This project was supported by the Resilient Communities Project (RCP), a program at the University of Minnesota that convenes the wide-ranging expertise of U of M faculty and students to address strategic local projects that advance community resilience and sustainability. RCP is a program of the Center for Urban and Regional Affairs (CURA) and the Institute on the Environment.

This work is licensed under the Creative Commons Attribution-NonCommercial 3.0 Unported License. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc/3.0/ or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA. Any reproduction, distribution, or derivative use of this work under this license must be accompanied by the following attribution: “Produced by the Resilient Communities Project at the University of Minnesota. Reproduced under a Creative Commons Attribution-NonCommercial 3.0 Unported License.”

This publication may be available in alternate formats upon request.

**Resilient Communities Project**  
University of Minnesota  
330 HHHSPA  
301—19th Avenue South  
Minneapolis, Minnesota 55455  
Phone: (612) 625-7501  
E-mail: rcp@umn.edu  
Web site: http://www.rcp.umn.edu

*The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.*
Use this book as a guide for the use and application of the North Saint Paul visual identity. With consistent use, current community members, residents, businesses as well as prospective members will come to know and trust in North Saint Paul’s persona.
The Community

North Saint Paul is a community with strong roots that respects its past and values its traditions. The identity for any company with such a historied past needs to balance those roots with modern sensibility, translating each to the other. This will allow North Saint Paul to be seen by those outside the community as a truly extraordinary small town in the cities.

The Logo

This logo uses hand drawn letterforms and decorative shapes that speak to North Saint Paul’s 19th century roots, referencing motifs of that era and an aesthetic that North Saint Paul’s downtown revitalization project can move towards.
Communication System

Letterhead
Tw Cent, 12 pt. all text
8.5 x 11”

Margins
Top: 2.95”
Left: 1”
Right: 1”
Bottom: 1.25”

Newsletter
3 column text structure
Adjust visual elements according to margins

Margins
Top: 1.6”
Left: 5”
Right: 5”
Bottom: .85”

Specifications

Proportions
0.885 : 1

Minimum Size
.75” tall

Margin
Adjacent elements should not come within the width of the A of “Paul”

Color Variations
The logo can use any one of the predetermined colors on a contrasting background color, except the red gradient.
Logo Variations

Decorative Logo

This variation is to be used decoratively where appropriate. Use one color for the entire logo on a contrasting background.

Proportions
0.794 : 1

Minimum Size
1.5” tall, delete “Est 1887”

Margin
Adjacent elements shouldn’t cross any of the outermost points of the logo, nor should they be closer than the width of the A of “Paul”.

Color
The logo can use any one of the predetermined colors on a contrasting background color, except the red gradient.

Decorative Sign Variation

If necessary or appropriate, put the red Sign shape behind the decorative logo in either red or the red gradient. Apply the same margin standards as the regular decorative logo.

Communication System

Business Cards

2 x 3.5”
Name: Tw Cent, 12 pt
Remaining text: Tw Cent, 10 pt

Front Margins
Top: 0.73”
Left: 0.42”
Right: 0.42”
Bottom: 2.3”

Back Margins
Top: 0.125
Left: 0.125
Right: 0.125
Bottom: 0.125

Envelope

Applies to all sizes

Front & Back Margins
Top: .25”
Left: .25”
Right: .25”
Bottom: .25”

center text within margin
**Misuse**

- Do not disproportionately stretch or skew the logo.
- Do not make text that hugs this curve.
- Do not use a light colored logo on a light background.
- Do not use colors outside the prescribed color choices.
- Do not independently scale separate elements.
- Do not alter the form of the snowman.
- Do not use colors outside the prescribed color choices.

**Logo Variations**

**Framed Logo**

The framed logo is another variation that can be used when a contrasting background is needed or it is appropriate for a certain application.

- **Proportions**: 1.5 : 2"
- **Minimum Size**: 1.5" tall
- **Margin**: Adjacent elements should not come within the width of the A of “Paul”
- **Color**: Background color is always the deep red outlined in the color section, or black if color is not available. The wordmark itself can be white or gold and must match the rectangle outline.

**Snowman**

The snowman symbol can be taken out of the larger logo and used as a stand alone accent piece, with variations in color and form. It can also be used interactively with content such as page numbers.

- **Proportions**: 1.1 : 2
- **Minimum Size**: .5" tall, delete hat stripe detail
- **Margin**: n/a
- **Color**: As an accent, this piece can be any appropriate color within the color scheme of the larger piece, though preferably that of the NSP visual identity system.
Typography

Tw Cent MT

Use for headings and titles; do not italicize
At least 2 point sizes larger than body copy
If unavailable, use Futura or other similar mono-stroke sans serif as a secondary font choice

Times New Roman

Use for body copy text
Text size no less than 10 points is preferred if possible
If unavailable, use Times or other similar light serif as a secondary font choice
Do not use light colored text on dark backgrounds

Color

Color Palette

Deep red should be used for the logo whenever possible. However, it shouldn’t be used as a background color or behind large amounts of text. As a general rule, light text on a dark background color is very difficult to read.

Light tan and gold should be used as accent colors. The tan can also be used as a background color.

When color is not possible, process black should be used for the logo while 50% and 25% gray replace accent colors.

Gradient

A red gradient is used on several of the business collateral pieces. Do not use or alter this gradient; it belongs solely to those items.