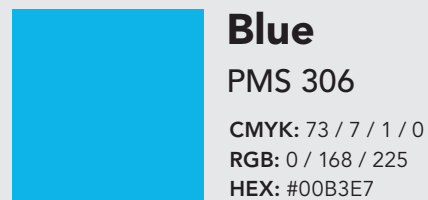
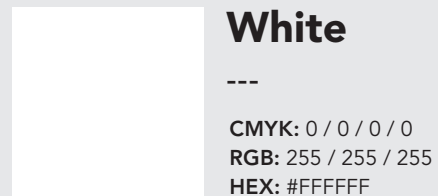
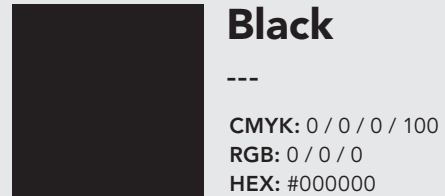


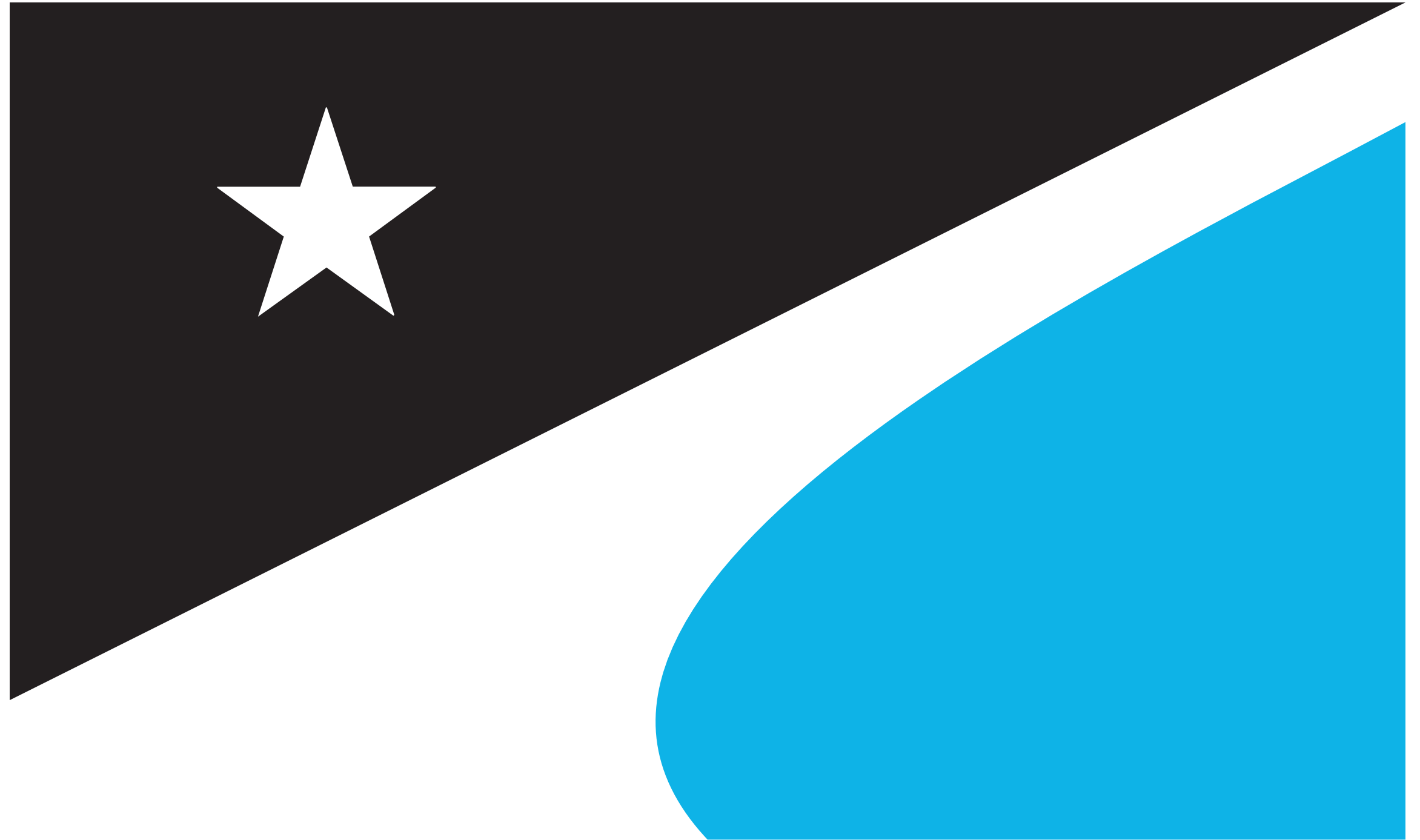
Detroit Rise Flag

The colors black, white, and blue represent our city's resilience, righteousness, and progressiveness, respectively. The star symbolizes Detroit, geographically, in relation to its river. The star's five points represent Detroit's most successful industries: the auto industry, music, art and design, life science, and high technology. The curved form symbolizes both the Detroit River—to which the city owes its name and establishment—and the city's motto; it represents a rising from struggles the city endures and a path toward the better things the city hopes for and shall attain.



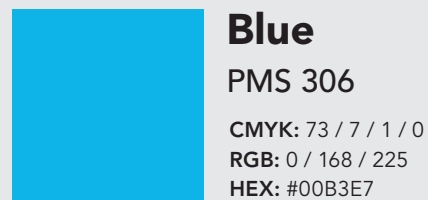
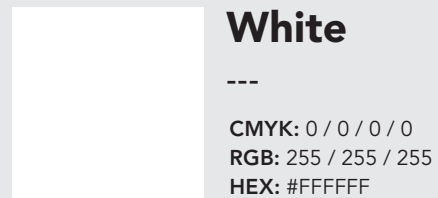
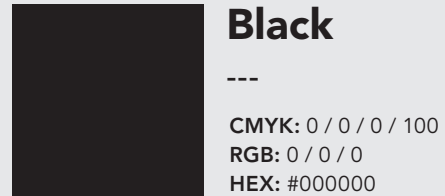
CONSTRUCTION

On a field of 5 by 3, a black triangle is delineated by one diagonal line extending from a point 0.5 units above the bottom left corner to the top right corner; a curved blue shape is delineated by a line, starting from the bottom midway point, curving up and leftward, and then straightening rightward towards a point 0.43 units from the top right corner; the resulting white negative space is the rising charge; a white star sits in the canton, in the position of honor, positioned 1.53 units from the hoist and 1.13 units from the top.



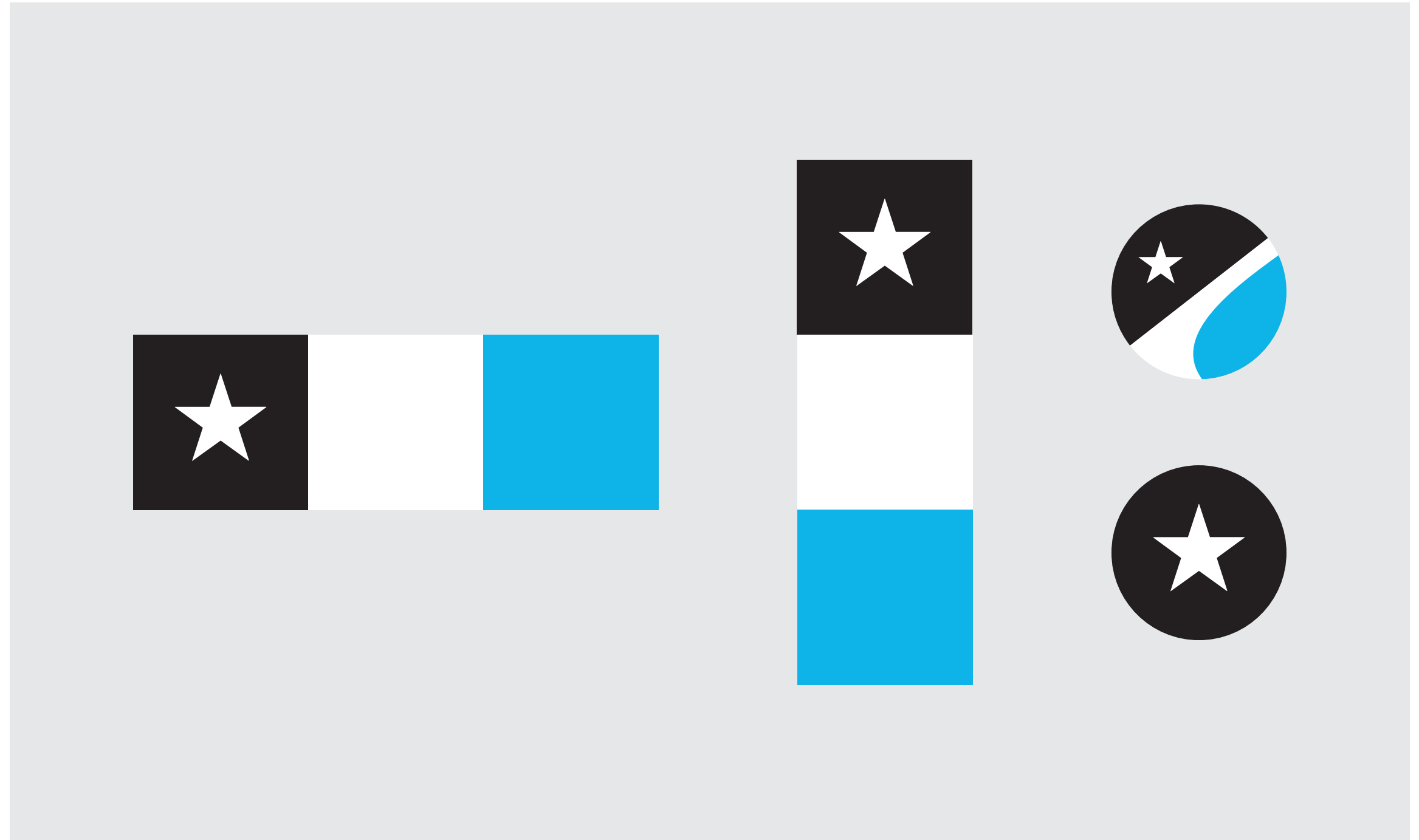
Detroit Tricolor

The colors black, white, and blue represent our city's resilience, righteousness, and progressiveness, respectively. The star symbolizes Detroit, geographically, in relation to its river. The star's five points represent Detroit's most successful industries: the auto industry, music, art and design, life science, and high technology. The curved form symbolizes both the Detroit River—to which the city owes its name and establishment—and the city's motto; it represents a rising from struggles the city endures and a path toward the better things the city hopes for and shall attain.



SCALING

When reducing the Detroit Rise design to smaller dimensions, use the Detroit Tricolor design and its extensions for effective flexibility. The Detroit Star (or Industrial Star) should *always* remain upright.



Detroit Tricolor

The colors black, white, and blue represent our city's resilience, righteousness, and progressiveness, respectively. The star symbolizes Detroit, geographically, in relation to its river. The star's five points represent Detroit's most successful industries: the auto industry, music, art and design, life science, and high technology. The curved form symbolizes both the Detroit River—to which the city owes its name and establishment—and the city's motto; it represents a rising from struggles the city endures and a path toward the better things the city hopes for and shall attain.



Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

Blue
PMS 306
CMYK: 73 / 7 / 1 / 0
RGB: 0 / 168 / 225
HEX: #00B3E7

SINGLE-COLOR USE

Experiment with the Detroit Rise and Detroit Tricolor in single colors from the color set or in finishes like metallic or wood. Remember to always keep the Detroit Star upright, and if using typography, ensure type is legible and readable. Designs should be appropriate for the application it's intended to function for.

