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A NOTE FROM THE DESIGNER

The following style guide explains the visual, graphic and typographic elements of the North Saint Paul brand. These standards are tools and guidelines intended to help you maintain a consistent image and provide you with the most effective brand. Please refer to this guide often when developing any internal or external communication for North Saint Paul.
OVERVIEW

North Saint Paul is a small town located 15 miles northeast of Saint Paul. With a population of 11,000 and a radius of about 3 miles, North Saint Paul markets themselves as “An extraordinary small town in the cities.” North Saint Paul prides themselves on their industrial heritage, close knit communities, green energy and beautiful parks and bike trail system.

As part of a community-wide revitalization project, the city is rebranding themselves to appeal young families and new businesses. The city wants to project a more progressive and active personality.

In this new logo, a chevron points north, while providing a dynamic shape for the base of the logo. Two houses, represent the close-knit neighborhoods in North Saint Paul, while other various buildings represent the established downtown area of the community. The city’s wind turbine is also a focal point, rising above the skyline, emphasizing the new technology and growth the city is seeking.
The North Saint Paul logo should be used in the main colors whenever possible.

- CMYK: 100, 5, 52, 0
- RGB: 35, 160, 149
- Pantone: 3272U

- CMYK: 11, 18, 100, 0
- RGB: 221, 197, 56
- Pantone: 605U

The secondary brand colors are used in collateral pieces. The logo should not appear in these colors.

- CMYK: 50, 0, 100, 0
- RGB: 159, 197, 77
- Pantone: 375U

- CMYK: 15, 1, 30, 0
- RGB: 221, 231, 192
- Pantone: 451U

When color is not possible, black should be used.
The clearspace is the minimum distance that should be left between the logo and other elements, including images, text and the edge of a page. This space ensures legibility and prominence.

For the North Saint Paul logo, the clearspace is 2N. The logo must have a margin of 2 x the height and width of the letter N on all documents.
The North Saint Paul logo should not be altered in any way. Below are some examples of improper logo use.

Do not reverse out the logo.
Do not skew or distort the logo.
Do not use the logo without the text.

Do not use a different typeface.
Do not rotate the logo.
Do not change the color of the logo.
MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
abcdefghijklmnopqrstuvwxyz | !?&()$%

UBUNTU MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
abcdefghijklmnopqrstuvwxyz | !?&()$

UBUNTU REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
abcdefghijklmnopqrstuvwxyz | !?&()$%
A map pattern is used throughout the business system to highlight important landmarks in North Saint Paul, and to create a sense of community.

**Usage**

Only a portion of the map should be shown, highlighting a certain part of the city and alluding to a larger community.

When the map is a focal point, the background color is white. When the map is a secondary element, the light green background should be used.

The map is shown with a white background on the business letterhead.
LOGO
1.5 in wide
.25 in from top/bottom

TYPE
Montserrat
Address: 8 pt

MAP PATTERN
Background: light green
Focal area: snowman