JOPLIN
MISSOURI

BRANDING GUIDE

City of Joplin Internal Guidelines

In order to bring unity to the City of Joplin, we have developed a set of guidelines to bring a cohesive look and brand to Joplin, Missouri. It is important to follow the guidelines set forth in this guide to maintain the integrity of the brand.

Approved by: Management Team | **Date:** March 10, 2021 | **Revised:** March 10, 2021

JOPLIN
MISSOURI

Please Note:

The details described within this City of Joplin Style Guide are supported by Resolution 2021-005 of the Joplin City Council, March 15, 2021. All previous city brand images are obsolete and are not to be used. Any deviation or alterations from the content of this Guide must first be submitted to the City Clerk's office, for consideration by the City of Joplin Branding committee. Use of the City's Brand and/or City Seal by any non-City of Joplin organization or agency is forbidden without the express written consent of the City of Joplin. Such requests must be sent to: City of Joplin, City Clerk, 602 S. Main Street, Joplin, Missouri 64801.

TO EMPLOYEES

This style guide was created to ensure every message from our city is presented in unity.

Joplin has a rich history with resilient, proud people.

We all have the responsibility to consistently display an accurate representation of these values.

This means every message we present should contain our proper logos, fonts, and colors. In doing so, we will build trust, awareness, and a strong association with the brand.

BRAND NARRATIVE

The Destination and The Way

Joplin was born from mining camps and continues to be home to a people unafraid of rolling up their sleeves and working hard for the local community and country at large. This is represented by the "sunburst" within our logo, a reference to the light coming from a "sunshine lamp" used by miners.

As the city grew and time marched on, Joplin became a hub for travel and commerce. Situated in the heart of the midwest, Joplin became both a welcoming waypoint for weary travelers and a growing destination for families and businesses alike.

The expanding horizon spreading from the sunburst in our logo signifies both the opportunities and challenges the citizens of Joplin have risen to meet throughout their history.

Joplinites have seen their city through crises and cultural change year after year for over a century. They have built and rebuilt their city, passing down a legacy of strength and self-reliance from one generation to the next.

With our feet firmly planted on the lessons of the past, and with eyes fixed on the horizon. We forge ahead, united through new challenges, building a community that is both an ideal destination and a welcoming waypoint at the crossroads of our country.

BRAND CHARACTER AND MESSAGING/TONE

The character of a brand is what makes it relatable to its audience.

We want our residents to feel a positive connection with our brand and see an accurate representation of themselves within it.

Our people have always been hard-working, ready to lend a hand, and take pride in their hometown.

Joplin, and the land on which it sits, has always afforded opportunity, drawing in people from all over to visit or to stay.

Any messaging should be helpful, welcoming, and intent on furthering the city's growth.

OUR VISION

Joplin, built on generations of people with grit and determination is a regional hub at the crossroads of America. Our diverse people and employers thrive because of our healthy lifestyles, exceptional neighborhoods, lifelong learning opportunities, and cultural & recreational amenities.

Our connected community benefits from world-class health care, reasonable cost-of-living, and economic opportunity for all.

Together we are ready for anything!

Ad Omnia Parata

BRAND RELATIONSHIP

Parent Brand

Represents the city as a whole.

JOPLIN MISSOURI

Partner Brands

City divisions that have recognizable identities within the community.

VISIT JOPLIN MO .COM

Deputy Brands

Deputy Brands are all other Departments, Boards and Commissions that are empowered by the Parent Brand.

JOPLIN
RECYCLING AND SOLID WASTE MANAGEMENT

JOPLIN
PLANNING, DEVELOPMENT, AND NEIGHBORHOOD SERVICES

JOPLIN | HOUSING AUTHORITY

JOPLIN | HISTORIC PRESERVATION COMMISSION

**ABOVE ARE EXAMPLES TO HELP ILLUSTRATE THE DEPARTMENTS, BOARDS AND COMMISSIONS THAT FALL INTO EACH PART OF JOPLIN'S BRAND. NOT ALL DEPARTMENTS, BOARDS OR COMMISSIONS ARE DISPLAYED.

LOGO COLOR USAGE

It is imperative that you use the following guidelines when using our logo.

Incorrect usage could cause our logo to become public domain and we would then lose our exclusive rights to it.

Also, an incohesive use of our brand can cause a loss of trust in the information provided.

FULL COLOR



ONE COLOR

The logo may be represented in a single color using color palette colors.





BLACK

The logo can be used on a light color background in all black.



WHITE

The logo can be used on a dark color background, but the logo needs to be all white.

SUPPLEMENTAL USAGES

These are departments that are related to the City of Joplin brand, but have recognizable identities within the community.

If used with the Parent Brand, follow Multiple Logo Usage guidelines (p9).

JOPLIN FIRE DEPARTMENT

JOPLIN POLICE DEPARTMENT

JOPLIN REGIONAL AIRPORT

JOPLIN PARKS & RECREATION

JOPLIN PARKS & RECREATION

DEPUTY BRANDS

Non-Branded Departments

Deputy Brand departments do not have an individual brand but are empowered by the Parent Brand: City of Joplin.

Examples:

JOPLIN
FINANCE

JOPLIN
MUNICIPAL COURT

JOPLIN
RECYCLING AND SOLID WASTE MANAGEMENT

These departments can use the city logo in full color, black, or white.

Deputy Brand departments are represented with the Parent Brand logo without "Missouri", and a thin horizontal Blue Lagoon line placed underneath the Parent logo.

Located under the line is the department name in Blue Lagoon using Martel Sans font. The department name should be kept to two lines maximum and the width should not exceed the width of the Parent Logo.

A template has been created to help with spacing and setup for the Deputy Brand departments.

If using black or white, all elements must be either Black or White.

Black Example:

JOPLIN
FINANCE

White Example:

JOPLIN
HUMAN RESOURCES/ RISK MANAGEMENT

DEPUTY BRANDS

Boards & Commissions

Our boards and commissions in Joplin play an important role in the community and represent the city in their different fields.

Boards and commissions' logos are part of the Deputy Brand. They are represented with the Parent Brand without "Missouri" but are separated from the other department Deputy Brands by:

- Placing a thin Blue Lagoon line to the right of the Parent Brand logo
- Placing the Board or Commission name to the right of the line and centered to the Parent Brand logo with specifications being:
    - Color as Blue Lagoon
    - Font in Martel Sans
    - Width no wider than 3/4 the width of the Parent Brand logo and Height not to exceed 3 lines or height of the Parent Brand logo

The Boards and Commissions have their own template to help with spacing, guidelines and setup.

Examples:

JOPLIN | CITY TREE BOARD

JOPLIN | HISTORIC PRESERVATION COMMISSION

JOPLIN | INDUSTRIAL DEVELOPMENT AUTHORITY

UNACCEPTABLE LOGO USAGE

These are the correct logo uses:

CORRECT

CORRECT

The following are modifications of the City of Joplin logo deemed unacceptable:

INCORRECT

DO NOT change colors of the logo. Use only those specified in the logo color usage section of the Branding Guide.

INCORRECT

COMING SOON

DO NOT allow graphics or copy to cover any part of a Joplin City logo.

INCORRECT

DO NOT add, delete or change elements or fonts on the logo. This includes changing spacing of letters or lines of text.

INCORRECT

DO NOT skew, stretch or distort the logo. When resizing you must maintain the same proportions.

INCORRECT

DO NOT flip logo so that when reading, the logo ends up backwards or upside down.

INCORRECT

DO NOT recreate the logo. This logo cannot be recreated using a font. The Branding Committee can provide appropriate files.

INCORRECT

DO NOT add outlines to the logo.

INCORRECT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim molestie consequat, vel illum dolore

DO NOT overlay text on the logo or change the logos opacity.

INCORRECT

DO NOT print or place logo on a background or image that makes the logo difficult to read.

INCORRECT

DO NOT distress or add textured pattern to the logo.

MULTIPLE LOGO USAGE

In case of sponsored events that feature multiple branded departments and/or businesses, all departments, boards, and commissions logos should be smaller or the same size as the City of Joplin logo.

Example:





COLOR PALETTE

Our color palette is meant to help communication from each department stay on brand.

These colors were inspired by different murals throughout our beautiful city such as "The Butterfly Effect:"



Regal Blue

Hex	#123A54
RGB	18 58 84
CMYK	96 74 44 36
PMS	534

Blue Lagoon

Hex	#005B82
RGB	0 91 130
CMYK	96 62 29 10
PMS	634

Storm Dust

Hex	#5F5F5C
RGB	95 95 92
CMYK	61 53 55 25
PMS	417

Wasabi

Hex	#83A226
RGB	131 162 38
CMYK	55 20 100 2
PMS	4212

Buttered Rum

Hex	#D1B10E
RGB	209 177 14
CMYK	21 26 100 0
PMS	606

Rust

Hex	#BF500B
RGB	191 80 11
CMYK	19 79 100 8
PMS	718

APPROVED FONTS

Martel Sans

Martel Sans is generally not in a standard font library, but can be downloaded for free.

USAGES: Deputy Brands (Department and Boards & Commission Logos) and Design Materials (brochures, newsletters, ads, postcards, business cards, etc)

FONT SAMPLE:

(Regular)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

(Bold)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

Verdana

Verdana is a widely-supported font across most platforms. You should be able to find Verdana for all general uses.

USAGES: Email communications, word documents, agendas, etc.

FONT SAMPLE:

(Regular)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

(Bold)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

Reklame Script

Reklame Script is a special licensed font and is to be used as an accent in design materials.

USAGES: Approved design material purposes

FONT SAMPLE:

(Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

(Bold)

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1234567890

RECOMMENDED SPACING

To keep the brand looking clean, professional, and consistent, do not place any object within the "safe" space, designated by the height of the Regal Blue in the letter "N" in Joplin. In the example below, the Regal Blue is represented as "X".

Logo Spacing Example



X is equal to the Regal Blue of the letter "N" and designates the "safe" space.

To accurately measure the safe space make sure your logo is the final size in your project. Zoom into the letter "N". Using a shape tool, draw a box that perfectly aligns with the height of the dark blue. Rotate your new box as needed to ensure spacing around the logo matches appropriately.

#1 Size → **#2 Trace Shape** → **#3 Rotate and Place**



Acest quae a vent. Sedia doluptae paribus alibus doluptur ad es inciende niant quia nobis demod quatatam qui nobitatquos adit, solore nectur sit, volor

FINISHED



Acest quae a vent. Sedia doluptae paribus alibus doluptur ad es inciende niant quia nobis demod quatatam qui nobitatquos adit, solore nectur sit, volor sus, quos volor sim rendam quae pori to dolupient repro

BUSINESS CARDS

There are two designs to choose from for business cards. The layout of the business cards may not be redesigned. Business cards must be printed with an approved vendor.







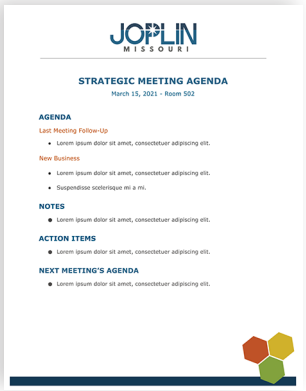


TEMPLATES

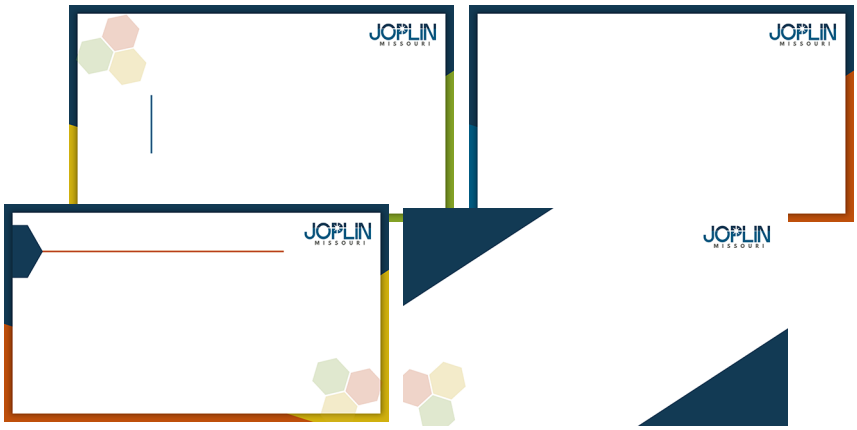
Branded templates have been created and are available in Microsoft PowerPoint, Word, and Excel. It is vital that you use these templates appropriately to help solidify the brand.

Employees can access these templates on the shared L: Drive (Everyone). Departments are encouraged to print envelopes externally. Other documents can be printed in-house, but extra care must be taken to match the color palette (see page 10).

Agenda



Presentation



Letterhead



Envelopes



EMAIL SIGNATURES

Email signature archetype designs are created using a combination of HTML and referenced (src), publicly available (hosted) images (used minimally to optimize deliverables) and will be created and approved in advance by the Branding Committee to meet consistency and deliverable standards. Email signatures will be implemented and updated as needed by the web and email system admin and/or the Information Technology Department with appropriate knowledge of and access to the associated Microsoft Office 365 Exchange Admin Center.

Example:

JANE SMITH
TITLE | CITY OF JOPLIN
602 S Main Street, Joplin, MO 64801
W: (417) 876-5523 | M: (417) 325-5678
JSmith@joplinmo.org | Joplinmo.org

JOPLIN MISSOURI

AD SPECIALTY ITEMS

Any items produced with the City of Joplin or your specific department's branding as means of advertising must have approval from the appropriate department prior to production. Due to the large number of possible promotional items you may encounter, this guide does not contain a list of all possible combinations. The appropriate department will work with you to maintain the integrity of the brand while allowing for creativity.



APPAREL

Any apparel created with branding from the Parent, Partner or Deputy brands must have approval before production. Approved colors include full color, one color from the approved color palette, all black or all white. Contact the appropriate department for details on ordering apparel or purchasing your own City of Joplin branded clothing.



VEHICLE DECALS

Brand decals will be the Parent Brand or the Deputy Brand logo.

For trucks and equipment, the decal should be placed on both front doors.





For vans and other larger vehicles, the decal should be placed in the middle of each side, as pictured.





AROUND JOMO

Dated building signage, directories, and public locators, as well as promotional materials used throughout the City of Joplin will require a branding up and should be accomplished at the next renovation or printing, and fully accomplished no later than the end of Fiscal Year 2024.

Examples:









FAQ

Why is it important to follow the City of Joplin brand standards?

A: Following brand standards, including logo usage, color guidelines, department styles, and all that is provided within this guide, ensures we are presenting a consistent identity for our city. Straying from these guidelines would present a sloppy, unprofessional look.

What is Joplin's logo color?

A: The City of Joplin's main logo uses both the Regal Blue and Blue Lagoon colors. For usage guidelines, refer to all logo usage sections. If you have any questions, contact the City Clerk's Office.

Where can I download logos for the City of Joplin?

A: If you are an employee, you can access all of the City of Joplin logos on the L: "everyone" drive on a City of Joplin computer. If you are requesting the logo for another entity, please have them contact the City Clerk's Office to receive a copy of the brand guidelines.

Can our department name be used on the logo?

A: Each department is able to use the Parent Brand logo in conjunction with their department name. Most department logos have already been created and can be accessed on the L: "everyone" drive on a City of Joplin computer or by contacting the City Clerk's Office. Guidelines for department logo use are located in the Partner Brands and Deputy Brands sections of the Brand Style Guide.

May I revise the letterhead design?

A: Letterheads have already been pre-designed and must not be changed. There are two letterheads available: One of which incorporates the City Seal and is only to be used for official documents.

What font can I use when typing emails, letters, or memos?

A: Please use the font Verdana for emails, letters, or memos.

Can I design my posters and fliers?

A: Yes, but all promotional materials need to be approved by the City Clerk's Office to ensure proper branding. If you are not a designer, you can contact the City Clerk's Office for assistance.

May I still use the old logo?

A: DO NOT use former logos or other outdated branding that is not contained within this branding guide. If you find items using a logo not approved by this guide, please contact the City Clerk's Office so we can have it corrected.

Are there any standards for signs that need to be made either for the interior or the exterior of the building?

A: Yes. Signs on City of Joplin buildings and property must be approved by the Director, Public Works or their designee. This ensures the signage codes for the City, as well as the branding guidelines, are adhered to.

Can we use the logo as a watermark for certain projects or on images?

A: If you question any use of the logo that is not easily described in the branding guide, please send the artwork to the City Clerk's Office for approval or clarification.

CONCLUSION

The City of Joplin logo is a registered trademark of the City of Joplin, MO and cannot be duplicated, disseminated, or appropriated by others without permission. Any and all use of the City of Joplin brand or our themes, whole or in-part, are prohibited until permission is given.

The City of Joplin reserves the right to withdraw prior approval if the guidelines contained within this document are violated.

We appreciate your cooperation in following this guide we have created in an effort to best represent our community and promote its best qualities in a unified manner.



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