

**RESOLUTION NO. 2021-005**

A RESOLUTION approving the adoption of the official City of Joplin Brand.

WHEREAS, as an expression of the growth and vitality of our community in recent years, a committee of City employees has approved a new City Brand; and

WHEREAS, the Brand design was inspired by Joplin’s geographic location at the crossroads of America; and

WHEREAS, the Brand design further depicts a constant horizon signifying both the opportunities and challenges we have faced throughout our history; and

WHEREAS, the City wishes to formally adopt a Brand Style Guide to ensure that branding and messaging of the City of Joplin are consistent and of high quality.

BE IT RESOLVED that the City Council approves and adopts the official City of Joplin Brand artwork as shown in Exhibit A, attached hereto.

Section 1. That the City Brand shall consist of:

The word Joplin in all capital letters with the “crossroads” depicted within the letter “P” and a “new horizon” as a line across the entire word, just below center of the horizontal design.

Section 2. That the City Brand may be used only in the color standards adopted herein, or monochromatic, and may be used in various sizes as appropriate in the circumstances, as show in the Style Guide in Exhibit B, attached hereto.

Section 3. That the City Brand image or likeness, as with the official City Seal, may not be used without the express written consent of the City of Joplin.

PASSED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, this \_\_\_\_ day of \_\_\_\_\_2021, by a vote of

\_\_\_\_\_  
Ryan D. Stanley, Mayor

ATTEST:

\_\_\_\_\_  
Barbara J. Gollhofer, City Clerk