Branding Summary

River Rouge is a blue collar hard working community that serves as both the gateway to Detroit and the Downriver Communities. This is a community that has many opportunities, including the new Gordie Howe Bridge.

Community Identity

Color System

Font System

I AM YOUR PRIMARY TYPEFACE

I AM YOUR SECONDARY TYPEFACE

I am your Accent Typeface

Collateral

Brand Extension

River Rouge Public Library

Gateway to Detroit

River Rouge Historical Museum

EDC Economic Development Commission