JOPLIN
MISSOURI







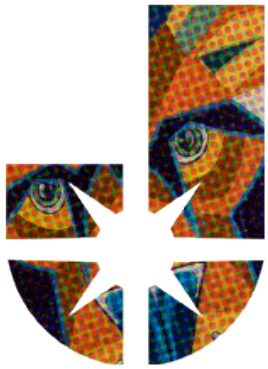













JOPLIN
CAPITAL IMPROVEMENT
& PUBLIC SAFETY SALES
TAX COMMITTEE


JOPLIN
BOARD OF HEALTH


JOPLIN
BUILDING BOARD
OF APPEALS


JOPLIN
HISTORIC
PRESERVATION
COMMISSION



PLANNING, DEVELOPMENT &
NEIGHBORHOOD SERVICES



FINANCE DEPARTMENT



PUBLIC WORKS


JOPLIN
REGIONAL AIRPORT

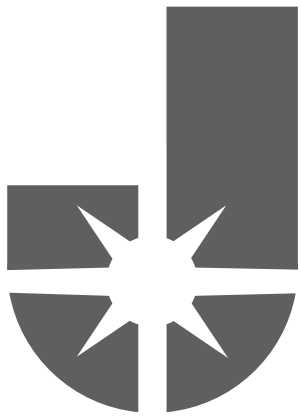

JOPLIN
PARKS & RECREATION



Regal Blue
#123A54



Blue Lagoon
#005B82



Storm Dust
#5F5F5D



Rust
#BF500B



Wasabi
#84A226



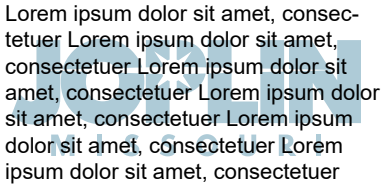
Buttered Rum
#D1B10E



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



Do not skew, stretch or distort the logo. When resizing you must maintain the same proportions.



Do not overlay text on the logo or change the logos opacity.



Do not graphics or copy to cover any part of a Joplin City logo.



Do not sflip logo so that when reading, the logo ends up backwards or upside down.



Do not print or place logo on a background or image that makes the logo difficult to read.



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



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



Do not distress or add textured pattern to the logo.



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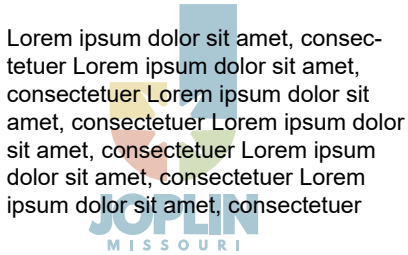

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Martel Sans

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

USAGES: Deputy Brands (Departments and Boards & Commissions) and Design Materials (brochures, newsletters, ads, postcards, business cards, etc)

(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
0123456789

(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
0123456789

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.

(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
0123456789

(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
0123456789

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.

(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
0123456789

(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
0123456789