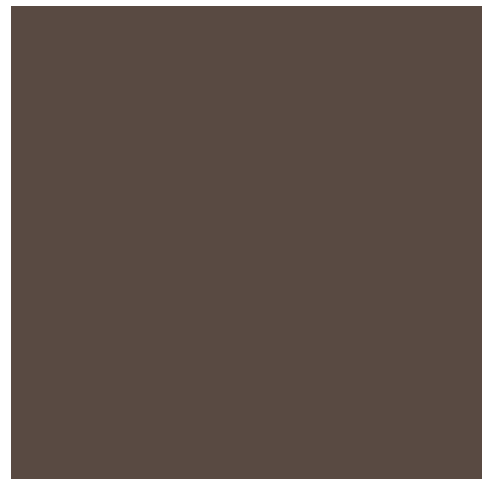


BRANDING & MARKETING PRESENTATION

GEORGETOWN, DELAWARE



COLOR PALETTE

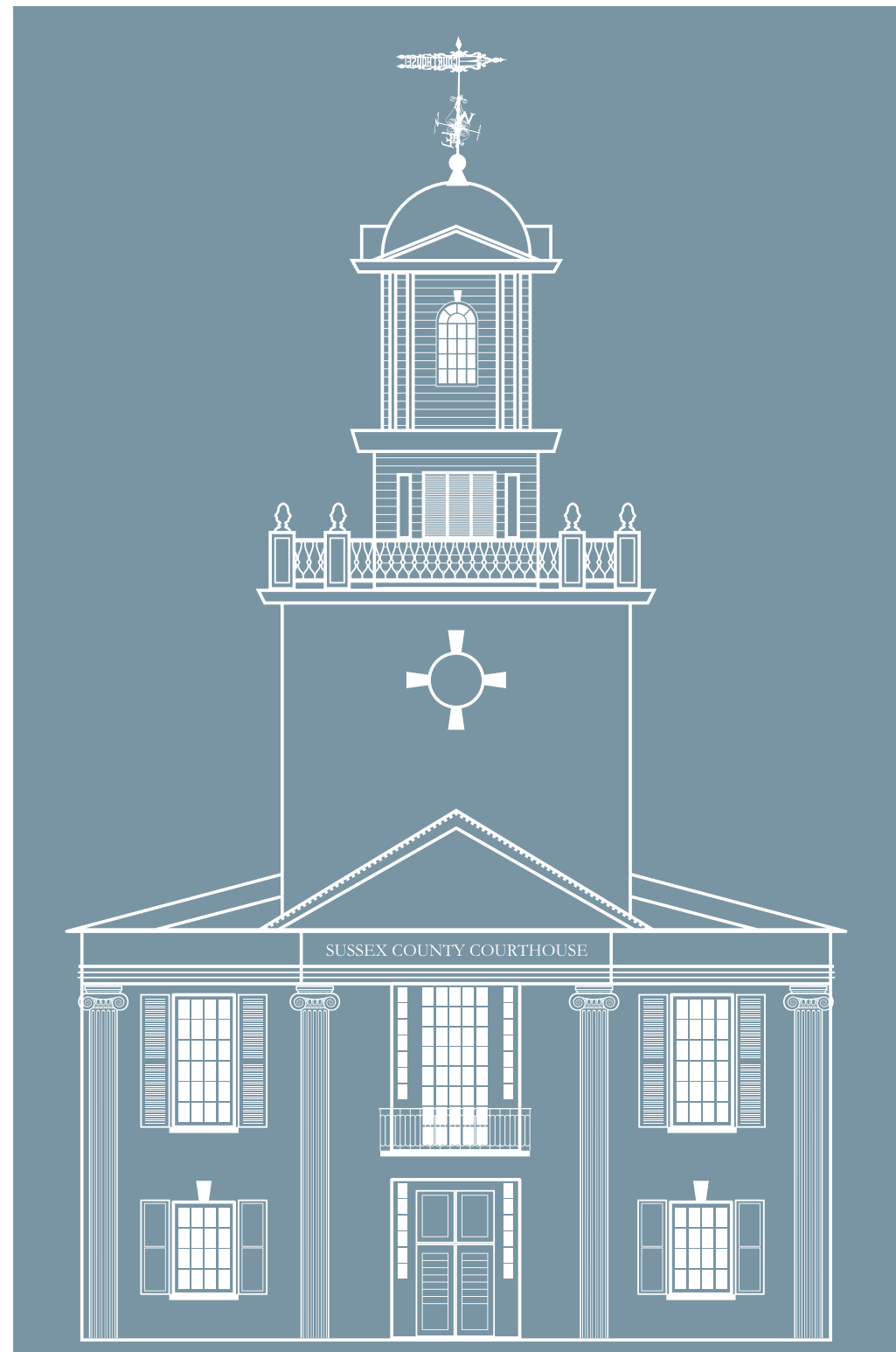
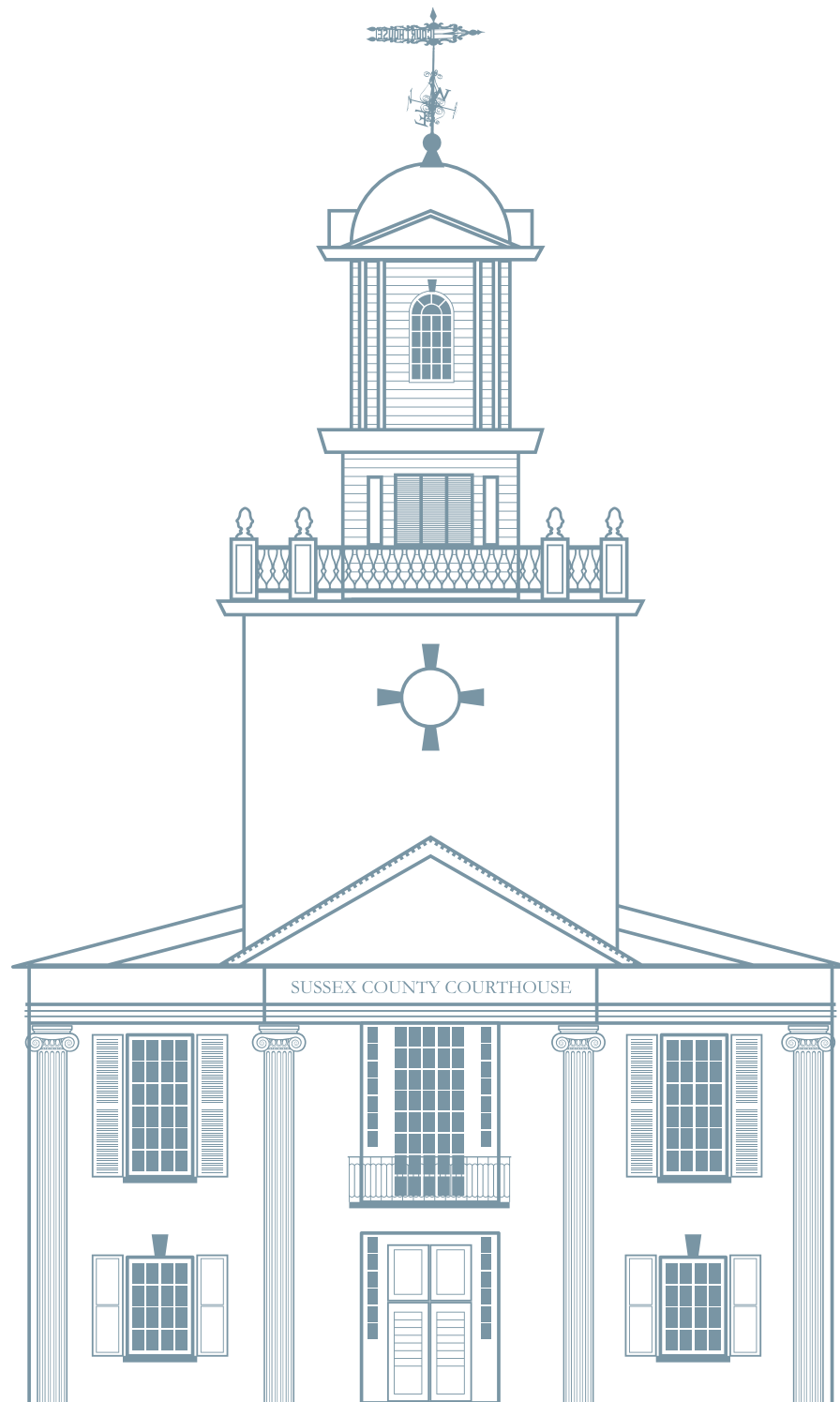


TYPEFACES

Primary

Secondary

VECTOR COURTHOUSE ART



BRAND STATEMENT

We are Georgetown, Delaware.

For over 200 years, people have been drawn here to the heart of Sussex County. From Farmers to Lawyers, From Young to Old. From those that grew up right here, to those who have chosen here from spots around the globe, Georgetown is a true community where its flavor and uniqueness are drawn from the people who call it home.

BRAND STATEMENT

Established for our location, it has long been said that Georgetown is 16 miles from everything. And that proximity makes us a great place to live. But we are just a quaint place to pass through, but an amazing place to live.

Georgetown affords a well rounded life. From the Farmers Market to the Concerts in the Park, from Wings & Wheels to the rich traditions of Return Day, Georgetown is alive and well today.

BRAND STATEMENT

There is a new energy in Georgetown.

We are crafting a new vision for our future, we are growing new businesses, and attracting new customers.

We are community of many faces, many names, and many backgrounds who are coming together to make Georgetown better.

BRAND STATEMENT

We invite you to explore this place we call home,
experience the warmth of our friends and neighbors,
taste our multitudes of flavors, and get lost around the
heart of our community, the Circle, and you'll see what
we mean when we say...

Georgetown, Delaware. *Well Rounded.*



Georgetown

WELL ROUNDED.





Georgetown

DELAWARE



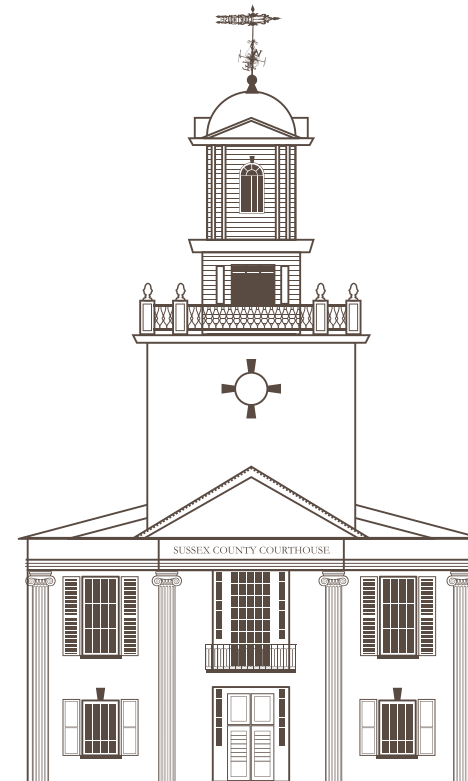
WELL ROUNDED.



CURRENT LOGO



Town of Georgetown
The Official Site of Sussex County's Seat *Delaware*





STATIONARY

Bill West
MAYOR

39 The Circle Georgetown, DE 19947
bwest@georgetowndel.com



O-302.856.7391
F-302.856.6348
C-302.236.9955

Town of
Georgetown
DELAWARE

C-302.236.9955

Town of
Georgetown
DELAWARE

BRAND EXTENSION







WHERE WELL ROUNDED SERVICE *Lives*





Marvel

HISTORIC GEORGETOWN, DE MUSEUM



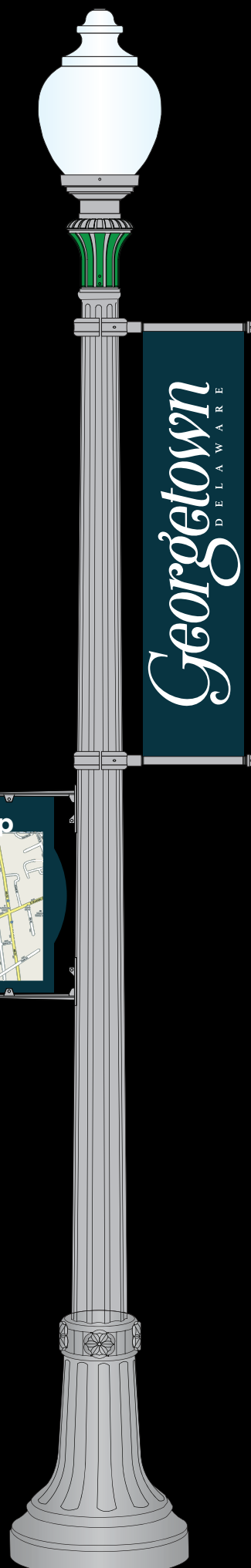


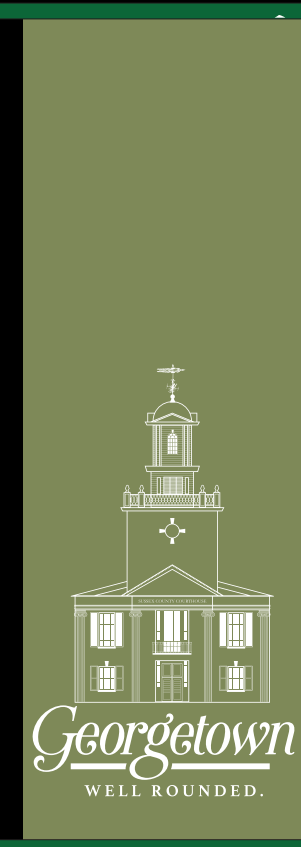
COLLATERAL

SHOPPING & DINING GUIDE



SIGNAGE





BANNERS



BANNERS

ADVERTISING

Georgetown

DELAWARE



WELL ROUNDED.

Worth Returning to...

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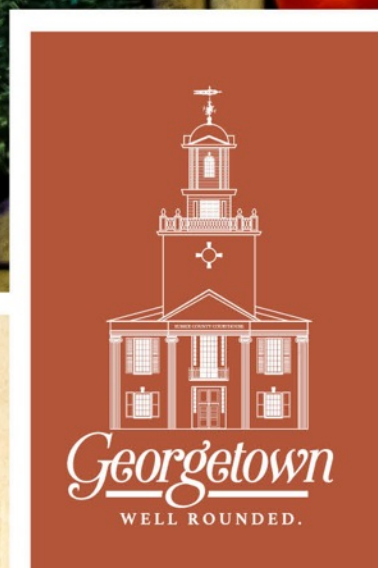
For more information on Historic Georgetown including a full list of events, celebrations, and business opportunities, go to www.georgetownwellrounded.com



Always Fresh. *Always Well Rounded.*



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Faithful. Well Rounded.

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Georgetown

DELAWARE



WELL ROUNDED.

Timeless. Moving Forward.

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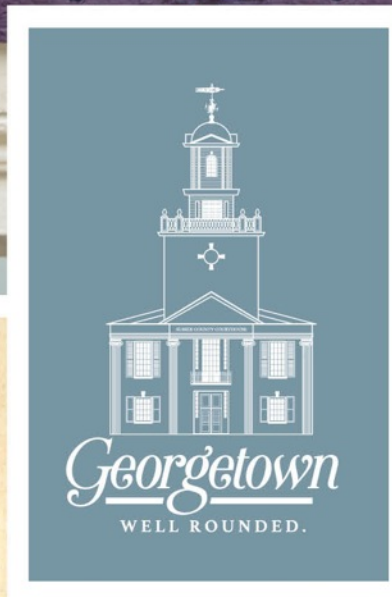
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Always Colorful. *Always Well Rounded.*



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Historic. Well Rounded.

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Georgetown

DELAWARE



WELL ROUNDED.

Preservation. All Around.

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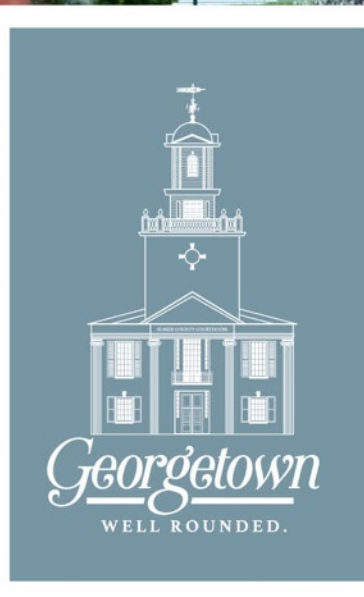
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Our Circle. *Always Well Rounded.*



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16 Miles from Everything. We call that Well Rounded.

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Georgetown

DELAWARE



WELL ROUNDED.

Going with the Flow. *That's Well Rounded.*

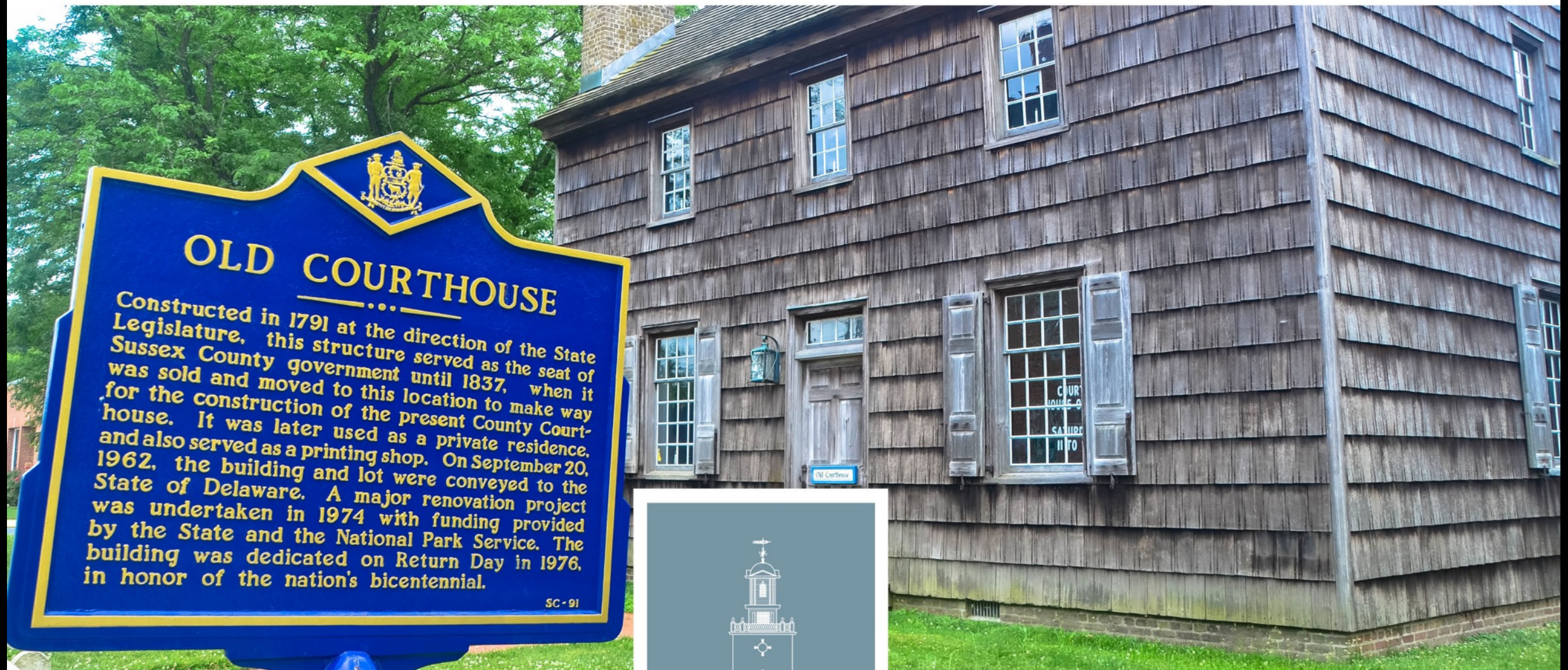
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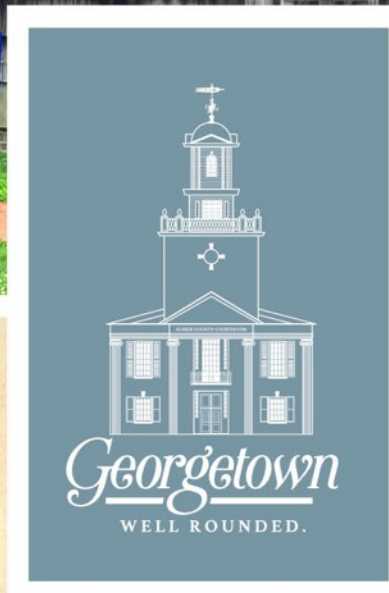
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Our Tales. *Always Well Rounded.*



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Making History Daily. *We call that Well Rounded.*

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Georgetown



Well Rounded.

Georgetown



Our Home. *Always Well Rounded.*



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Our Faith. *Always Well Rounded.*



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Our Entrepreneurs. *Always Well Rounded.*



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Many Cultures. *Always Well Rounded.*



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Many Stories. *Always Well Rounded.*



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Our Pride. *Always Well Rounded.*



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Our Heroes. *Always Well Rounded.*



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Our Beauty. *Always Well Rounded.*



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*Where our
New Courthouse
is only
179 years old.*



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