THE IMPORTANCE OF IDENTITY & GRAPHIC STANDARDS

The purpose of this manual is to establish the basic use and application of the Saint Paul College identity and image system. The identity and image system encompasses the color, typography, graphic elements, imagery, copy tone and other components that help communicate the personality of the brand to internal and external audiences. This information is pertinent to everyone who works at Saint Paul College. Please take time to familiarize yourself with the information in this manual. If you have questions about anything related to graphic standards and identity guidelines, please contact the Marketing Department.

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VISION
Saint Paul College will be a leader in providing comprehensive lifelong learning through innovative and quality focused strategies and services.

MISSION
*Education for Employment ... Education for Life!*
Saint Paul College offers comprehensive learning opportunities in career and transfer education to enhance personal knowledge and advance economic opportunity for the benefit of a diverse population including students, business/industry/labor and the community.

VALUES
The College mission and goals are based on its values which are central to an effective learning organization. Saint Paul College—A Community & Technical College is committed to the following values.

<table>
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<th>Excellence</th>
<th>Integrity</th>
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<tr>
<td>Technology</td>
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STRATEGIC GOALS

**GOAL 1:**
Provide an inclusive and welcoming environment that maximizes comprehensive high-quality learning programs and services.

**GOAL 2:**
Expand opportunity and support to increase learner persistence and success.

**GOAL 3:**
To be the partner of choice for both business/industry and community based organizations by purposely strengthening these partnerships.

**GOAL 4:**
Optimize organizational innovation and development.

**GOAL 5:**
Sustain financial viability during changing economic and market conditions.
brand promise & personality

WHAT IS a Brand Promise?
The Brand Promise itself is the single most compelling thing that the brand conveys to its target audience.

THE Saint Paul College BRAND
The Saint Paul College brand is the sum of the experiences people have with the College. It is about both the promise the College makes to external audiences, and how it aligns its internal people and processes to deliver the promise.

Saint Paul College BRAND PROMISE
Whether you’re interested in learning new job skills, updating current ones, or in pursuing a four-year college degree, Saint Paul College will help you discover the knowledge and skills you need to achieve your life’s goals. Saint Paul College will meet you where you are and take you where you want to go.

WHAT IS a Brand Personality?
The Brand Personality consists of those words or phrases that capture human characteristics or personality traits of the brand to assist in differentiation.

Saint Paul College BRAND PERSONALITY

Progressive
Looking ahead
Adaptable
Knowledgeable
Experienced
Insightful
Effective

Approachable
Warm
Friendly
Helpful
Welcoming
Familiar

Supportive
Responsive
Respectful
Fostering
Accommodating
Guiding / directing
Mentoring

Genuine
Direct
Unpretentious
Real
Open
Pragmatic

Proud
Credible
Heritage
Confident

A LOGO ISN’T A BRAND.
A brand is the emotional reaction and psychological relationship that a business/organization has with its customers. Strong brands elicit thoughts, emotions, and sometimes physiological responses from customers.

A “brand identity” is how the business/organization wants to be perceived.
brand voice

COPY TONE & STYLE

Written communications must express the Saint Paul College brand identity, and should be of a quality appropriate for a post-secondary educational institution.

For most communications, copy should be:

- concise and to the point
- friendly
- informal, but not chatty, when appropriate
- appropriate to the audience

All communications should be free of punctuation, grammatical and spelling errors.

KEY WORDS

Below is a list of key words that capture the spirit of the brand. This list can be used as general inspiration or referred to when formulating language to describe Saint Paul College:

- adaptable
- approachable
- confident
- credible
- direct
- experienced
- friendly
- genuine
- helpful
- mentoring
- open
- progressive
- proud
- real
- respectful
- supportive
THE LEGAL NAME OF THE COLLEGE

The full legal name of Saint Paul College is:

Saint Paul College—A Community & Technical College.

Name Usage

In written text, the full legal name of Saint Paul College must appear on each surface at least once, preferably at the first usage. If the College name is used in a headline or there are space considerations, it is permissible to use Saint Paul College, with the full legal name appearing in the second or third reference.

first usage

Saint Paul College—A Community & Technical College

or

Saint Paul College
A Community & Technical College

No em-dash is necessary when the legal name is on two lines.

second usage

Saint Paul College

tertiary usage

College

When substituting the word “College” for Saint Paul College in text, capitalize the first letter of “College.”

Example:

Our College offers a diverse array of services.

prohibited usage

Do not shorten the name of the College to “Saint Paul” or “SPC.”

The only exceptions are for electronic file naming, passwords, User IDs or when required by vendor, community, or other organizations.
The logo is the point of entry for the brand. It conveys attributes of the brand and serves as a dynamic visual identifier for the College.

The Saint Paul College logo is an important asset of the brand. It represents the College and its values to all audiences, and it must be handled with care.

**Specific logo guidelines**

In order to maintain the integrity of the logo and all it represents, specific guidelines on usages have been established.

- The logo should appear on all College communications.
- The logo should appear only once on a surface.
- For multi-page pieces, the logo may appear on the front cover and must appear on the back cover by the address line.
- NEVER recreate the logo.

**Logo**

The logo consists of three parts: the logo icon, the logo type and the legal name.

The stylized flame (logo icon) represents both the flame of knowledge and a symbolic “light” or “guide” to help students reach their goals.

The logo captures the values and mission of the College through the flowing lines that indicate ascension and create a sense of movement and progress.

The logo also conveys the coming together of the liberal arts and technical programs to form a more comprehensive college.

**Clear space around logo**

For maximum visibility and impact, sufficient clear space should surround the logo to allow its display to be open and prominent.

Since the logo will be used in different sizes, it is not possible to designate a linear measurement (such as inches) for the clear space around the logo.

Whatever the size of the logo, you can judge the amount of clear space needed by using the height of the curved shape found in the logo mark (A) to measure the minimum clear space around the logo.

**Minimum size of logo**

To maintain the integrity and legibility of the logo, a minimum width of one inch is required. In the event that you need to use the logo smaller than one inch in width, please contact the Marketing Department.
HORIZONTAL
2 color PMS 644 and PMS 303 or in 4 color process

SAINT PAUL COLLEGE
A Community & Technical College

VERTICAL
2 color PMS 644 and PMS 303 or in 4 color process

SAINT PAUL COLLEGE
A Community & Technical College

REVERSED OUT
White Logo reversed out of PMS 303

ONE COLOR
Prints PMS 303

BLACK
Prints Black
Learn more about

SAINT PAUL COLLEGE
A Community & Technical College
by going to saintpaul.edu.

DO NOT reconfigure or change relationship of logo elements

DO NOT expand, condense or distort the logo

DO NOT place logo within a sentence

DO NOT alter logo colors or fonts

DO NOT place logo where there is not enough contrast or on a busy background/pattern
extension branding

divisions/departments with their own logos should always be tied directly to the master brand and adhere to the College brand standards

FRIENDS OF SAINT PAUL COLLEGE FOUNDATION

PATHWAY ADVISING
email signatures

In order to create a more consistent college-wide presence, we recommend the following email signature guidelines.

Email signatures can be personalized with additional information, i.e. event call outs using text only. Adding graphic blocks is not recommended because it is not considered an accessible signature.

EXTERNAL

Firstname Lastname  
Job Title  
651.846.0000  
email.here@saintpaul.edu

Saint Paul College—A Community & Technical College  
235 Marshall Avenue  
Saint Paul, MN 55102  
saintpaul.edu

EXTERNAL w/CALL OUT

Firstname Lastname  
Job Title  
651.846.0000  
email.here@saintpaul.edu

Saint Paul College—A Community & Technical College  
235 Marshall Avenue  
Saint Paul, MN 55102  
saintpaul.edu

Start Here sessions & tours:  
Tuesdays at 6pm & Wednesdays at 10am.  
Start your journey with Saint Paul College!

INTERNAL

Firstname Lastname  
Job Title  
651.846.0000  
email.here@saintpaul.edu
social media

Social media usage is dedicated to increasing engagement and providing information that advances the reputation of the college as well as meeting focused goals and objectives.

Marketing creates and provides strategic management/maintains all official social media accounts.

ACCOUNTS

- Facebook: SaintPaulCollegeMN
- Instagram: @StPaulCollegeMN
- Twitter: @StPaulCollege
- YouTube: SaintPaulCollegeMN
- LinkedIn
- Snapchat

Further information on social media can be found in the Social Media Guidelines documentation, available from the Marketing Department.
**PRIMARY**

Midnight Blue is the main color for College communications. The other two are used as complementary colors.

**Midnight Blue**
- PMS: 303
- CMYK: 100/11/0/74
- RGB: 0/63/95
- HEX: #003F5E

**Sky Blue**
- PMS: 644
- CMYK: 42/15/0/6
- RGB: 135/178/216
- HEX: #86B1D8

**Black**
- PMS: Black
- CMYK: 0/0/0/100
- RGB: 0/0/0
- HEX: #000000

**SCREEN BACKGROUNDS**

When using color boxes for sidebars, use a 30% or 70% tint of Sky Blue.

**Sky Blue**
- PMS: 644
- CMYK: 42/15/0/6
- RGB: 135/178/216
- HEX: #86B1D8

**Sky Blue**
- PMS: 644
- CMYK: 42/15/0/6
- RGB: 135/178/216
- HEX: #86B1D8
## Secondary Colors

Secondary colors may be used as accents throughout a document (see the viewbook as an example of use), as cluster colors for program divisions and digitally in various PowerPoint presentations, for example.

<table>
<thead>
<tr>
<th>Program Division</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<td>Liberal &amp; Fine Arts Programs</td>
<td>56/98/0/0</td>
<td>135/45/145</td>
<td>#872D91</td>
</tr>
<tr>
<td>Health Science Programs</td>
<td>33/5/86/0</td>
<td>182/203/81</td>
<td>#b5cb50</td>
</tr>
<tr>
<td>STEM: Science, Technology, Engineering &amp; Math</td>
<td>15/96/100/19</td>
<td>176/39/32</td>
<td>#af271f</td>
</tr>
<tr>
<td>Service Programs</td>
<td>35/0/89/35</td>
<td>122/149/52</td>
<td>#7a9534</td>
</tr>
<tr>
<td>Business Programs</td>
<td>83/0/7/28</td>
<td>0/142/176</td>
<td>#008eb0</td>
</tr>
<tr>
<td>Secondary Accent Color</td>
<td>0/50/100/0</td>
<td>247/148/30</td>
<td>#f7941e</td>
</tr>
<tr>
<td>Career &amp; Technical Programs</td>
<td>67/0/7/51</td>
<td>2/114/136</td>
<td>#027288</td>
</tr>
<tr>
<td>Secondary Accent Color</td>
<td>0/75/100/9</td>
<td>221/93/31</td>
<td>#dd5d1f</td>
</tr>
</tbody>
</table>
Consistent use of the approved primary and alternative-use fonts is important in maintaining the overall unity of College communications. These fonts were chosen for their clarity, legibility and practicality. For access to these fonts, please contact the Marketing Department.

In the event that you do not have access to the primary fonts, please utilize the alternative-use fonts. Acceptable usage is in the body of memos, internet use, PowerPoint presentation use, etc. Unacceptable use includes printed marketing materials, trade show displays, etc.

**PRIMARY SANS SERIF**

- Avenir Light
- Avenir Book
- Avenir Roman
- Avenir Medium
- Avenir Heavy
- Avenir Black

**PRIMARY SERIF**

- Sabon Roman
- Sabon Roman Small Caps & Oldstyle Figures
- Sabon Regular
- Sabon Bold

**PRIMARY SCRIPT**

- Scriptina Regular

**ALTERNATIVE SANS SERIF**

- Calibri Regular

**ALTERNATIVE SERIF**

- Times New Roman
STYLEBOOK
The Associated Press (AP) Stylebook is the preferred reference for grammar, punctuation, etc.

STYLE NOTES
- Periods instead of dashes within phone number.
  EXAMPLE: 651.646.1400
- Always spell out “Saint” when referring to the College or the city.
- No periods in acronyms unless after a full name
  EXAMPLE: PhD, BA, AA, GPA, CLEP, HTML, AP, MnTC
- Use solid circle bullets; not squares.
- Use all lowercase for main heads.
- Use initial caps on the first word for subheads.
- Always bold the College’s URL.
- Always track out at least 30 pt. around en-dashes, em-dashes or slashes.
- Do not place a comma before the “and” in a series.
  EXAMPLE: “They bought books, pencils, pens and paper.”
- For am and pm use lower case, no space between letters and time.
  EXAMPLE: 10:00am 10:00pm
- To emphasize within a sentence, italicize, do not bold—only bold the College’s URL.
- Single space between sentences, after colons, semicolons or commas.
- Correct name for AA degree Note placement of plurals and capitalization
  EXAMPLE: Associate of Arts (AA) degree

EQUAL OPPORTUNITY STATEMENT
An Equal Opportunity employer and educator.

COMBINATION STATEMENT
When the System logo is not used and there is limited space, the EOEE statement and member statements may be combined as follows:

Saint Paul College is an Equal Opportunity employer and educator and a member of Minnesota State.

MINNESOTA STATE COLLEGES AND UNIVERSITIES
All Minnesota State entities are expected to follow their brand identity when creating communication materials.

Please contact the Marketing and Communications Office to determine if there are exceptions for your situation at MarComm@MinnState.edu.
Approved verbiage

The Minnesota State identity is not to be abbreviated in any form at any time except for the website URL and email addresses. For example, “Mn State,” “MinnState,” and “MnSCU” are unacceptable applications.

While “Minnesota State Colleges and Universities” remains the legal name of the system, it should only be used by the Board of Trustees, by member institutions for ceremonial documents, and as a first reference in contracts and legal documents.

For all other instances, and upon second reference in contracts and legal documents, use “Minnesota State.”

The preferred way to refer to the colleges and universities in writing is “the colleges and universities of Minnesota State.” If, for purposes of sentence structure, the preferred way isn’t an option, an acceptable alternative is “Minnesota State colleges and universities.”

Logo w/school-specific identifier

Minnesota State logo, either the horizontal or vertical versions, coupled with a school-specific text identifier. The minimum font size is 9 points.

Text-only identifier

When a member institution includes the system affiliation identifier on stationery, monument signs or together with its brand on websites, publications, and marketing materials, it is acceptable to use the following text-only identifier:

“A member of Minnesota State”

Or, if a college or university already has “Minnesota State” in its logo, an additional option for a system affiliation identifier is:

“A member of the Minnesota State system”
offisiell språk

NONDISCRIMINATION / EQUAL OPPORTUNITY STATEMENTS

This document is available in alternative formats to individuals with disabilities by contacting the Director of Access & Disability Resources at 651.846.1547 or AccessResources@saintpaul.edu.

Saint Paul College is an Equal Opportunity employer and educator and a member of Minnesota State.

EVENT ACCOMMODATION / EQUAL OPPORTUNITY STATEMENTS

If you need disability related accommodations to make this event accessible, please contact the Director of Access & Disability Resources at 651.846.1547 or AccessResources@saintpaul.edu.

Saint Paul College is an Equal Opportunity employer and educator and a member of Minnesota State.

EXAMPLES
logo usage

Logo using full legal name
- Use official electronic file of the logo with the full legal name incorporated. Do not recreate the logo.
- Logo must be used with the full legal name. Any exceptions must be approved by the Marketing Department.

Tagline rationale
This tagline was selected for Saint Paul College because it is succinct, direct and positive. “start here. go anywhere.” speaks directly to every students’ goals and aspirations. It encompasses both liberal arts and technical students in its message, and it is appropriate for both traditional age students who are starting fresh and older students who are starting a new journey in life.

PHOTOGRAPHY & IMAGERY USAGE

Photographs can be represented in various ways:
- Duotones of PMS 644 & black
- black and white or
- 4-color process.
- Crop out extraneous imagery and focus in on human interaction and people’s expressions.

Lines
3 pt. rules can be used to divide space. Display them in PMS 644 at 100%, 30% tint or 70% tint.

start here. go anywhere.
Dear Student,

Saint Paul College welcomes applications for admission to the College. The Admissions Process starts with filling out the Application online. Admission to program majors is based on assessment results and potential to succeed in a program. Admission to many individual courses is open; however, admission to some courses is based on meeting course prerequisites and program admission requirements.

If you have not applied to or enrolled in Saint Paul College previously, follow this application procedure: Complete the Assessment. Complete the Assessment in reading, writing, and math or English as a Second Language (ESL) if you are a non-native English speaker. Provide proof of high school diploma or GED and request high school transcripts and/or GED scores, as well as official transcripts, from all secondary and post-secondary institutions attended. English as a Second Language (ESL) Assessment test results are used to determine eligibility for English as a Second Language (ESL) courses.

Saint Paul College. Students who have interrupted attendance at Saint Paul College must contact the Office of Enrollment Services to apply for re-admission. To have assessment tests waived based on your achievement test results or your English Language Proficiency test results, contact the Office of Enrollment Services at 651.846.1555.

You will receive notification in the mail that you've been admitted to Saint Paul College, and you'll be contacted by an academic advisor. Start here. Go anywhere.

If you have previously applied, enrolled, or requested information from Saint Paul College, please contact the Office of Enrollment Services so your records can be updated.

For information about transferring coursework completed at another institution, contact the Transfer Center at 651.846.1739. You will also receive information about attending a New Student Orientation, Advising & Registration session. At Orientation, you'll have an opportunity to register earlier with the assistance of an advisor.

You are accepted into a major program for the purpose of obtaining a specific degree, diploma, certificate, or minor. Enrollment Services also provides information regarding application and admission to the various selective programs offered at the College. Students may change their major program by contacting the Office of Enrollment Services.

You are an equal opportunity student and an equal opportunity employer. Saint Paul College is an Equal Opportunity employer and educator and a member of Minnesota State.

T • 651.846.1600
F • 651.846.1703
saintpaul.edu
Saint Paul College is an Equal Opportunity employer and educator and a member of Minnesota State.
Dear Ms. Student:

Thank you for choosing Saint Paul College! Getting started is simple, just follow these easy steps:

- Visit campus and explore our programs; with more than 100 options including associate degree, diploma and certificate programs, Saint Paul College has a program to put you on the path of achieving your career goals.
- Fill out our FREE application online at saintpaul.edu
- We offer many financial resources to help bridge the gap between the cost of your education and what you can afford to pay. Start by filling out your FAFSA (Saint Paul College FAFSA ID 005533).
- Complete or waive the ACCUPLACER assessment to get accepted into a program. This must be done before you can register for classes. The first time is FREE!
- Register for classes early to ensure that you get the classes you need. Our staff at the One Stop (room 1300) can help you select your first semester of courses.
- Attend a New Student Orientation session to learn about the many services provided to our students.

Starting your higher education journey is one of the most important decisions you’ll ever make. We are glad you selected our college as your institution of choice.

Sincerely,

[Signature]

Rassoul Dastmozd, Ph.D.
President/CEO, Saint Paul College
Merchandise presents a unique challenge in the College’s identity system. Different vendors will want to express individual creativity in their particular designs. Overall, it is important that any merchandise associated with Saint Paul College reflect the Brand Personality (refer to page 4) both visually and textually.

One rule is imperative: Do not manipulate the logo or separate logo elements in any usage.

**Caps**

See color usage and logo usage guidelines for specific information on how to work with the logo.

**Preferred logo size for clothing:**

Recommended width: 3 inches (see below)
Saint Paul College is an Equal Opportunity employer and educator.

Medical Laboratory Technician

Accredited by the National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)

saintpaul.edu/StartHere

start here. go anywhere.
24x36 Regular Posters
27x41 Theatre Posters

Requests should be submitted through the IT Services request form online: www.saintpaul.edu/employees

**Final Format:**
high res pdf
BRAND & NAME USAGE

Tagline usage

Relevant. Real-world. Results.

Brand promise

Now:

Practical, real-world, results-oriented training that delivers the specific skills needed by today’s employees

Future:

Practical training that makes a real and measurable difference in employee contribution and productivity

Brand personality

A receptive, responsive, and down-to-earth organization, comfortably rooted in tradition, yet clearly focused on the future.

It is a team of people dedicated to building enduring client relationships through listening, consulting and accommodation and by delivering sound and practical solutions that are inspiring, immediately applicable and results-oriented.

Name usage

In order to keep the brand architecture clear, the primary logo mark with legal name will be used on all communications—this division needs to be clearly a part of the College, not its own entity. This is done by implementing the name as a headline only.

First usage in text:

Workforce Training & Continuing Education—A division of Saint Paul College

OR

Workforce Training & Continuing Education
A division of Saint Paul College

NOTE: no em-dash is necessary when the legal name breaks on two lines; lower case “d” in the word “division”

Second usage:

Workforce Training & Continuing Education

Tertiary usage:

Workforce Training & Continuing Education

NEVER shorten it to “Workforce Training” or “WTCE.”
marketing

contact us for more information

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saintpaul.edu

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