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Resilient Communities Project
University of Minnesota
330 HHHSPA
301—19th Avenue South
Minneapolis, Minnesota 55455
Phone: (612) 625-7501
E-mail: rcp@umn.edu
Web site: http://www.rcp.umn.edu

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Why a Logo Matters to NSP

North Saint Paul is a small town with a distinctive personality. It combines a historic industrial heritage with the dynamism of a growing metropolitan region. Our residents, businesses and partners make it "an extraordinary town in the cities", and they define its brand.

As a representation of its citizens our City’s 'brand message' should be both rich and clear. Our logo and visual identity should showcase the vitality and character of the community by communicating the qualities we take pride in. This document will help you do that.
The North Saint Paul logo references the city’s historic past with vintage hand lettering, while its geometric silhouette is contemporary and bold.

Usage

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 Logo. Nor should anything come nearer than the height of the ‘S’ to the left or right edge.

Example of adjacent text or image element.

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 versions 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
   This is 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.
Colors

Brand Colors
The primary brand color of North Saint Paul is orange. The logo should only appear in black, white or match Pantone Matching System 1665c (PMS). The logo should never be displayed in any other color.

Use PMS 2985c as an accent color where appropriate.

When secondary elements need lighter or darker versions of the brand colors for adequate contrast use these variants. Never use a tint or shade for the logo.

Typefaces

Headline
Adelle Regular

Subhead
Adelle Bold

Body Text
Adelle Regular

Captions
Adelle Sans Regular

Adelle Family
Adelle is contemporary slab serif typeface that blends the cleanliness of a sans with the warmth and readability of a traditional serifed face. It should be used for the content of all official documents.

The sans serif version of Adelle should be utilized for supporting text, such as captions or sidebars.

Body text should be set with wide line spacing for. Headlines should use scale to indicate emphasis.

Alternative Typefaces
Make every effort to use Adelle where you can. These common fonts are the nearest substitutes included with Microsoft’s Office software.
Letterhead

The letterhead for this system is simple and works easily with word processing applications. Set the left margin to 2 inches, the top to 2.5 inches, and the right and bottom to 1.5 inches. Use 10 point Adelle Regular for the body of our text, with a line height of 1.5. This will compliment the sans serif typeface used for the address and contact information.

A matching envelope is shown.

Paper

Sundance brand Ultra White paper, has a beautiful bright white surface with a slight eggshell texture. It prints vivid colors well, and has a very high quality feel in the hand.
Applications

Say hello to our new logo!

Resilient Communities Project Awarded to North St. Paul!

The City of North St. Paul was recently selected as the 2013-2014 partner community for the University of Minnesota’s Resilient Communities Project. The partnership will bring the expertise of hundreds of graduate students and the University of Minnesota to sustainability-related projects identified by North St. Paul. This project is a collaboration between the University of Minnesota and one partner community, in this case 2013-2014 partner community North St. Paul. In March of this year, seven applicants were selected from among seven applicants. The U of MN students from a variety of graduate-level disciplines will work on approximately 20 projects throughout the year focused on sustainability. The proposal identified 18 projects the city would like assistance with.

Students Get High Score.

The City of North St. Paul was recently selected as the 2013-2014 partner community for the University of Minnesota’s Resilient Communities Project. The partnership will bring the expertise of hundreds of graduate students and the University of Minnesota to sustainability-related projects identified by North St. Paul. This project is a collaborative effort between the University of Minnesota and one partner community. In March of this year, staff worked diligently on the application for the Resilient Communities project. The city was selected from among several applicants. The U of MN students from a variety of graduate-level disciplines will work on approximately 20 projects throughout the year focused on sustainability. The proposal identified 18 projects the city would like assistance with.

New City Manager Takes Helm

The City of North St. Paul was recently selected as one of the University of Minnesota’s Resilient Communities Project partners. This project is a collaborative effort between the University of Minnesota and one partner community. In March of this year, staff worked diligently on the application for the Resilient Communities project. The city was selected from among several applicants. The U of MN students from a variety of graduate-level disciplines will work on approximately 20 projects throughout the year focused on sustainability. The proposal identified 18 projects the city would like assistance with.

Now is the time for all good men to come to the aid of their country.

These examples begin to demonstrate how North Saint Paul could extended the style elements in this guide into a brand system.

1. A promotional postcard introducing the new logo.

2. The city newsletter, re-envisioned.

3. The city’s website, with large backdrops featuring community highlights.