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.

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North Saint Paul is an extraordinary small town in the cities. With 125 years of history, North Saint Paul is a tight-knit community with bonds to their town, their neighbors, and their shared past. But they are also a town that looks towards the future, embracing technology and seeking new ways to capture the next wave of innovation and ingenuity to propel our community forward.

The North Saint Paul logo mark represents the town’s energy and its future. The three interlacing circles symbolize the three tiers of the city’s iconic snowman landmark as well as captures the energy of the city’s powerful wind turbine. The mark embraces modernism and simplicity while looking toward the future of an extraordinary small town in the cities.
NSP Logo

The logo must always include all elements of the logo shown at the right. The surrounding circles and snowman must remain proportional to the text.

Buffer Space

The logo is always surrounded by a minimum amount of buffer space in which no other graphic element or text may intrude.

The amount of buffer space required is proportional to the height of the snowman, regardless of which version of the logo used.
Size Restrictions

There is no maximum size for the North Saint Paul logo. However, making the logo too small can damage the logo's integrity and make it unrecognizable. The minimum size is .75 inches wide.

Keep the logo in proportion. Do not stretch or skew the logo in any way.
2. LOGO ELEMENTS
Color Palette

The North Saint Paul logo consists of three colors: NSP Grey, NSP Red, and NSP Green.

NSP Cream is an additional color that can be used when a light value is needed.

NSP Grey
CMYK C 0 M 0 Y 0 K 90
RGB R 65 G 64 B 66
PANTONE 325-2 U

NSP Red
CMYK C 17 M 100 Y 95 K 7
RGB R 192 G 33 B 42
PANTONE 88-1 U

NSP Green
CMYK C 50 M 5 Y 34 K 0
RGB R 128 G 194 B 179
PANTONE 259-5 U

NSP Cream
CMYK C M 4 Y 6 K 0
RGB R 255 G 244 B 235
PANTONE 22-9 U

Logo on Backgrounds

When the logo appears on a light background, keep the logo in its original tri-colored form.

When the logo appears on a dark background or on either the NSP grey, NSP red, or NSP green use the logo reversed out in NSP Cream.
Fonts

The font used in the logo mark is Neutra Text Demi Alt.

The secondary typeface that should be used in all North Saint Paul print or web publications is Gill Sans.

If Gill Sans is unavailable, you can replace text with Arial, Verdena, or available sans serif typeface.

These typefaces were chosen because they are:
  - contemporary
  - simple
  - fresh

They are legible on both a small and a large scale.

**Neutra Text Demi Alt**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Gill Sans Light**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Gill Sans Regular**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Logo Misuse

The North Saint Paul logo should be used in its original form or as explained in this manual. Do not attempt to reproduce the logo in any other way. Keeping the logo consistent is important to maintaining the integrity of the North Saint Paul identity.

Do not use the tri-colored logo on one of the 3 Primary NSP Colors.

Do not use the three elements separate from each other.

Do not use colors that are not in the NSP Color Palette.

Do not attempt to spell out “North Saint Paul” in other fonts.

Do not horizontally or vertically stretch or skew the logo.
3. LOGO APPLICATION
Letterhead

Set the margin 2.25 inches from the top and use the default 1.25 inch margins on the right and left sides of the letter.

The letter should be typed in 12 pt Gill Sans Regular and left justified.

Print the letterhead on white 8.5 x 11 paper. No brightly colored or distracting paper should be used.

Envelope

The North Saint Paul logo should be placed in the upper left corner of the envelope .25 inches from the top and left side of the edge.

Place the address and contact information to the right side of the logo, leaving the appropriate amount of buffer space.

3.1
Business Card

The North Saint Paul business cards are in the landscape orientation to avoid the issue of “running-out-of-space” when laying-out a lengthy name, title, and email addresses.

The front should simply have the North Saint Paul logo placed in the center of the card.

The back displays the name, title, phone number, fax number, address, and email address (in that order), followed by the appropriate icon.

The name should be set .25 inches from the top in 13 pt Neutra Text Book. The title should be in 11 pt Gill Sans Light. The phone number, fax number, address, and email address should all be set in 7 pt Gill Sans Light.

Please do not create any other artwork, alter, manipulate or change the corporate font other than what’s presented to the right.

Website Application

The North Saint Paul website is a way to digitally communicate the most recent updates and events in the city. Citizens can make payments and have quick and easy access to all the necessary information.

The typography and overall style of the website and responsive designs are reminiscent of the letterhead and newsletter, creating a cohesive brand identity.
Newsletter

The North Saint Paul newsletter is sent out monthly to residents to update them on information, changes, and events in the city.

The typography of the newsletter is reminiscent of the letterhead and website, creating a cohesive brand identity.