



Branding Standards Manual

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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.

3	Overview
4	Logo
5	Logo Variations
7	Color
8	Typography
9	Misuse
10	Communication System
13	Notes

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.

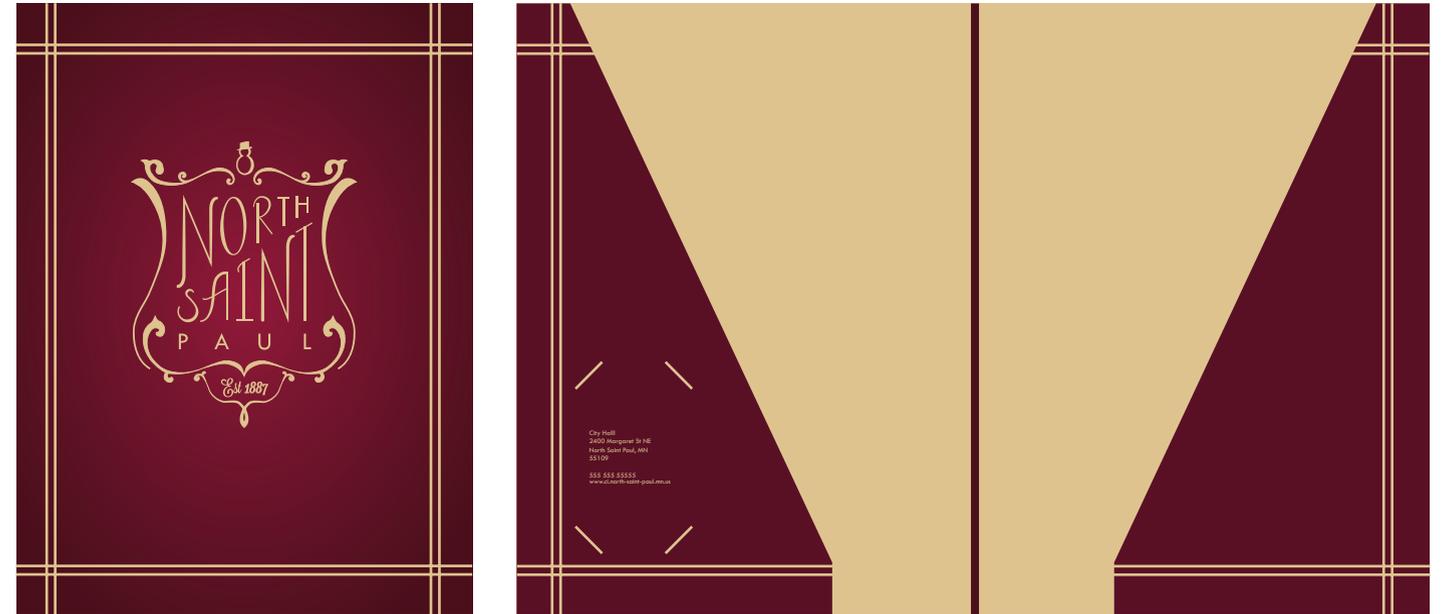
The Logo

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.

Folder

9 x 12"

Two pocket folder with business card slot.
Do not alter - use the original file.



Letterhead

Tw Cent, 12 pt. all text
8.5 x 11"

Margins

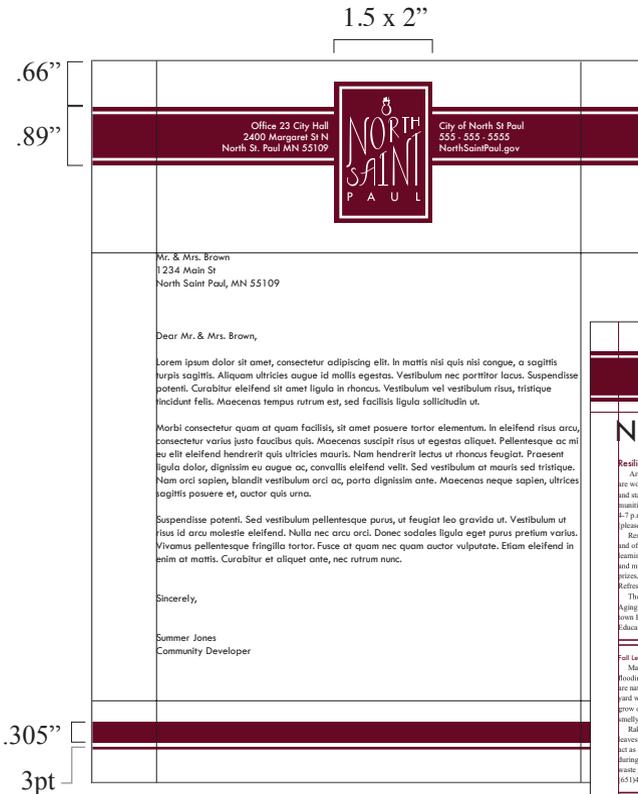
Top: 2.95"
Left: 1"
Right: 1"
Bottom: 1.25"

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.



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 outmost 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.



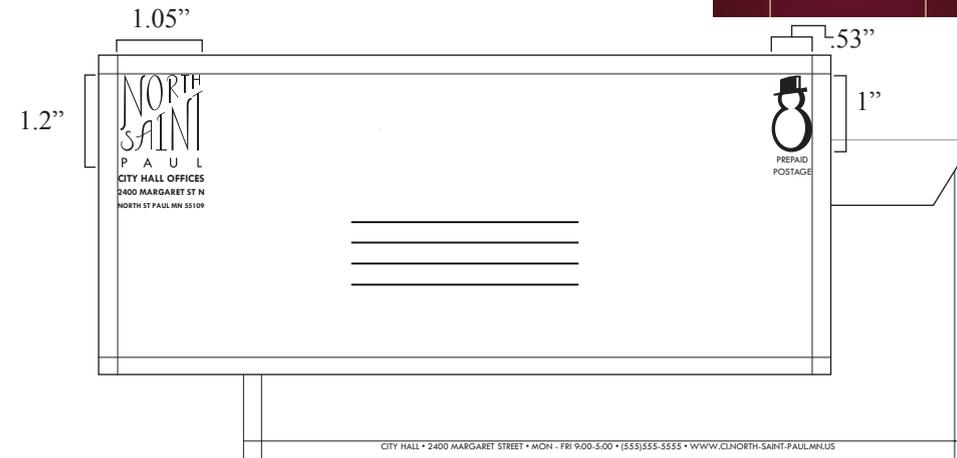
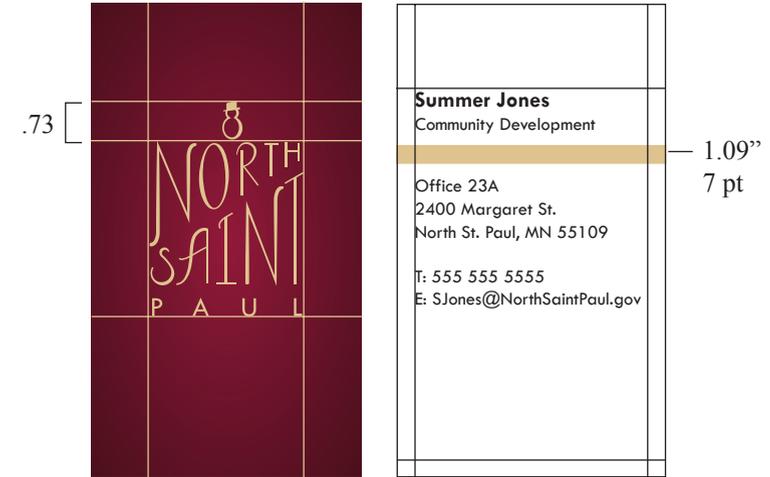
Decorative Sign Variation

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.

Business Cards

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

Front Margins	Back Margins
Top: 0.73"	Top: 0.125
Left: 0.42"	Left: 0.125
Right: 0.42"	Right: 0.125
Bottom: 2.3"	Bottom: 0.125



Envelope

Applies to all sizes
Front & Back Margins
Top: .25"
Left: .25"
Right: .25"
Bottom: .25"

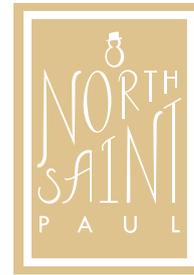
center text within margin



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 independently scale separate elements.



Do not alter the form of the snowman.



Do not use colors outside the prescribed color choices.

Framed Logo

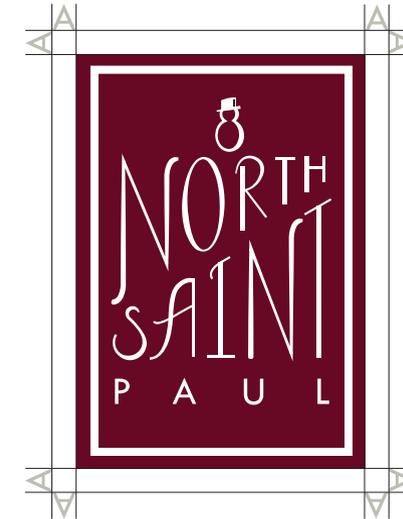
The framed logo is another variation that can be used when a contrasting background is needed or it is appropriate for a certain application.

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

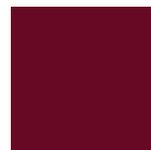
Color
As an accent, this piece can be any appropriate color within the color scheme of the larger piece, though preferably that of the NSP visual identity system.

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.



Process
C: 35 M: 99
Y: 71 K: 49

Web
R: 103 G: 12
B: 38

Pantone
7421U

Hex #
670C26



Process
C: 11 M: 20
Y: 47 K: 2

Web
R: 221 G: 193
B: 143

Pantone
466U

Hex #
DDC18F



Process
C: 4 M: 5
Y: 18 K: 0

Web
R: 243 G: 235
B: 221

Pantone
7500U

Hex #
F3EBD3

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.

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

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890