

**CITY OF JOPLIN
COUNCIL AGENDA ITEM**

ITEM:

Resolution 2021-005. This Resolution is to formally adopt an official City of Joplin Brand.

MEETING DATE:

Monday, March 15, 2021.

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau.

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, City Attorney-Peter Edwards, City Manager-Nicholas Edwards.

SUMMARY REQUEST:

This resolution seeks formal adoption of a new brand logo for the City of Joplin, and a Style Guide which provides specific guidance Guide to ensure that branding and messaging of the City of Joplin are consistent and of high quality.

BACKGROUND:

There are several brand logos being used throughout City departments. This inconsistency does not serve to project a cohesive message for the City as a whole.

A committee of City employees has been working since May 2020 to develop a new City Brand and Style Guide.

This resolution is to adopt Branding which supports a positive communication imagining and provides unified guidelines for all City departments to follow.

FUNDING SOURCE:

A funding strategy will be spread over several fiscal years, with full implementation by the end of FY2024.

RECOMMENDATIONS:

The City of Joplin Branding Committee recommends adoption of this Resolution.

ATTACHMENTS:

Resolution 2021-005

City of Joplin Brand artwork

Style Guide