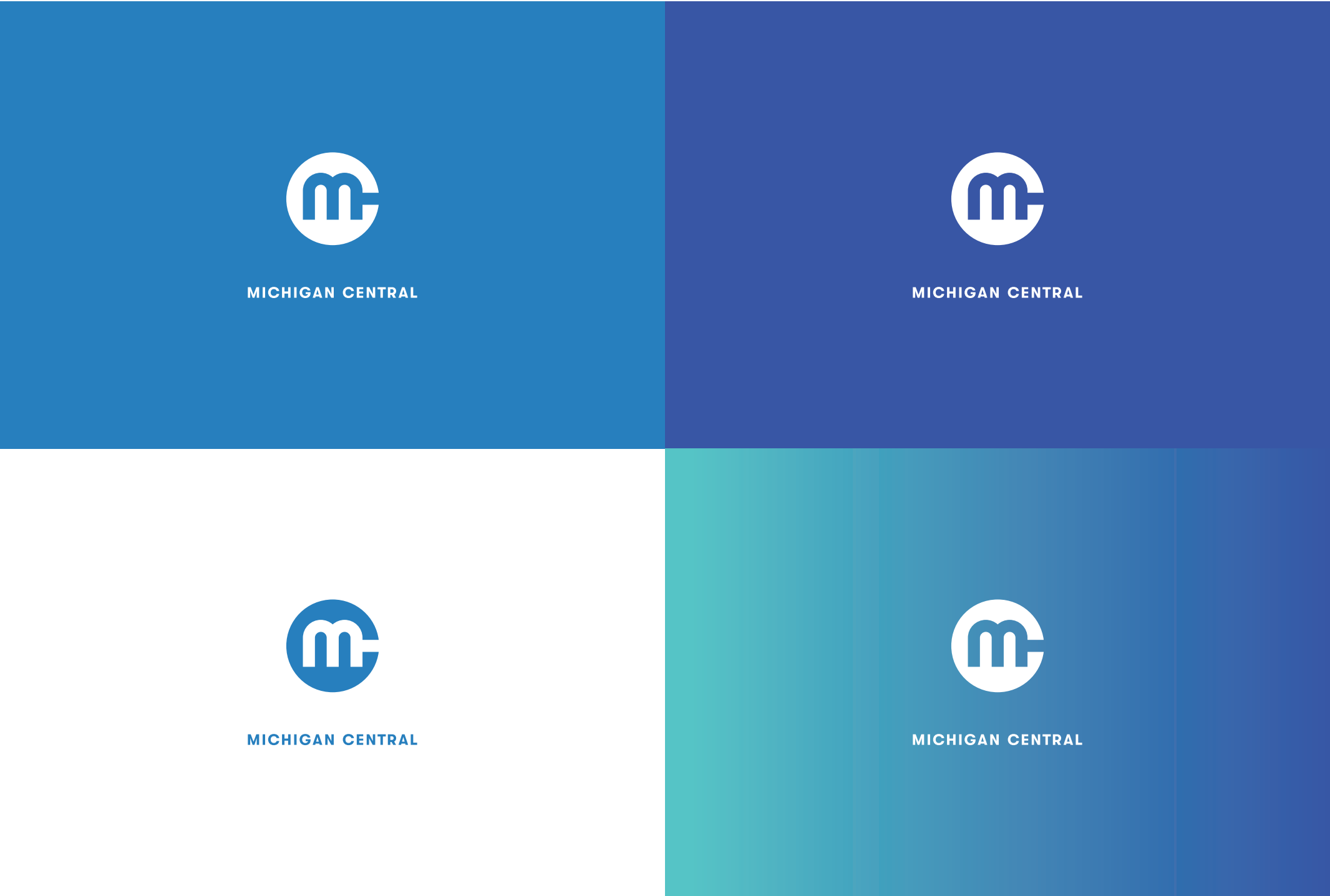
- 1. Select the area intended for the gradient.
- 2. Select the “Gradient Swatch Tool”(InDesign) or “Gradient Tool” (Illustrator).
- 3. Click on the area and a gradient should appear.
- 4. Change the gradient colors to the palette listed here.
- 5. Define the left swatch as **MC Teal**.
- 6. Define the right swatch as **MC Indigo**.
- 7. [Optional] Add a center swatch by selecting the middle. Set it to **MC Blue**.

See example applications on page 28 for usage.



LOGO & COLOR

When placed on a color drawn from the primary palette, the logo should remain white. The only exception is when the logo is applied to a white background, in which case, the logo color should be MC Blue.



LOGO & COLOR

When applied with a black and white color palette, the logo should remain white. The only exception is when the logo is applied to a white background, in which case, the logo color should be black.



04.

TYPOGRAPHY

PRIMARY
TYPEFACE

GT Walsheim Pro is the primary brand typeface. use Bold for headlines, and Light for subheads. Use sentence case when typesetting.

GT Walsheim Pro Bold
is used for Headlines.

GT Walsheim Pro Light
is used for Subheads.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

SECONDARY
TYPEFACE

Avenir Book is the secondary brand typeface for body copy—use the book weight for body copy. Book is the only weight that should be used.

Avenir Book is used for
body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRESENTATION
TYPEFACE

Poppins is an accessible Google font.
Use this typeface in place of GT Walsheim
& Avenir when creating something in
Google Slides.

**Poppins Bold
is used for Headlines.**

Poppins Regular
is used for body copy.

**ABCDEFGHI-
JKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

05.

LOGO USAGE


INCORRECT
ICON USAGE

Do not place blue icon on black background.




A blue circular icon with a stylized 'm' inside, centered on a solid black background. A red circle with a white 'X' is in the top right corner.

Do not place icon on colors outside of palette.




A blue circular icon with a stylized 'm' inside, centered on a solid brown background. A red circle with a white 'X' is in the top right corner.

Do not outline logo.



A blue circular icon with a stylized 'm' inside, centered on a white background. The icon is outlined in blue. A red circle with a white 'X' is in the top right corner.

Do not tilt logo.



A blue circular icon with a stylized 'm' inside, centered on a solid blue background. The icon is tilted at an angle. A red circle with a white 'X' is in the top right corner.

INCORRECT
WORDMARK
USAGE

Do not place blue wordmark on black background.

MICHIGAN CENTRAL

Do not place wordmark on colors outside of palette.

MICHIGAN CENTRAL

Do not outline wordmark.

MICHIGAN CENTRAL

Do not tilt wordmark.

MICHIGAN CENTRAL

06.

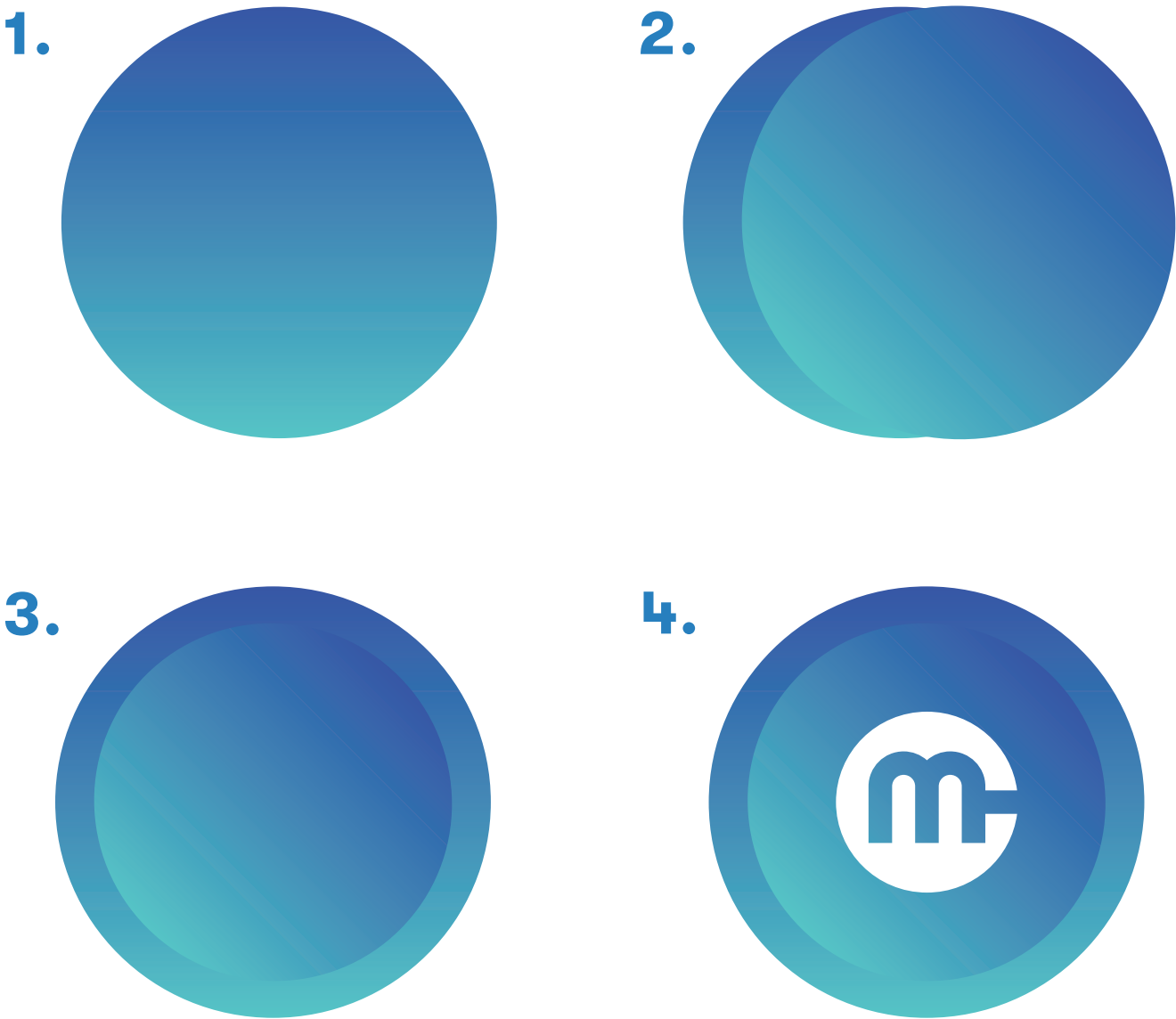
CIRCLE & GRADIENT USAGE

CIRCLE & GRADIENT USAGE

The combination of these key elements is used to gesture motion and innovation. See page 18 for gradient instructions.

To combine these elements in Adobe Illustrator or InDesign:

- 1. Create a circle.
- 2. Duplicate the circle and rotate by 45°.
- 3. Scale down the duplicated circle—between 70%-80% of original circle and place centered.
- 4. Place the white icon in the center and on top of the two gradient circles. (The scale of the white icon should be about 40% of the larger circle).



CORRECT USAGE

Shown on the MC Gradient




CORRECT USAGE

Shown on white




INCORRECT USAGE

Do not place gradient circles on a black background.




X

Do not make the icon the same scale as the internal gradient circle.




X

Do not put a black or colored icon in the gradient circles.



X

Do not place icon off to the side.



X

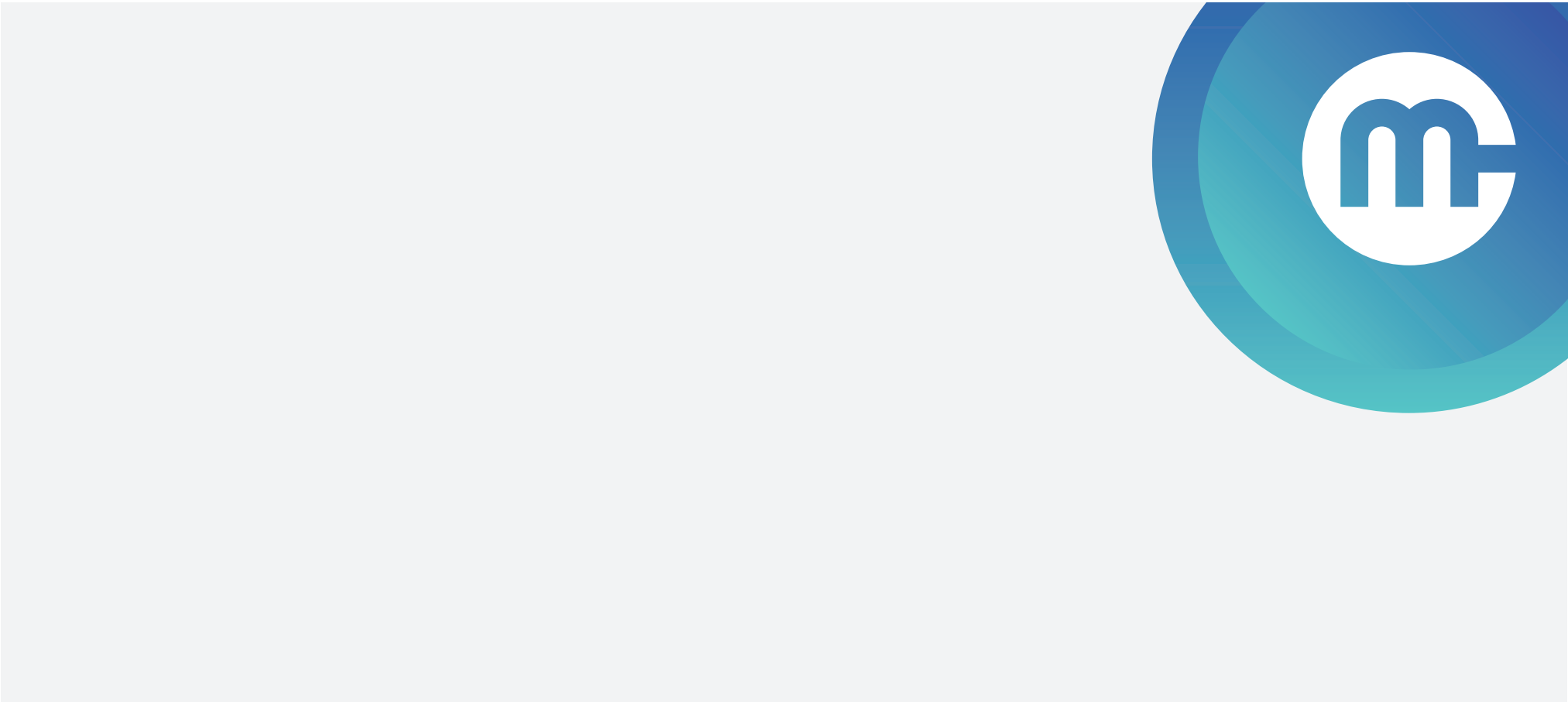
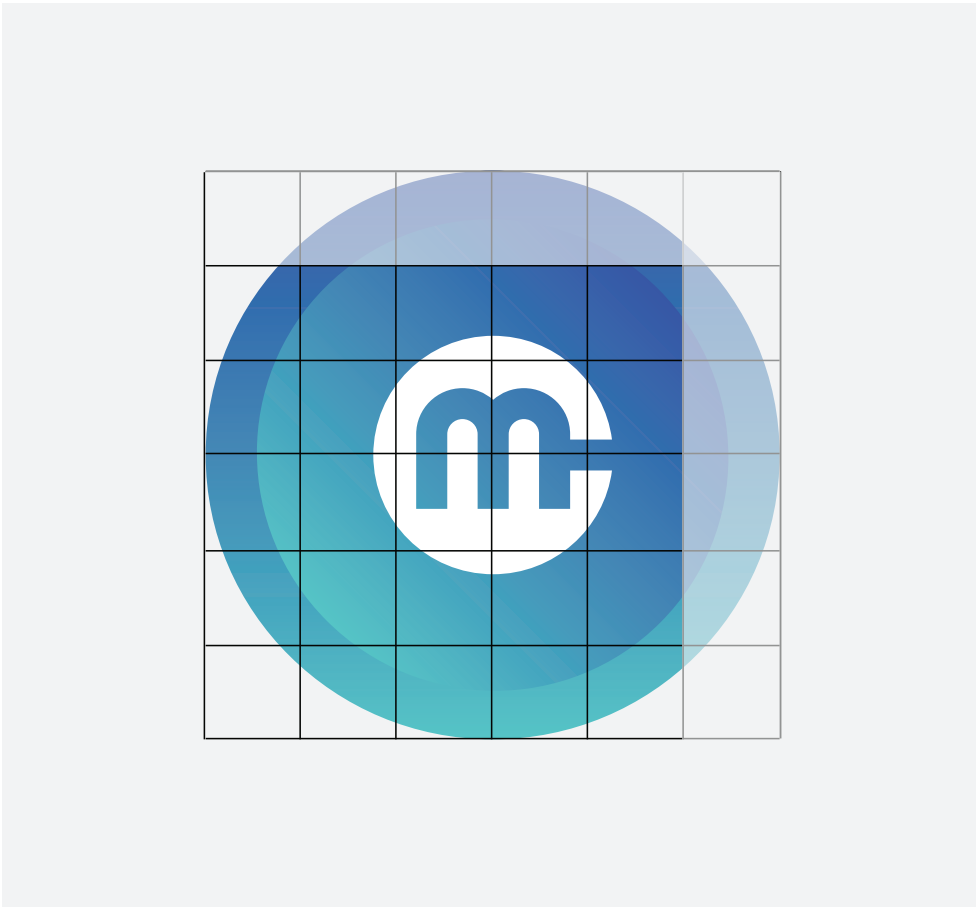
ICON + GRADIENT CROPPING

For horizontal, centered cropping:
Divide into 8 sections.
Crop off top and bottom sections.



ICON + GRADIENT CROPPING

For corner cropping:
Divide into 8 sections horizontally & vertically.
Crop accordingly for desired corner.



ICON + GRADIENT CROPPING

INCORRECT USAGE

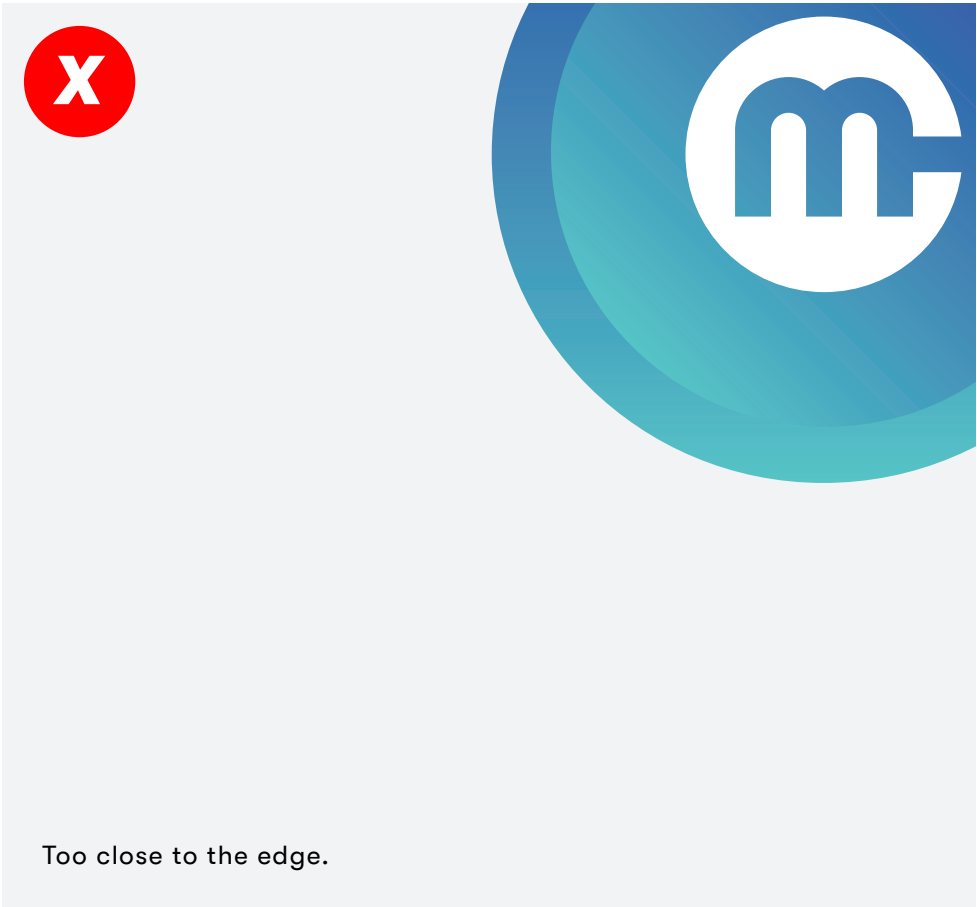
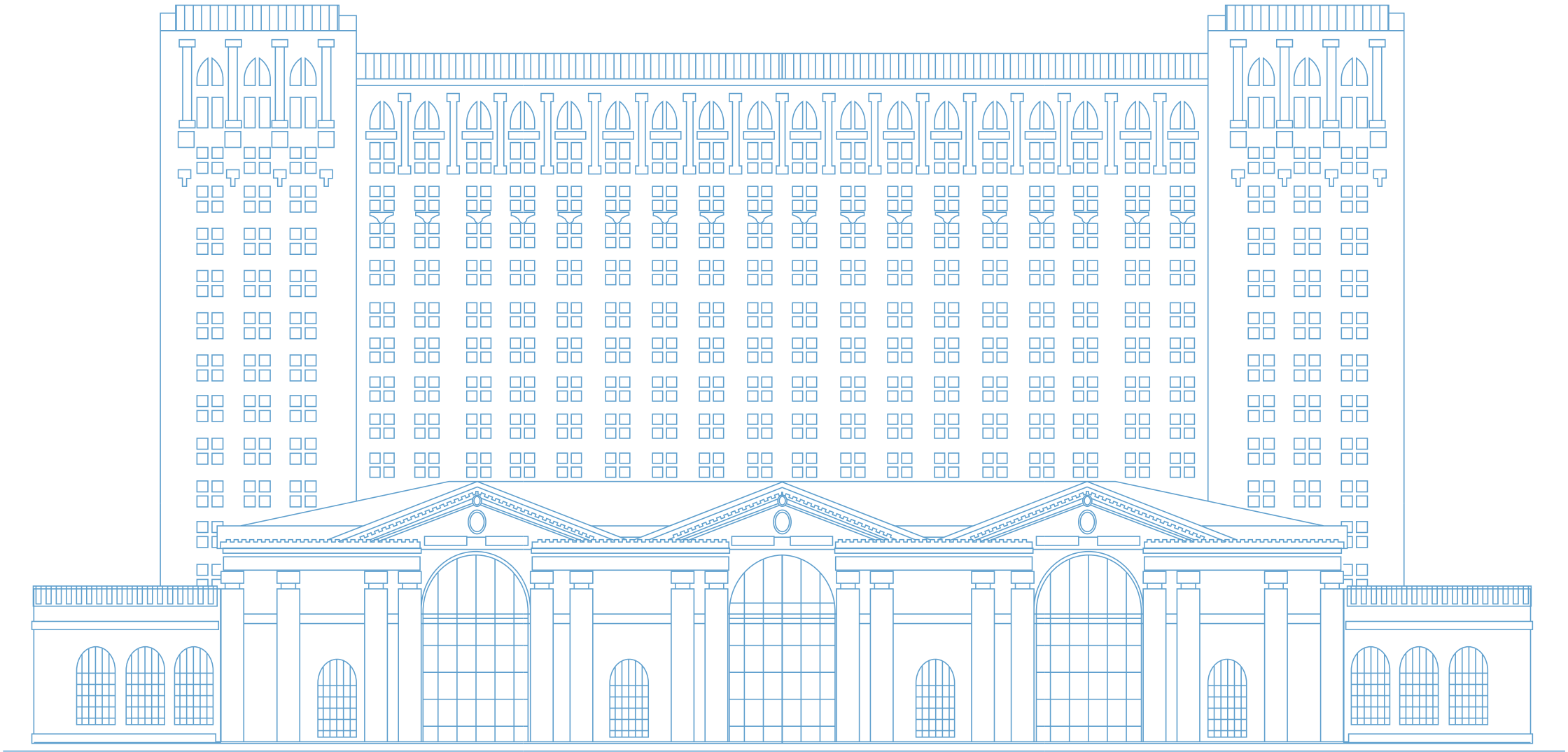


ILLUSTRATION USAGE

This vector illustration can be used to implement variety throughout different applications. The illustration should remain outlined to showcase the detailed architecture of the station.

See example application on page 38.




07.

EXAMPLE APPLICATIONS

LETTERHEAD

MICHIGAN CENTRAL



JANE DOE
Development Director
jdoe@michigancentral.com

PH: (123) 456-7890
CELL: (123) 456-7890

MICHIGAN CENTRAL
2001 15th Street
Detroit, Michigan 48216

www.michigancentral.com
facebook.com/MichiganCentral

MC BUSINESS CARD



Front



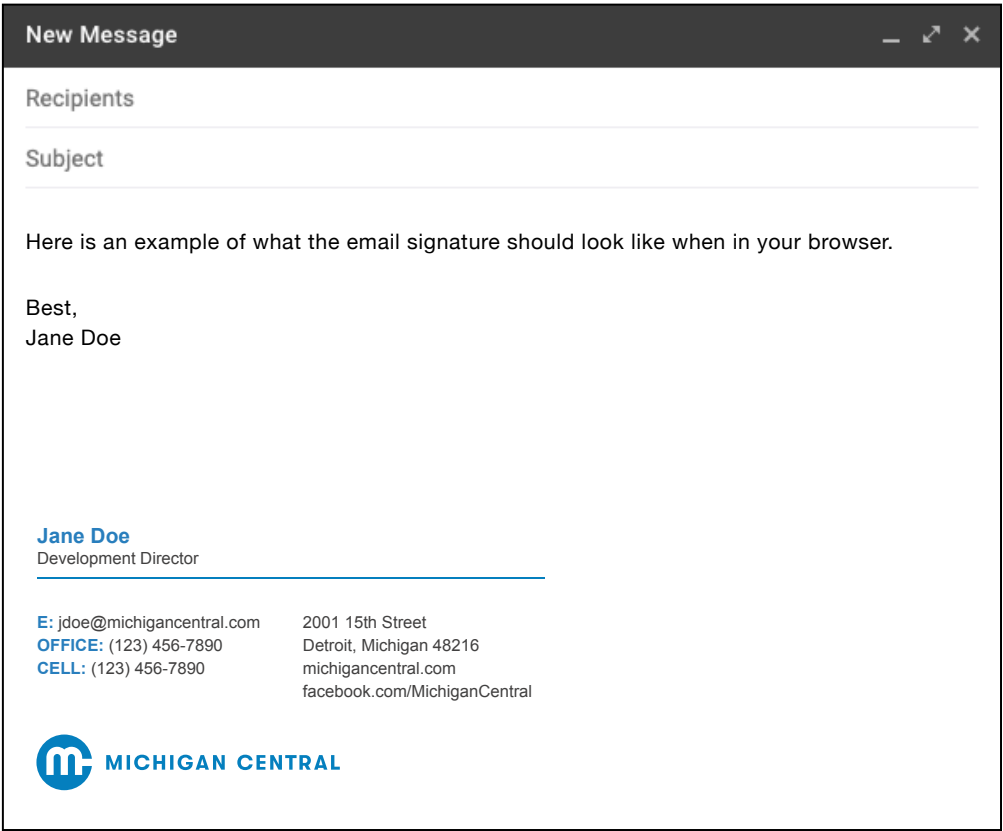
Back

FORD BUSINESS CARD



Front

EMAIL SIGNATURE



Font: Arial
10pt. Bold
8pt. Regular

8pt. Regular
8pt. Regular
8pt. Regular

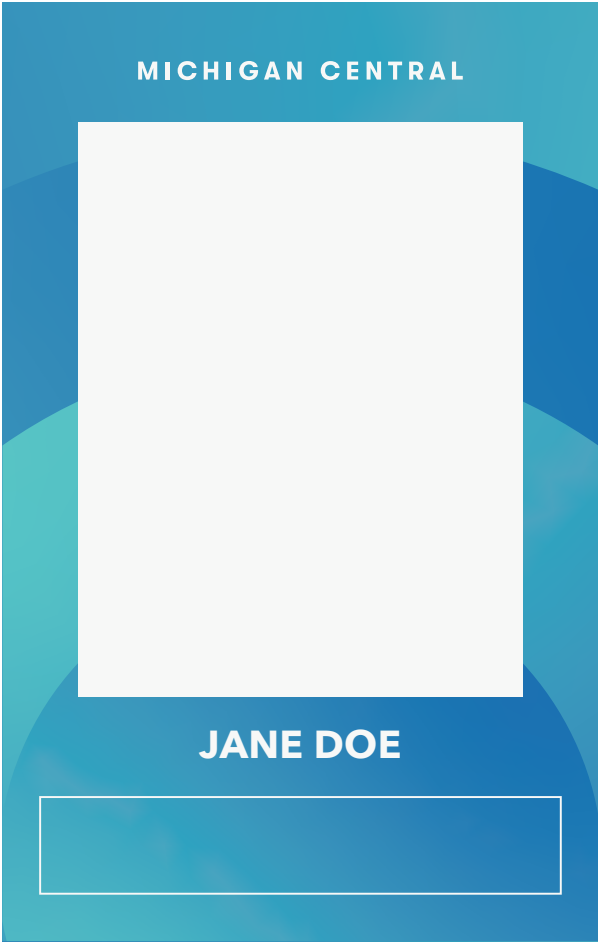
PNG Logo

Jane Doe
Development Director

E: jdoe@michigancentral.com 2001 15th Street
OFFICE: (123) 456-7890 Detroit, Michigan 48216
CELL: (123) 456-7890 michigancentral.com
facebook.com/MichiganCentral



ID CARD



Front



Back

FACT SHEET

MICHIGAN CENTRAL

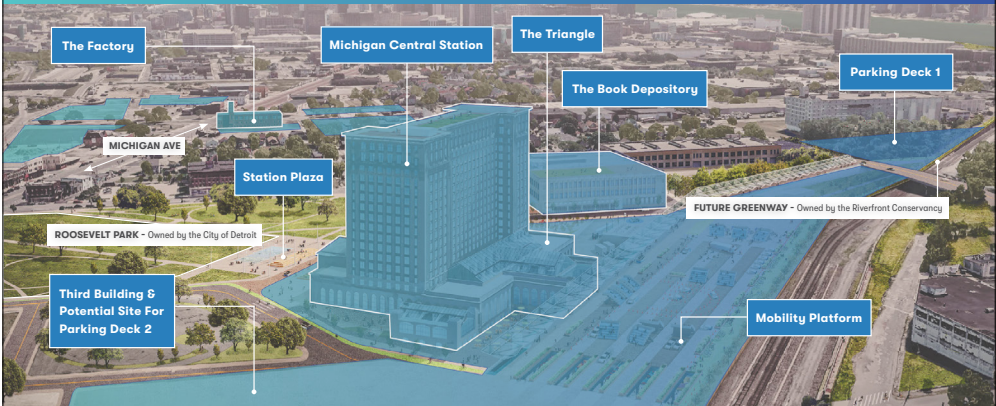
Creating tomorrow together.

Michigan Central is a new mobility innovation district located in Corktown, Detroit's oldest neighborhood. Ford Motor Company is currently restoring Michigan Central Station to be the centerpiece of this district, where mobility innovators and disruptors from around the world will be invited to develop, test, and launch new solutions for urban transportation. Michigan Central will include new and revitalized buildings and public spaces open to all. The community is a critical partner in Ford's vision for Michigan Central as we create tomorrow together, for the increasingly connected, autonomous, and electrified world.

What is Michigan Central?

- Mobility innovation district with first-of-its-kind mobility testing platform
- Four key buildings: Michigan Central Station, The Book Depository, The Factory, and a new building west of the station (Building Three)
- 1.2-million-square-feet of commercial space
- Mixed-use spaces: Retail, restaurants, hospitality, co-working areas, and public amenities
- Office space for approximately 5,000 Ford employees and partners
- Supports local entrepreneurs and artists
- A stop on Michigan's emerging connected and autonomous vehicle corridor
- Open platform for partnerships, including a collaboration with Newlab on a mobility studio designed to foster an innovation ecosystem to solve urban mobility challenges. Learn more: <https://newlab.com/studios/mobility-studio/>

Michigan Central Site Map



michigancentral.com

corktown@ford.com

facebook.com/MichiganCentral

Front

Detroit, Michigan:
The Automotive Leader

Ford has called Detroit home for 117 years, and Michigan Central is a commitment to the city and the state that Ford is here to stay. No place embodies the spirit of innovation more than Detroit, and Michigan is and will be the leader in the next great transformation in mobility.

A HUB FOR INNOVATION.

Michigan holds the most diverse collection of autonomous vehicle and drone testing environments in the world. And the state has filed more mobility related patents than any other. It's also home to 60,000 engineers – the most per capita anywhere in the U.S.

A HUB FOR OPPORTUNITY.

Southeast Michigan hosts 30 institutions of higher learning. Michigan is rated the 11th-best place to do business in the U.S.

A HUB FOR CREATIVITY.

Southeast Michigan has produced new musical genres, hosts world-class art institutions, and houses a growing population of the "creative class."

A HUB FOR MOBILITY.

Many of Michigan's most important roads, rivers, and airways converge in Detroit, including the state's new Michigan Mobility Corridor, which aims to connect Detroit and Ann Arbor with a mix of connected and autonomous vehicles and traditional transit that link key destinations like the American Center for Mobility, the University of Michigan, Detroit Metropolitan Airport, and Michigan Central Station. Michigan's Department of Transportation has also created 600 miles of vehicle-to-infrastructure technology deployment, the largest in the United States.

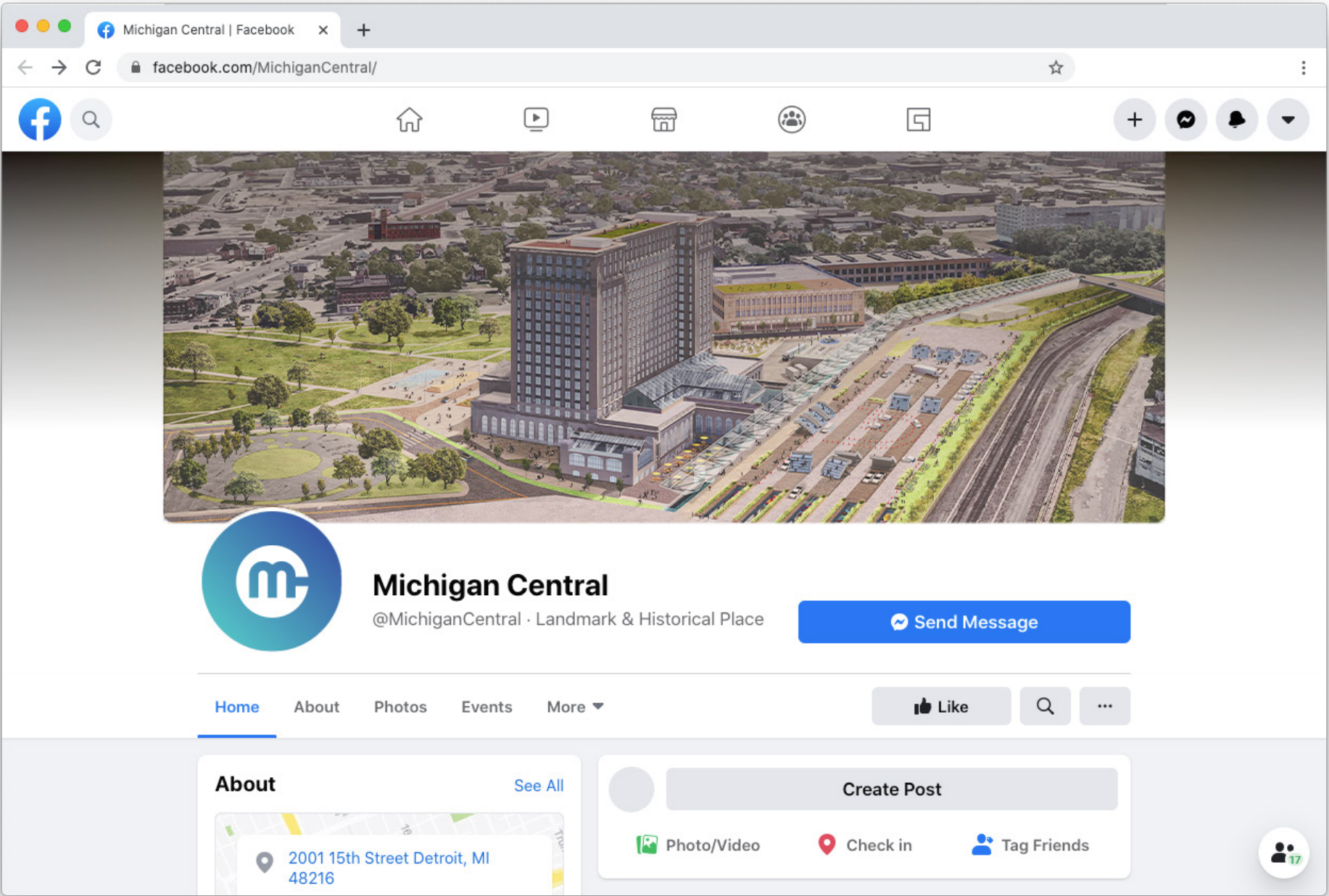
michigancentral.com

corktown@ford.com

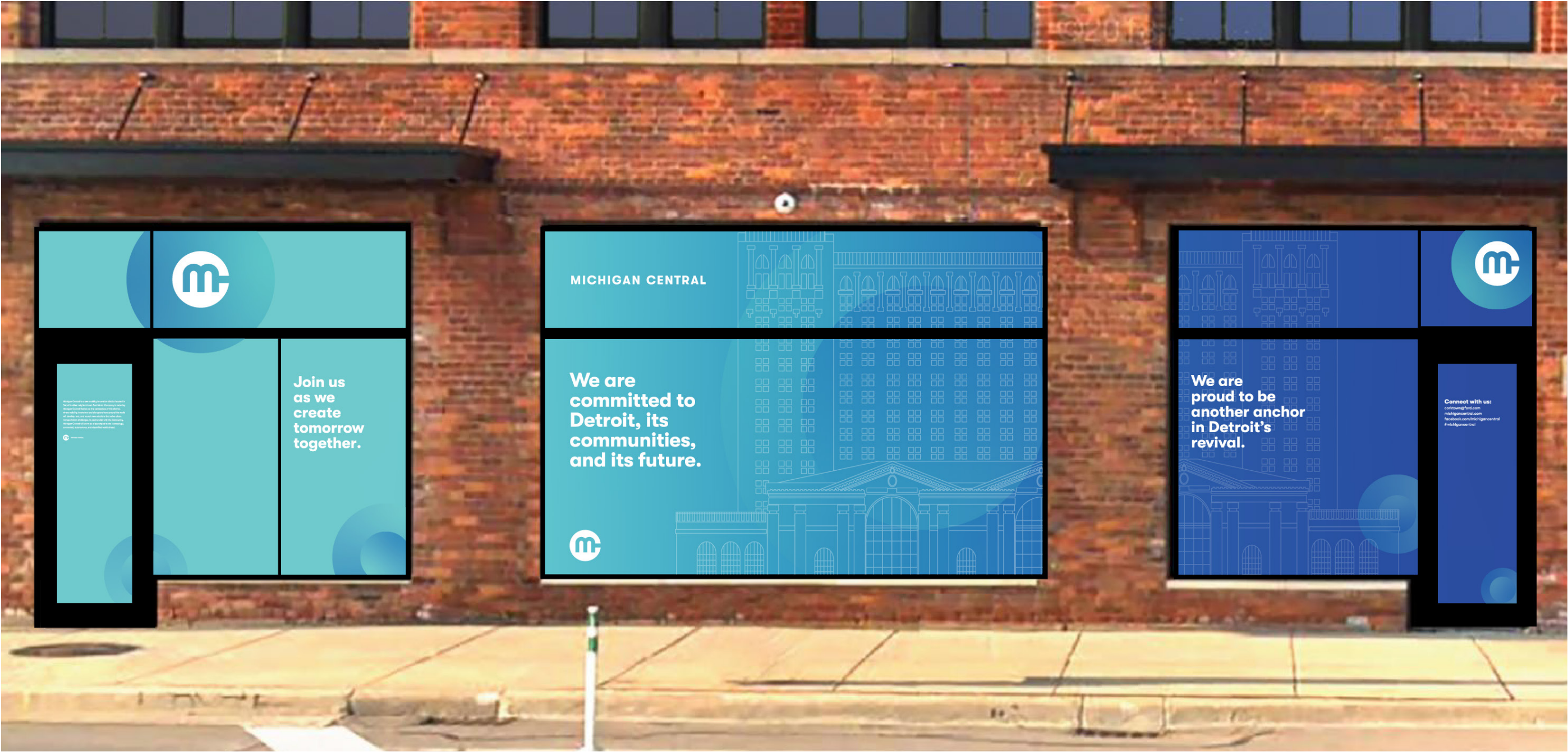
facebook.com/MichiganCentral

Back

SOCIAL MEDIA



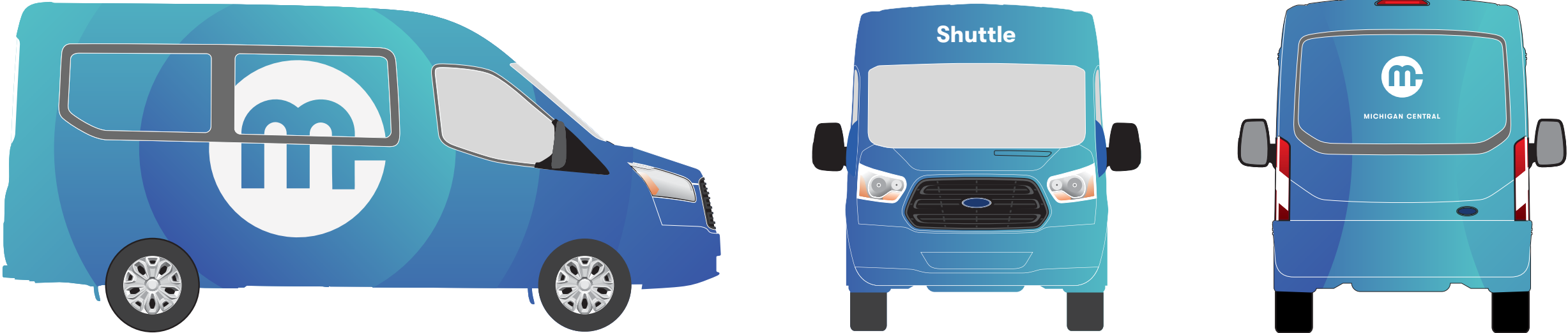
SIGNAGE



SHUTTLE



SHUTTLE



08.

PHOTOGRAPHY DIRECTION

PHOTOGRAPHY DIRECTION

When selecting images, please use the below guidelines to ensure that the image is up to the MC Brand Standards:

- Photography should generally be bright and optimistic in tone.
- Prioritize highlighting the people in the community.
- Showcase diversity in all forms (gender, race, age, body type, ability).



09.

TONE OF VOICE

TONE OF VOICE

Bold

Inclusive

Authentic

Thought-provoking

Innovative



MICHIGAN CENTRAL