

# DLI Brand Standards Overview

## Logo Files

HORIZONTAL



VERTICAL



ICON



CONDENSED



WORDMARK



For print use, select your PDF or EPS files in CMYK or PMS color spaces.  
For digital use, select your PNG or SVG files in the RGB color space.

## Primary Color Palette

<b>Pine</b> PMS: 3298 CMYK: 90, 36, 73, 25 RGB: 0, 104, 82 HEX: #006852	<b>Ruby</b> PMS: 1787 CMYK: 0, 83, 54, 0 RGB: 247, 82, 95 HEX: #f7525f	
<b>Noir</b> PMS: 5535 CMYK: 79, 58, 68, 66 RGB: 28, 46, 41 HEX: #1c2e29	<b>Cotton</b> PMS: 7485, 20% tint CMYK: 2, 1, 4, 0 RGB: 249, 249, 242 HEX: #f9f9f2	<b>Deep Cotton</b> PMS: 7485, 40% tint CMYK: 5, 3, 11, 0 RGB: 239, 239, 225 HEX: #efefe1

## Typography

- DM Sans Light
- DM Sans Regular
- DM Medium
- DM Sans SemiBold
- DM Sans Bold
- DM Sans ExtraBold

FreightMacro Pro Light  
*FreightMacro Pro Light Italic*

## Contact

BRAND SPECIALIST:  
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DOWNLOADABLE ASSETS:  
[downtownlansing.org/brand-toolkit](https://downtownlansing.org/brand-toolkit)