

INSPIRING POSSIBILITIES

THE POWER OF THE D BRAND

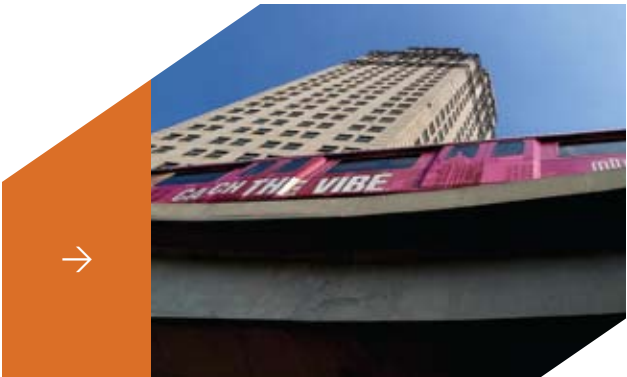
DETROIT BRAND GUIDELINES
VERSION 1.0
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INTRODUCTION

Making the Guidelines Work for You

If you are in hospitality or tourism, you'll find everything you need to align your municipality, destination or venue with the power of the D brand. Make the D brand the framework for setting up and supporting your own specific story.

If you are in economic development or community enrichment, you'll find key tools and insights to integrate into your outreach efforts. Use the power of the D brand to help attract companies, talent and investment into our region — and to help foster civic pride.

If you are in the private sector, consider how the power of the D brand can:

- help to attract and retain talent
- enhance visitation to your venue(s)
- create a positive image of the community or neighborhood in which you are located
- highlight the values and vision that drive your company and how they are linked to this place



GENERAL USAGE GUIDELINES

When we share and stay open to new possibilities, the D brand thrives.

Let us know. Do you want to create something that’s outside the guidelines, or that you have questions about? Contact us so we can help. Also, share your work with us — and with others. The more examples we can make available, the easier it will be for others to see how to put the brand to work for them. In months to come, look for a brand example library to accompany these guidelines at www.dbrandsummit.com.

Respect trademarks and copyrights. Get permission for copyrighted and trademarked items. Note that usage of brand assets developed by the Bureau is generally free — and that approval is quick as long as you respect the simple, clear guidelines developed for each asset. Allow 48 hours for us to reply. If your needs are more urgent, please let us know. Of course, it costs nothing and requires no approval to use the brand basics in this document. So start today!

Give credit. Please provide a credit line in 8 pt. type for the DMCVB when using trademarked or copyrighted items such as D maps or logos.



D BRAND BASICS
THE FIRST THINGS YOU NEED
TO TELL YOUR STORY.



THE TARGET AUDIENCE
FOR THE DETROIT TOURISM
BRAND IS EARLY ADOPTERS,
AGES 21-34. THESE
INDIVIDUALS CAN INFORM
OTHER INITIATIVES TOO.

D BRAND BASICS

Target Audience

Who are they?

The people we most want to reach.

Why have a target?

By concentrating our efforts on a specific audience, we can focus our message and marketing dollars where they're likely to have the greatest impact and chance of success.

D tourism brand target audience

Early adopters, ages 21-34.

- They actively seek out new experiences — such as visiting Detroit.

- They tend to like the things Detroit has to offer.

More about this audience

- They are less likely than older audiences to have a negative perception of Detroit.
- They like to talk about and share the things they appreciate and enjoy.
- They tend to have more disposable income than other young adult audiences.

How are we using this focus?

- To show images, communicate messages and promote experiences that will appeal to this audience.
- To reach out through new channels and media — blogs, chat, social networking sites, etc.

How can you use it?

- If this is your target (or close to it), you can use D brand images and messaging already geared to this audience.
- **Great idea!** If this is not your target, consider a special initiative or outreach program geared to this audience.

Examples

- **Strategic Staffing Solutions (S3)**, a global IT consulting company headquartered in Detroit, is developing a special recruiting campaign geared to attracting 21-34 year old IT professionals to the Detroit area market.
- **Detroit Regional Chamber** has launched a special initiative called Fusion to promote Detroit to young professionals as a place to live, work and play.

A powerful information resource

Want to understand more about early adopters and about what Detroit offers them? You'll find the Bureau's Demographic Research Report online at www.dbrandsummit.com.



DETROIT IS WHERE COOL COMES FROM.

Positioning the D

What is it?

A simple, powerful statement of what makes us different and uniquely appealing.

Why does it matter?

Identifying a positioning is the first step in building a brand, which is all about offering the visitor (or other individual) something of value that nobody else can offer as well.

D tourism brand positioning

Detroit is where cool comes from.

- “Cool” is a word that nicely sums up many of the things that define Detroit for people everywhere: cars, culture, gaming, music and sports. (More on these to come.)
- It’s bold — few if any would dare to claim it, even if they could.
- It’s focused and to the point.
- It speaks to our target audience.

How are we using this positioning?

- We’re demonstrating it by showing and talking about what’s going on in the five pillars of the brand: cars, culture, gaming, music and sports.
- We’re also giving people information about great ways to enjoy the cool experiences we offer for themselves.
- To reach out through new channels and media — blogs, chat, social networking sites, etc.

How can you use it?

- When you’re showing or talking about Detroit, feature images and activities that present the brand pillars.

- Think about what’s cool about what you’re doing, too — in whatever field of activity you’re in. And then share it with your audience.
- If your brand allows, use the latest, coolest work by Detroit artists, designers and musicians in your environments and promotions.

Guidelines for use

Do not use the positioning as a tagline or slogan — or as copy in any form. The positioning is an idea, not a message. It’s not cool to say you’re cool. Simply show it, share it and be it.

If the cool factor is important to your communications, check your work against the opinions and insights of other certifiably cool people.



DETROIT IS
VIBRANT,
URBAN AND
REAL.

How are we using this personality?

We're expressing it in the images we use, the people we show, the things we talk about and the "voice" in which we write.

How can you use it?

When you're showing or talking about Detroit, feature images and activities that honestly express these qualities, too.

Guidelines for use

Use the idea of vibrant, urban and real as inspirations for the images you show and the tone of D brand copy. In marketing and promotional communications, don't use the terms themselves in statements such as "We're vibrant, and therefore..." or "Because Detroit is so real...". In other words, show our personality attributes, don't say them.

Remember, your brand might have a personality that's very different from the D brand. That's fine — just as long as you represent the D brand appropriately in the course of showcasing your own brand.

D Brand Personality

What is it?

The character of Detroit defined as if it were a person.

Why does it matter?

The brand personality defines the way D brand images, copy and experiences look and feel.

D tourism brand personality

Detroit is vibrant, urban and real.

- These qualities are based in reality — in what Detroiters actually told us.
- Together, these qualities add up to a D brand that is truly interesting and different.

- **Vibrant** = feeling energized and alive — turned on by the people, the city, the scene.
- **Urban** = feeling a part of a great American city, filled with great institutions and traditions as well as the buzz of new ideas.
- **Real** = feeling authentic and honest, not processed and "trying to be something we're not."

What is it?

The biggest and simplest offer we make to the visitor.

Why does it matter?

The brand promise builds interest, and sets up expectations. When we deliver on it, it also establishes trust.

D tourism brand promise

Come get caught up on the latest, and leave feeling like you're in the know.

- Start by thinking about the promise as it relates to cars, culture, gaming, music and sports.

- It emphasizes new ideas and developments, not the past.
- It emphasizes progress and change, not things that are static or timeless.
- It speaks to our target audience.

How are we using this promise?

We're demonstrating it by focusing on (1) new destinations, (2) venues and events where you can experience the latest, and (3) the freshest and most contemporary aspects of our more timeless and historic attractions — new ways to experience and enjoy old favorites.

COME GET CAUGHT UP ON THE
LATEST, AND LEAVE FEELING
LIKE YOU'RE IN THE KNOW.

How can you use it?

When you're showing or talking about Detroit, feature images and activities that feel as if they capture the moment — what it's really like to be here today, not yesterday or in the past, or at no time in particular.

Bring what's new about what you're doing to the forefront — and relate it to the latest trends, ideas and developments in your industry or area of activity.

Create the impression that you are dynamic, relevant and aware.

Guidelines for use

If possible, align your own specific promise with the broader D promise — and make your promise explicit!

A few examples

"If you want to see, touch and test the latest makes and models from all over— and get a sneak peek at the designs and technologies you'll be driving tomorrow — you've come to the right place."

"If you heard it on the radio today, we heard it here last year. Maybe it's time to go to the source."

"Few places in America are changing in as exciting and important ways as the D — and we'd love for you to be a part of it."



D LOGO

CONSISTENCY IN ICON

The version at right is the standard, “all purpose” logo, and should be used at all times with the following exceptions: web sites, online and print applications that are too small to read cars, culture, gaming, music and sports.



D LOGO

What is it?

The D logo is a unique symbol that represents the Detroit region to tourists and other audiences.

Why does it matter?

It tells people that the communication they’re looking at represents the standards, ideals and values of the D brand.

Expressing the essence of Detroit

The D logo is destined to become the new icon of the Detroit region. We designed it to be distinctive and highly visible. Its brushed metallic look is strikingly contemporary while at the same time evoking our industrial heritage.

You might say the D logo represents our efforts to distill the essence of Detroit into a single image — something that conveys our no-nonsense spirit and strength while also addressing the many other aspects of our city for which we’re becoming known.

We use the powerful “D” as a focal point since the letter has become a kind of shorthand for “Detroit”, a nickname that is widely known and recognized throughout the region and beyond.

By including “Cars”, “Culture”, “Gaming”, “Music” and “Sports” into the mark, we instantly communicate the pillars of our brand — five core areas of strength that set us apart and make us a uniquely appealing place to visit and live.

How are we using the logo?

To visually brand all tourism-related communications created by the Bureau.

How can you use it?

By leveraging the new icon of Detroit you can help it gain power and recognition over time. Note: Unless you have a special need, be sure to specify the “all purpose” version of the logo when you request it from the Bureau.

How else can you use it?

- To indicate a link to visitdetroit.com on your web site.
- To link your own tourism, destination and leisure related brand to the power of the Detroit tourism brand.

The D logo is easy to use.

Simply find the version you want in the logo section of the brand style guide viewable at www.dbrandsummit.com, then contact us to receive the appropriate digital file.

D TYPOGRAPHY

CONSISTENCY IN LETTERFORM



D TYPOGRAPHY

What is it?

Letterforms do more than convey information: They also express the D brand's urban, vibrant and real personality. Such a personality calls for typefaces that are generally simple and strong while also allowing for a wide range of expression.

Why does it matter?

The consistent use of fonts is a critical factor in creating a strong D brand impression.

About D brand fonts

Besides communicating the right attitude overall, we selected fonts that complement the tourism logo. In addition, we selected fonts that are readily available, and that are likely to feel fresh and contemporary for a good, long time.

We realize that many organizations will already have their own, well-defined fonts and typography guidelines. If this includes your organization, consider which fonts and treatments in your own existing type family do the best job of expressing the D brand attitude.

Text

ITC Avant Garde Gothic BT Extra Light
ITC Avant Garde Gothic BT Extra Light Oblique
ITC Avant Garde Gothic BT Book
ITC Avant Garde Gothic BT Book Oblique
ITC Avant Garde Gothic BT Medium
ITC Avant Garde Gothic BT Medium Oblique

Headlines

BANK GOTHIC LIGHT
BANK GOTHIC MEDIUM
ITC Avant Garde Gothic BT Bold
ITC Avant Garde Gothic BT Bold Oblique

Subheads

ITC Avant Garde Gothic BT Bold Condensed
ITC Avant Garde Gothic BT Demi
ITC Avant Garde Gothic BT Demi Oblique

Call to action

ITC Avant Garde Gothic BT Medium Condensed
ITC Avant Garde Gothic BT Demi Condensed

Kicker

ITC Avant Garde Gothic BT Book Condensed
ITC Avant Garde Gothic BT Extra Light

Miscellaneous

CARS, CULTURE, GAMING, MUSIC, SPORTS (BANK GOTHIC MEDIUM)

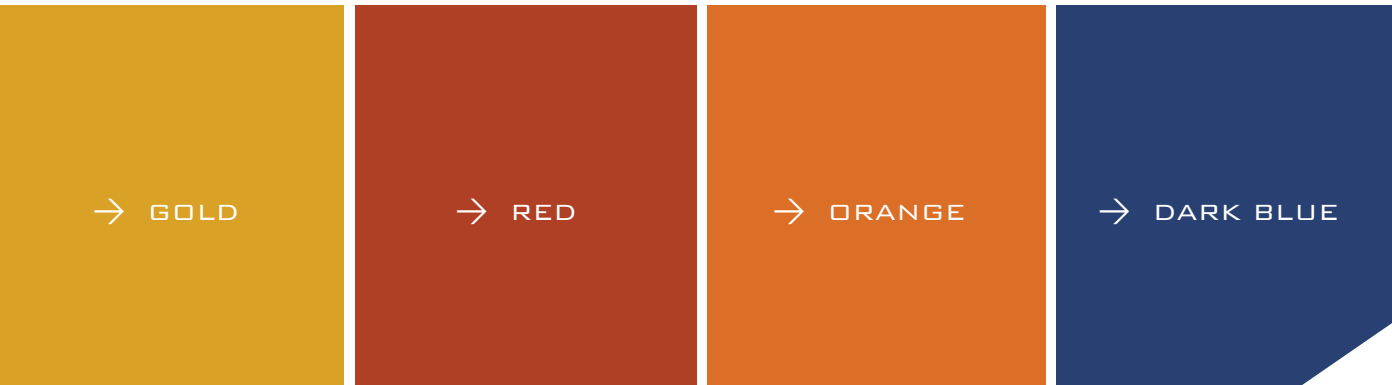
The background of the entire page is a vibrant teal color. Overlaid on this are several thick, white diagonal stripes that run from the bottom left towards the top right. In the upper left corner, the lower legs and feet of several people are visible, walking across the frame. They are wearing various styles of sneakers and trousers. The overall composition suggests a sense of movement and modernity.

D COLORS

CONSISTENCY IN ENERGY AND HUE



LIGHT BLUE	GRAY	GREEN (S. OAKLAND)	TEAL (N. OAKLAND)
PMS 543	Cool Gray 8	CMYK 56 / 14 / 79 / 1	CMYK 63 / 19 / 32 / 0
CMYK 41 / 17 / 3 / 0	CMYK 46 / 36 / 35 / 1	WEB 124 / 172 / 98	WEB 98 / 167 / 171
WEB 147 / 185 / 220	WEB 145 / 149 / 152		



GOLD (DEARBORN/ WAYNE)	RED (DOWNTOWN)	ORANGE (MACOMB)	DARK BLUE
CMYK 14 / 36 / 100 / 1	CMYK 22 / 87 / 100 / 13	CMYK 10 / 68 / 100 / 1	PMS 534
WEB 217 / 162 / 38	WEB 176 / 63 / 37	WEB 219 / 111 / 38	CMYK 95 / 82 / 29 / 15
			WEB 41 / 65 / 114

D COLORS

A Range of Expression, with a Distinct Point of View

What is it?

The D brand benefits from an array of colors — an array designed to express the brand personality as well as to achieve a number of practical objectives.

Why does it matter?

The consistent use of color is a critical factor in creating engaging communications as well as conveying a strong D brand impression.

About the D brand color palette

D brand colors include three “general purpose” colors — a light blue, dark blue and gray — and five accent colors associated with each of the five Tourism Destination Districts.

The five accent colors correspond to the dominant colors used in each of the district maps.

Putting the D Brand Colors to Work

Color palette guidelines

D brand colors are designed to work best together. We recognize that other organizations will have palettes featuring different colors. For the sake of your brand as well as our collective D brand, please try to keep color palettes separate and intact.

Do not change D map colors without the express written consent of the Bureau.

Emphasize district colors in district-specific communications to help build recognition for each district — especially in relation to the others.

To ensure accurate color matching and pleasing results, please use the PMS, CMYK and web specifications provided.

D PHOTOS

CONSISTENCY IN IMAGE



D PHOTOS

What is it?

Photographic imagery that represents Detroit to the world in tourism and other communications.

Why does it matter?

Photographs show faces, places and activities of interest to our target audience, and in line with our brand pillars.

Since D brand collateral and marketing are visually driven, it’s vital for images to be engaging and strong.

About D brand photos

The right images help to create a sense of Detroit as a fun place to spend time — and of a place unlike any other.

Primary imagery should be high-end editorial style photography or illustration. To do justice to our authentically urban, vibrant and real personality, images should look natural and candid — nothing overly staged or contrived.

How are we using them?

The Bureau and its One D partners use photos like these on the visitdetroit.com web site and in other communications such as our *Visit Detroit* inroom magazine.

How can you use them?

Consider the photos on our web site, in our magazine and throughout this guide as well as similar photos whenever you want to show Detroit in the same light as the D brand.

The more we all use photos like these, the more we create a consistent impression of Detroit.

Accessing D brand photos

If you see a photo you’d like to use in a Bureau publication, tell us exactly where it appears. We’ll put you in touch with the photographer or other resource directly to negotiate fees and rights. Tell them the DMCVB sent you!



D photos are easy to use

- Respect all terms and conditions associated with image use.
- Do not use images without express permission of the copyright owners.

Want to shoot your own D brand photos?

Here are a few helpful tips:

Ask yourself if your images express the D brand personality: vibrant, urban and real.

Consider real locations — places that look exciting without looking processed and places with a feeling that might be hard to find anywhere else.

Celebrate our ethnic diversity. Fairly represent our 83% majority African American population in Detroit proper.

Showcase our arts and our artists, innovators and creators — of all different kinds.

Look for what makes us different, not what makes us “just like everybody else.”

Look for “the scene” — the places in Detroit where the action is.

D BRAND PHOTOS REVEAL
DETROIT AS A FUN PLACE TO
SPEND TIME AND A PLACE
UNLIKE ANY OTHER.

D MAPS

FINDING NEW OPPORTUNITIES
EVERYWHERE WE TURN



D MAPS

What are they?

Specially designed maps of metro Detroit and five key districts within it.

Why do they matter?

They help to make “Detroit” easy for the visitor to understand — and more inviting to visit.

About the D maps

These maps help people to feel that Detroit is less spread-out and confusing. Shorter distances, fewer boundaries, super-simple orientation.

They also help to convey a unified sense of what “Detroit” is — an image that corresponds to the way a visitor really experiences and understands Detroit.

How are we using them?

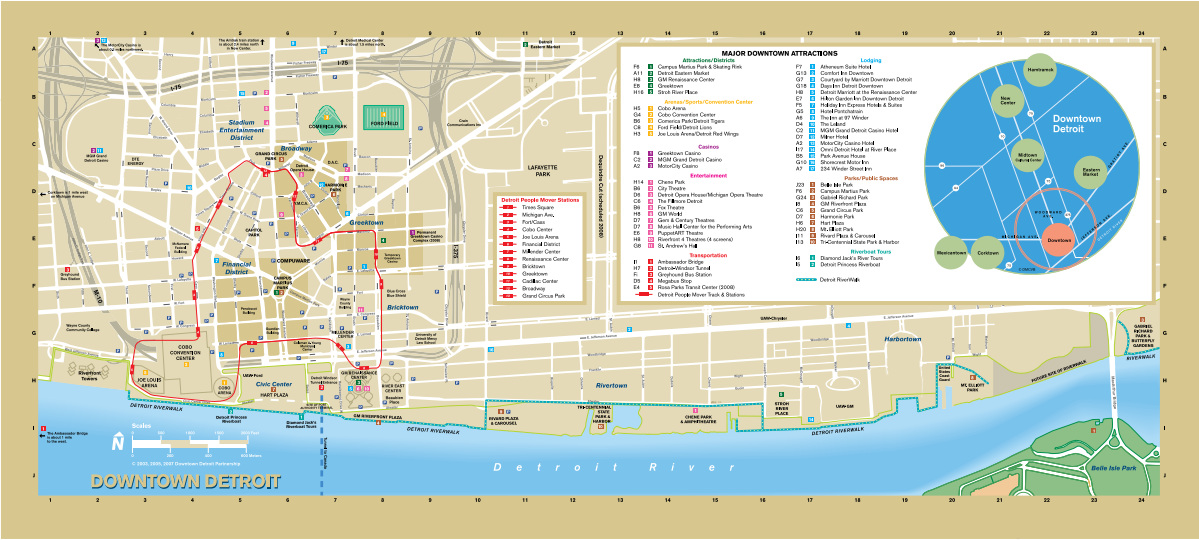
The Bureau and its One D partners are planning to make extensive use of D maps in communications and campaigns. In months and years to come, you will see them in many places. They will become popular, instantly recognizable icons of Detroit.

You can see the D maps anytime at visitdetroit.com

How can you use them?

Great idea: Make these your main wayfinding maps.

Consider using these maps in the “Contact Us” section of your web site, and in brochures. The more we all use these maps, the more we make Detroit seem inviting and accessible.



An example

The Downtown Detroit Partnership, a private/public partnership of corporate and civic leaders responsible for the stewardship and vision of Downtown Detroit, incorporates the Downtown D map into its own, more detailed street map of Downtown Detroit.

D maps are easy to use

Simply specify the map(s) that you need from the selection in this guide. Then contact us to receive them in a variety of high-resolution, print-ready digital formats.

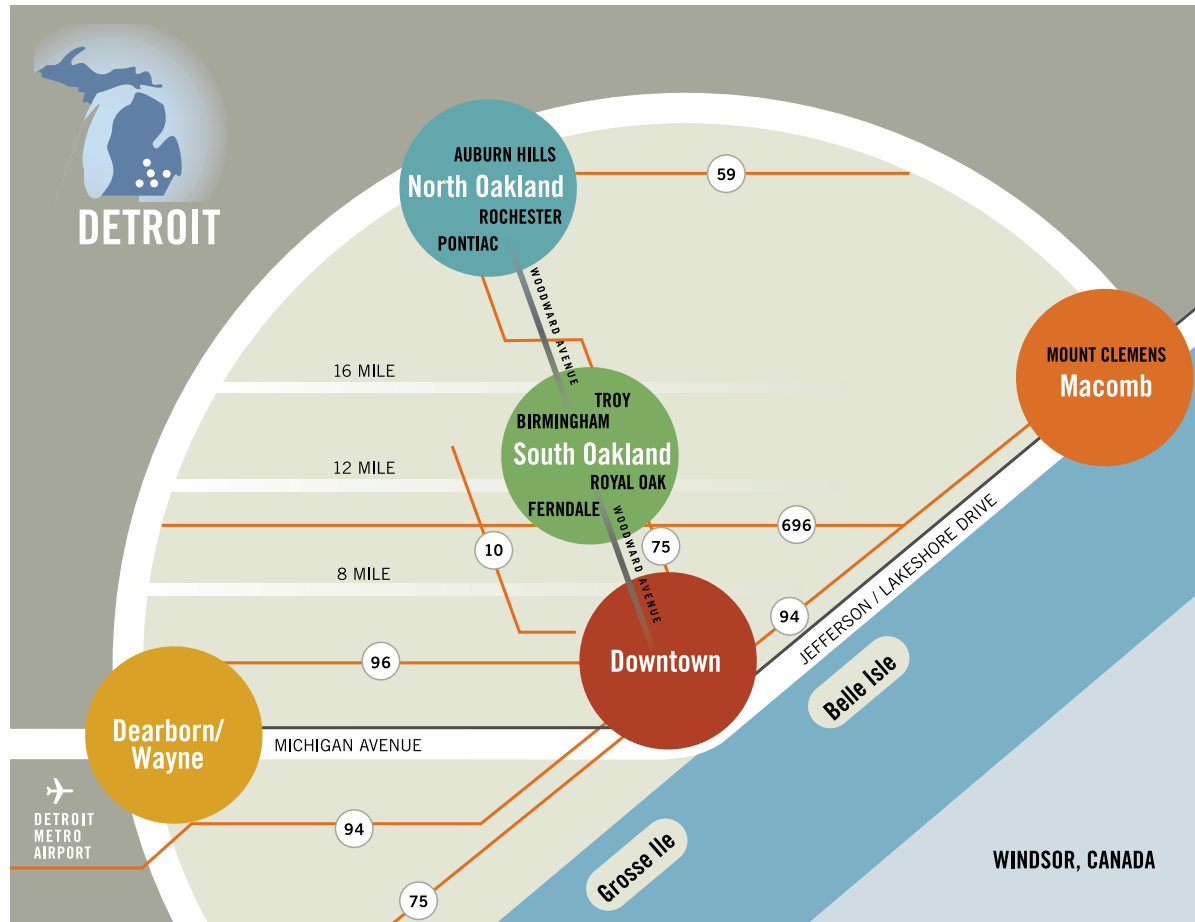
Be sure to use the following credit in 8 pt. type:

© 2007 Detroit Metro Convention & Visitors Bureau visitdetroit.com

Guidelines for use

- Do not alter the maps in any way except to add your own location and label.
- For labeling examples, see the maps and sample destinations at visitdetroit.com.
- Use only approved typefaces for labels. Preferred typeface is ITC Avant Garde Gothic BT.
- You may use D maps in conjunction with other types of map such as street maps or state maps. To obtain a digital copy of the official metro Detroit tourism roadmap and downtown street map, please contact the Bureau.

D MAPS CORRESPOND
TO THE WAY A VISITOR
REALLY EXPERIENCES AND
UNDERSTANDS THE CITY.



DETROIT AT-A-GLANCE MAP

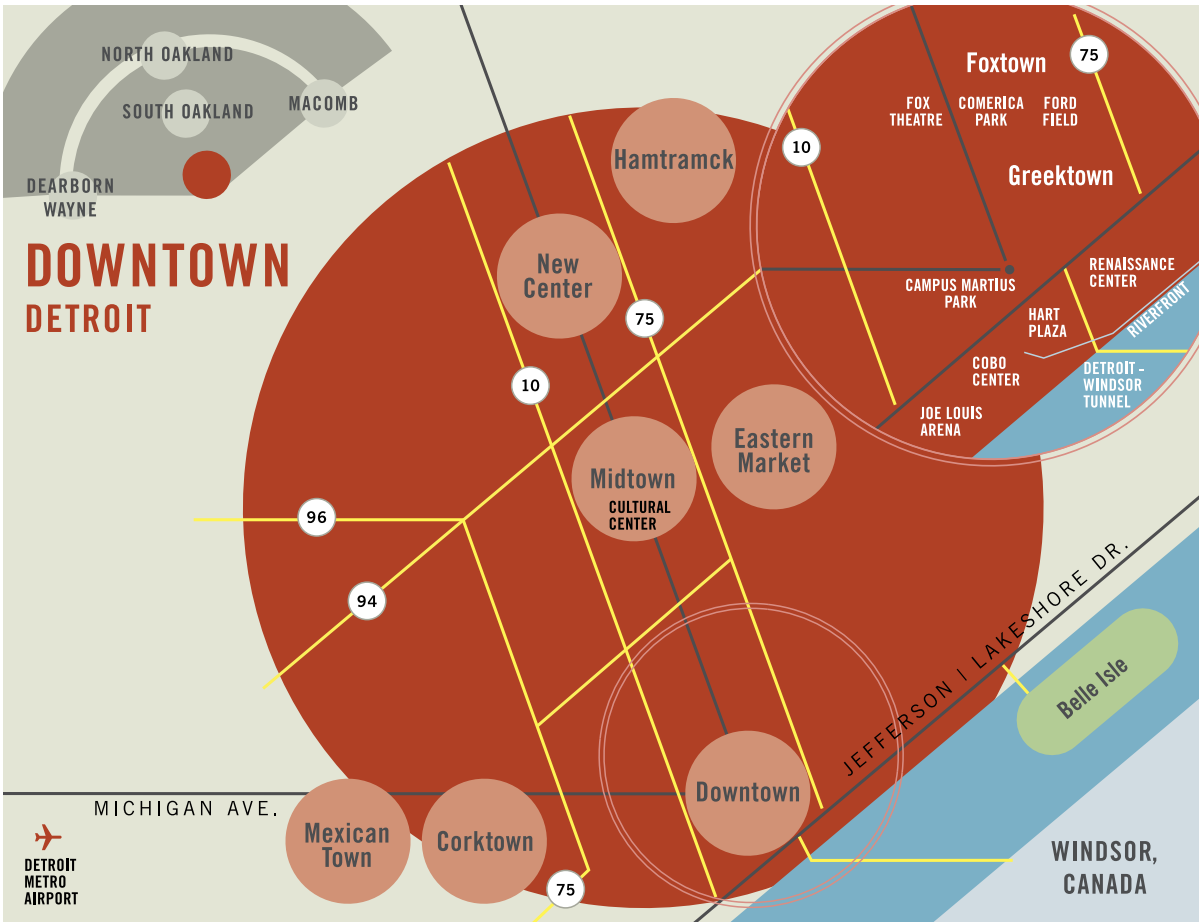
Detroit at-a-Glance

The five colored areas in the at-a-glance (or overview) map correspond to five areas of concentrated tourism interest known as Tourism Destination Districts, or TDDs, identified by the Tourism Economic Development Council (TEDC).

Note how Detroit’s hub-and-spoke radial plan has inspired the map’s overall shape.

Schematic and simple. Have you ever seen a map of the New York subway system or the London underground? Then you know how helpful such can be as high-level wayfinding tools, even if they’re not executed to scale — and even if you’re not riding the subway.

Of course, the same kind of simplification can work even if a city is mainly automotive-based, like ours. In fact, in many ways such an approach can be even more helpful.



DOWNTOWN DETROIT MAP

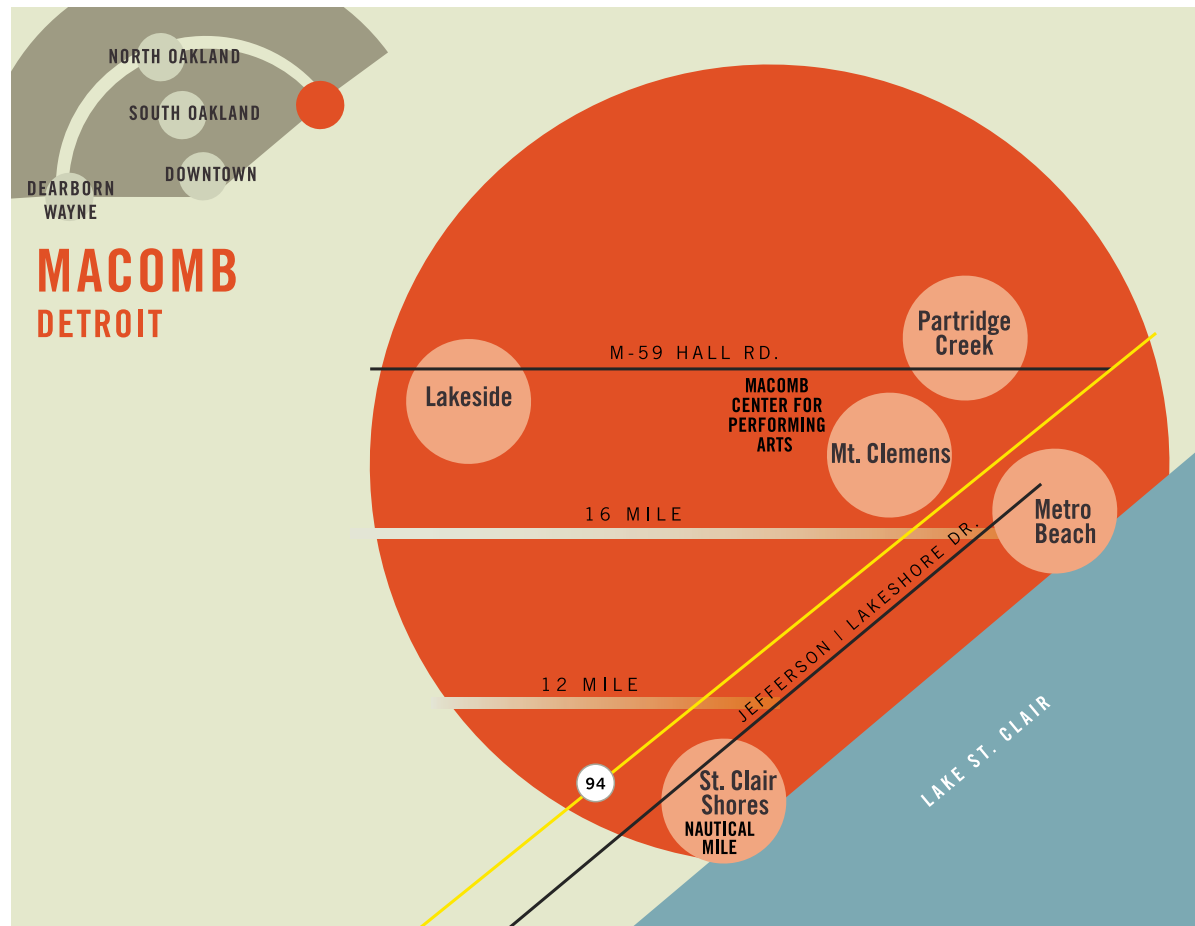
Downtown Detroit

Remember, for the tourist we present the entire metro area as “Detroit”. To minimize confusion, we refer to the City of Detroit itself as “Downtown”.

Downtown proper is shown by a pink circle also labeled “Downtown” — and by the inset map in the upper right corner.

You may use this map with or without the inset map. You may also use the inset map by itself.

Note how the overview map becomes a simple icon in the upper lefthand corner to orient the district to the D map overall.



MACOMB MAP

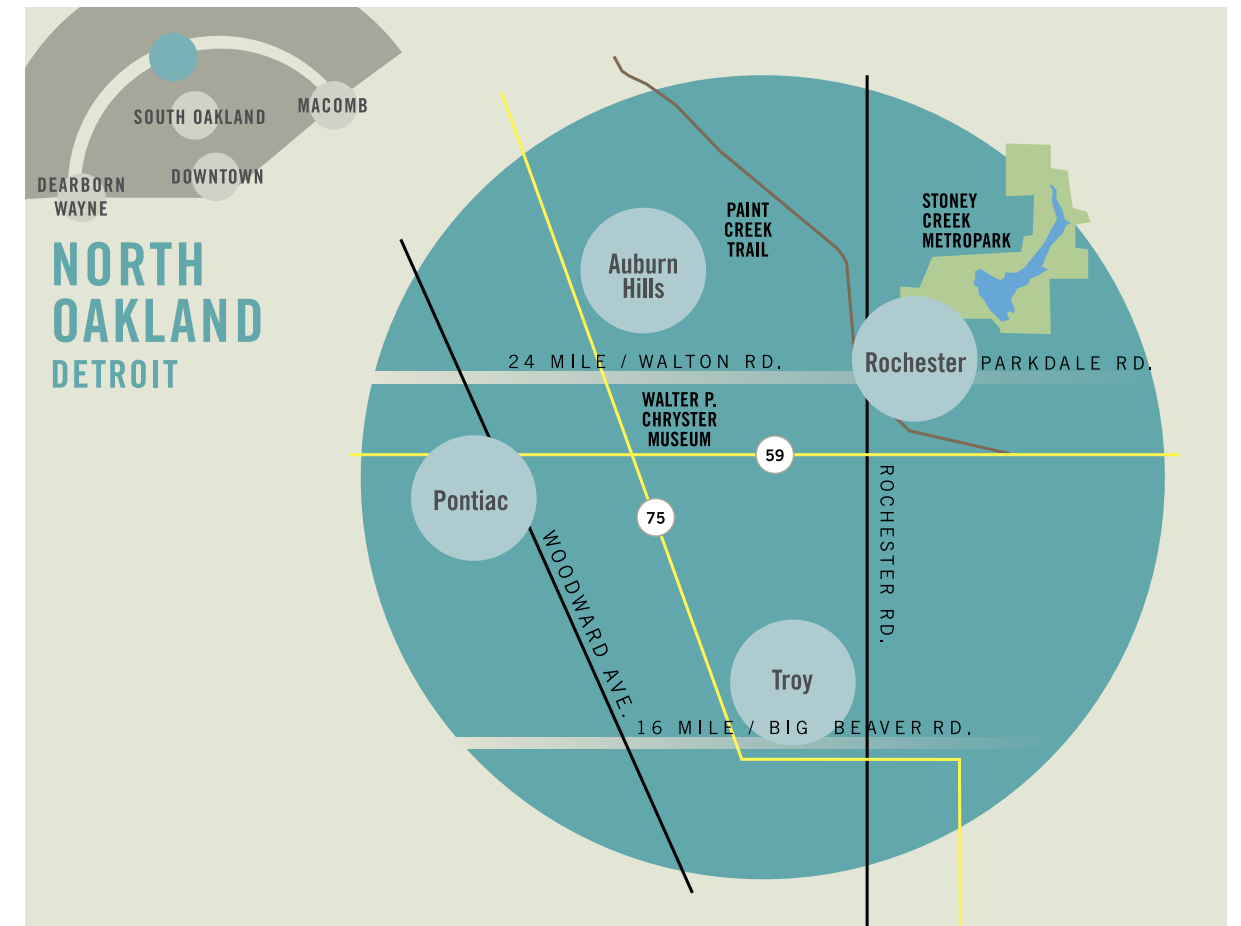
Macomb

One of the reasons the D map system works so well is that it alters scale and distance to correspond more closely to a visitor's experience, not to geography. For the visitor, "Macomb" is the same size and scale as "Downtown".

To further minimize a sense of boundaries and distance, we refer to this district as "Macomb", not "Macomb County".

Of course, you may also use D maps in conjunction with other kinds of maps, including street maps.

When doing so, you may find that the appropriate D map can often serve as a striking inset to a map that provides greater detail.



NORTH OAKLAND MAP

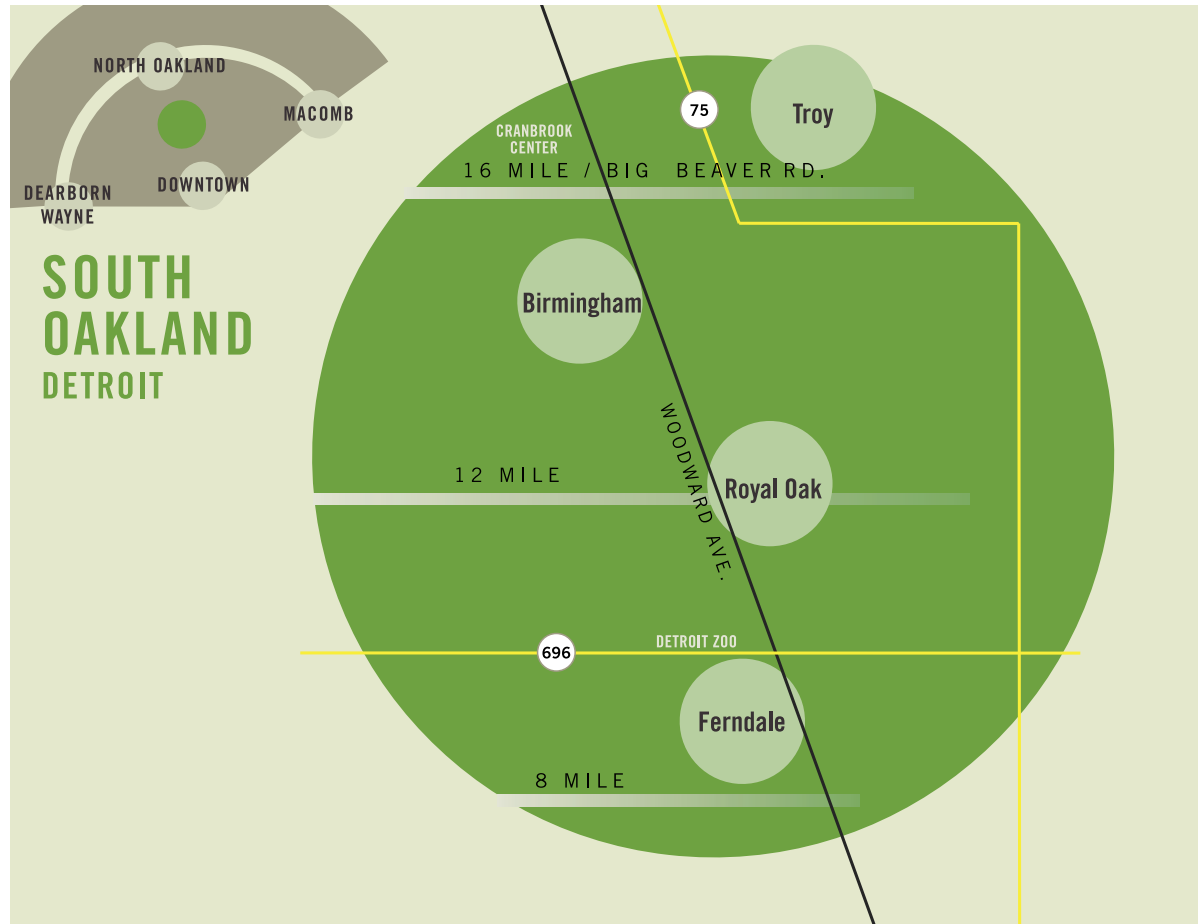
North Oakland

Oakland County is home of two Tourism Destination Districts, and two maps: North Oakland and South Oakland.

As with Macomb, note that D maps do not use the word "county" to help minimize a sense of boundaries and distance, and promote a more tourist-friendly perception.

The boundaries between North and South Oakland are not fixed. Some destinations, such as Troy, may appear in both. If your venue or destination could appear in either map, feel free to choose either — or both.

Note that consistent use of district colors helps to build awareness for each map, and to distinguish each map from the others in the system.



SOUTH OAKLAND MAP

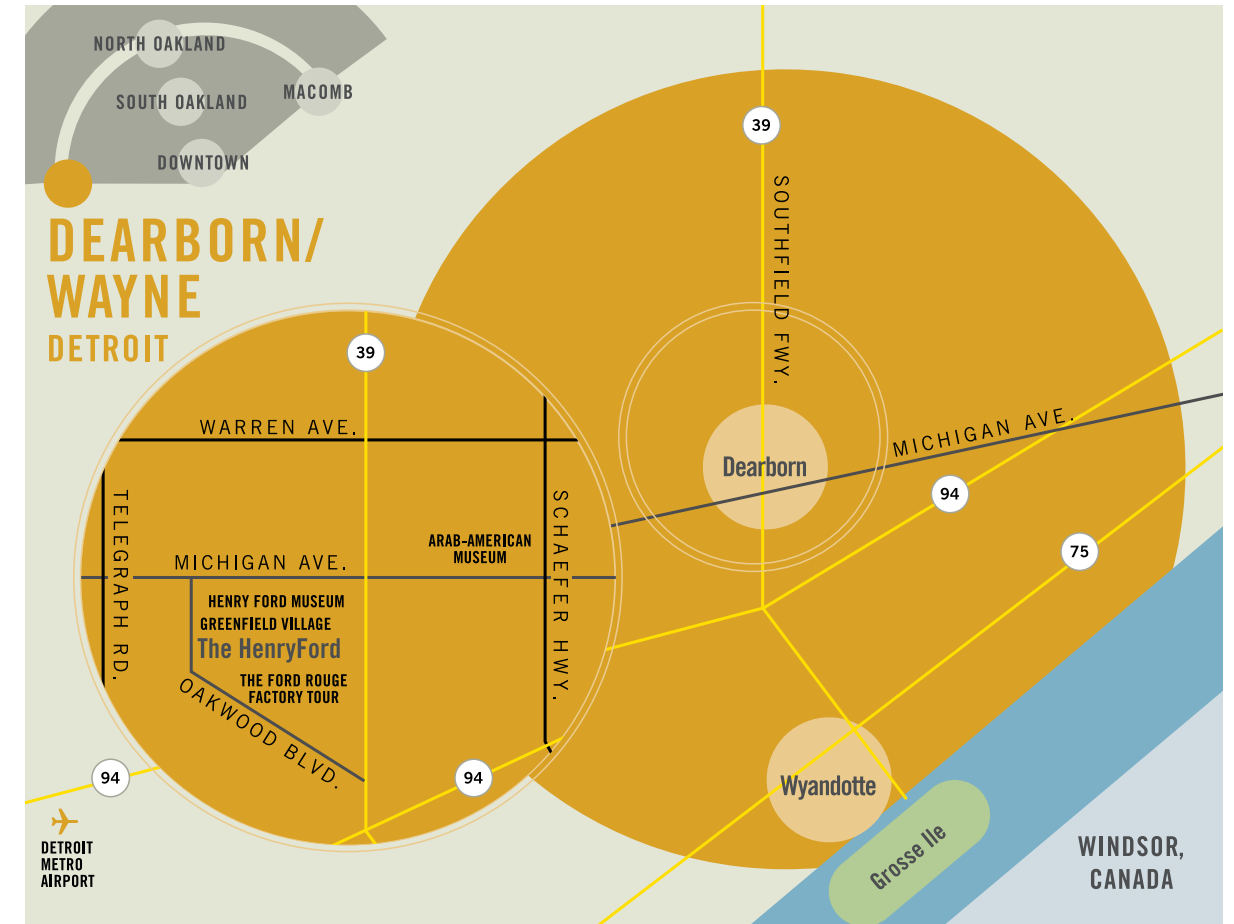
South Oakland

Note the importance of Woodward Avenue as an organizing element for the South Oakland D map.

South Oakland, one of two D maps inspired by Oakland County, extends roughly from Eight Mile in the south to a bit past Big Beaver Road in the north.

The boundaries between North and South Oakland are not fixed. Some destinations, such as Troy, may appear in both. If your venue or destination could appear in either map, feel free to choose either — or both.

As with Macomb and North Oakland, note that the South Oakland D map does not use the word “county”.



DEARBORN/WAYNE MAP

Dearborn/Wayne

Note the importance of Warren and Michigan Avenues as organizing elements for the Dearborn/Wayne map.

As with other D maps, note that Dearborn/Wayne does not use the word “county”. This helps to minimize a sense of boundaries and distance, and promote a more tourist-friendly perception.

Note that the boundaries between the Dearborn/Wayne and Downtown D maps are not fixed and absolute. If your destination or venue lies within the City of Detroit, you should consider using the Downtown D map.

Detroit Metro Airport appears as an icon in the lower lefthand corner of the map.

D SPEAK

GETTING OUR STORY STRAIGHT



D SPEAK

Back Story

What is it?

A narrative about Detroit that presents who we are and where we're going through the filter of the D brand positioning, personality and promise.

Why does it matter?

First, it can inspire. Second, it can focus us on communicating the same messages, with the same spirit: To get our story straight, we first have to have one.

THE BACK STORY DRAWS
ON OUR HERITAGE AND
CELEBRATES THE BEST OF
WHO WE ARE TODAY.

The short version

A lot of us are restless. We're looking for something that's harder to find all the time: Places with a soul all their own. Cities that know what it means to be urban. Places where we can plug into what's really going on. Across a landscape paved with more of the same, one city stands out — Detroit. Detroit is a city of triumphs, a city of struggles and a city with enough imagination to power the nation. Here, the car claims center stage. The music runs deep.

Sports are pursued with a passion. The culture is cooking. And the gaming is good. Trace cool to its source and sooner or later you find your way to Detroit. No other great American city puts out so much vibrant style. Wherever you're from, Detroit has something to show you. It's the place to come to get caught up on the latest — and leave feeling like you're in the know.

Note: For a long version of the back story, please go to the Addendum on page 50.

About the back story

- It draws on our heritage and celebrates the best of who we are today.
- It's positive and energized.
- It's ours and nobody else's.
- It speaks to our target audience.

How are we using the story?

- We're bringing it to life through the places, people, events and activities we show.
- We're using versions of the story as copy and messages at key opportunities.

How can you use the story?

- Live it — you are Detroit and Detroit is you.
- Fit your organization's story into it.
Great idea: If it makes sense, incorporate elements of the D brand story into your own "About Us" story on your web site.
- Tell it. Wherever you need a narrative about Detroit, start here. As much as possible, use the story, in whole or in part, as-is. If necessary, adapt it to meet your needs.

Guidelines for use

- Borrow from and build upon this story as needed. We encourage you to lift pieces, phrases and expressions you like and make them your own. The more we can all tell this story, the more powerful and consistent an impression we can make.
- Do not use the story that appears in the Addendum on page 50 in its entirety. It's meant to provide inspiration and guidance for copy and other, more specific stories about people, places and events.



WE CAN'T BE COOL IF WE
SAY WE'RE COOL.

WORDS TO USE & AVOID

What are they?

Terms and expressions that mean something special when used in reference to Detroit.

Why do they matter?

The words we use shape the perceptions we create. We must speak and write with care to help create the desired perceptions.

Cool

Avoid. The D brand is dedicated to creating a perception of Detroit as “where cool comes from.” We can’t be cool if we say we’re cool.

County

(as in **Oakland County, Macomb County, Wayne County**).

Use sparingly. For tourism purposes, such as on the D maps, we simply refer to the counties as Oakland, Macomb and Wayne — without adding “county”. For visitors, this will help to diminish a perception of these places as far away from Detroit, and from each other.

The D

Use. Shorthand for *Detroit now*. Let’s own it and use it whenever we can.

Detroit

As a synonym for the auto industry. (As in, “Detroit reported its industry earnings today.”

Avoid. Prefer “Detroit auto makers”.

Donut

A derogatory term for the area of Detroit inside Eight Mile. **Avoid.** Don’t reinforce perceived divisions between the city and its surrounding suburbs — with this or any term.

Metro Detroit

Use sparingly. We can create a stronger sense of place, particularly for visitors and other non-Detroiters if we simply refer to the entire metro area as “Detroit”.

Rust Belt

Avoid. A disparaging term that’s also passé as Detroit and other long-time manufacturing centers forge new visions for the 21st Century.

This is just the beginning.

Help us to find other ways to communicate and support a positive image of Detroit in the words we use. Share your insights with us at brandtools@visitdetroit.com. We’ll be updating our D speak glossary on an ongoing basis.



DFAQ: FREQUENTLY ASKED QUESTIONS



DFAQ

Frequently Asked Questions

01

My organization doesn't really have anything to do with the five brand pillars — music, gaming, sports, clubs or culture. How can we tap into the idea of "where cool comes from"?

Think about what's cool — what's fresh, forward-thinking and happening now — in your own field or industry. Share the "insider knowledge" that points to your own role as a leader or influencer. Present your information in a fresh, interesting way. By exploring these possibilities, chances are you'll find a way to expand what cool covers.

02

My organization isn't focused on "early adopters" or a 21-34 year old target audience. How can the D brand work for me?

First, explore existing D brand assets to see which make sense: Some will work for audiences outside the target. Second, share insights with us about what matters to *your* audience so we can all work with that insight. That way, we can find new ways to create and adapt tools and messages to their needs and interests. Third, be open to considering how your organization might develop a special initiative to the target audience. You might be surprised!

03

We like the D maps but we're located outside one of the five current "destination districts". How can we use the maps?

You might start by identifying your general whereabouts on the "D Overview map" and then switching to a non-D street map to show your exact location. But let us know — D maps are a work in progress, and it's possible that additional D maps will be created in the future.

04

Can we use Travel Michigan's "Pure Detroit" campaign assets in conjunction with D brand assets? How do the two initiatives relate to each other?

First, let's talk about how the two initiatives relate: The "pure" in "Pure Michigan" can refer to many things, from the pristine nature of our water and wilderness to experiences that are real and authentic, like those Detroit offers. In fact, the many ways to interpret "pure" are part of what makes "Pure Michigan" so powerful. In the sense of "authentic and real", "pure" lines up nicely with the D brand personality.

That's why, when you see Detroit featured in "Pure Michigan" ads and other communications, the look and feel aren't so different from what we also portray. That said, specific messages and images for the two campaigns, while complementary, are different. If you're interested in both campaigns, we suggest that you (1) familiarize yourself with the look, feel and messages of each; (2) determine which best satisfies your specific needs and make it your primary focus; and then (3) show each organization how, specifically, you want to use combined assets.

Pure Michigan and the D brand are committed to working together.



05

I wouldn't use words like "vibrant", "urban" and "real" — the words you use to describe how you want the D brand to come across — to describe my organization or brand. So how can I sync up the tone and manner of my communications with those of the D brand, and vice versa?

There are many ways to sync up the D brand, and personality is only one of them. For example, even if your look and feel are different from the D brand's, you might find ideas and messages that are similar or complementary.

But let's stick with look and feel for a minute. No matter how different the tone and manner of your communications may be from those of the D brand, you can help to sync up your communications with the D brand's by making sure the images you use are of good quality and the language you use is fresh and engaging, no matter how formal or conversational it might be.

Make sure your own brand communications are free of tired or expected images and expressions.

Start with this simple rule of good communications practice, and you'll at least keep your brand and the D brand from clashing.

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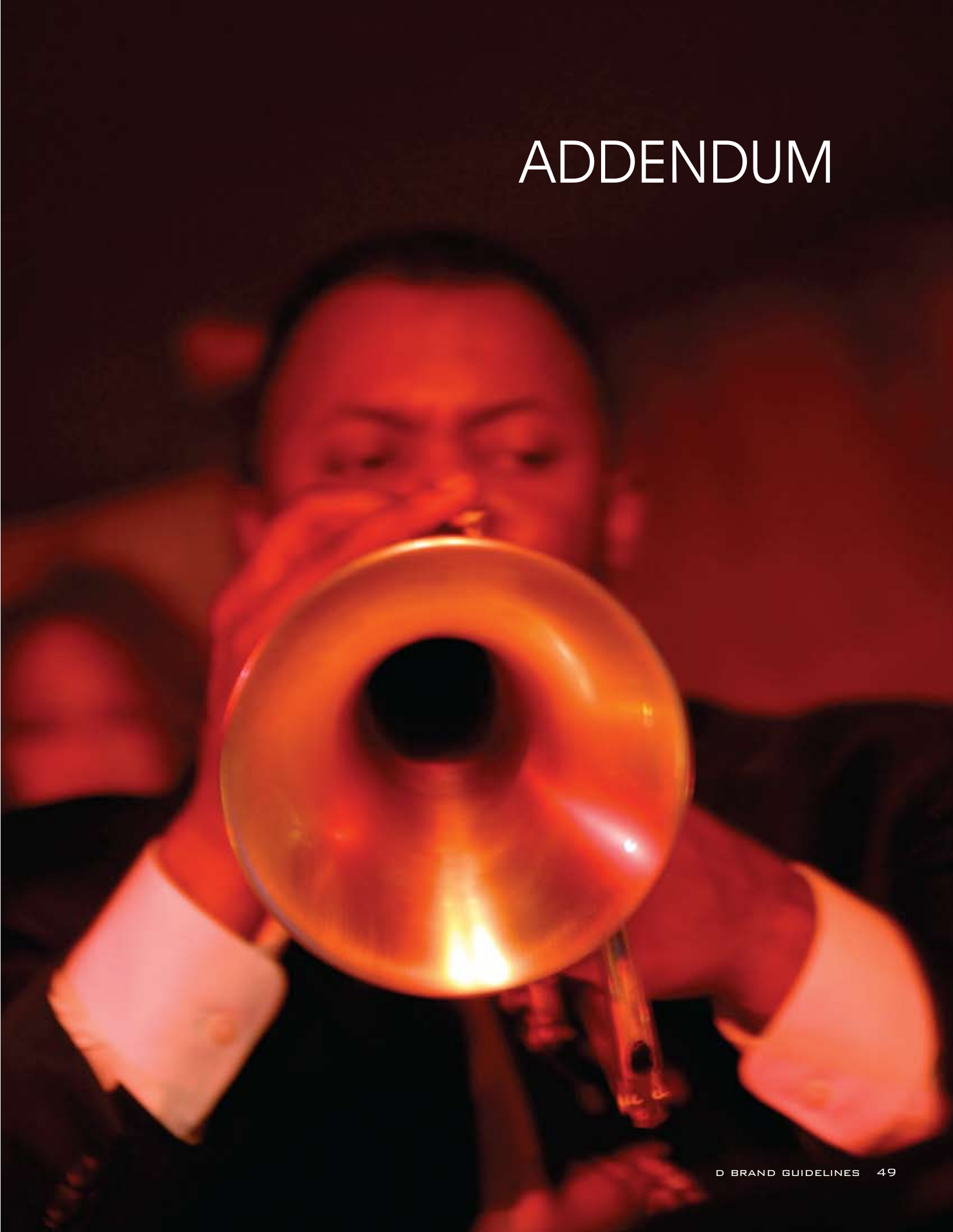
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ADDENDUM





TRACE COOL TO ITS SOURCE
AND SOONER OR LATER YOU
FIND YOUR WAY TO DETROIT.

ADDENDUM

Back Story

The long version

A lot of us are restless. We're looking for something that's harder to find all the time: Places that are real, not processed and trying to be something they're not. Places with a soul all their own. Cities that know what it means to be urban. Places with a past that adds spice to the present. Places where we can plug into what's really going on.

Across a landscape paved with more of the same, one city stands out — a city that looms large in Americans' collective imagination, no matter whether they've set foot there or not: Detroit. Motor City. Motown. The D. Detroit is a city of icons — of the automobile, of musical forms that have taken the nation by storm and of industry itself.

For all that, Detroit occupies a place all its own on the map: It's the Midwest, to be sure, but with a twist. The gateway to the North at the crossroads of America's great inland waterways. Yet also a city with strong ties to the South through generations of African Americans who have found their way north to give unique flavor and form to the city's best-known institutions. It's also the hub of the country's Arab American community, with people from many other nations and cultures further enriching the mix.

Detroit is a city of triumphs. A city of struggles. And a city of invention — and reinvention. A city that has introduced the rest of the world to what's new so many times we forget it has always been one of the great cradles of innovation. It is a city of people who describe themselves as straightforward and tell-it-like-it-is — and who show the rest of America how to have a good time.

Here, the car claims center stage. The music runs deep. Sports are pursued with a passion. The culture is cooking. And the gaming is good. Trace cool to its source and sooner or later you find your way to Detroit. No other city can come close to delivering so much vibrant style — or to leaving visitors feeling like there's such a scene to discover — around the corner, down the avenue, right in front of you, behind the door. Wherever they're from, Detroit has something to show them. It's the place to come to get caught up on the latest — and leave feeling like you're in the know.

NOTES

WHEN IT COMES
TO THE D BRAND,
THE SKY'S THE LIMIT.

DETROIT: IT'S THE PLACE
TO COME TO GET CAUGHT
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LEAVE FEELING LIKE YOU'RE
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