



Brand Positioning

West St. Paul

01.15.2025



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OI

what we uncovered



lovably weird

A self-deprecating and lovably weird tone resonates with the community.

Generic is out, and local love is in. Local, distinctive spaces give residents or businesses something to rally around, which builds pride and strengthens emotional connections to West St. Paul. People want to connect with spaces that reinforce why they live in a place. For West St. Paul, that comes with a side of hot sauce and humor.

lovably weird

What we heard.

- Bold
- Weird
- Witty
- Dry, self-deprecating sense of humor (Kohls, \$80, chicken wings)
- Goofy
- Unbothered
- Cooly uncool
- More than meets the eye
- Humble
- Rock of Doddway

lovably weird

Why it matters.

Communities with a clear, lovable identity stand out in a sea of generics. This shapes how a community is perceived beyond its borders. It's not just about standing out—it's about creating a place people want to be part of. How do we sprinkle the West St. Paul personality into future development and, more importantly, the existing spaces and experiences in between through art, messaging, and programming?



community

**West St. Paul has a very strong sense of community
but lacks an articulated identity.**

We consistently heard that neighbors look out for one another and that there is a fierce commitment to volunteerism and participation in traditions like the Santa Parade. It's a place where people of all ages can find their first home and grow with their community. This deep connection is at the heart of what makes West St. Paul so special.

community

What we heard.

- Community members live and breathe WSP
- Traditions are plentiful and honored
- Residents are fiercely local and have each other's backs
- Volunteerism is prevalent
- Citizens are "stubbornly local" and dedicated patrons of small businesses
- Adult bean bag league is beloved

community

Why it matters.

You have all the right ingredients for a strong brand. Now you just need to uncover the recipe to tell the story of who you are and make sure it is told consistently through messaging, programming, and public art. This will exponentially increase the impact of your brand.



easy breezy

West St. Paul's location provides access to destinations within and outside of the city.

As a first-ring suburb, West St. Paul offers the best of two worlds—proximity to the Twin Cities along with the calm and convenience of a close-knit community. Residents and visitors can reach St. Paul and Minneapolis in minutes via trails, major highways, and Metro Transit routes.

easy breezy

West St. Paul's location provides access to destinations within and outside of the city.

Within the community, several natural, recreational, and commercial destinations make it an easy and enticing place to live and explore. The sentiment of your original taglines wasn't wrong—it just didn't capture the whole story and everything your community has to offer within West St. Paul.

easy breezy

What we heard.

- Calm
- Cozy
- Connected
- Easy access
- Easygoing
- Timeless
- First-ring suburb
- Parks!
- Best bang for your buck
- Well-situated
- “Running errands while drinking a cup of coffee”
- “On one short walk, you can go from a highway with 25,000 cars a day to someplace with hundreds of apartment units, to a nature preserve, to an enviro-magnet elementary school (Garlough)”

easy breezy

Why it matters.

The majority of Americans (79%) believe that having walkable amenities nearby—shops, restaurants, parks, and schools—is important when choosing a place to live*. This trend is even more pronounced among younger generations.

*National Association of Realtors (NAR), 2023



diversity

With a growing & changing population, embracing diversity is not just a value, it's a necessity—both culturally...

West St. Paul is more diverse than cities of similar sizes within Dakota County and across the region—and its cultural diversity is growing. Between 2010 and 2020, the city saw notable increases in the number of residents identifying as Hispanic/Latino, African American, or Asian. Today, 27% of residents identify as people of color.

diversity

...and socioeconomically.

WSP is also uniquely positioned in terms of affordability. With a median household income of \$60,909, West St. Paul offers a blend of both ends of the housing spectrum—attainable first-time homes and rental options as well as beautiful single-family homes on larger lots. These housing choices attract a wide range of groups—target audiences which include future residents.

diversity

What we heard.

- Home (and often, first home) to all ages
- Culturally diverse
- More affordable than surrounding areas
- Rich in diversity of cultures and experiences
- Needs more public art that captures its diversity
- Highest per-capita Hispanic population

diversity

Why it matters.

Communities that celebrate diversity often appeal to a younger workforce and attract visitors interested in authentic cultural experiences. In fact, 76% of millennials and Gen Z cite diversity as an essential factor in choosing where to live. By embedding diversity into placemaking, West St. Paul can appeal to these demographics, positioning itself as a community of choice and inclusivity.

*EY US Generation Survey), 2022



city on the rise

There's a new and exciting vibe within the city—one that is proactive, bold, and ready for what's next.

Residents, business owners, and city staff told us there's a fresh energy coursing through West St. Paul—one that builds on its scrappy, hardworking spirit. In fact, our favorite descriptor portrayed the city as a "David amongst Goliaths," proving that being small doesn't mean thinking small.

city on the rise

What we heard.

- “David amongst Goliaths”
- Mentality is opposite of "that's the way it has always been done"
- Unburdened
- Potential
- Hustle
- Changing
- Hard-working
- Takes risks
- Scrappy
- Proactive
- Pushes boundaries
- New outlooks
- Optimistic
- Creative

city on the rise

Why it matters.

Your community is growing, and with major infrastructure investments, this growth will continue. You have demonstrable value and a unique position within the region. It's time to lean into that and ask for what you want—quality in design and amenities from the private sector.

Some change takes a long time, and residents and business owners often don't notice change that takes years to occur. The community needs the shorter wins. Smaller placemaking interventions and improved programming can contribute to this sense of place by ensuring longtime residents that the things that make WSP so special will endure and by providing opportunities for new residents and visitors to experience these features, too.

02

your personality



weird

Community...with a side of quirk.

West St. Paul isn't afraid to be a little different—and that's exactly what makes it special. It's a city where authenticity and individuality are celebrated, offering a refreshing take on what community can be.



your weird tone



**Friendly, playful, and slightly unconventional.
Use language that feels approachable but has a witty,
unexpected edge.**



COZY

Easy breezy.

This is a place that offers the best of both worlds—the charm and comfort of a close-knit community...



convenient

First-ring and first-tier.

...with the convenience of being so close to St. Paul and Minneapolis.



your cozy & convenient tone

Warm, approachable, and conversational, with a relaxed, feel-good vibe. Use simple, clear language that reflects the city's inviting personality.



scrappy

We hustle...

Whether it's supporting local businesses, fostering diverse communities, or rethinking the future of our spaces, West St. Paul embraces its potential with grit and heart.



bold

..and blend optimism with action.

We have a fearless determination to lead the way and are unburdened by “that’s the way it’s always been done” thinking.



your bold & scrappy tone



**Confident, energizing, and aspirational.
Combine bold declarations with approachable
language that reflects the city's personality.**



weird

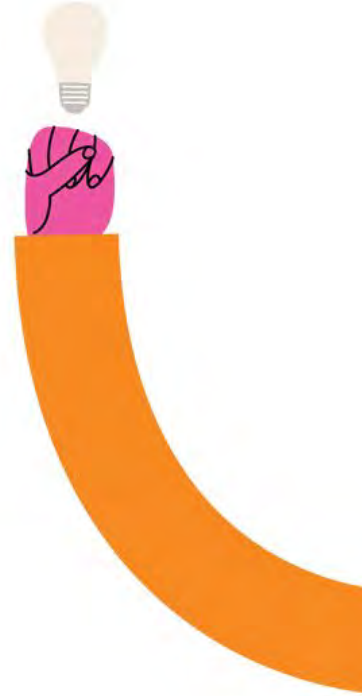


cozy & convenient



bold & scrappy

Reactions ?



03

your aesthetics



existing logo



revised logo



comparison



comparison



color palette



The navy pulls from existing uses but is a bit less teal than the original logo (this shade is more in line with the Explore WSP navy). The lime also draws on the Explore WSP logo and is complemented by a bright blue, a tangerine orange, and a neutral shade of off-white.



CITY OF
WEST ST. PAUL
MINNESOTA



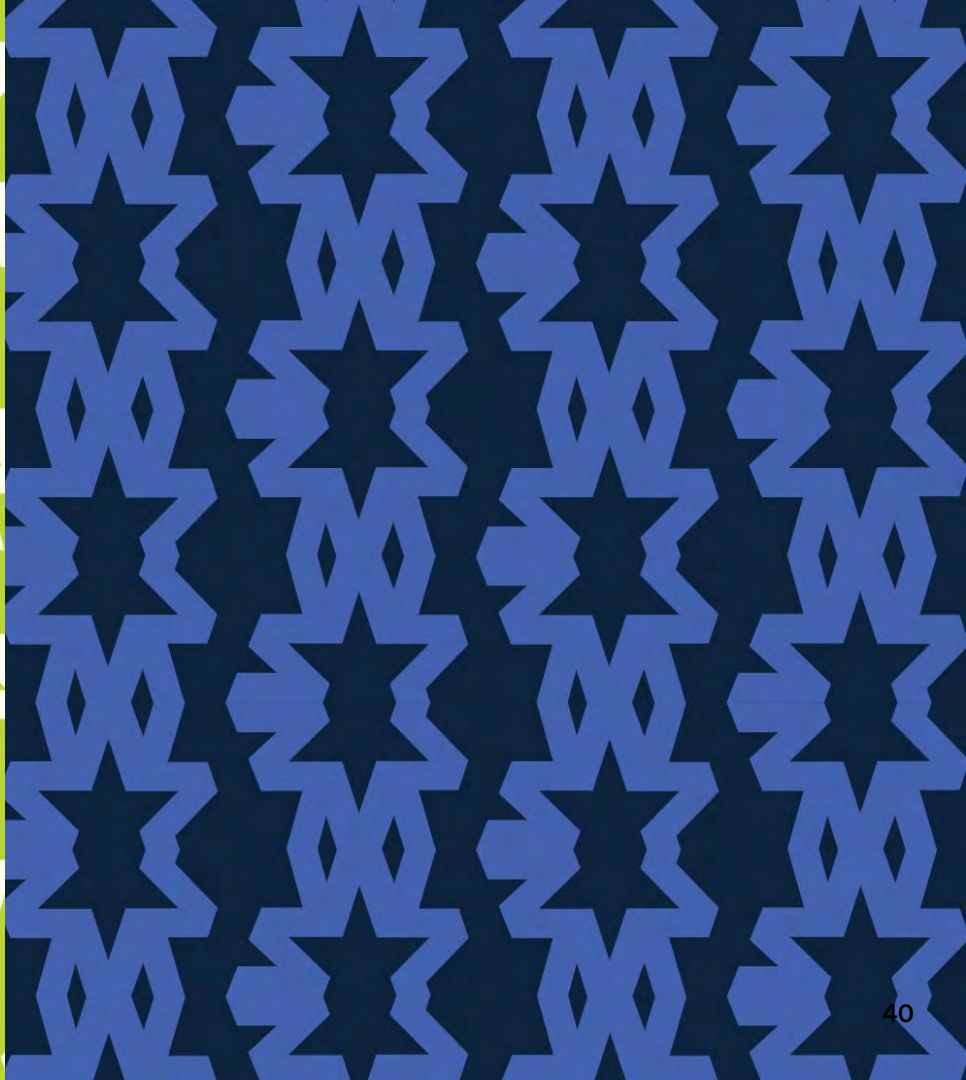
CITY OF
WEST ST. PAUL
MINNESOTA

sub logos



PARKS & RECREATION

CITY OF WEST ST. PAUL



main fonts

OSWALD - HEADER

GOTHAM - BODY

Gotham - Body

decorative fonts

01

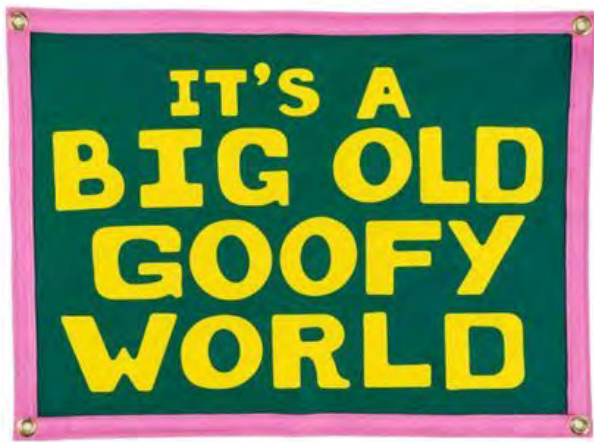
WAFFLE CONE

Grand Mottley Script

02

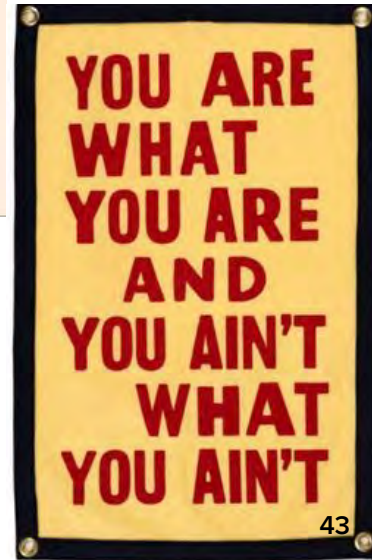
Sardin Font

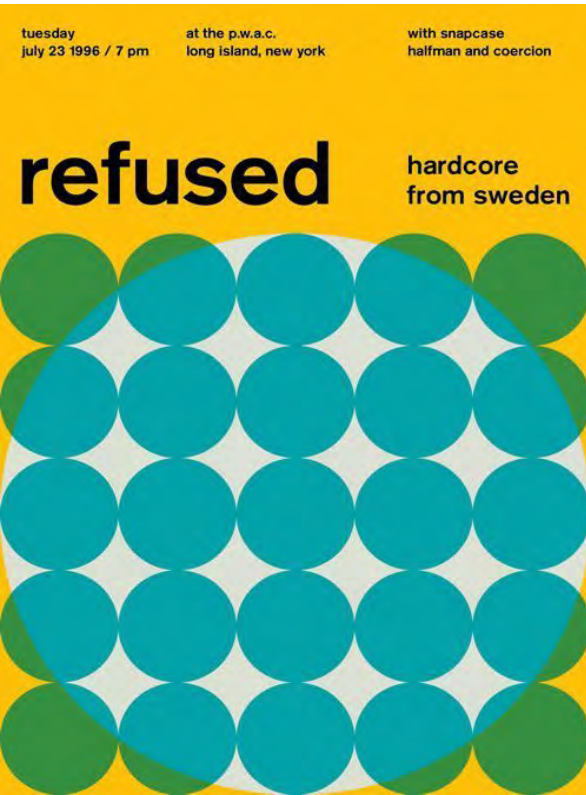
Sweet Apricot Handwritten



bold type

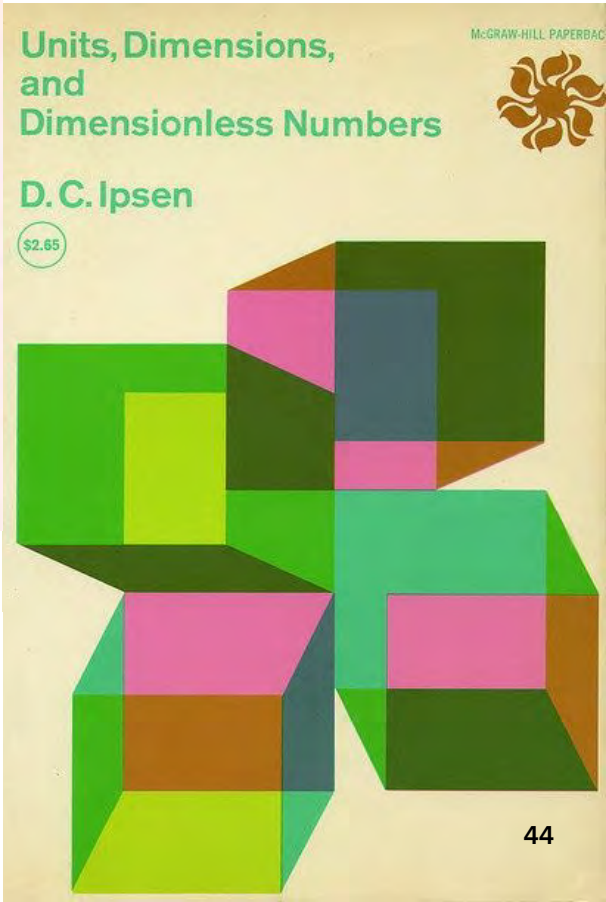
Make the message stick with creative typography that is art in its own right.

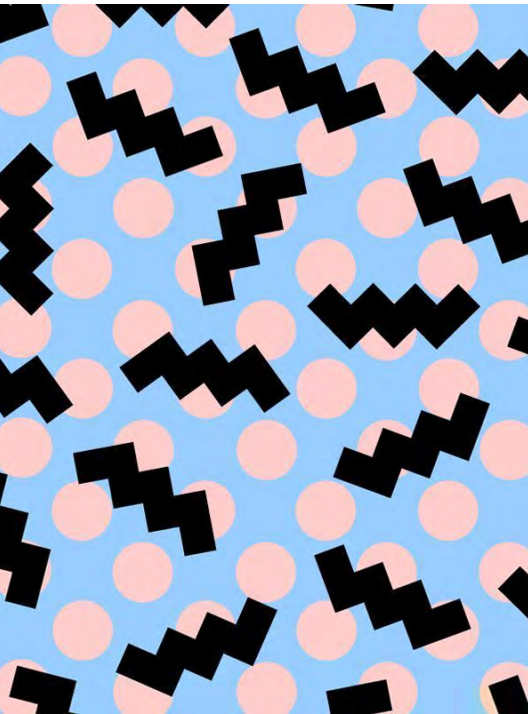




'80s chic

Minimalism, pattern, and
bauhaus aesthetics to add
retro flair to collateral.





zigs & zags

The W and logo embrace the zag—a flexible motif that could go any which way.



eccentric art

Pull weirdness and
pattern into
unexpected places.





quirky retrofit

Creatively reuse existing infrastructure and embrace the Google aesthetic.





patterned strip

Repetition, color, and modern signage brighten up the beige.



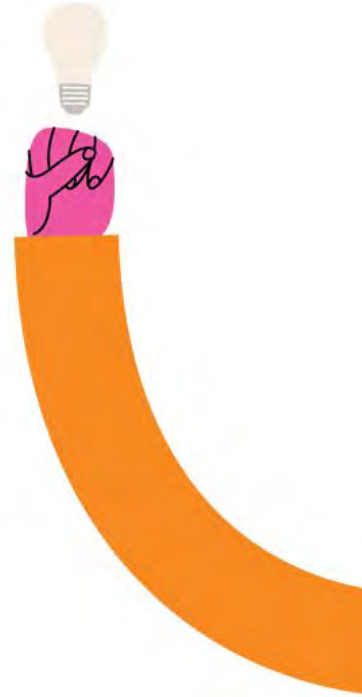


new & bold

Encourage architecture and design that push boundaries and challenge the “suburban” aesthetic.



Reactions?



what comes next

01

Collateral Development

Create 2-3 sample collateral templates, such as designs for posters, social media graphics, or swag items.

03

Staff Presentation

Present Road Map to staff for feedback on strategies and brainstorming of timeline and potential partners.

02

Marketing & Placemaking Road Map

Draft a blueprint for short and longer-term strategies as well as future investments.

04

Brand Guidelines

Define high-level brand guidelines that promote consistency between partners as well as creativity.