

MICHIGAN CENTRAL

Brand Kit

Fall/Winter 2024
Narrative & Visual
Identity Overview



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Brand Foundation

MICHIGAN CENTRAL

‘What is Michigan Central?’

Michigan Central is where leaders, thinkers, communities and creators come together to accelerate bold ideas, ignite innovation and shape our shared future.

Our Target Audiences

And how we need to communicate with them

1

The world of tech & innovation

The best talent wants to be in a place of beauty, collaboration, culture and cool - a place like Michigan Central.

The future of tech will be forged in Detroit.

The infrastructure they need to scale and test their ideas is right here.

2

The world of art & culture

This is an authentic expression of Detroit, and the identity of the city will be preserved.

This will give platforms and opportunities to diverse voices from the region and beyond.

That it isn't token or corporate decoration.

The art created here matters; it's important.

3

The people of Detroit

Michigan Central is for them.

It has been conceived in partnership with groups that represent the interests of the people and businesses of Detroit.

That this isn't a corporate harbinger of gentrification.

That it represents the best of their city, past and future.

4

The world of academia

They have a partner and a place that will set them up to be a leader in the world of tech, culture, sustainability, mobility, and beyond.

There is nothing that MIT or Caltech can do that Michigan hasn't been doing for over a century.

Michigan talent will stay in Michigan with a place like Michigan Central.

5

The world at large

That Detroit is what it has always been a place where the world turns to for innovation and inspiration. Michigan Central is the next step in the evolution of that.

People and companies from around the world are already discovering that Michigan Central has what they need to grow and that metro Detroit is once again the best place for tech.

Brand Architecture

Brand Hierarchy

The Michigan Central Brand hierarchy consists of the core brand and masthead acting as the umbrella organization.

Michigan Central's key business units encompass partnerships, efforts, events, and initiatives across many facets of doing business. The output across teams may be distinguished to help audiences understand the breadth of what we do, while still flowing into one cohesive brand feed.

The Station, for the purposes of events, retail, merchandising and tenant activities, has its own distinct sub-brand, referenced subsequently.

The OPEN sub-brand applies across the org and provides a consistent nomenclature for certain initiatives to build cohesive event-based campaigns within the organization.

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THE STATION

MICHIGAN CENTRAL

OPEN

**LIVE
FORUM
OUTDOOR
HOUSE**

Michigan Central Key Business Units

Innovation Services

Skills & Talent Development

Arts & Culture

Place

Events & Experience

Michigan Central Platform Innovation Partner

Newlab

Visual Identity

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Key Elements

Wordmark

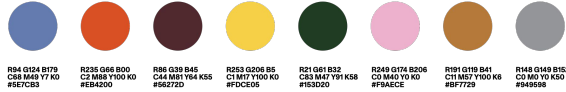
MICHIGAN CENTRAL

Typeface

Headlines and Subheads are Monument Grotesk Bold.

Body copy is Monument Grotesk Regular.
In sentence case, type is approachable and inviting.
The sentence case provides contrast with the Uppercase wordmark.

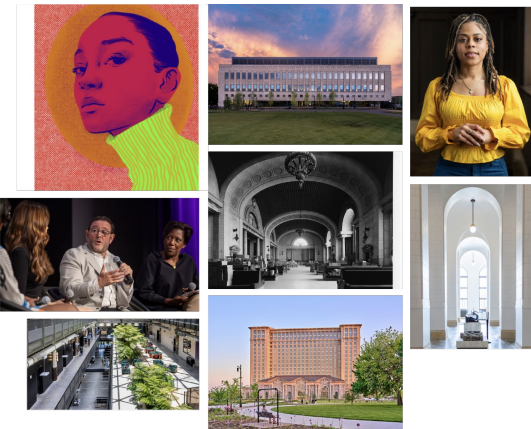
Colors



'Central' Axis



Imagery



Primary Logo

MICHIGAN CENTRAL

MICHIGAN CENTRAL

Visual Identity

Wordmark

The Michigan Central brand is minimal and bold. A timeless brand with a modern attitude. Dynamic. Confident. Permanent. The graphic system positions Michigan Central as a space for people and ideas.

The wordmark serves as the cornerstone of the Michigan Central brand identity. It is boldly set in a neutral sans serif, evoking a strong institutional feel. The logo takes visual cues from architectural details of The Station at Michigan Central and visually evokes optimism and momentum.



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Visual Identity

Typography

Monument Grotesk, a contemporary sans serif, is Michigan Central's brand typeface. Monument Grotesk is a distinctively confident typeface that has a turn-of-the-century industrial spirit. The neutral sans serif provides a strong institutional look and feel.

Helvetica Neue—Regular & Bold should always be used as system in ALL instances where Monument Grotesk is not available.

MichiganCentral Monument Grotesk

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*

**For the city
and beyond.**

Lorem ipsum dolor si, consectetur
adipiscing elit, do eiusmod tempor
incididunt labore et magna aliqua.
Ut enim ad minim veniam

Monument Grotesk
– Bold

Monument Grotesk
– Regular

Visual Identity

The Central Axis

The Central Axis serves as the foundation of the identity. All content; type, photography, video etc... sits on the axis allowing for a close visual relationship between brand and content. Visually, the content appears to be originating from the wordmark, with Michigan Central as the source.

Michigan Central does not have a fixed position on the Central Axis. However, the wordmark should primarily sit on top/bottom or center of an application.

In its centered position, imagery can sit above or below (or both) the wordmark and on the Central Axis.

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In application, the wordmark is always positioned left.

The Central Axis is left aligned to the 'C' of Central.

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Image margin is determined by half the height of the 'E' plus crossbar.

Visual Identity

Photography & Art Direction

Humanity

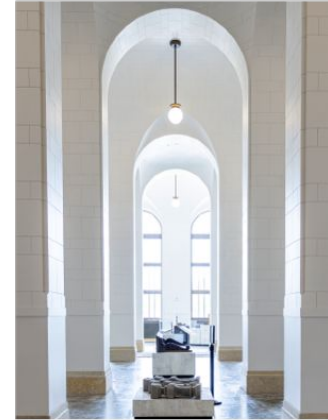
People are the center of it all. Photography should show people in action at Michigan Central. Collaborating with local talent and diverse creators will establish the tone of inclusivity while authentically reflecting the culture of Detroit.

Place

Photography that positions Michigan Central as a destination for various audiences ranging from tourists, locals, creators, thinkers, etc. Vignettes from the past will also showcase Detroit's storied history.

Mission

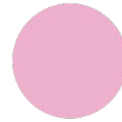
Documentation of people, places and events that embodies Michigan Central's mission of innovation, sustainability, mobility and a dynamic convergence of culture.



Visual Identity

Brand Accent Colors

The community colors are a democratic system where the accent color is derived from photo/imagery. The intention with this system is to speak to community and inclusivity as well as adding visual interest. In key brand expressions, the accent colors are used to compliment hero content.



R94 G124 B179
C68 M49 Y7 K0
#5E7CB3

R235 G66 B00
C2 M88 Y100 K0
#EB4200

R86 G39 B45
C44 M81 Y64 K55
#56272D

R253 G206 B5
C1 M17 Y100 K0
#FDCE05

R21 G61 B32
C83 M47 Y91 K58
#153D20

R249 G174 B206
C0 M40 Y0 K0
#F9AECE

R191 G119 B41
C11 M57 Y100 K6
#BF7729

R148 G149 B152
C0 M0 Y0 K50
#949598

Brand Applications

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Brand Application

Social Media

Approach

Within the MC Branded Universe top-level content pillars should map, where appropriate, to one or multiple MC Business Units and be tailored for each platform/audience.

Broader topics and themes for evergreen content should rotate sequentially whenever possible to feature the varied initiatives and facets to MC's work.

Key Content Pillars

Mobility

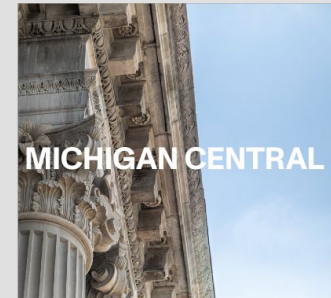
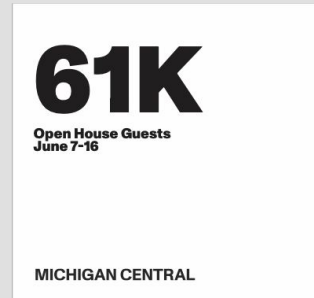
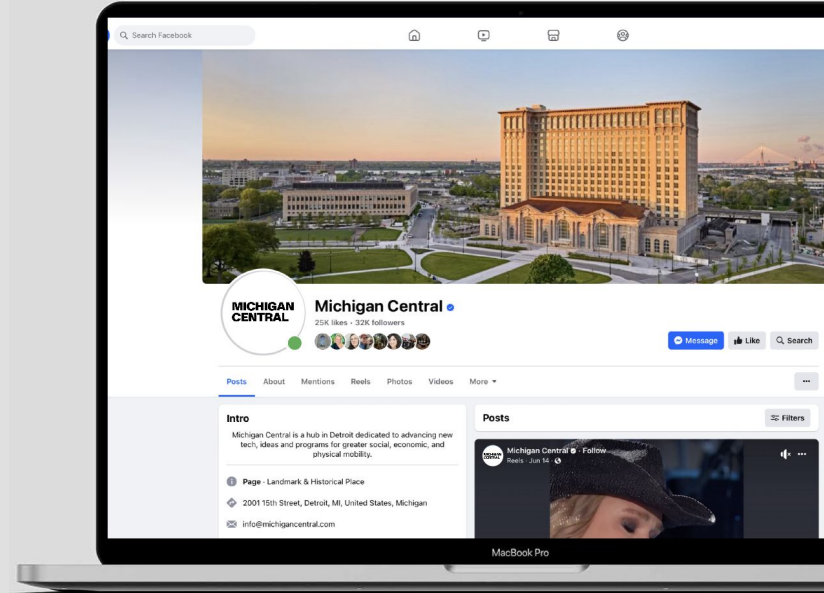
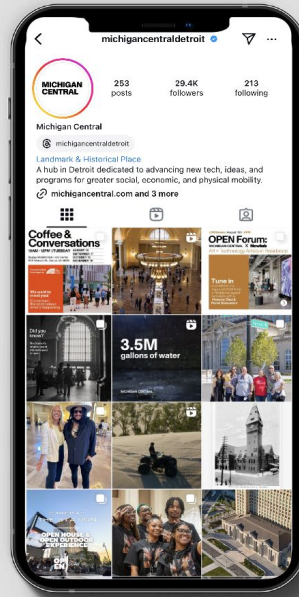
Sustainability

Architecture & Place

History & Legacy

Quotes & Testimonials

Events



Brand Application

Social Media Styles

Pull Quotes:

- White on black
- Quotation template
- Monument Bold
- Size type to fit quote

Event Flyers & Save the Dates:

- Left aligned
- Monument Bold
- Single Accent colors
- Clarity of Key Times & Dates

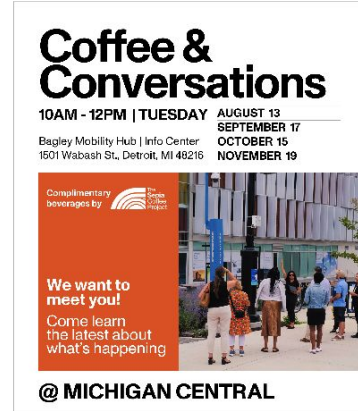
Photo Overlays:

- Use white text over photos where appropriate
- Monument Bold



Did you know?

85% of all mail coming to and from Detroit was handled by rail through Michigan Central Station and sorted next door at what is now the home of Newlab at Michigan Central.



Complimentary beverages by 

We want to meet you!

Come learn the latest about what's happening

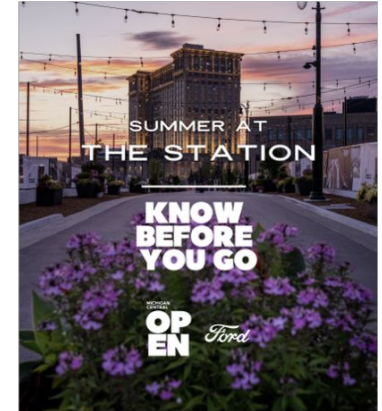
@ MICHIGAN CENTRAL



Join Us
Saturday,
September 28
4-7PM

@ Newlab,
2050 15th St,
Detroit, MI 48216
Lower Level

Funded in part by the John S. and James L. Knight Foundation



FOOD & DRINKS + LIVE ENTERTAINMENT
@MICHIGANCENTRALDETROIT

Brand Platform

Michigan Central Social Media Accounts

Follow, share and tag us to stay up to date with Michigan Central

Platform	Handle	Link
Facebook	@MichiganCentral	https://www.facebook.com/MichiganCentral
Instagram	@michigancentraldetroit	https://www.instagram.com/michigancentraldetroit
LinkedIn	Michigan Central	https://www.linkedin.com/company/michigan-central
X (Twitter)	@michigancentral	https://x.com/MichiganCentral
Threads	@michigancentraldetroit	https://www.threads.net/@michigancentraldetroit
YouTube	@michigancentraldetroit	www.youtube.com/@michigancentraldetroit

Thank You.

Please contact us
for assistance or
questions.

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