JOPLIN
MISSOURI

# Brand Guides

## City of Joplin Identity Standards

Revised Sept. 2025

# Contents


**The Brand . . . . . 1**

City of Joplin Guidelines . . . . . 1

Narrative . . . . . 2

To Employees . . . . . 2

**Logos & Usage . . . . . 3**

Jcon . . . . . 3

Logotype . . . . . 3

Jcon Lockup . . . . . 3

Minimum Clear Space . . . . . 4

Minimum Size . . . . . 4

Color Usage . . . . . 5

Backgrounds . . . . . 5

Dynamic Components . . . . . 6

Unacceptable Logo Usage . . . . . 6

**Color Palette . . . . . 7**

Primary Color Palette . . . . . 7

Supporting Colors . . . . . 8

Color Relationships . . . . . 9

**Typography . . . . . 10**

**Hierarchy, Departments, & Partners . . . . . 12**

Brand Hierarchy . . . . . 12

Departments . . . . . 13

Legacy Departments . . . . . 13

Boards & Commissions . . . . . 13

Partner Brands . . . . . 14

City Seal . . . . . 14

**FAQ . . . . . 15**

**Conclusion . . . . . 16**


JOPLIN
MISSOURI

# The Brand

The character of a brand is what makes it repeatable to its audience. We want our residents to feel a positive connection with our brand and see an accurate representation of themselves within it.

This city is dynamic. It's alive . It's growing and changing. It has political complexities. It is many different things to many different kinds of folks. In many ways, Joplin is a microcosm of the country right now, and it is that diverse and expending nature we endeavor to embody with our brand.

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.

## Narrative

Established in 1873, Joplin was born from zinc mining camps. Joplin has been built and rebuilt, passing down a legacy of resilience, self-reliance, and grace from one generation to the next.

The city is a regional hub at the crossroads of America built by generations of people with grit and determination. Our diverse people thrive because of our exceptional neighborhoods, lifelong learning opportunities, healthy lifestyles, and cultural & recreational amenities. Our connected community benefits from world-class health care, reasonable cost-of-living, and economic opportunity for all.

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.

**Ad Omnia Parata** Together we are ready for anything!

## City of Joplin Guidelines

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

In addition to this Brand Guideline, a Design System has also been developed to ensure consistency and cohesion across all brand touchpoints.

This guideline document defines the overarching identity–logo usage, typography, color palette, and department hierarchy. The design systems translates those principles into reusable components for digital and physical products. Together, they bridge strategy and execution: brand guidelines set the "why" and "what," and design systems provide the "how," enabling the City to present unified experiences that are both on-brand and efficient to produce.

To access the City of Joplin Design System, contact the Webmaster.

## 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 proper logo renderings, colors, and fonts. In doing so, we maintain a greater trust for our institution. A brand, and a City, is more than logos and letters, buildings and borders, roads and bridges. Our Brand represents us – past, present and future – who, by brick and mortar, pen and paper, struggle and resilience, built this city.

# Logos & Usage

Like our city, the logo is flexible and dynamic, containing elements with their own requirements. The horizontal full color lockup is preferred but the following treatment options are available for acceptable use.

## Jcon

A “J” icon, with the Crossed Star element overlaid. The preferred Jcon utilizes the primary color palette, but can dynamically change colors/ patterns with approval.



## Logotype

The words “Joplin Missouri” rendered in a customized version with the LeagueSpartan font.




## Jcon Lockup

A combination of the Jcon and Logotype arranged in a vertical or horizontal orientation.






# Minimum Clear Space

All Joplin logos require a minimum clear space as defined by the height of the upper left element of the Jcon.










Clearspace for the logotype is based on the horizontal lockup without the Jcon

# Minimum Size

In order to ensure maximum recognition and optical clarity, do not render any iteration of the logos smaller than the respective minimum size requirements.

## Jcon

0.25 inch or 16 pixels in height




## Logotype

0.375 inch or 27 pixels in height




## Horizontal Lockup

0.5 or 36 pixels in height




## Vertical Lockup

1 inch or 72 pixels in height



# Color Usage

The preferred color use of the logo is full color. All versions of the logo may be represented in a single color using color palette colors and black.






















# Backgrounds

All renderings of the logo over a background must be a solid color (preferrably white or black) and maintain a contrast ratio of 4.5:1 in compliance with Web Content Accessability Guidelines (WCAG) Level AA.





















# Dynamic Components

The Jcon element is dynamic and may include approved color combinations, patterns, or images. Written approval from the Marketing and Communications department must be given before use of any image within the Jcon.



# Unacceptable Logo Usage




Never stretch or distort the logo.




Never rotate, flip, tilt, or change perspective of the logo.




Never reposition or replace any elements.




Never fade, dissolve, or otherwise change the transparency of the logo.




Never add shadows, strokes, outlines, glows, or any other effects.




Never place the logo over a low-contrast background making elements hard to see.




Never resize any element of the logo.




Never use unapproved color combinations.




Never overlay text, graphics, or any other element over the logo.




Never place the logo over a photo that does not have adequate white space.

# Color Palette

Color is one of the most important elements in establishing and maintaining a consistent brand. Presenting our logo with a consistent color palette is the best way to develop brand awareness for the City of Joplin. The chosen palette reflects the diversity found in the crossroads of America, while honoring our heritage.

## Primary Color Palette

The blue "Brand 700" color is the primary color. This color can define the overall feel and can elicit emotion.

### Brand 700

| Hex | RGB | CMYK |
|---|---|---|
| #005B82 | 0, 92, 130 | 96, 62, 29, 10 |

### White

| Hex | RGB | CMYK |
|---|---|---|
| #FFFFFF | 255, 255, 255 | 0, 0, 0, 0 |

### Green 700

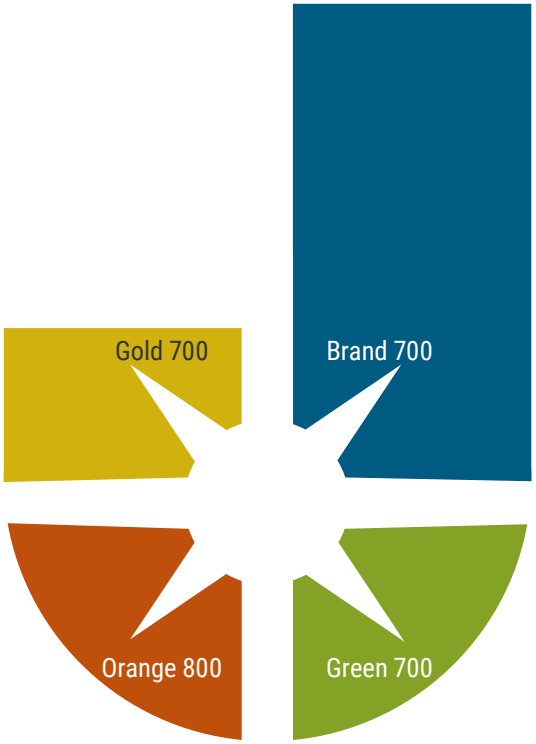
| Hex | RGB | CMYK |
|---|---|---|
| #83A226 | 131, 162, 38 | 55, 20, 100, 2 |

### Orange 800

| Hex | RGB | CMYK |
|---|---|---|
| #BF500B | 191, 80, 11 | 10, 82, 100, 1 |

### Gold 700

| Hex | RGB | CMYK |
|---|---|---|
| #D1B10E | 209, 177, 14 | 21, 26, 100, 0 |



# Supporting Colors

In certain design situations, the primary colors may be limiting, so supporting colors are available to carry the same tone and personality of the City, while providing visual flexibility.

| 25 | 50 | 100 | 200 | 300 | 400 |
|---|---|---|---|---|---|
| #FAFDFF<br>RGB 250, 252, 255<br>CMYK 1, 0, 0, 0 | #F2FBFF<br>RGB 242, 250, 255<br>CMYK 4, 0, 0, 0 | #E0F6FF<br>RGB 224, 245, 252<br>CMYK 10, 0, 0, 0 | #D4F2FF<br>RGB 212, 240, 252<br>CMYK 15, 0, 0, 0 | #B3E8FF<br>RGB 181, 227, 250<br>CMYK 26, 0, 0, 0 | #48ADD9<br>RGB 71, 173, 217<br>CMYK 26, 15, 5, 0 |
| **500**<br>#008FCC<br>RGB 13, 143, 204<br>CMYK 79, 31, 2, 0 | **600**<br>#006F9E<br>RGB 0, 112, 158<br>CMYK 90, 51, 19, 2 | **700**<br>#005B82<br>RGB 0, 92, 130<br>CMYK 96, 62, 29, 10 | **800**<br>#1B4A69<br>RGB 28,74, 107<br>CMYK 94, 69, 38, 22 | **900**<br>#123A54<br>RGB 18, 59, 84<br>CMYK 97, 74, 44, 36 | **950**<br>#00121A<br>RGB 10, 23, 28<br>CMYK 83, 69, 61, 78 |

| 25 | 50 | 100 | 200 | 300 | 400 |
|---|---|---|---|---|---|
| #FCFCFC<br>RGB 252, 252, 252<br>CMYK 1, 0, 0, 0 | #FAFAFA<br>RGB 250, 250, 250<br>CMYK 1, 1, 1, 0 | #F5F5F5<br>RGB 244, 244, 244<br>CMYK 3, 2, 2, 0 | #EFEFEF<br>RGB 239, 240, 241<br>CMYK 5, 3, 3, 0 | #DFDFDE<br>RGB 223, 223, 222<br>CMYK 11, 8, 9, 0 | #CCCCCC<br>RGB 204, 204, 204<br>CMYK 19, 15, 16, 0 |
| **500**<br>#A1A1A1<br>RGB 161, 161, 161<br>CMYK 39, 32, 32, 1 | **600**<br>#7F7F7D<br>RGB 127, 127, 125<br>CMYK 52, 43, 45, 9 | **700**<br>#5F5F5C<br>RGB 95, 95, 92<br>CMYK 61, 53, 55, 25 | **800**<br>#333333<br>RGB 51, 51, 51<br>CMYK 69, 63, 62, 58 | **900**<br>#222222<br>RGB 34, 34, 34<br>CMYK 72, 66, 64, 72 | **950**<br>#121212<br>RGB 18, 18, 18<br>CMYK 73, 67, 66, 82 |

| 25 | 50 | 100 | 200 | 300 | 400 |
|---|---|---|---|---|---|
| #FBFFED<br>RGB 251, 255, 237<br>CMYK 2, 0, 7, 0 | #F3FFCF<br>RGB 242, 245, 207<br>CMYK 5, 0, 23, 0 | #EEFFB4<br>RGB 238, 255, 180<br>CMYK 8, 0, 36, 0 | #E3F77E<br>RGB 227, 247, 126<br>CMYK 14, 0, 63, 0 | #C9E53C<br>RGB 201, 229, 60<br>CMYK 26, 0, 90, 0 | #C3E034<br>RGB 195, 224, 52<br>CMYK 29, 0, 95, 0 |
| **500**<br>#BAD537<br>RGB 186, 213, 55<br>CMYK 32, 0, 98, 0 | **600**<br>#B0D02F<br>RGB 176, 208, 47<br>CMYK 36, 1, 100, 0 | **700**<br>#83A226<br>RGB 131, 162, 38<br>CMYK 55, 20, 100, 2 | **800**<br>#57821C<br>RGB 87, 130, 28<br>CMYK 70, 29, 100, 13 | **900**<br>#336D18<br>RGB 51, 109, 24<br>CMYK 80, 33, 100, 24 | **950**<br>#005300<br>RGB 0, 83, 0<br>CMYK 85, 40, 100, 41 |

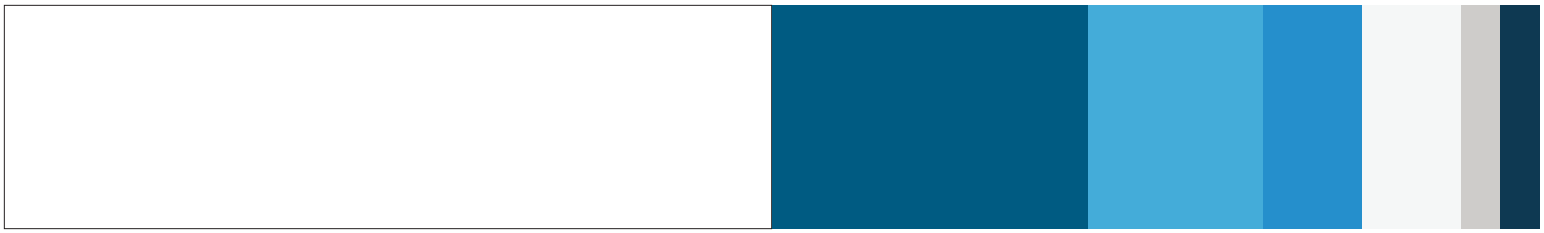
| 25 | 50 | 100 | 200 | 300 | 400 |
|---|---|---|---|---|---|
| #FEF9F6<br>RGB 254, 249, 246<br>CMYK 0, 2, 2, 0 | #FDEBE0<br>RGB 253, 235, 224<br>CMYK 0, 7, 9, 0 | #FFDFCB<br>RGB 255, 223, 203<br>CMYK 0, 13, 20, 0 | #FBD0B5<br>RGB 251, 208, 181<br>CMYK 0, 20, 26, 0 | #F8B489<br>RGB 248, 180, 137<br>CMYK 1, 34, 47, 0 | #FF9857<br>RGB 255, 152, 87<br>CMYK 0, 40, 66, 0 |
| **500**<br>#FC8A4C<br>RGB 252, 138, 76<br>CMYK 0, 56, 75, 0 | **600**<br>#F37C33<br>RGB 243, 124, 51<br>CMYK 0, 63, 90, 0 | **700**<br>#EA620D<br>RGB 234, 98, 13<br>CMYK 4, 75, 100, 0 | **800**<br>#BF500B<br>RGB 191, 80, 11<br>CMYK 10, 82, 100, 1 | **900**<br>#9F4915<br>RGB 159, 73, 21<br>CMYK 27, 78, 100, 20 | **950**<br>#682C06<br>RGB 104, 44, 6<br>CMYK 34, 80, 100, 49 |

| 25 | 50 | 100 | 200 | 300 | 400 |
|---|---|---|---|---|---|
| #FEFBED<br>RGB 254, 251, 237<br>CMYK 0, 1, 7, 0 | #FDF7DC<br>RGB 253, 247, 220<br>CMYK 1, 1, 15, 0 | #FAF0BB<br>RGB 250, 240, 187<br>CMYK 2, 2, 32, 0 | #F7EAA6<br>RGB 247, 234, 166<br>CMYK 0, 5, 33, 3 | #F8E999<br>RGB 248, 233, 153<br>CMYK 4, 4, 49, 0 | #F6DC55<br>RGB 249, 220, 85<br>CMYK 5, 9, 76, 0 |
| **500**<br>#F1D335<br>RGB 241, 211, 53<br>CMYK 7, 12, 90, 0 | **600**<br>#E3C732<br>RGB 227, 199, 50<br>CMYK 13, 17, 95, 0 | **700**<br>#D1B10E<br>RGB 209, 177, 14<br>CMYK 21, 26, 100, 0 | **800**<br>#9E8B2B<br>RGB 158, 139, 43<br>CMYK 0, 12, 73, 38 | **900**<br>#6D5C07<br>RGB 109, 92, 7<br>CMYK 49, 51, 100, 31 | **950**<br>#544D28<br>RGB 84, 77, 40<br>CMYK 0, 8, 52, 67 |

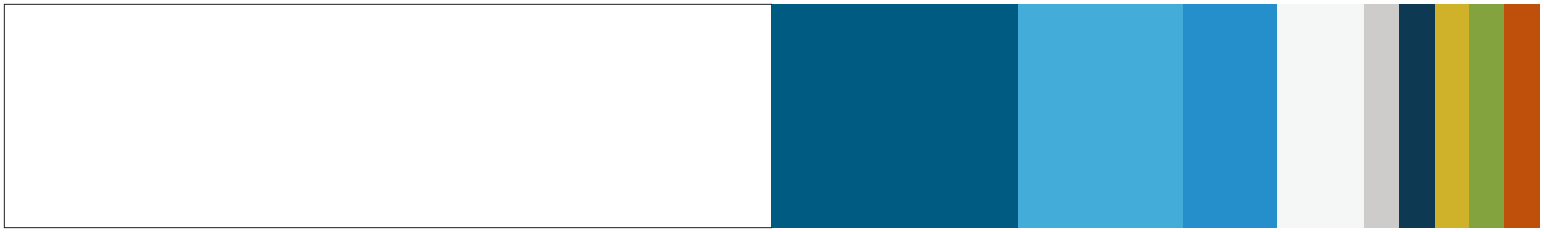
# Color Relationships

Primary colors direct the eye to important information, while supporting colors are available when design needs variation to succeed. Use the blues as a foundation, and use supporting green, orange, and gold as necessary. Use greys liberally with white, while keeping white dominant.

## Primary Color Relationship



## Alternative Color Relationship



# Typography

Type and font selection is a fundamental component of the brand that affects the overall mood of communications. It ensures readability, consistency, and professionalism across all communications. Fonts have personality characteristics which influence the voice and tone.

Roboto Thin, 36pt

# Headline Example

Roboto Condensed Regular, 24pt

## Subhead 1 Example

Roboto Medium, 18pt

### Subhead 2 Example

Roboto Condensed Bold, 14pt

#### Subhead 3 Example

Roboto Light, 12pt

Subhead 4 Example

Body Copy Example: Garamond Regular, 12 pt, Leading 16pt, Tracking, 5, 80% Black

Caption Example: Roboto Condensed Regular, 10pt

Footnote Example: Roboto Thin, 10 pt.

# Roboto

Roboto Thin (100)

Roboto Light (300)

Roboto Regular (400)

**Roboto Medium (500)**

**Roboto Bold (700)**

**Roboto Black (900)**

*Italic Styles for each weight*

Roboto has been selected for headlines, titles, subheadings, captions, and footnotes in print and digital media, as well as body copy in digital media. Roboto offers a wide range of weights and styles, allowing for flexibility and consistent visuals.

As an open-source font, Roboto is free to all departments, vendors, and partners, ensurimng consistency without licensing restrictions. Widespread availability provides support across platforms and devices, reinforcing brand consistency.

Visit https://fonts.google.com/specimen/Roboto to download the font family.

### Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

### Numbers, Punctuation, & Symbols

0 1 2 3 4 5 6 7 8 9
. , ; : ? ! ‘ “ ( ) [ ] { } - – —
_ / \ | ~ ` @ # $ % ^ & *
+ = < > • ¬ ¦ ¢ £ ¥ € § ©
® ™ ∞ ¶ † ‡ ° ± µ ÷ × ≠ ≈
∑ ∏ π ω Ω √ ∫

# Garamond

Garamond Regular

*Garamond Italic*

**Garamond Semibold**

***Garamond Semibold Italic***

**Garamond Bold***

***Garamond Bold Italic****

*to be used sparingly for emphasis within body copy

Garamond has been selected as the primary typeface for printed body copy due to its ability to convey a sense of tradition, sophistication, and trustworthiness—qualities essential for government communications.

As a classic typeface included in many operating systems, Garamond can be found pre-installed on most Windows and macOS devices, ensuring compatibility with a broad range of software applications. For web use, Garamond is a web safe font that is supported across different browsers and devices.

### Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

### Numbers, Punctuation, & Symbols

0 1 2 3 4 5 6 7 8 9
. , ; : ? ! ‘ “ ( ) [ ] { } - – —
_ / \ | ~ ` @ # $ % ^ & * +
= < > • ¬ ¦ ¢ £ ¥ € § © ® ™ ∞
¶ † ‡ ° ± µ ÷ × ≠ ≈ ∑ ∏ π ω
Ω √ ∫ Δ ∂ → ← ∞

# Hierarchy, Departments, & Partners

## Brand Hierarchy

### Parent Brand

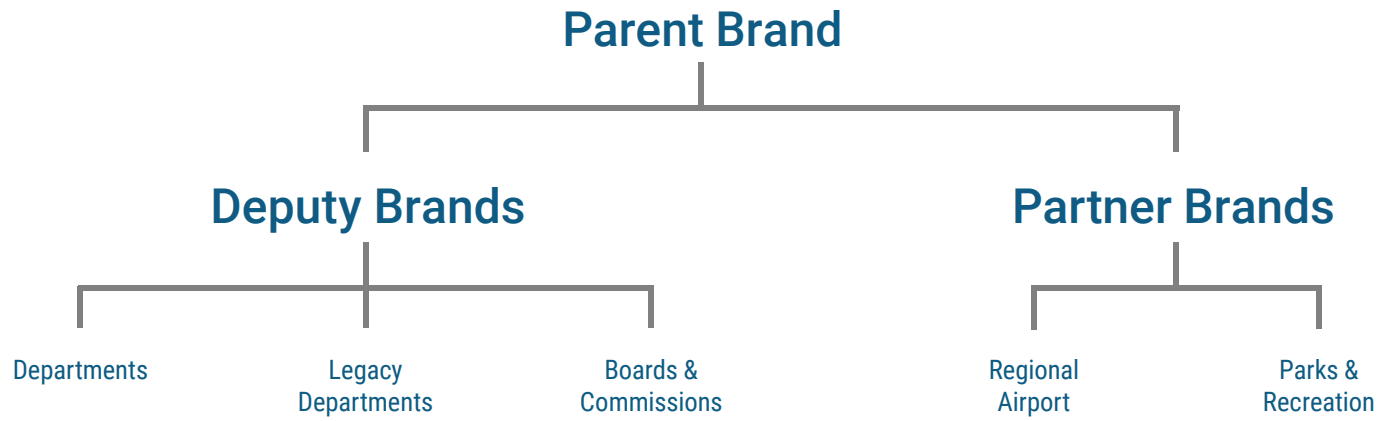
A parent brand is the main brand of an organization. In the case of the City of Joplin, this means the city as a whole.

### Deputy Brand

Deputy brands are the Departments and Boards & Commissions empowered by the parent brand.

### 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.



# Departments

Departments are empowered by the Parent Brand, and are represented with the Unlocked Logotype without "Missouri." A horizontal line in Brand 700 is under the Logotype, with the department name rendered in Martel Sans in two lines maximum. The Department name's width should not exceed the width of the Logotype. A template is available to help with spacing and setup.

JOPLIN
PUBLIC WORKS

JOPLIN
FINANCE DEPARTMENT

JOPLIN
PLANNING, DEVELOPMENT &
NEIGHBORHOOD SERVICES

# Legacy Departments

Certain departments have unique symbols approved for visual identity. Legacy Department logos are rendered in Brand 900 with unique symbols placed to the right of the logotype.

JOPLIN
POLICE DEPARTMENT

JOPLIN
FIRE DEPARTMENT

# Boards & Commissions

Boards & Commissions represent the City in their different fields. Logos follow the format for Departments, but the line and name are placed to the right of the Logotype. The width of the name must be 3/4 the width (or less) of the "Joplin" logotype, and height must be 3 lines or less.

JOPLIN | HISTORIC PRESERVATION COMMISSION

JOPLIN | CITY TREE BOARD

# Partner Brands

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

## Parks & Recreation

Parks & Recreation takes advantage of the dynamic possibilities of the Jcon. The Logotype, Department Name, and bottom left and top right quadrant of the Jcon are displayed in Green 700 The line and top left and bottom right quadrant of the J-con are displayed in Green 500. When used for aquatics, the logo is rendered with an alternating Brand 700/Brand 400 palette.




## Joplin Airport

The airport logo follows the design template for departments, and includes a unique symbol displayed behind the Logotype. The Type, line, and Department Name are displayed in Blue 900. The Symbol is displayed in Orange 800 and Grey 700.

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.




# City Seal

The City Seal is a symbol of the Joplin City Council and the administration of the municipal government. This seal should be used when the City needs to be the symbol of authority. The City Seal was adopted in 1917, the artist is unknown.

The Seal should only be used by City staff when creating official City documents to communicate the official business of (or decisions by) the council and/or administration. No member of the public, no other organization, and no political candidate nor campaign should use the City Seal at any time. Use of the City Seal by department, organization, or agency is forbidden without the express written consent of the City Clerk of the City of Joplin.



# FAQ

### Why is it important to follow brand standards?

Following brand standards ensures we are presenting a consistent identity for our city. This promotes reliability and trust from our citizens, tourists, area businesses, neighboring towns, and the world.

### Where can I download logos for the City of Joplin?

Employees of the City of Joplin can access City of Joplin logos by logging into their city Microsoft 365 account, and accessing Shared Documents > Everyone > Branding COJ on Sharepoint .

Non-employees may request the logo by contacting the Director of Marketing & Communications to receive a copy of the brand guidelines.

### Can our department name be used on the logo?

Most department logos have already been created and can be accessed on Sharepoint or by contacting the Director of Marketing & Communications. All department logos must adhere to applicable rules.

### May I revise the letterhead design?

Letterheads have already been pre-designed and must not be changed.

### Can I design my posters and fliers?

Yes, but all promotional materials need to be approved by the Director of Marketing & Communications to ensure proper branding. If you are not a visual designer, please contact the Marketing & Communications for help.

### May I still use the old logo?

DO NOT use former logos / branding not contained within this guide. If you find items using a logo not approved by this guide, please contact the Director of Marketing & Communications so it can be corrected.

### Are there any standards for signs?

Yes. Signs on City of Joplin property must be approved by the Director, Public Works or their designee.

### What about a situation not mentioned in this guide?

To determine use of the logo not described in this branding guide, please send a detailed description of the situation as well as the proposed artwork to the Director of Marketing & Communications for 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.

## Note

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 Director of Marketing & Communications, for consideration by the City of Joplin. Use of the City's Brand 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, Director of Marketing & Communications, 602 S. Main Street, Joplin, Missouri 64801.

Use of the City Seal by department, organization, or agency is forbidden without the express written consent of the City Clerk of the City of Joplin. Such requests must be sent to: City of Joplin, City Clerk, 602 S. Main Street, Joplin, Missouri 64801.

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