SAINT PAUL
MINNESOTA

Brand Guidelines

2020

The City of Saint Paul has a new look!

In 2020, the City of Saint Paul embarked on the Brand Upgrade Project, with the goal of developing comprehensive brand guidelines for all City departments to ensure greater consistency.

Over the course of developing the new guidelines, the City identified an urgent need to update existing brand assets, including the color palette, City logo, and and typefaces to resolve accessibility issues and to better position the City for a multiplatform world where scalability across devices is paramount.

These brand guidelines should be used to inform any print or digital project that requires the use of the City's brand assets (logo, colors, or typefaces).
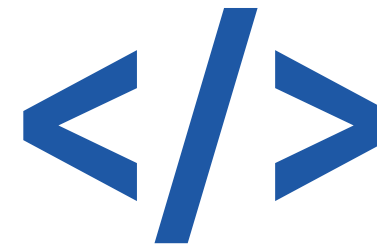
Key Features

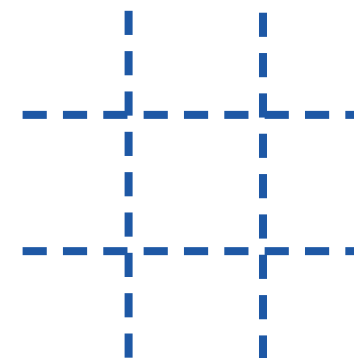The new color palette was selected to improve contrast.

The color palette is inspired by Saint Paul's unique landmarks and landscapes.

Open source typefaces allow easy staff adoption and seamless collaboration with partners.

The City's updated logotype is designed for improved legibility at smaller scales.

The City's logomark has been overhauled to ensure elements are better balanced and discernible at smaller scales.

Color Story

A new color palette reflecting Saint Paul's unique landmarks and landscapes
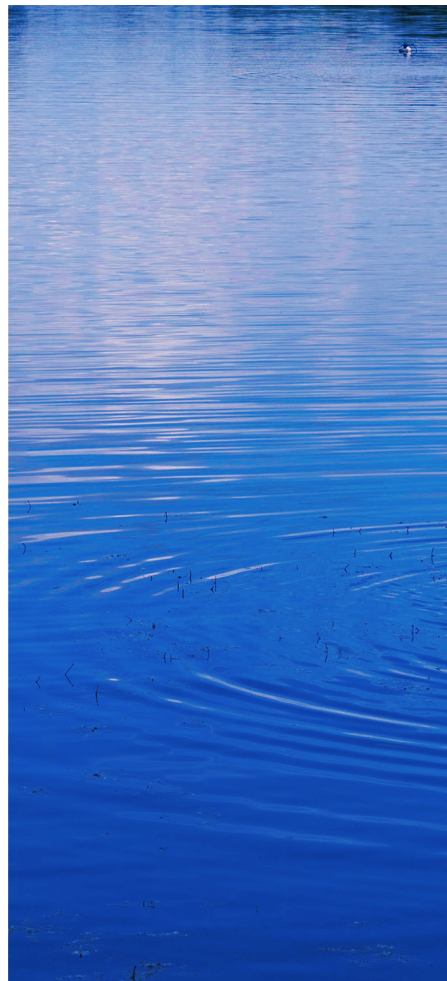
BIG RIVERS BLUE

Inspired by the Mississippi and Minnesota rivers ("Big Rivers"), which meet at B'dote, the sacred Dakota site located near the southwestern corner of Saint Paul.

SKY-TINTED WATER BLUE

Inspired by Saint Paul's many lakes, this shade of blue takes its name from the literal meaning of the Dakota word "Minnesota," or "Land of the Sky-Tinted Waters."

VENTO GREEN

Inspired by the verdant floodplain forests, oak woodlands, prairies and other native ecosystems of the Bruce Vento Nature Sanctuary.
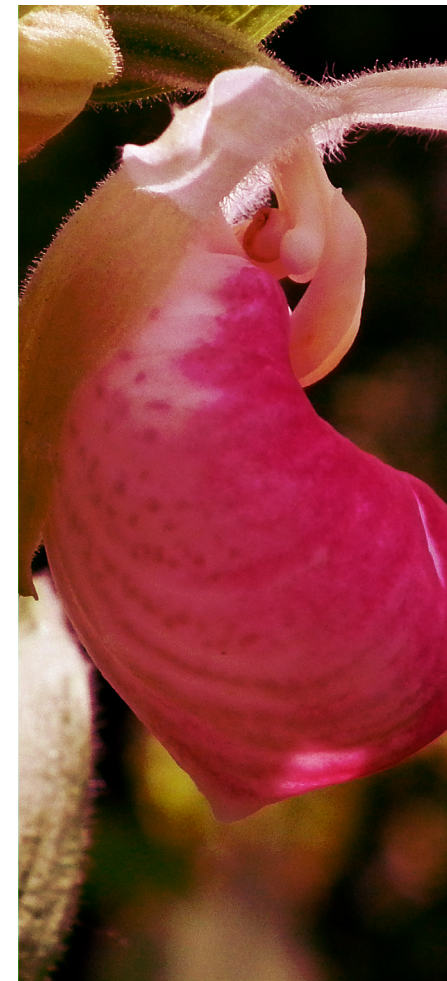
QUADRIGA GOLD

Inspired by the gleaming golden sculpture group at the base of State Capitol dome titled "The Progress of the State," commonly referred to as the Quadriga.

ORCHID RED

Inspired by the brilliant magenta shades of Minnesota's state flower, *Cypripedium reginae*, which is found living in open fens, bogs, swamps, and damp woods of Minnesota.

COPPER DOME AND GRANITE GRAY

Inspired by the Cathedral of Saint Paul's dramatic 120-foot-wide dome made of curved steel beams, covered with a clay tile surface and overlaid with copper and the exterior, which features granite from Saint Cloud, Minnesota.
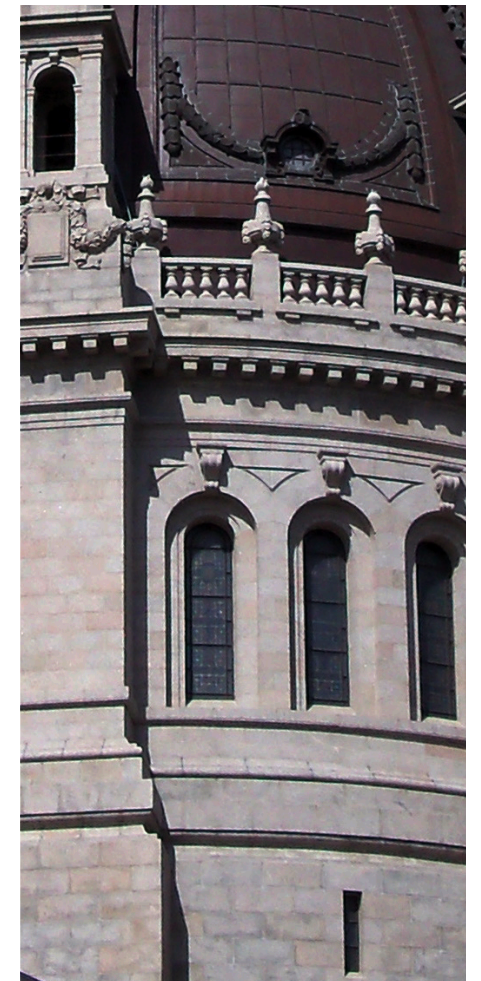
Color Palette

BIG RIVERS BLUE
PANTONE 2768 C
CMYK: 100-78-0-66
RGB: 7-29-73
HEX: #071D49

SKY-TINTED WATER BLUE
PANTONE 2133 C
CMYK: 94-67-0-0
RGB: 29-87-65
HEX: #1D57A5
WEB ONLY: #2367D3

VENTO GREEN
PANTONE 2300 C
CMYK: 36-0-87-2
RGB: 169-94-63
HEX: #A9C23F

QUADRIGA GOLD
PANTONE 143 C
CMYK: 0-27-85-0
RGB: 241-80-52
HEX: #F1B434

ORCHID RED
PANTONE 2041 C
CMYK: 4-98-27-27
RGB: 161-34-78
HEX: #A1224E

COPPER DOME GRAY
PANTONE 4287 C
CMYK: 66-62-55-54
RGB: 69-65-66
HEX: #454142

GRANITE GRAY
PANTONE WARM GRAY 1 C
CMYK: 10-10-11-0
RGB: 215-210-203
HEX: #D7D2CB

Color Contrast

Use these background and foreground colors together to ensure your design has enough contrast.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.
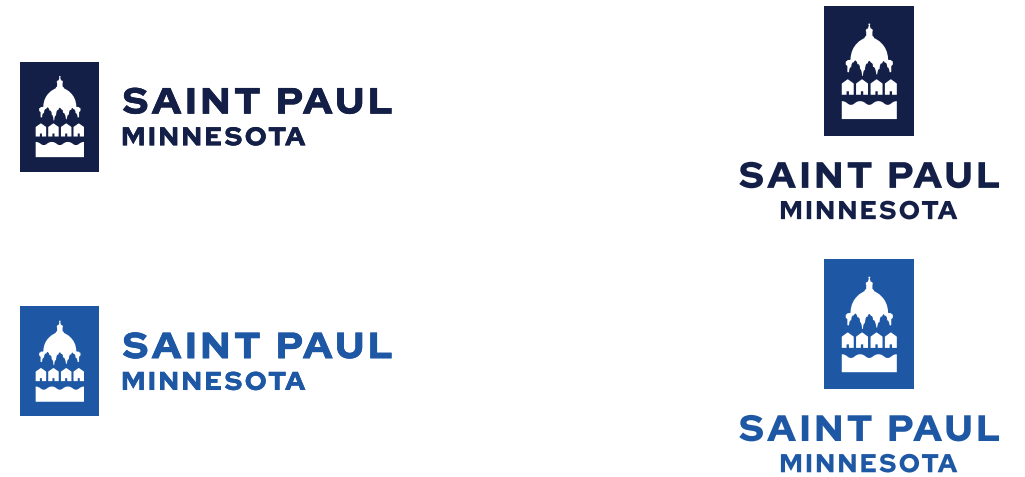
The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Logos

Color logos should be used whenever possible against light backgrounds.

One color logos should be used only when your project is limited in the number of colors you can use.

Reversed logos should only be used against a dark background.

Black logos should be whenever you are unable to use color, or your design requires restraint.

Logo Lockups

The City's logo must have a minimum amount of white space or clearance surrounding it. As a rule of thumb, use the "N" in "SAINT PAUL" to measure out the minimum amount of space. All of the logo files included in the Brand Library are formatted to include this minimum amount of clearance.

HORIZONTAL

VERTICAL

Logo Applications

To ensure the City's logo is used consistently, do not alter the logo lockups. Do not use the old version of the City's logo.

Do NOT alter the proportions.

Do NOT add a drop shadow.

Do NOT change any colors.

Do NOT change the size of any type elements.

Do NOT change the icon.

Do NOT enclose in a shape.

Do NOT change the capitalization of the logo

Do NOT change the location of the type in relation to the icon.

Enterprise Fonts

The City's logotype uses **Red Hat Display** in all caps with character spacing. Red Hat Display should be reserved for the City's logotype and should not be used for anything else.

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Red Hat Text

Red Hat Text should be used for headlines or whenever your design requires text elements that have greater prominence.

Open Sans

Open Sans should be used for body and paragraph copy, or whenever your design requires a large amount of text.