

## **RESOLUTION NO. 2021-023**

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 developed and 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 our citizens have faced throughout the city's 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. The city of Joplin will have three distinct Brandmarks consisting of configurations of Type, Unique Elements and/or Symbol, as defined in attached Exhibit A and as approved by the City of Joplin Branding Committee. The many and disparate departments, boards and other internal or partner organizations comprising the city of Joplin may have supplementary uses and additional approved configurations as listed in Exhibit A. However, the city as a whole, shall use the following distinct Brandmarks in all germane communications, publications, both internal and external:

- a) The J-con lock-ups: A lock-up consists of the unique J symbol and the unique uppercase JOPLIN type together as shown in Exhibits A-1. Either orientation layout (horizontal or vertical) of the unique J Symbol and the unique JOPLIN type may be used. The MISSOURI type shall be placed below the JOPLIN type.
- b) The unlocked J-con: The unique J symbol with the crossed star element within it, as pictured in Exhibit A-2, shall be known as the J-con or J-con Symbol, representing a portmanteau of J and Icon. The J-con may be used as a distinct Brandmark unto itself, without any other brand elements aside from accompanying content (i.e. email signature info, business card info, titles, names, etc.)
- c) The unlocked Type: here defined as the JOPLIN type and the MISSOURI type, as pictured in Exhibit A-3, without any other brand elements.

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 shown in the Style Guide in Exhibit B, attached hereto.

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.

APPROVED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, this 6<sup>th</sup> day of  
December 2021.

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Ryan D. Stanley, Mayor

ATTEST:

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Barbara J. Gollhofer, City Clerk