THE REBRAND OF

NORTH SAINT PAUL

EST 1887
North Saint Paul is set apart from other towns by its proximity to the Twin Cities. The availability of green energy, bike trails, urban living, history, and a quaint downtown with a lot of potential.
Objectives

The city’s brand should attract new businesses and young families, but still show its historical aspect. It should also revitalize the community and speak to the future of the town, while paying respect to their industrial heritage and small town traditions.
The current logo, (a snowman) is a quirky, iconic image in North Saint Paul. While it is a valid part of North Saint Paul culture, it is not representative of what the community can offer to new and current residents, or to new businesses. A revamped visual identity will showcase the personality of North Saint Paul to attract new families and businesses. It will tell a positive story about the community and its historical roots.
After Design Brief

North St. Paul

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

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

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

Final Word List
Progressive
Historic
Inventive
Small Town
Active Living
Urban
Warm Tones
Modern
Sketches
Process Digital Concepts
Logo Refinement
Logo Refinement
AN EXTRAORDINARY SMALL TOWN IN THE CITIES.

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AN EXTRAORDINARY SMALL TOWN IN THE CITIES.
Communication System: Envelope
AN EXTRAORDINARY SMALL TOWN IN THE CITIES.
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 roots in the town atmosphere, its neighbors, and their shared past. But it is also a town that faces the future, embracing technology and seeing how best to capture the next wave of innovation and development that propels the community forward.

With an abundance of city parks, beaches, trails, a highly educated workforce, and meaningful opportunities, North St. Paul is a town with a great variety of life. It is connected to a regional transportation network and appreciates how this enhances residents’ access to a diversity of jobs, cultural and recreational opportunities, quality health care, and educational opportunities.
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.

Hometown WindPower

Clean, renewable electricity is produced locally right here in north saint paul

The Minnesota Municipal Power Agency (MMPA) has gone above and beyond to provide community schools with educational resources to enhance their knowledge of sustainable energy practices. This year, the MMPA introduced several new features to their program agenda which benefit students and entire communities. The Fairbault Energy Park/Minnesota River Station, Minnesota’s largest municipally-owned power plant and recipient of Combined Cycle Journal’s “2012 Best Practices Award,” now offers on-site educational tours along with the tools integral to facilitating students’ learning. Complete with lesson plans, activities, wind energy information, traveling turbine kits and more, Fairbault Energy Park is a “working classroom.” Thanks to the MMPA, fourth grade students from Richardson and Webster Elementary here in North St. Paul were able to experience a few of the many benefits Fairbault Energy Park has to offer. The tour included viewing the control room and steam turbine visible from the observation room, fun learning activities and more.

Community Schools Benefit from MMPA’s Energy Education Program

The Wind Energy Turbine in North St. Paul is part of Hometown WindPower™ Program. North St. Paul is one of 11 Minnesota cities to have a wind turbine to create clean, renewable electricity under the “Hometown WindPower™ program.

Hometown WindPower is an initiative of the Minnesota Municipal Power Agency (MMPA) with member utilities in Anoka, Arlington, Brownston, Buffalo, Chaska, EastGrand Forks, Le Sueur, North St. Paul, Olivia, Shakopee and Winthrop. The program was designed by Avant Energy, also the designer of MMPA’s Fairbault Energy Park electric generation facility that celebrated its grand opening in 2007.
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**Why change is a good thing.**

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**What a new logo can do for North St. Paul.**

The current logo, our reference example, is a quality, iconic image for North St. Paul. Vehicle in a right angle to our North St. Paul logo, it is an embodiment of what we value in North St. Paul and our community. The use of a modern and neutral color palette enhances our visual identity and declares the personality of North St. Paul to our all-time residents and newcomers. It will tell a positive story about our community.
Introduction

North St. Paul is home of 3.3 square miles, with a six-block- long Main Street. A small industrial village turned retailing center, 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 twin cities, its neighbors, and their shared past. But it is also a town that looks to the future, embracing technology and evolving new ways to capture the next wave of innovation and ingenuity to propel the community forward.

With an abundance of parks, schools, churches, a vibrant downtown district, and beautiful 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.

The Logo

The most critical visual identification device for North St. Paul is the town’s logo. The chosen graphic expression of individuality and their history is the town what a food

writes. It is a device that promotes the town's history and will allow people to be connected to the people who have lived there, the places they have called home, and the memories they have created.

The logo can be thought of as something that stays with them, in the minds of people. This is because the brand is the first visual impression that is made. The town’s graphic identity is meant to make a great impact. Therefore, the logo must be consistent in appearance and color.
**Graphic Standards**

**Color Variation & Application**

The North Saint Paul logo is designed for primary use and will include the following colors: primary, light gray, white, black, and beige. Do not alter the logo, substitute or manipulate the North Saint Paul colors. The logo is available in several variations. The CMYK/RGB color version can be used in electronic applications.

**Black & White Version**

**CMYK & RGB Version**

**Background Variation & Application**

When all colors are successfully applied together, the North Saint Paul logo is designed to be very prominent. Background color should always complement the logo, but never compete. Maintaining the high contrast of the logo from the background is essential. Colors such as maroon, black, or white are more effective. Avoid colors for example, sky, green, yellow, etc. wherever possible.
**Graphic Standards**

**Clear Space**

In order to command attention, the North Saint Paul logo must always have a certain amount of clear space around it. It should not be crowded or overwhelmed by other elements competing for the space. If placed within a cluttered environment, the logo's message risks becoming obscured and illegible. In general, it is recommended to keep a distance of at least 1" from the logo to ensure clarity and visibility. The clear space can be measured in relation to the width of the center V. The clear space around the North Saint Paul logo requires at least 0.5" of space surrounding the entire logo top and bottom, left and right.

Width of “V” is the width of the letter “V” in layout.

**Corporate Colors**

Color provides a powerful means of visual recognition. The North Saint Paul logo has chosen one specific color for the external, primary version, printed with Pantone colors. This was designed to provide creative flexibility, while establishing a consistent and recognizable North Saint Paul logo identity. When contrastingly applied, the North Saint Paul logo colors will reinforce and extend the town’s message and brand.

- **Maroon**: CMYK 50 45 66 49 98 68 98 94
  - RGB: 151 34 38 264
  - Pantone: 1601 pv C
- **Light Gray**: CMYK: 6.19 15 25 25 18 19 34 34
  - RGB: 249 249 249
  - Pantone: 206 C
- **White**: CMYK: 0 0 0 0 0
  - RGB: 255 255 255
  - Pantone: 116
- **Black**: CMYK: 0 0 0 100 0
  - RGB: 0 0 0
  - Pantone: Black C

**North Saint Paul**

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Graphic Standards

Corporate Typography

Any alteration of the logo threatens the North Saint Paul identity that has been established. It is mandatory to brand the logo if it contracts to change in appearance. No other typeface is to be used to replace the words “North Saint Paul” in the logo. The Oscillation typeface should always be used in the identity. The Calibri typeface is used for body text. The corporate script typeface is used for Headers, etc. The Graphis Calion is used for text.

Oscillation

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Copperplate

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Imperfect Logo Use

As this manual has emphasized, it is critical that the visual identification of the logo be consistent in appearance, and in color. The logo is not to be manipulated in any manner, including its arrangement of colors. Additionally, the official North Saint Paul colors cannot be replaced with other colors or variations if the corporate logo. The North Saint Paul colors are to remain consistent within the limits of the medium being used to recreate it.

- The logo cannot be tilted or rotated.
- The logo may be deleted.
- Do not allow the logo to overlap or appear on a white or black area.
- Do not allow the logo to appear in a high contrast area.
- Do not allow the shape of the logo to be altered or simplified.
Graphic Standards

Improper Background Usage

As this Graphic Standards & Branding Guide has emphasized, it is critical that the background color on which the logo will appear is consistent with the presentation of the North Saint Paul identity. Any background color other than white or off-white threatening the readability of the logo. In cases where a background color is to be used, the background needs to be light colored so that the logo stands out. Any color that clash in value or hue also threatens the readability of the logo. Where at all possible, use background colors that complement the logo. Other neutral colors such as black may work as well.

Communication System & Specs.

Stationery:

- Letterhead
- Envelopes
- Business Cards

Architectural:

- Exterior Paint
- Interior Paint

11 in.
8.5 in.
7 in.
6.5 in.
3 in.
1 in.
Graphic Standards
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