AN EXTRAORDINARY SMALL TOWN IN THE CITIES.
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Introduction

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.
The Logo

The most critical visual identification device for North Saint Paul is the town’s logo. This unique graphic expression of individuality and their history is to the town what a handwritten signature is to a person. North Saint Paul has implemented an identity that portrays urban living, history, and small town feel that is important to the people who live and will want to live there. The North Saint Paul 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 great impact. Therefore, the logo must be consistent in appearance and in color.
The North Saint Paul logo for primary use, will include the following colors: Maroon, light grey, white, black, and beige. Do not alter the logo, substitute or rearrange the North Saint Paul colors. The logo is available in several variations. The CMYK/RGB color version can be used in electronic applications.
When all colors are successfully applied together, the town’s graphic identity has much more impact. Background colors 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, reds, greens, yellows, etc. whenever possible.
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 insignificant. As a general rule, make the amount of clear space even larger when possible. The required minimum clear space can be measured in relation to the width of the symbol “x”. The clear space round the North Saint Paul logo requires at least 1x of space surrounding the entire logo top and bottom; left and right.

Measure “x” to the width of the letter “u” in Paul.
Color provides a powerful means of visual recognition. The North Saint Paul logo has chosen one specific color for the enhanced, 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 consistently applied, the North Saint Paul logo corporate colors will reinforce and extend the town’s message and brand.

Maroon
CMYK: 42 81 64 45
RGB: 101 48 54
Pantone: 1817 U

Light Gray
CMYK: 0 0 0 75
RGB: 99 100 102
Pantone: Cool Gray 11 U

White
CMYK: 0 0 0
RGB: 255 255 255
Pantone:

Black
CMYK: 100 100 100
RGB: 0 0 0
Pantone: Black 6 U

Beige
CMYK: 13 18 22 0
RGB: 220 203 189
Pantone: DS 7-9 U
Any alteration of the logo threatens the North Saint Paul identity that has been established. It is impossible to brand the logo if it continues to change in appearance. No other typeface is to be used to replace the words “North Saint Paul - Est. 1887” in this logo. The ChocolateBox typeface should always be used in the identity. The Copperplate typeface should always be used for headers, etc. The typeface Calibri is used for text.

**ChocolateBox**

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

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

1 2 3 4 5 6 7 8 9 0 ! ?

“’¢&%{}”

TM ® ©

**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

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

1 2 3 4 5 6 7 8 9 0 ! ?

“’¢&%{}”

TM ® ©

Calibri

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

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

1 2 3 4 5 6 7 8 9 0 ! ?

“’¢&%{}”

TM ® ©
Improper 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 rearranged in any manner, including its arrangement of colors. Additionally, the official North Saint Paul colors cannot be replaced with other colors or variations of the corporate colors. The North Saint Paul colors are to be matched as closely as possible, within the limits of the medium being used to recreate it.

- The logo cannot be tilted or rotated:
- The logo may not be distorted:
- Do not allow the words to stand alone without the symbol around it properly attached:
- Do not outline or leave out a filled area:
- Do not rearrange the logo, its colors, or replace the colors:
- Do not alter the design of the logo or substitute a typeface:
As this Graphic Standards & Branding Guide has emphasized, it is critical that the background color on which the logo will appear is consistent to the presentation of the North Saint Paul identity. Any background color other than white or off white threatens the readability of the logo. In cases where a background color is to be used, the background needs to be as contrasting as possible to the logo in order to make the logo stand out. Any color too close in value or hue also threatens the readability of the logo. When at all possible, use background colors that compliment the logo. Other neutral colors such as black may work as well.

**Improper Background Usage**

Do not use a background color that does not compliment the logo:

![Improper Background Usage Example 1](image1)

Do not intersect the logo with a color panel:

![Improper Background Usage Example 2](image2)

Do not print the logo over an image or photo:

![Improper Background Usage Example 3](image3)
Communication System & Specs.

Stationery:

Letterhead:

Business Card:

Envelope:

AN EXTRAORDINARY SMALL TOWN IN THE CITY.

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Jason Ziemer
City Manager

2 in.
11 in.
3.5 in.
7 in.
9.5 in.
8.5 in.
Collaborative:

Brochure (Outside):

Brochure (Inside):

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, Brownton, Buffalo, Chaska, East Grand Forks, Le Sueur, North St. Paul, Olivia, Shakopee and Winthrop. The program was designed by Avant Energy, also the designer of MMPA's Faribault Energy Park electric generation facility that celebrated its grand opening in 2007.

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.
Collaborative:

Direct Mail:

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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.

Our city’s redesigned brand could attract new business and young families. It could also revitalize our community and speak to the future of our town, while paying respect to our industrial heritage and small town traditions.

As North St. Paul, we markets ourselves as “an extraordinary small town in the cities”. We pride ourselves on our industrial background and strong social ties among community members. Our city is a part of the revitalization project, Living Communities Act. In anticipation of new urban growth and housing development, our city wants to project a new more urban and vibrant personality.

The current logo, our infamous snowman, is a quirky, iconic image for North St Paul. While it is a valid part of our North St. Paul culture, it is not representative of what our 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 our community.

Why change is a good thing.

What a new logo can do for north st. paul.
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Undisciplined application of the North Saint Paul logo will soon dissipate its integrity and endanger the effectiveness of the identity program. For this reason, it is paramount to follow the North Saint Paul Graphic Standards Manual. Education is key to proper usage and understanding of the North Saint Paul logo and related elements in order to avoid typical misuses. North Saint Paul is pushing forward to become recognized and known for their community and what it has to offer new businesses and families by branding its visual image and name. If any questions or requirements have been left unanswered by this manual, please contact the City Hall for further information.