Branding Guidelines

NORTH
SAINT PAUL
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About Guidelines

Who are these guidelines for?
These guidelines are for you, part of North Saint Paul. Community member, government official, with these guidelines you will be able to present North Saint Paul in a consistent professional manner.

What are the guidelines for?
This style guide will create and keep a system to make sure that the logo and brand of North Saint Paul is clear and consistent. Using this guide, you will be able to present North Saint Paul in a professional manner consistently. In addition, clear guidelines will make North Saint Paul stand out and be more welcoming for new families.
City Overview

North St. Paul is a town of 3.1 square miles, with a six block-long Main Street. A small industrial village turned first-ring suburb, North St. Paul embraces its small-town feel but also recognizes it is part of a larger region.

With 125 years of history, North St. Paul is a tight-knit community with bonds to the town atmosphere, its neighbors, and their shared past. But it is also a town that looks to the future, embracing technology and seeking new ways to capture the next wave of innovation and ingenuity to propel the community forward.

With an abundance of city parks, schools, churches, a quaint downtown district, and peaceful neighborhoods, North St. Paul is a town with a great quality of life. It is connected to a thriving metropolitan region, and appreciates how this enhances residents’ access to a diversity of jobs, cultural and recreational opportunities, quality health care, and higher education opportunities.

Although as a community North St. Paul seeks to become more “urban” by investing in progressive infrastructure improvements and more compact development, it will strive to preserve the small-town atmosphere by ensuring that future projects adhere to a quality design standard and aesthetic character.

Key Brand Elements

North Saint Paul’s visual identity has three key elements:

1. Logomark
2. Color
3. Typography

Applied consistently and in the correct way these elements will create a powerful and distinctive brand for North Saint Paul.
Brand Components

The North Saint Paul logomark comprise of two inseparable components the compass shape and the logotype. The typefaces used are covered on Page 9 in more detail.

The space around the logomark needs to be the size of the N in North. There must be at least that space around the logomark, anything closer is unacceptable.

Maximum

There is no maximum size restriction. See Page 5.

Minimum

The smallest size the North Saint Paul can be is 0.766” width by 0.854” height.

Unacceptable Logo Use

Using the pattern and the logomark on any material besides the front side of the business card is completely unacceptable. Pattern usage is covered on Page 12.

Using the logomark without the white circle background is not acceptable. Only change the background color. More information on this restriction on Page 7.

Reversing the logomark in white out of the background is also unacceptable. The logomark must be in black and white. For more detailed information see Page 7.
## Color Change

This the logo in its basic form. In this form the logo is simple and can be used in many applications.

The only color change that is allowed with the logo mark is behind the logo mark. Other color changes are unacceptable. To see the acceptable colors for the color change please look at page 8 (secondary colors).

## Brand Color

The primary colors are mainly used for the logomark. Secondary colors are only used for the change in the background of the logomark. The logomark must be black and white to create consistent and professional brand.

### Primary Colors

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0% 0% 0% 0%</td>
<td>R255 G255 B255</td>
<td>FFFFFF</td>
</tr>
<tr>
<td></td>
<td>0% 0% 0% 100%</td>
<td>R35 G31 B32</td>
<td>231F20</td>
</tr>
<tr>
<td></td>
<td>46% 0% 25% 0%</td>
<td>R134 G208 B200</td>
<td>86D0C8</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Secondary Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30% 0% 17% 0%</td>
<td>R177 G222 B216</td>
<td>B1DED8</td>
</tr>
<tr>
<td></td>
<td>25% 0% 14% 0%</td>
<td>R189 G227 B222</td>
<td>BDE3DE</td>
</tr>
<tr>
<td></td>
<td>20% 0% 11% 0%</td>
<td>R202 G232 B228</td>
<td>CAE8E4</td>
</tr>
<tr>
<td></td>
<td>15% 0% 8% 0%</td>
<td>R214 G238 B234</td>
<td>D6EEEA</td>
</tr>
</tbody>
</table>
Typography

The two typefaces used in the logomark are Brannboll Fet and BlariMdITC TT.

Brannboll Fet

ABCDEF
GHJKLM

BlariMdITC TT

ABCDEFG
GHJKLM

The last typeface used is Gill Sans and this typeface is used on all body copy and information typography.

Gill Sans

ABCDEFG
GHJKLM

This shows the correct spacing between letters.

Communication System

Letterhead

In the letterhead format, the logo is centered on the page. It is also centered on a bar that is 8.5" x 0.78". The margins on the letterhead must be 0.875" from the sides and 0.77" from the top and bottom.

For use of pattern, please see Page 12.
In the communication system, the business cards are standard size. The border on the back is 0.297” thick. As seen on the front, the pattern element is used. For more information on the pattern please see Page 12.
Pattern

The pattern is a special element unique to the communication system. It is only used for the back of the letterhead or the front of the business card. Any other use is unacceptable.

Unacceptable Pattern Use

Using the pattern and the logomark on any material besides the front side of the business card is completely unacceptable.

Contact Information

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