North Saint Paul

Embracing Heritage.
Looking Forward.

A Visual Identity Proposal
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Thank You.

Nate Ehult
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The rest of the gang
Where We’re Going.

1. Define The Problem
2. Research
3. Analysis
4. Ideation
5. Refine
6. Deliver
7. Evaluate
Defining The Problem

University of Minnesota
Resilient Communities Project
North Saint Paul

Expertise → Need
Defining The Problem

The Briefest Brief:
Attract families and business, while respecting the city’s heritage.
Defining The Problem

What is a logo?
The most succinct visual statement of a brand.
Defining The Problem

So What's brand?

1. A Positive message
2. Brand Equity
3. A Promise
Visiting North Saint Paul:
Awesome Car-show
40’ Snowman
Paul Anderson

Kick-ass Camaro
Research

Study The History of North Saint Paul:

Henry Castle
Wisconsin Central Rail
Hometown WindPower
Research Visual Audit of Competitive Landscape

MAPLEWOOD
MINNESOTA

City of
Burnsville
MINNESOTA

Buffalo

ROSEVILLE
Minnesota

West Saint Paul
We’re Close To It All

East City of Bethel
Minnesota

CLOQUET
Analysis

Word list

1. Distinctive
2. Vibrant
3. Historic
Building tomorrow, respecting tradition.
Analysis

North Saint Paul Brand

1. Historic industrial heritage
   Dynamic metropolis
2. Snowman, awesome cars,
   green power
3. Small town charm,
   Big city amenities

Building tomorrow, respecting tradition.
Ideation

Sketching, sketching, sketching, sketching, sketching,
Ideation  Critique!
Ideation

Critique! Critique!
Ideation

Contenders.
Deliver

Until we arrive at just one.
Vintage Lettering evocative of 1890’s.
Northerly Ascenders point the way home.
Geometric  Contemporary
Vivid

This orange is not messing around.
Say Hello To your new logo
Say Hello To your OLD logo?
Say Hello
To living happily ever after.
Spacing
Use the 'S' to determine minimum space from adjacent graphic elements. Nothing should closer than the width of an 'S' to the top or bottom of the Shield. Nor should anything come nearer than the height of the 'S' to the left or right edge.

Size Considerations
In print, the logo should be no smaller than ¾ inch square. For screen display, it should not be fewer than 100 pixels square. Below 1½ inches or 150 pixels, use the small scale logo that omits the 'Est. 1887' element.

Photos & Color Blocks
Integrating the logo with photography can be a great choice. Use the ‘White-frame’ version when additional contrast is needed, or when color conflicts arise. Use the black or white version when combined with vivid background colors.

Be Consistent
Consistent presentation is extremely important to the integrity of a logo. Below are some common mistakes to avoid when designing communications materials:
1. Beautiful
The art perfect.
2. Do not rotate
Align logo angle to page text.
3. Careful on colored backgrounds
Use black or white logo when placed over colored backgrounds.
4. Over color photos
Use the ‘white-frame’ logo when placed over complex images.
5. Do not distort
Never stretch or distort the logo.
6. Wacky colors
The logo should only appear in orange, black or white.


Salutations,

Dr. Reginold Seuss

Ph: /six.smcp/five.smcp/one.smcp/seven.smcp/four.smcp/seven.smcp/two.smcp/four.smcp/zero.smcp/zero.smcp
Fx: /six.smcp/five.smcp/one.smcp/seven.smcp/four.smcp/seven.smcp/two.smcp/four.smcp/three.smcp/five.smcp

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Website
Around Town

Say hello to our new logo!
Thanks