PROCESS
PROCESS

VISUAL AUDIT

SHOWS WHAT OTHERS HAVE DONE
PROCESS
WORD AUDIT

NORTH SAINT PAUL

Brand Audit: Existing North St Paul Brand:
Historic
Snowman
Middle class
Lakefront
Dated
Jewel-tones, (blue, ruby and tan)!
Wind power
Neutral
Passive
Industrial
Bicycles
Green-way

Category Conventions:
Blues and greens
Trees
Leaves
Water
Landscape
Wordmark based
Serifs
Outline (Illustrator style)
Soft
Boring
Expected
Flat
Conservative
Literal
Vector
Circular Shape

Category Breakers:
Warm tones
Bright colors
Urban
Industrial
Architectural
Trendy
Angular
San-serif
Photography
Image based
Abstract/conceptual
Youthful
Active
Fun
Exciting
People
Progressive
Modern

Final Word List
Bright colors
Modern
People
Angular
Abstract/conceptual
Urban
Active
Fresh

USE VISUAL AUDIT TO CREATE LIST ABOUT EXISTING CITY LOGOS
LOGOMARK

SKETCH

SKETCHES - 100

PAPER AND PENCIL
LOGOMARK

ROUGHGS

SKETCHES - ILLUSTRATOR

REFINEMENT
LOGOMARK
FINAL

FURTHER REFINEMENT
SCRIPT - TRADITION
SAN SERIF - MODERN
COMPASS SHAPE POINTS TO NORTH
TYPOGRAPHY

BRANNOBOLL FET
ABCDEF
GHIFJKLM

BLARIMDITC TT
ABCDEF
GHJKLM

GILL SANS
ABCDEF
GHJKLM

COLOR

DEPTH AND STABILITY
GROWTH AND SAFETY

PRIMARY COLORS

SECONDARY COLORS
BUSINESS SYSTEM
BUSINESS SYSTEM SKETCHING

10 POSSIBLE BUSINESS SYSTEM DESIGNS

PICK ONE AND DEVELOP
BUSINESS SYSTEM

LETTERHEAD

LOGOMARK AND BAND

PATTERN - SNOWMAN
BUSINESS SYSTEM
ENVELOPES

LOGOMARK WITH TYPE
BUSINESS SYSTEM

BUSINESS CARDS

LOGOMARK WITH TYPE

PATTERN - ONLY TIME LOGOMARK APPEARS WITH PATTERN
BUSINESS SYSTEM

PATTERN

UNIQUE TO COMMUNICATION SYSTEM

LETTERHEAD, AND BUSINESS CARD
COLLATERAL MATERIAL
INTRODUCTION TO COMMUNITY FOR NEW FAMILIES

INFORMATION COVERED:

CAR SHOW

THE GATEWAY TRAIL

Our compact, historic downtown district features a unique shopping experience and eateries, as well as many diverse recreational and leisure activities, including biking or walking along the Gateway Trail. We boast of safe neighborhoods, small town comforts and a true sense of community.

Now known as one of North St. Paul's favorite summertime events, the car show displays hundreds of vintage cars, an assortment of food vendors, music and more. Beginning June 7 and lasting through the summer months, located in downtown North St. Paul.

Visit www.historycruze.com for car tips, photos and a calendar of events with special appearances by clubs, bands and more!

The Gateway Trail is an 18-mile multiple use trail which runs from St. Paul through North St. Paul to Pine Point Park. The Gateway paved trail cuts through a cross-section of urban areas. It winds through parks, lakes, wetland and fields in Ramsey and Washington Counties. You'll be surprised to find such rural landscapes in such a metro setting. Quite often you'll see people riding horses along the area designated for horses, carriage driving or mountain biking.

Welcome!

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Clean, renewable electricity is produced locally right here in North St. Paul. The Wind Energy Turbine in North St. Paul is part of Hometown WindPower Program. North St. Paul is one of eleven Minnesota cities to have a wind turbine to create clean, renewable electricity.

The North Saint Paul Snowman sits at the southeast corner of MN highway 36 and Margaret St. in North St. Paul. The North St. Paul Jaycees used to build a snowman each winter to celebrate Sno-Daze. After a couple of lean winters they decided to build a permanent icon for the city.

Founded in 1870, North St. Paul sits on the shores of beautiful Silver Lake. The community was originally called Castle Site, and was intended to combine the best of both worlds: a bustling commercial and industrial town with the tranquility of a quiet residential area.

North St. Paul is in balance with peaceful residential and busy commercial industrial areas; young families and retirees; Victorian and ranch style homes; lakefront and downtown environments; large corporations to the entrepreneurs. Also, we have to mention, the residents of North St. Paul bring a fantastic depth to the city's character. Both business owners and residents bring an unparalleled sense of community.
Explore our community center and library!

North Saint Paul Events

City Council Meeting
Nov 19, 2013
at 6:30

Watershed Advisory Commission
Nov 21, 2013
at 6:30

Chili Feed at the VFW
Nov 22, 2013

Latest News

North St. Paul Police Respond to Suspicious Duffel Bag
Nov 14, 2013

On Thursday November 14, 2013 at approximately 1300 hours, North St. Paul Police Department personnel responded to the 2500 block of 7th Avenue regarding a suspicious duffel bag that was left on the sidewalk.

Volunteers Needed for Aging in Place Focus Group
Nov 14, 2013

As part of the UofM Resilient Communities Project, students need your help on Monday, November 18th, 2013 from 6-7:30 p.m. in the Council Chambers at City Hall. In order to better understand the ideas and needs of our residents in North St. Paul, we are seeking volunteers to participate in a community engagement session.

Groundbreaking set for Polar Ridge Senior Living
In 1870, Henry A. Castle founded Castle Site along the shore of Silver Lake extending to the south and west. In 1887, the town was incorporated as a village and renamed North St. Paul. The 1880s also brought Soo Line, originally to transport grain from nearby Minneapolis to Sault Ste. Marie.

City founder Henry Ansom Castle and his wife Margaret Wesley Jaquess Castle had seven children. On July 2, 1887, Henry moved his family into their summer villa on Silver Lake: Helen Steel (21), Mary Jane (17), Charles William (15), Henry Jaquess (13), Margaret (11), Anne (9) and James Timothy (6). (Ages from census) "Henry Street" is named after Castle; "Margaret Street" is named after his wife; "Helen Street" is named after their first-born daughter Helen; and "Charles Street" is named after their first-born son Charles. These are the main streets running north and south through town.

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Excerpt from:
North St. Paul's Roots - A story to be told
North St. Paul Visionary, Henry Anson Castle

"Henry A. Castle was many things to many people; but perhaps chief among them, he was a leader – in every sense of the word: A Colum-bus, Illinois native, Henry A. Castle was a father, soldier, journalist, politician, entrepreneur, and a humanitarian. He possessed an uncanny ability to be everything to everyone, and was forever a servant to his community – ceaseless in his efforts to innovate and progress. It was his eternal hunger for opportunity and his vision for a vibrant and promising future which helped shape the indelible legacy of North St. Paul – an extraordinary small town in a big city.

Castle settled in St. Paul in 1868 with his family at the age of 27. For a young man in his twenties, Castle was well beyond his years and quickly became a figure of great significance. It was not long before he was well-known in the professions of journalism, politics and business in the Midwest. A 'jack of all trades,' Henry Castle was an ambitious and spirited individual with an eye for opportu-nity and the drive to seize it. Though there were many individuals that contributed to the emergence of North St. Paul as a thriving and grow-ing community outside the cities, Henry Castle is considered to be the man with the vision and the determination to make that vision a reality. It began in 1872 when Castle began purchasing land near Silver Lake to be platted for the future community of North St. Paul."

The North St. Paul Historical Society is currently selling a special edition of the 125 Years of Good Living, 25 years chronology 1888-2012. It contains the information from the first one hundred years of the city with an update of the past 25 years in celebration of our 125th year as a city. The cost..."
CONTACT INFORMATION

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