



Exhibits A-1



Exhibit A-2

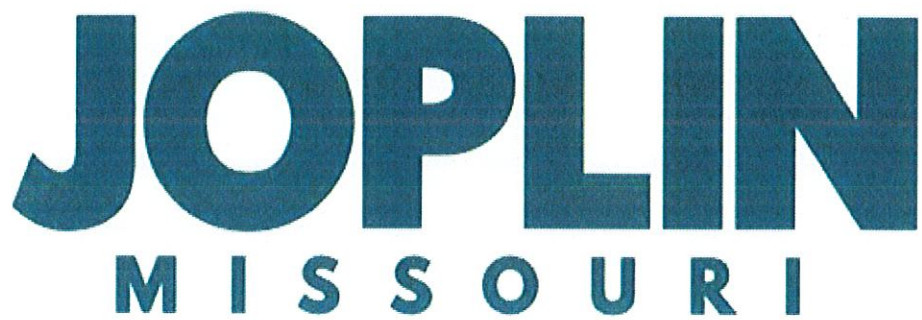


Exhibit A-3

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. **Partner 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.



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. 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.

10. Deputy Brand

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

Brand Hierarchy

