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:** November 30, 2021 | **Revised:** November 30, 2021



Please Note:

The details described within this City of Joplin Style Guide are supported by Resolution 2021-023 of the Joplin City Council, December 6, 2021. All previous City brand images are functionally obsolete and are not to be used for any purpose outside of historic preservation/education. 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 make sure every message from our city is presented in unity. Joplin has a rich history of resiliency — a quality born of its self-reliant, hard-working yet gracious and welcoming citizens. We all have the responsibility to consistently display an accurate representation of these values.

Every message we present should contain our proper logos, fonts, and colors. In doing so, we help grow our sense of community and a better awareness and greater trust for our institutions of government. A brand, and a city, is more than logos and letters, buildings and borders, roads and bridges — Our new Brandmarks represent all the people — past, present and future — who, by brick and mortar, pen and paper, built this city.

VISION



Joplin, built by 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

NARRATIVE

Established in 1873, Joplin was born from zinc mining camps. To this day, Joplin is home to citizens unafraid of rolling up their sleeves and working hard for their neighbors, their city and the country at large.

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

Immortalized in song and on more than a few postcards over the years, Joplin sits at the intersection of what was old Route 66 and Interstate 49. Of course I-44 has long since replaced Route 66 in Missouri. However, Joplin still sits at this crucial interstate crossroads, favored by family travelers and truckers alike. Joplin's history of being both a waypoint and a destination for commerce has made it an eclectic and dynamic place. This is why we believe the dynamic identity concept presented here is the most logical choice for the new Joplin brand.

The City of Joplin means something different to each of its citizens. Hope. Resilience. New beginnings. And much more.

At the same time, it represents the same thing to us all: Home.

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, the citizens of Joplin, 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.

DEFINITIONS

1. Type

1.1. The word “Joplin” as seen and described in this guide.

1.2. The word “Missouri” as seen and described in this guide.

2. Unique Elements

2.1. **Crossed Star:** a star with four diagonal points, each pointing in unique ordinal directions, and two line segments, each bisecting the star and extending beyond its borders in the cardinal directions.



3. Symbols

3.1. **J-con:** A “J” icon, with the Crossed Star element overlaid, in all color/non-color iterations.

3.2. **Legacy Symbols:** Certain departments and branches of the city may have legacy symbols or otherwise unique symbols approved to be used individually or as part of lockups (e.g. police badge)







4. Lock-up

4.1. A configuration of Type (1.), Unique Elements (2.) and/or Symbol (3.)

5. Brandmarks

The approved configurations of Type (1.), Unique Elements (2.) and/or Symbol (3.). The city of Joplin will have three distinct Brandmarks.

5.1. **The J-con lock-ups**: Either orientation layout (**A.** horizontal or **B.** vertical) of the J-con and the Joplin Missouri type.

5.2. **The unlocked J-con:** The J-con Symbol without any other brand elements aside from accompanying content (i.e. email signature info, business card info, titles, names, etc.)

5.3. **The unlocked Type:** The Joplin Missouri type without any other brand elements.

A.



B.







NOTE: Certain departments and branches of the city may have legacy symbols or otherwise unique symbols approved to be used as part of lockups (e.g. police badge)

DEFINITIONS CONT.

6. Dynamic Identity

A dynamic identity, also called a dynamic or living brand, is a visual identity composed of Brandmarks where one or more components is variable to some degree, and able to be influenced by external data or updated as needed or desired. The amount and nature of variation differs from one brand to another.

7. Dynamic Components

The Type (1.) or Symbol (3.) comprising a brand mark that is variable and the nature, scope and methodology of that variation.

8. Parent Brand

A parent brand is the main brand of an organization. In the case of the City of Joplin, this means the city as a whole.

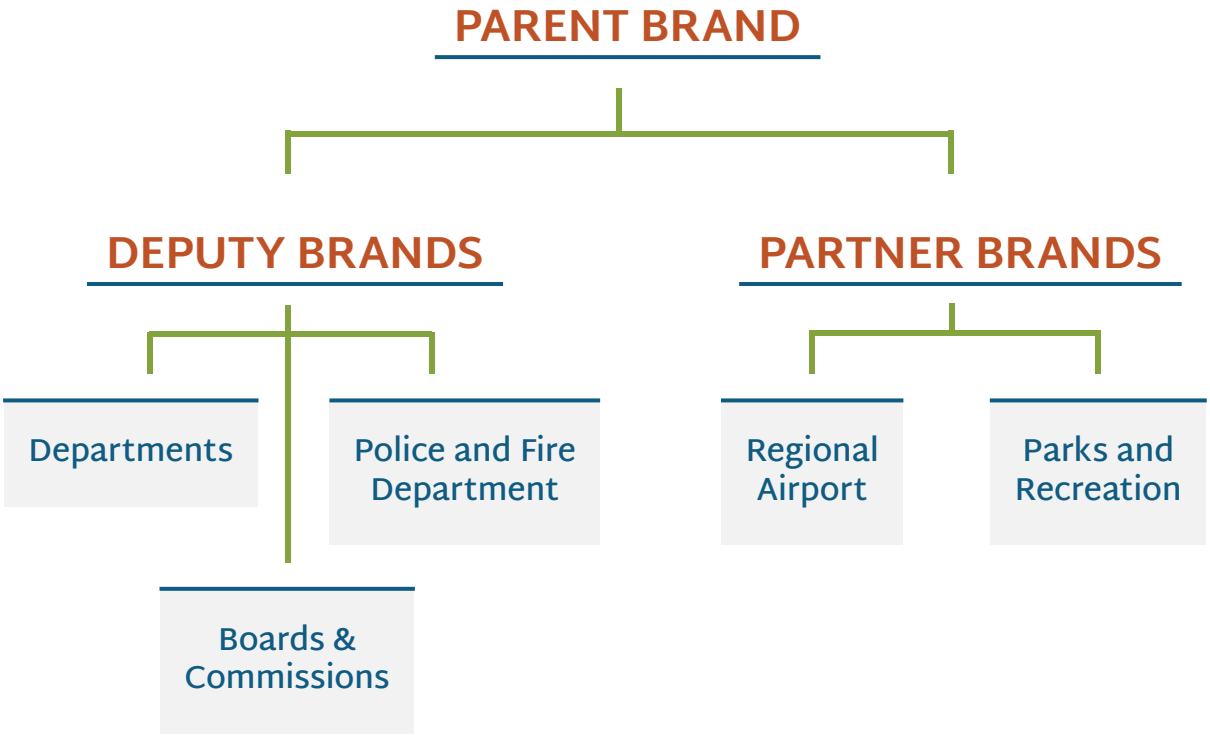
9. Deputy Brand

Deputy brands are Boards and Commissions and all other departments that are empowered by the parent brand.

10. Partner Brand

Partner brands are a sort of sub-brand that has its own personality different from the parent brand. In this instance, that is the city divisions that have their own, individual identities within the Joplin community.

Brand Hierarchy



Parent Brand

It is imperative that you use the following guidelines when using these brandmarks.

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.

LOGO COLOR USAGE

J-con lockups

Full Color - Full color consists of the Type in Blue Lagoon and the J-con Symbol as pictured. For dynamic components, see the Dynamic Component(s) Section on page 4.



One Color - The logo may be represented in a single color using color palette colors, black, or white.

color palette:

Examples:





NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



Unlocked Type

One Color - The logo may only be represented in a single color using color palette colors, black, or white.

color palette:



NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



LOGO COLOR USAGE CONT.

Unlocked J-con

Full Color - See diagram to right. Color codes located on page 12.



One Color - The logo may be represented in a single color using color palette colors, black, or white.



NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



DYNAMIC COMPONENT(S):

J-con lockups

J-con patterns are dynamic. Patterns must be approved.

Examples:



Unlocked J-con

J-con patterns are dynamic. Patterns must be approved.

Examples:



Unlocked Type

There **are no dynamic components** for the Type. Please follow the Color Usages on page 12.

DEPARTMENTS

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

Brandmarks: Unlocked Type - without "Missouri"

Deputy Brand departments are represented with the Unlocked Type Brandmark without "Missouri", 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.

Primary Color Palette: Blue Lagoon

These departments can use Blue Lagoon, black, or white. If using Black or White, all elements must be either Black or White.

Dynamic Component(s): None

Example Logos:

JOPLIN
PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES

JOPLIN
FINANCE DEPARTMENT

JOPLIN
PUBLIC WORKS

BOARDS & COMMISSIONS

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

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

Brandmarks: Unlocked Type - without "Missouri"

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

- Placing a thin Blue Lagoon line to the right of the Unlocked Type Brandmark.
- 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

Primary Color Palette: Blue Lagoon

Dynamic Component(s): None

Example Logos:

JOPLIN | HISTORIC PRESERVATION COMMISSION

JOPLIN | BUILDING BOARD OF APPEALS

JOPLIN | CITY TREE BOARD

POLICE & FIRE DEPARTMENTS

The Police and Fire Department are empowered by the Parent Brand, with an additional Legacy Symbol that is unique to their respective departments.

Joplin Police Department

Brandmarks: Badge lockup, Unlocked Badge

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the department name (Police Department) under the line using Martel Sans font. The Legacy Symbol (Police Department Badge) is placed to the right of the Type.



Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue.

Dynamic Component(s): None

Joplin Fire Department

Brandmarks: Badge lockup, Unlocked Badge

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the Department Name (Fire Department) under the line using Martel Sans font. The Legacy Symbol (Fire Department Badge) is placed to the right of the Type.



Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue.

Dynamic Component(s): None

Partner Brands

These are departments that have some individual identity, but are still empowered by the Parent Brand.

Parks & Recreation

Brandmarks: J-con lockups, Unlocked J-con

Primary Color Palette: The Type, Department Name, and bottom left and top right quadrant of the J-con are displayed in Wasabi (see color palette on page 12). The line and top left and bottom right quadrant of the J-con are displayed in a lighter shade of Wasabi that is approved for Parks & Recreation only.

Note: For Aquatics only, Parks & Recreation will use Regal Blue in place of Wasabi, and Blue Lagoon for the line and top left and bottom right quadrants of the J-con.

Dynamic Component(s): J-con patterns are dynamic. Patterns must be approved.



Joplin Airport

Brandmarks: Joplin lockup, JLN lockups

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the department name (Regional Airport) using Martel Sans font. The airport has a unique symbol, which is displayed behind the Parent Brand Type.

NOTE: While the airport's unique symbol is effectively merged with the Parent Brand Type, ultimately it does not alter the shape or proportions of the Parent Brand Type. The use of white space between the Parent Brand Type and the unique symbol ensures the integrity of the Parent Brand Type.

This department may also be displayed using airport code JLN rather than the Joplin Type, with or without "Joplin Regional Airport" to the right of JLN.

Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue. The Symbol is displayed in Storm Dust and Rust.

Dynamic Component(s): the Airport has a unique symbol that is a supplement to and used in conjunction with the Parent Brand Type. However, as noted above, there is clear demarcation between the airport's unique symbol and the Parent Brand Type in order to ensure the shape, proportions, and general integrity of the Parent Brand Type.



UNACCEPTABLE LOGO USAGE

These are the correct logo uses:

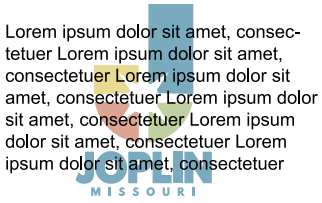
The following are modifications of the City of Joplin logo deemed unacceptable:



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 allow graphics or copy to cover any part of a Joplin City logo.



Do not flip 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 add outlines to the logo or 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.

MULTIPLE LOGO USAGE

When the City of Joplin brandmark needs to sit side by side another brand, the horizontal J-con Lockup should be used. Size, placement, and relevance should be considered.

Multiple Logo Example:



Singular 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 93
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

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

Tahoma

Tahoma is a widely-supported font across most platforms. You should be able to find Tahoma 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 only.

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 Buttered Rum (Yellow) space in the J-con. In the example below, the safe space is represented as "X".

Logo Spacing Example:





To accurately measure the safe space make sure your logo is the final size in your project. Zoom into J-con. Using a shape tool, draw a box that perfectly aligns with the height of the Buttered Rum section. Rotate your new box as needed to ensure spacing around the logo matches appropriately.

BUSINESS CARDS

Executive Style:

Front:



Back:



Primary:

Front:



Back:



TEMPLATES

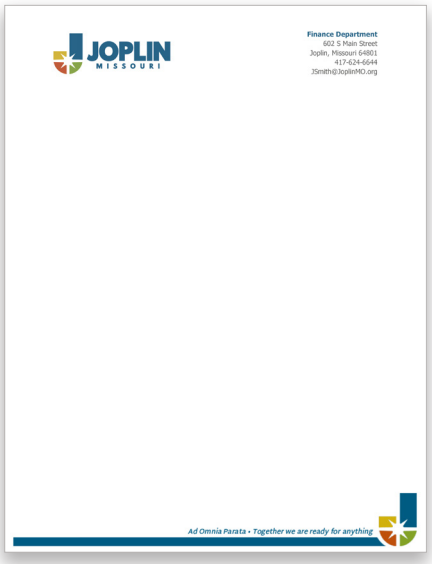
Presentations, letterhead, envelopes, etc

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 usage.

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 colors on Page 12.

Examples:











EMAIL SIGNATURES

Email signature archetype designs are created using a combination of HTML and referenced (src), publicly available (hosted) images (used minimally to optimize deliverability) and will be created and approved in advance and by the Branding Committee to meet consistency and deliverability 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.

JANE SMITH
EXECUTIVE DIRECTOR
CITY DEPARTMENT
602 S Main Street, Joplin, MO 64801
O: 417-876-5523 | C: 417-325-5678
JSmith@JoplinMo.org | JoplinMo.org

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.

Examples:



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.

Example:



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.







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.

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 with the addition of the City Seal to be used only for official documents.

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

A: Please use the font Tahoma for emails, letters and 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 the city uses, as well as 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.

Please Note:

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