



Brand Guidelines

A Manual for the College's Identity

Updated Spring 2024

Introduction

Why do we have identity and graphic standards? What is a brand?

Brand guidelines are essential for maintaining consistency, recognition, and professionalism across Saint Paul College's communication platforms. The identity and image system encompasses the color, typography, graphic elements, imagery, copy tone, and other components that help communicate our brand's personality to internal and external audiences.

These guidelines ensure that our brand's values are communicated effectively and distinctly in every interaction. A well-defined brand guideline helps create a bold and definitive identity, establishing a memorable impression in the minds of our audiences. Importantly, it aligns all stakeholders with our mission and vision, fostering a unified sense of purpose and direction.

A brand is more than a name, logo, or graphic element. It is the emotional and psychological relationship that Saint Paul College has with its students, faculty, staff, and the community at large. It's the perception people have when they hear our name, see our logo, or interact with our college. Our brand is built on our values, the quality of education we provide, and the experiences we create for our students. It's the promise we make and the personality we convey. **Our brand reflects who we are, what we stand for, and how we are perceived.**

Mission, Vision, and Values

Saint Paul College's mission, vision, and value statements boldly reflect its commitment to racial equity, community vibrancy, and economic vitality, creating a transparent and intentional guide for its future.

Our Mission

Grounded in equity and inclusion, Saint Paul College educates and empowers students to lead purposeful lives and discover rewarding careers.

Our Vision

Saint Paul College advances racial equity; enriches community vibrancy; and inspires students to reach their full potential.

Our Values

We believe students are the heart of our work.

With compassion and dedication, we collaborate to create an inclusive and supportive learning environment to meet student needs, interests, and goals. When all students have access to resources and support, they are empowered to achieve success.

We are excellence-minded, equity-driven.

Diversity enriches our intellectual and professional community. Saint Paul College cultivates an environment of safety and transparency where all members are heard, valued, and respected. We apply anti-racism, trauma-informed practices that work to eliminate racism and increase access and opportunity for all.

We are guided by evidence-based decision-making.

As a learning organization, we continually strive for improvement through purposeful and transparent decision-making with intentional consideration to identify what will best serve our students and the community.

We strive to bring value to our community.

We value collaborating and establishing partnerships that foster and enhance community connections. We are dedicated to meeting the needs of the changing labor market, supporting economic vitality and preparing students to contribute to a more socially just world.

“ Our College community collectively created statements that are sustainable, inclusive, accessible, and transformative. These reaffirm our commitment to becoming an anti-racist, trauma-informed institution.

- President Dee Dee Peaslee, EdD

”

Our Brand Identity

Our Brand Promise

At Saint Paul College, our brand promise is a commitment to providing an inclusive, supportive, and vibrant learning environment that empowers every student to realize their full potential. We pledge to uphold our core values in every action and to consistently strive for excellence in service to our community. As we advance racial equity and enrich community vibrancy, we promise to provide a transformative education that prepares students for rewarding careers and purposeful lives. This promise reflects our dedication to fostering an atmosphere of equality, empathy, and opportunity in all that we do.

Brand Personality

A brand personality refers to the set of human characteristics associated with a brand. It is a critical element of brand identity, playing an essential role in shaping how people perceive and relate to the brand. Like an individual's personality, brand personality is unique, distinctive, and consistent, giving the brand an appeal and making it stand out from the competition.

For Saint Paul College, our brand personality reflects our core values, mission, and vision. We are **compassionate** and **dedicated**, always putting our students at the heart of everything we do. We are also **persistent** and **driven**, striving for the highest standards of quality and excellence in our educational programs and services. Our brand personality is characterized by our **courage** and **determination** to promote racial equity and foster a **vibrant** and **inclusive** community. We are **not afraid** to take bold steps to eliminate racism and increase access and opportunity for all. Ultimately, Saint Paul College's brand personality reflects our **commitment** to our mission, vision, values, and our promise to our students and the community.

Brand Voice

Copy Tone & Style

Written communications must express the Saint Paul College brand identity.

For most communications, text (i.e., copy) should be concise, audience-appropriate, and friendly. Beyond that, follow these additional guidelines to ensure consistency across our communication platforms:

- **Use “You” centric language.** Using the word “you” makes our content more personal and engaging, fostering a direct connection with our audience. This approach helps us enhance our relationship with our audience, making our communications more relevant and impactful. By focusing on the reader, we can better align our messaging with their needs and interests, promoting a sense of inclusiveness and participation integral to our brand values.
 - ▶ Example: “Follow your passion for beauty in our Cosmetology program. You’ll start an outstanding career in a growing industry.”
- **Speak in active voice:** Use active voice to make your writing more direct, clear, and concise. Active voice can make sentences more comfortable and specific.
 - ▶ Example: “Chris studies accounting.” **NOT** “Accounting is the study Chris has chosen.”
- **Avoid jargon:** Our communications should be accessible to all readers, irrespective of their familiarity with academic or industry-specific terms. Always opt for plain English.
 - ▶ Example: “You’ll learn everything you need to know in our Web Design program.” **NOT** “By leveraging the myriad of benefits embedded in our web design program, you can amalgamate the principles of user interface aesthetics with the technical prowess of user experience optimization. Through responsive frameworks and SEO-friendliness, you’ll be familiarized with the increasingly digitized schema of contemporary career landscapes.”
- **Emphasize our values:** Whenever possible, incorporate our values of inclusion, support, vibrancy, and empowerment into your copy. Doing so strengthens our brand identity and reinforces our commitment to our community.
- **Consistency:** To maintain consistency, adhere to the same formats, grammar, and punctuation rules throughout all documents.
- **Reflect our Mission and Vision:** Our mission and vision should inspire the content we create. They frame our brand’s story and provide a basis for engaging our audiences.

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

Keywords

The following keywords are the pillars of Saint Paul College's brand. This list can be used as general inspiration or referred to when formulating language to describe Saint Paul College:

1. **Inclusive:** We embrace diversity and foster an environment where all individuals are welcomed, respected, and valued.
2. **Supportive:** We provide guidance and resources to ensure our students' success.
3. **Vibrant:** We foster an exciting, dynamic community that inspires growth and creativity.
4. **Empowering:** We equip our students with the skills and confidence necessary for personal and professional development.
5. **Equitable:** We strive for fairness and justice in all our actions, recognizing and addressing systemic inequities.
6. **Transformative:** We offer an education that brings about positive, substantial change in our students' lives.
7. **Purposeful:** Our actions, decisions, and initiatives are driven by a clear, meaningful objective — to enrich our students' lives.
8. **Community-Minded:** We are committed to positively impacting our local community, contributing to its vibrancy and prosperity.
9. **Accessible:** We believe quality education should be available to everyone, regardless of background.
10. **Bold:** We are unafraid to innovate, take risks, and lead the way in fostering an equitable and inclusive educational environment.

Name

For brand purposes, the College will adopt a shortened name, **Saint Paul College**, while keeping its full and legal name, **Saint Paul College—A Community & Technical College**, for formal purposes.

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

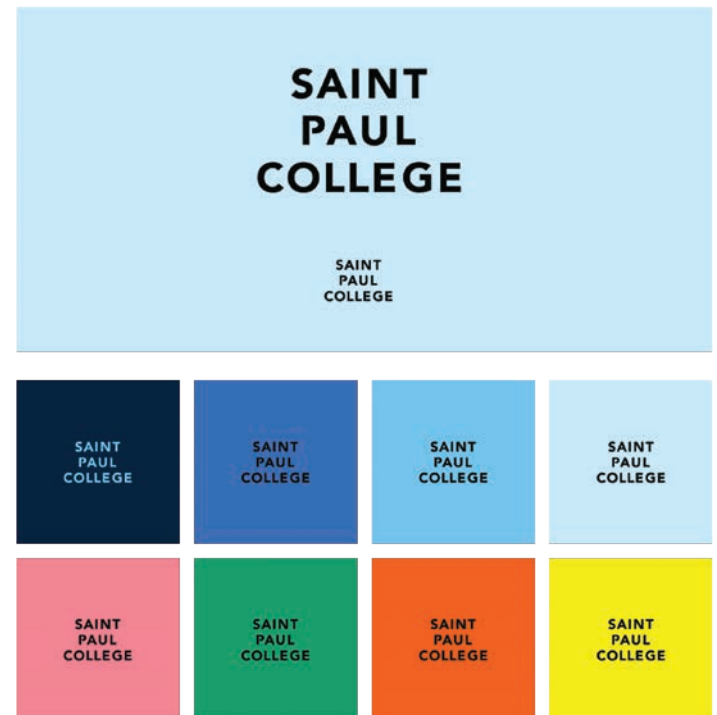
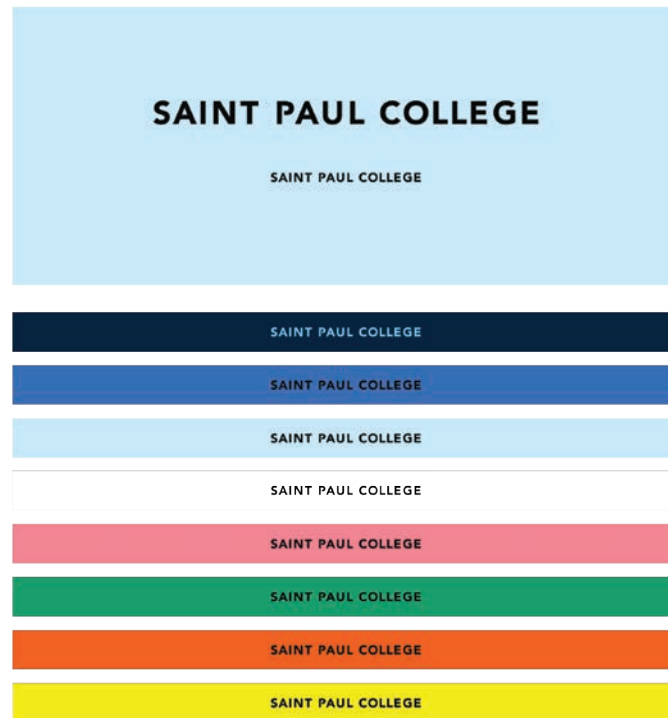
- Example: *Our College offers a diverse array of services.*

You may abbreviate the name of the College to “SPC.” Doing so should be done sparingly and only on the second or tertiary usage. Do not shorten the name to “Saint Paul.”

Wordmark

The wordmark comes in two formats: a horizontal wordmark and a vertically stacked wordmark.

The wordmark is predominantly shown in black. Other approved colors are Midnight Blue and Sky Blue.

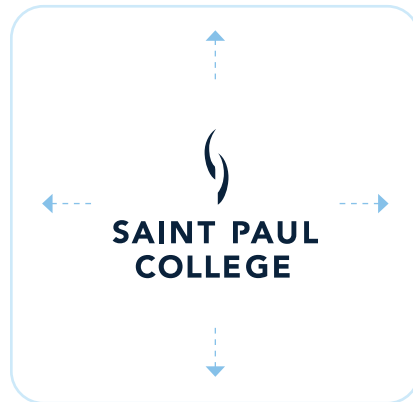


Logo

The logo lockup combines our wordmark with our “Flames” symbol. The logo comes in two orientations: a stacked vertical and horizontal. Each should be used based on the space allocation available. The flame represents both the flame of knowledge and our commitment to guide our students on their educational journey, helping them reach their goals and embody their full potential. The flame aligns with our bold and transformative values, symbolizing the passion, energy, and tenacity that underpin our educational approach.

Clear space around logo

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



SAINT PAUL COLLEGE

SAINT PAUL COLLEGE

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 a smaller logo, contact the Marketing Department.

Logo Cautions → what not to do!

Reconfigure or change relationship of logo elements

**SAINT PAUL
COLLEGE**

Alter logo colors or fonts

SAINT PAUL COLLEGE

Place logo within a sentence

Learn more about SAINT PAUL COLLEGE at saintpaul.edu

Expand, condense or distort the logo

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COLLEGE

Typography

We use two new font families to define our visual identity. Our primary font, Saint Paul Sans, has a modern and clean aesthetic, while VTC Terra adds a distinctive and eye-catching element.

The selection of our two fonts is a deliberate and thoughtful choice, aligning seamlessly with our mission, vision, and values. Our commitment to equity and inclusion extends to the very essence of our visual identity.

The fonts we chose were created by diverse designers who are passionate about creating meaningful change. Tré Seals of Vocal Type and Pedro Arilla of Arillatype. Studio have shown their dedication to diversity, equity, and societal transformation. By incorporating their fonts, we not only enhance the aesthetic of our brand but also promote a narrative that resonates with our community.

These font families help amplify our message, reflecting the diverse and inclusive community we aim to foster at Saint Paul College.

PRIMARY BRAND FONT

Saint Paul Sans

USED WEIGHTS

Regular
Medium
Semibold

abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY EXPRESSION FONT

VTC Terra

USED WEIGHT

Regular

abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

Primary colors are the most dominant colors used in the design system and are the primary background colors on print and digital elements. The design system uses four primary colors: Midnight Blue, Deep Blue, Sky Blue, and white.

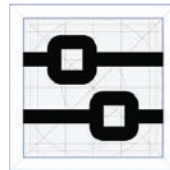
Paired colors are only to be used when paired with a primary color. They work as a divider line or separator of content and information. They can also work as an interactive state of UX. These colors should not be used for typography or backgrounds.

Expression colors add visual interest and attention to information or content. Expression colors can be used as backgrounds but are never to be used for type color. Typography is always black when using expression colors.

Neutral colors are used for typography. Black is the primary color for typography. This is for stylistic consistency and also for accessibility compliance. White is used for added clarity for typography on colors Midnight Blue, Midnight Blue Pair, and Deep Blue Pair. Grays are used minimally and are meant to contain or separate complex information.

Midnight Blue* HEX: #00243F RGB: 0, 36, 63 Pantone: 559 CP	Deep Blue* HEX: #3970DE RGB: 57, 112, 222 Pantone: 2172 CP	Sky Blue* HEX: #84C2F1 RGB: 132, 194, 241 Pantone: 297 CP	Ice Blue* HEX: #CCE9FF RGB: 204, 233, 255 Pantone: 6148 CP
Midnight Blue Pair HEX: #0E3959 RGB: 14, 57, 89 Pantone: 7463 CP	Deep Blue Pair HEX: #245BC9 RGB: 36, 91, 201 Pantone: 2144 CP	Sky Blue Pair HEX: #68A9DD RGB: 104, 169, 221 Pantone: 2171 CP	Ice Blue Pair HEX: #A4D8FC RGB: 164, 216, 252 Pantone: 2975 CP
Rose HEX: #FF9096 RGB: 255, 144, 150 Pantone: 708 CP	Jade HEX: #00996D RGB: 0, 153, 109 Pantone: 340 CP	Fire HEX: #FF6D00 RGB: 255, 109, 0 Pantone: 4010 CP	Maize HEX: #FFEE00 RGB: 255, 238, 0 Pantone: 102 CP
Black HEX: #000000 RGB: 0, 0, 0 Pantone: N/A	Gray 600 HEX: #1B2228 RGB: 27, 34, 40 Pantone: Black 6 CP	Gray 500 HEX: #333B42 RGB: 51, 59, 66 Pantone: 2380 CP	Gray 400 HEX: #667782 RGB: 102, 119, 130 Pantone: 6221 CP
Gray 300 HEX: #ACB8BF RGB: 172, 184, 191 Pantone: 2176 CP	Gray 200 HEX: #D3D9DD RGB: 211, 217, 221 Pantone: 6197 CP	Gray 100 HEX: #F2F2F2 RGB: 242, 242, 242 Pantone: 656 CP	White HEX: #FFFFFF RGB: 255, 255, 255 Pantone: N/A

Iconography, Photography, and Pictograms



- 48 x 48px bounding box
- 40 x 40px safe area
- 4px stroke line
- underlying pixel grid
- underlying shape references
- elements should be rounded corners or circles to connect to the visual design motif

Icons are created on a 48×48 pixel grid with a 2px stroke line. All icons must be constructed the same to maintain consistency. Each icon has a clear bounding box of 48×48 pixels to ensure that resizing is uniform across all icons.

The color of the icon is directly related to the background color. Please do not select different colors from the approved pairings.

At Saint Paul College, **photography** is not merely a tool for documentation; it is a vital part of our brand identity, painting a picture of an experience that reflects our values. By capturing moments of interaction - on campus, within classrooms, labs, and shops, and throughout the community - we amplify the message that SPC is not just an institution. We are a dynamic partner guiding our students to success. Our



STADIUM (LANDSCAPE)



STADIUM (PORTRAIT)



photography harnesses the power of authentic representation, providing a window into the enriching experiences offered on our campus.

Graphic motif masks are a way to frame photography within our brand shapes. The graphic motif comes in three formats - stadium, circle, and rounded rectangle. The stadium shape can be used in vertical and horizontal orientations. The rounded rectangle comes in various widths and heights based on need.

Pictograms are meant to be used for more complex themes than iconography. (i.e. financial aid, finding a program, visiting campus). Pictograms act like a mix of iconography and illustrations. They provide way-finding and clarity like an icon and add decoration like an illustration. Pictograms are created at a uniform square size and artboard. The stroke size is always 2px and in black. **All four expression colors, Sky Blue and Deep Blue, must be used.**



Co-Branded Unit and Department Lockups

Individual campus or unit departments may not create their own logos. Instead, departments and units may use a text-based and logo combination “lockup”.

A lockup is a unique identifier between divisions, departments, and programs throughout the college that maintains the integrity of the institutional wordmark and brands.

The rounded squares for individual units and departments and the uniform font treatment of the College name create a visual connection to the main brand. This approach establishes a cohesive framework, ensuring that all logos maintain a visually related and unified appearance.



Minnesota State Endorsement

This Saint Paul College logo option uses a Minnesota State endorsement to illustrate the college is a member of the Minnesota State system of colleges and universities.



MINNESOTA STATE

Saint Paul College,
A member of Minnesota State



MINNESOTA STATE

Saint Paul College,
A member of Minnesota State

Type-only endorsements may also be used. Reference the current Minnesota State Brand Identity Manual for full guidelines related to the Minnesota State endorsement.



SAINT PAUL COLLEGE

A member of Minnesota State

Print Guidelines

PDFs on the Web

Although PDFs can be made accessible, do not upload PDFs to the web unless necessary. Print materials should be designed for print only and then formatted for the web as needed.

Not every print document will need to be formatted for use on the website, but any distributed print document that cannot be made print accessible should be. This includes:

- **Booklets**
- **Fast Facts**
- **One-sheets**

Social Media Guidelines

Social media usage by Saint Paul College is dedicated to sharing the stories of our students, faculty, and staff. Social media is a powerful tool that connects us with our community, showcases our achievements, and promotes our values.

Our social media presence extends our commitment to transparency and open communication. We aim to inform, engage, and listen to our diverse audience through platforms like Facebook, Twitter, Instagram, and LinkedIn.

We understand the importance of creating a safe and inclusive online environment. Therefore, we strive to maintain a positive and respectful tone in all our social media interactions. We encourage constructive conversations that promote learning, growth, and understanding.

Social media accounts should only be created for Saint Paul College departments or programs. Do not create accounts for events, conferences, or potentially temporary topics or initiatives.

All social media accounts must be administered by at least one full-time staff or faculty member responsible for content. Accounts may only be created by the Marketing Department. Minimum posting requirements must be followed.

Social media is built on interaction and engagement. Platforms must be monitored for comments, replies, messages, and posts. Responses must be posted promptly. Content that is favorable and unfavorable must be allowed. Comments that offer criticism of the school must remain visible. However, comments that are abusive or not constructive (i.e., a post that simply reads “You’re an idiot”) can be hidden. Additionally, offensive, libelous, defamatory, threatening, or obscene content can be removed. Commercial promotion should also be removed unless previously authorized. Institutional Platforms Maintained:

- **Facebook: SaintPaulCollegeMN**
- **Instagram: @StPaulCollegeMN**
- **Twitter (X): @StPaulCollege**
- **YouTube: SaintPaulCollegeMN**

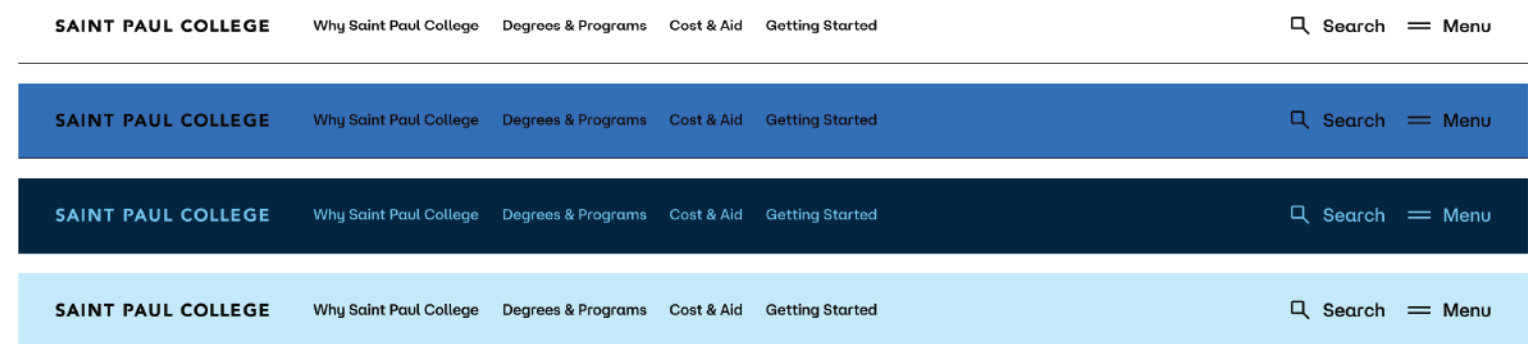
To request a post on an institutional platform, complete a marketing request. Be sure to include photos, videos or other visual elements.

Web Design Guidelines

Navigation

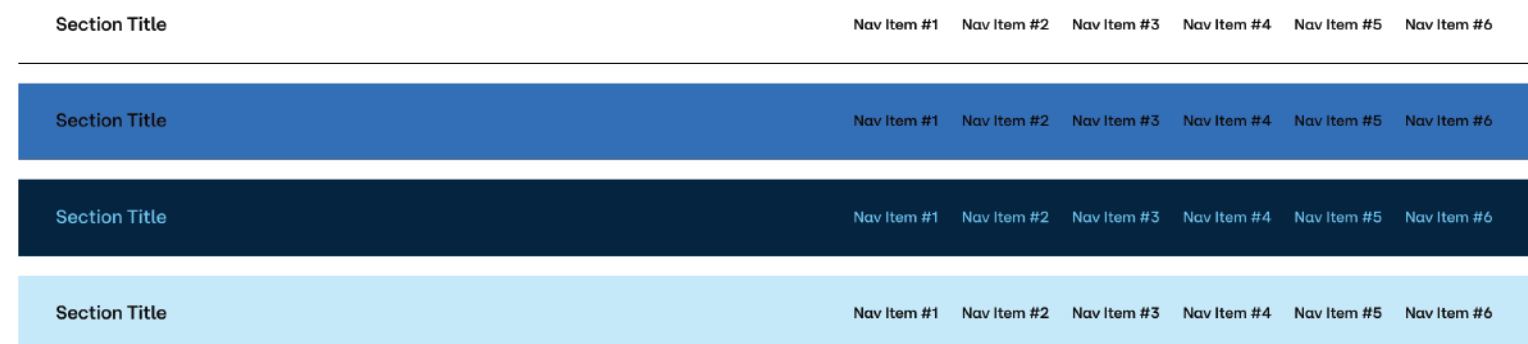
Global Header

The Global Header consists of the logo which navigates to the homepage, the primary navigation, search, and the global mega-menu. The Global Header comes in four colors, Default (white), Deep Blue, Midnight Blue, and Sky Blue. No other colors are allowed.



Section Headers

The Section Header consists of the Section Title (the name of the section the page lives within) and the second navigation. The Section Title is clickable to go to the landing page of that section. The section navigation is meant to be high-level navigation items related to either the section or contextual navigation related to user needs. This means the navigation is not limited to the section but also content related to it.



Notifications

The notification bar comes in three types: notification, emergency alert, and weather alert. The message and CTA text are editable. Notifications are meant for temporary information that are vital to the operation of the College. They should be used sparingly.



Interactive Elements

Buttons

Type

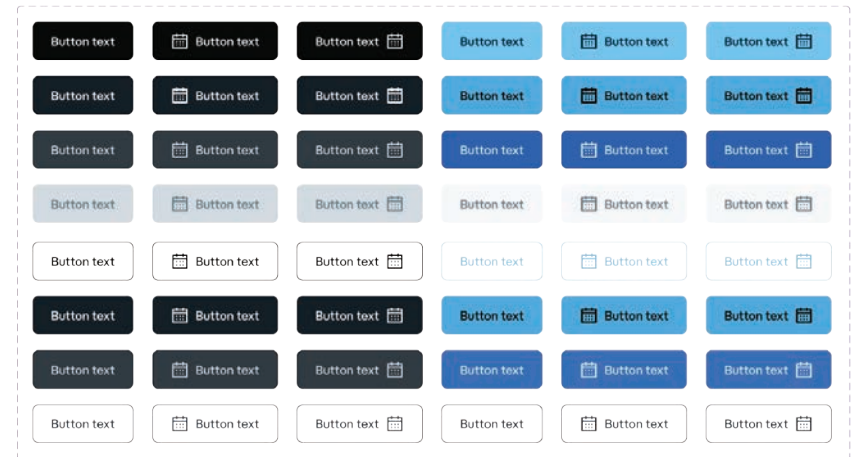
Buttons come in four different types: primary filled, primary outlined, secondary filled, and secondary outlined. Primary buttons are used in the most common usage. Secondary buttons are used when you want to add more attention to the button.

State

The state determines the interaction state of the button. These covers: default, hover, pressed, and disabled.

Icon

Buttons may have an icon. The button can be on either the left or the right side of the text. The primary use is on the left side of the text, with the right side being mostly used for arrows to indicate moving forward or accepting/agreeing with a prompt.



UI Elements

Toggle Button

Toggle buttons have an on and off state. The toggle switch always is white, but the background pill shape color changes based on the color of the background it is placed on top of.



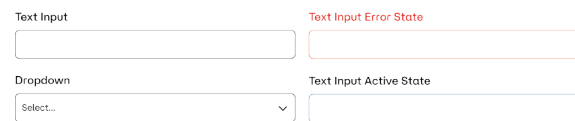
Arrows

Arrows come in a variety of sizes and colors. Use the appropriate color that is associated with a background color.



Form Fields

Form fields have a set of UI elements: checkbox, radio button, text fields, etc.



Tooltip

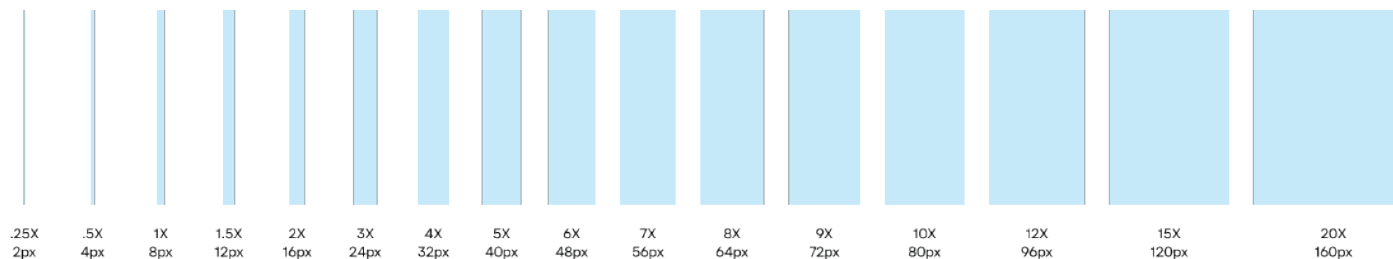
On hover (desktop) and tap (mobile) the tooltip text appears in a black rounded box.



Spacing and Sizing

Spacing

Spacing is established with an 8px unit system. Divisions and multiples of 8px create the spacing system.
X = 8px



Layout Grid

The desktop version of the website has a max container width of 1600px. This excludes elements that are fluid and stretch to the full browser viewport. 5X margins with 3X gutter.



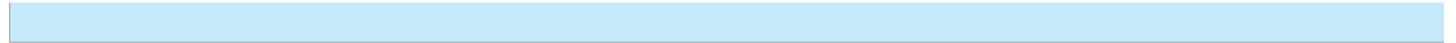
Vertical Component Spacing

All components have a top and bottom padding variable. This allows components to either be more connected (no padding) for component using the same background color or be spaced out vertically to give breathing room to information that had different background colors.

0X
0px
None



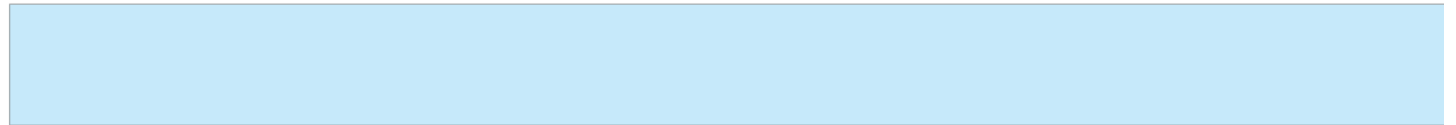
5X
40px
Small



10X
80px
Medium



15X
120px
Large



VERTICAL COMPONENT SPACING (MOBILE)

0X
0px
None



3X
24px
Small



5X
40px
Medium



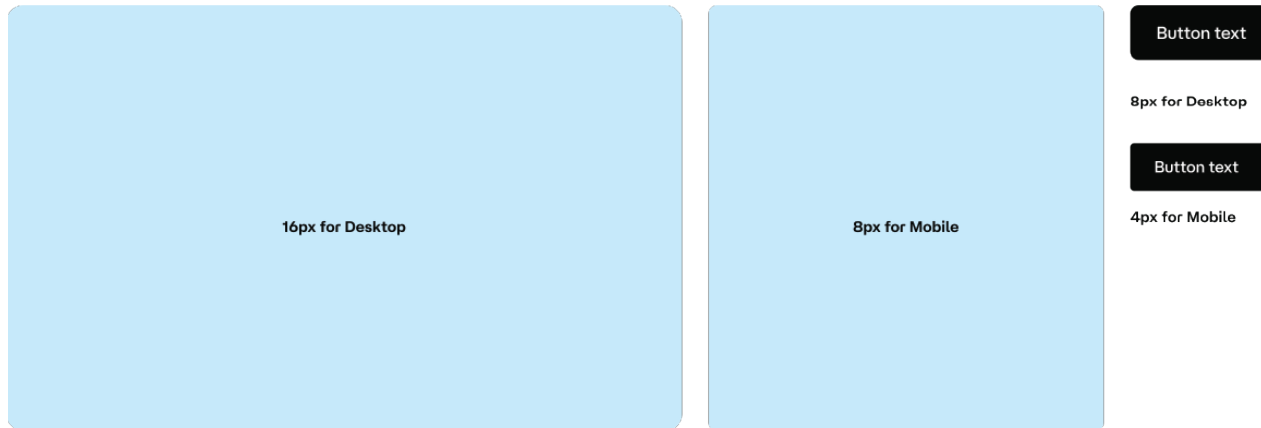
8X
64px
Large



Rounded Corners

Rounded corners of elements change based on desktop or mobile designs. For desktops, the rounded corner radius is 16px for component and design elements. Buttons and text fields are 8px corners.

For mobile, the rounded corner radius is 8px, and for buttons, it becomes 4px.



Tiles

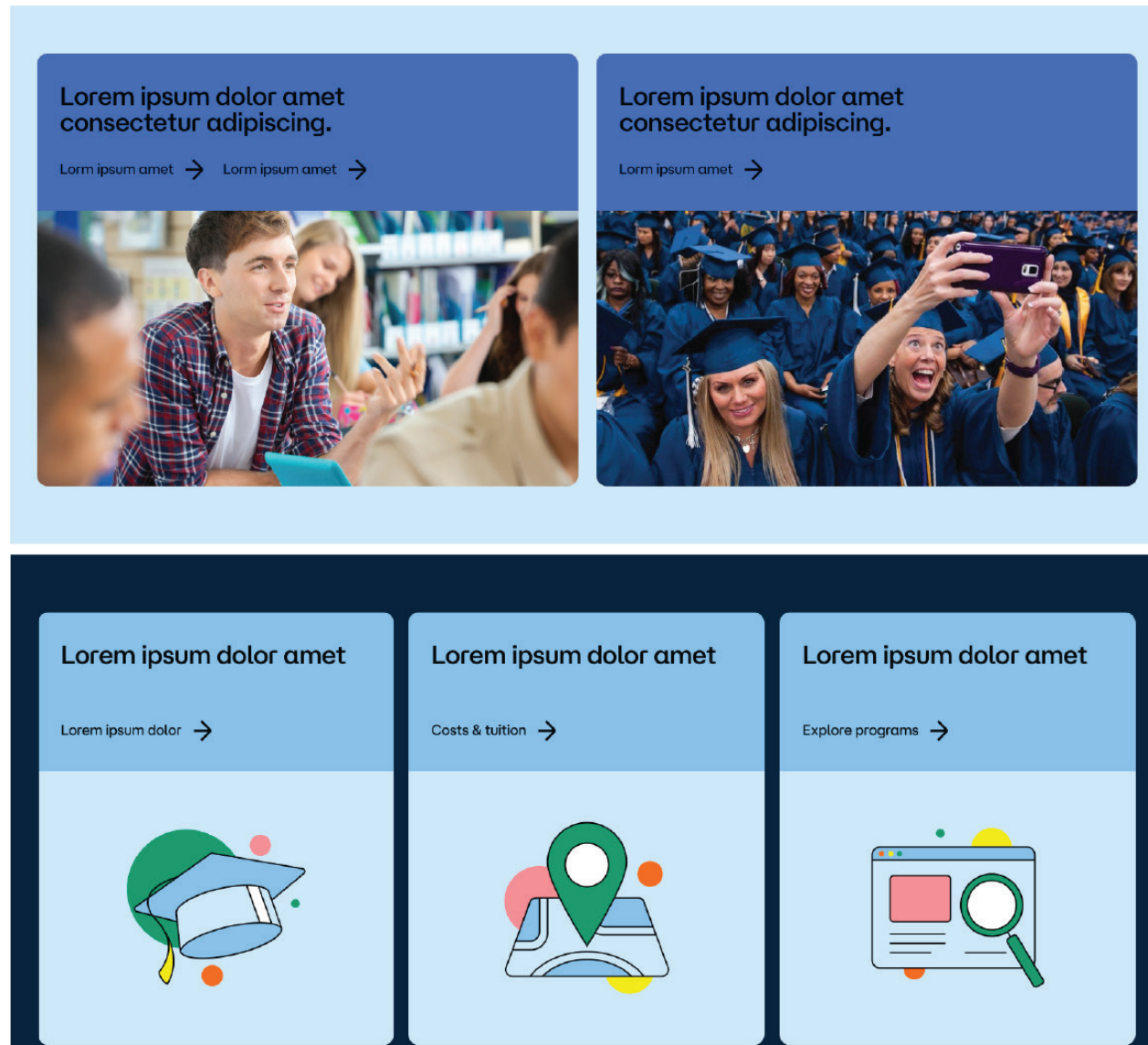
Hero Tile

This tile is used to promote content. This is used on the homepage and other overview pages.



Feature Tile

Feature tiles have a photo, headline, and up to two CTAs. The background color dictates the tile color. The number of tiles can be two columns or three columns.



Layout Components

Text Layouts

Layout components are used to display content. Content can be comprised of text, images, visuals, and additional information.

Image Layouts

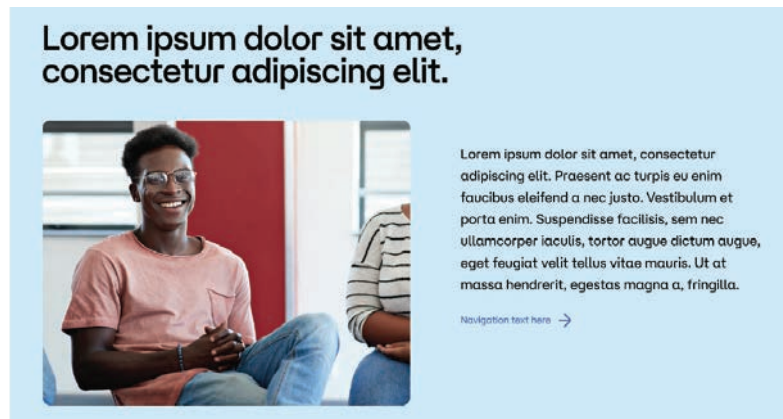
Image layouts are for displaying photography and visuals in various configurations. You can change the background color to: Ice Blue, Deep Blue, Midnight Blue, and White.

Full Viewport Media

This component allows for a full viewport background. The background can be an image (desktop and mobile inputs) or a background video. The content box is optional with headline, body, and CTA.

Image and Text Layouts

This component has the option to add a section title. Additionally you can swap the order of the image and text from left or right. The background comes in four colors. With optional CTA.

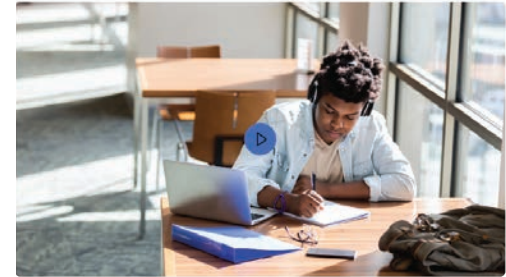


Interactive Components

Accordion

This component has an optional section title. There is a headline and then accordion buttons that open and close content boxes. This comes with only White as a background color. Each block has optional CTAs.

Lorem ipsum



Video

The video player can select a photo cover and a custom UI play button. Once you press play, the video player is from YouTube.

Photo Gallery

The photo gallery allows you to show larger views of photos in a carousel. The left and right arrows cycle through the photos. There is a black gradient scrim on the edges, so the white UI arrows are more visible.

Intro Components

These components are meant to live at the top of a page. They are a bit more complex in design and interactivity.

Intro Text Hero

This component has two text fields. The first in Saint Paul Sans and the second in VCT Terra. You can change the background color and photos. The photos on scroll with a parallax effect upwards behind the second text.

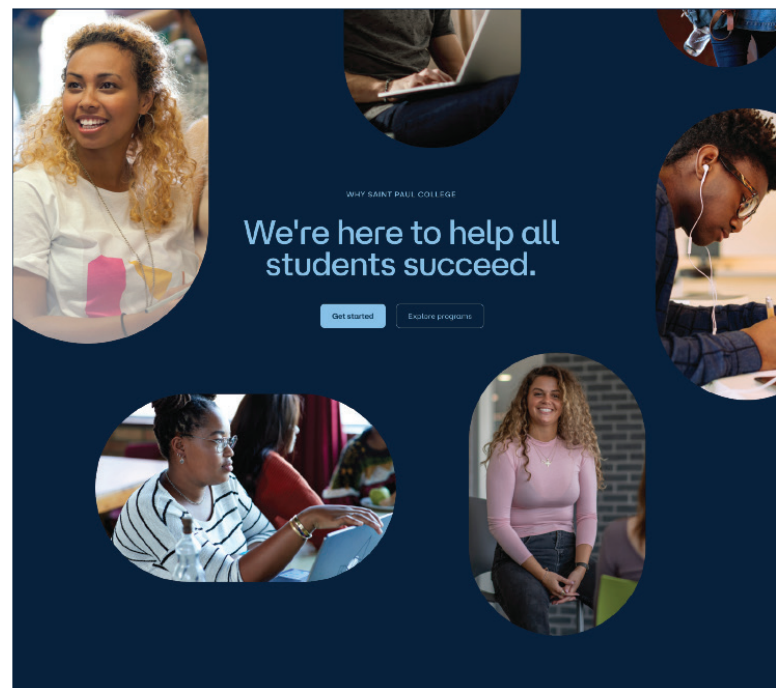
Hi, we're Saint Paul College.

An inclusive campus for all learners. We see, respect, and connect to your story.



Photo Hero Intro

This component has two text fields. The first in Saint Paul Sans and the second in VCT Terra. You can change the background color and photos. The photos on scroll with a parallax effect upwards behind the second text.



Overview Intro

This component is used at the top of a page. It has optional section title, headline, photo, and up to three CTAs.



Intro Text

This is a simple text component that has the initial text introduction for a page. It is optional to include body copy.

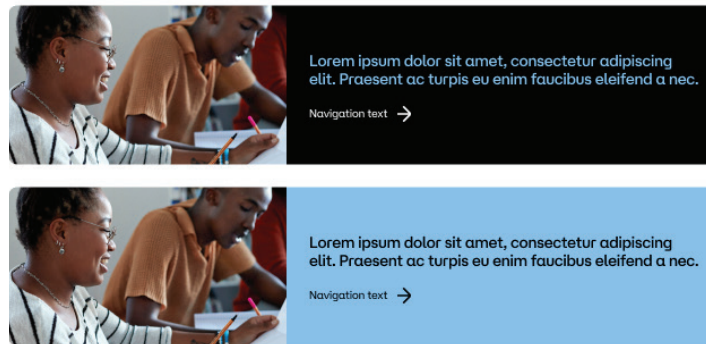
Lorem ipsum dolor amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec massa eget erat tincidunt posuere. Quisque ultricies metus finibus mauris viverra iaculis. Morbi vestibulum purus nec commodo convallis.

Modules

Banner Module

This module is used to promote a specific thing or task. It has an image, copy, and CTA. It comes in two color background color options.



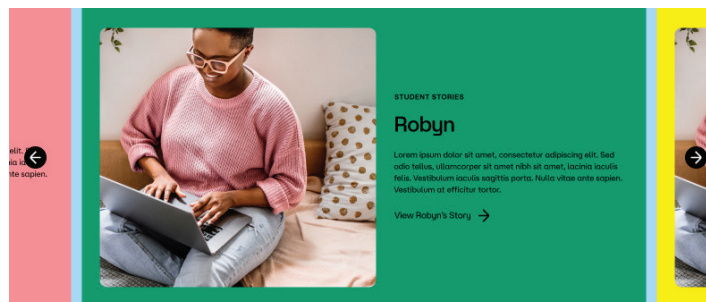
Hero Promo Module

This module is used to promote a specific thing or task. The background media can either be a video or image that fills the viewport. Include a headline, body copy and CTA.



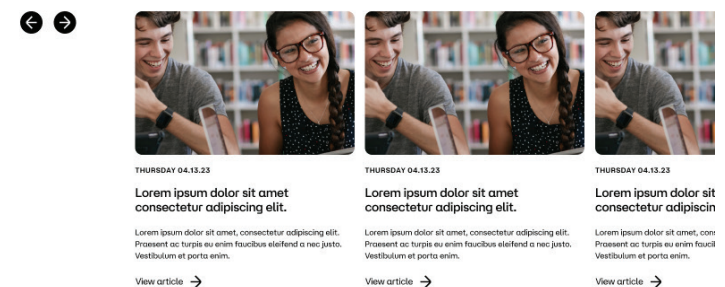
Student Spotlight Module

This module is to promote student success stories. Each tile has a photo, name, body copy, CTA and tile color option. The module cycles through the tiles, with each one representing an individual story.



Latest News Module

This module shows the latest 8-10 news articles in a carousel.



Contact Us

Adhering to the Saint Paul College brand guidelines is not merely a recommendation; it's a cornerstone of our identity. Consistency in branding is more than just a visual aesthetic—it embodies the institution's mission, vision, and values. Each time we use our logo, select colors, or craft a message, we shape the perception of Saint Paul College. This consistency builds recognition, fosters trust, and strengthens our reputation. Therefore, we urge all employees to incorporate these guidelines into their daily operations.

**We count on you to respect and uphold these guidelines.
Together, let's raise the perception of Saint Paul College, one interaction at a time.**

Questions? Don't hesitate to get in touch with the Creative Services Manager, Executive Director of Marketing, or Vice President of Advancement and Communications.



saintpaul.edu



MINNESOTA STATE

Saint Paul College,
A member of Minnesota State