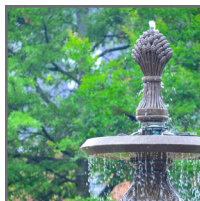




Georgetown, Delaware
COMMUNITY IMAGE STYLE GUIDE





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.

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. 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.

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.



Community Image Approval

In order to ensure consistent use of the Georgetown, Delaware brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.





Logo Variations

Below are the logo variations for the Georgetown, Delaware brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for any use.





Logo Size & Spacing

The size and spacing of the Georgetown, Delaware brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The “g” should be used as the measurement guide for this open space.

In order to preserve legibility, maintain a minimum of .5” height.





Incorrect Usage

These are some examples of improper ways of presenting the Georgetown, Delaware brand.



❌ Change Colors



❌ Scale Elements



❌ Outline Elements



❌ Rotate Elements



❌ Stretch the Logo



❌ Move Elements



❌ Use Photographic Backgrounds



❌ Use as a Wallpaper



Dealing With Consistent Color Using Pantones:

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.

It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.

Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.

The image displays four Pantone color selection dialog boxes, each showing a color swatch and its corresponding CMYK and RGB values. The dialog boxes are arranged in a 2x2 grid.

- PANTONE DS 68-2 C:** H: 13°, L: 48, S: 66%, a: 37, B: 69%, b: 33, R: 177, G: 85, B: 60, C: 20%, M: 75%, Y: 80%, K: 15%, #b1553c.
- PANTONE DS 308-5 C:** H: 59°, L: 53, S: 36%, a: -5, B: 51%, b: 25, R: 129, G: 128, B: 83, C: 40%, M: 30%, Y: 70%, K: 25%, #818053.
- PANTONE DS 202-7 C:** H: 208°, L: 61, S: 26%, a: -5, B: 68%, b: -14, R: 128, G: 152, B: 172, C: 40%, M: 20%, Y: 10%, K: 20%, #8098ac.
- PANTONE DS 319-1 C:** H: 15°, L: 31, S: 39%, a: 11, B: 37%, b: 11, R: 95, G: 67, B: 58, C: 80%, M: 90%, Y: 100%, K: 0%, #5f433a.



Installing OpenType or TrueType Fonts in Windows:

We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.

Typography

To add consistency to the logo, The following fonts have been chosen as the approved typefaces.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
Heroe Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
Athelas



Brand Extension

Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Georgetown, Delaware brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expanded the color palette from there. The use of approved fonts also connects the logo to the overall brand.





Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Georgetown, Delaware has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.





Advertising

There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed COMMUNITY IMAGE campaign.

The following pages show some of the design fundamentals that will be important to use when creating your ads. Advertising expert David Ogilvy devised an ad layout formula for some of his most successful ads that became known as the Ogilvy. The illustration on this page is the basic design that follows the classic visual, headline, caption, copy, signature format. From this basic ad layout, other variations are derived.

Try changing the margins, fonts, leading, size of the initial cap, size of the visual, and placing the copy in columns to customize the basic format of this ad layout.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact.

For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.



Anatomy of an Ad.

Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.

Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of: Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras. Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.





File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

Mac OS Adobe Reader to view (free)
Adobe Acrobat to edit (commercial)
Apple Preview
Windows Adobe Reader to view (free)
Adobe Acrobat to edit (commercial)
Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as an Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS Adobe Illustrator, Acrobat, Reader
Adobe Photoshop (rasterized)
Apple Preview
Windows Adobe Illustrator, Acrobat, Reader
Adobe Photoshop (rasterized)



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:

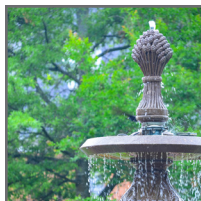
Mac OS Apple Preview
Adobe Illustrator, Acrobat, or Photoshop
QuarkXpress
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Graphical Interchange Format
Category: Raster Image Files
File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are a common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.



Georgetown, Delaware
COLLATERAL CATALOG







Wayfinding Signage

The wayfinding system is covered in greater detail in the following sections, but should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district. The wayfinding system could include the following pieces.

Primary Gateways - These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

Trailblazers - Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

Street Banners - Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

Building Markers - the markers can be

either wall mounted or monument style and denote important landmarks in the downtown district.

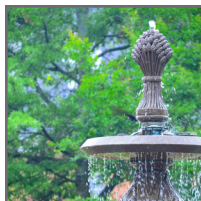
Parking Signage - Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

Informational Kiosk - The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.





Georgetown, Delaware
LOGO THUMBNAIL CATALOG





ArtsLeague-4C.jpg



ArtsLeague-B&W.jpg



ArtsLeague-Blue.jpg



ArtsLeague-Gray.jpg



ArtsLeague-Green.jpg



ArtsLeague-Red.jpg



Concerts in the Park-2C.jpg



Concerts in the Park-B&W.jpg



Concerts in the Park-Blue.jpg



Concerts in the Park-Gray.jpg



Concerts in the Park-Green....



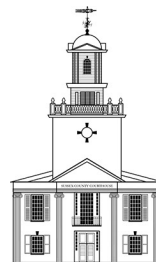
Concerts in the Park-Rev-B...



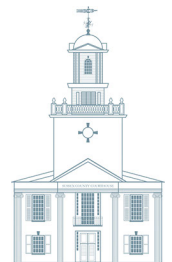
Concerts in the Park-Rev-Bl...



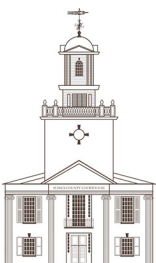
Concerts in the Park-Rev-G...



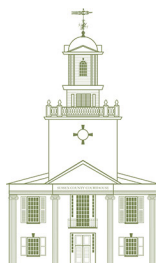
Courthouse-B&W.jpg



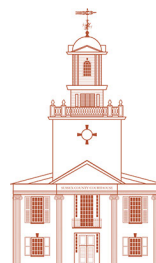
Courthouse-Blue.jpg



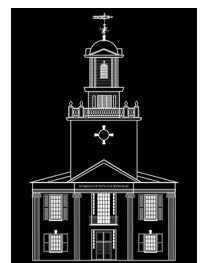
Courthouse-Gray.jpg



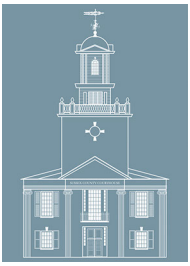
Courthouse-Green.jpg



Courthouse-Red.jpg



Courthouse-Rev-B&W.jpg



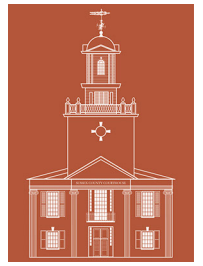
Courthouse-Rev-Blue.jpg



Courthouse-Rev-Gray.jpg



Courthouse-Rev-Green.jpg



Courthouse-Rev-Red.jpg



FarmersMarket-2C.jpg



FarmersMarket-B&W.jpg



FarmersMarket-Green.jpg



FarmersMarket-Red.jpg



FarmersMarket-Rev-B&W.jpg



FarmersMarket-Rev-Green....



FarmersMarket-Rev-Red.jpg



Georgetown-Horz-2C-Blue.j...



Georgetown-Horz-2C-Gree...



Georgetown-Horz-2C-Red.jpg



Georgetown-Horz-Gray.jpg



Georgetown-Horz-Green.jpg



Georgetown-Horz-Red.jpg



Georgetown-Horz-Rev-B&...



Georgetown-Horz-Rev-Blue...



Georgetown-Horz-Rev-Gra...



Georgetown-Horz-Rev-Gre...



Georgetown-Horz-Rev-Red....



Georgetown-stack-2C-Blue....



Georgetown-stack-2C-Gree...



Georgetown-stack-2C-Red.j...



Georgetown-stack-B&W.jpg



Georgetown-stack-Blue.jpg



Georgetown-stack-Gray.jpg



Georgetown-stack-Green.jpg



Georgetown-stack-Red.jpg



Georgetown-stack-Rev-B&...



Georgetown-stack-Rev-Blu...



Georgetown-stack-Rev-Gre...



Georgetown-stack-Rev-Red...



Georgetown-vert-2C-Blue.jpg



Georgetown-vert-2C-Green....



Georgetown-vert-2C-Red.jpg



Georgetown-vert-B&W.jpg



Georgetown-vert-Blue.jpg



Georgetown-vert-Gray.jpg



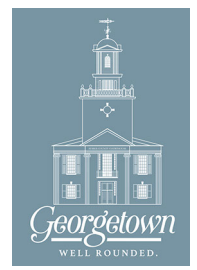
Georgetown-vert-Green.jpg



Georgetown-vert-Red.jpg



Georgetown-vert-Rev-B&W....



Georgetown-vert-Rev-Blue.j...



Georgetown-vert-Rev-Gray....



Georgetown-vert-Rev-Gree...



Georgetown-vert-Rev-Red.j...



Guild-B&W.jpg



Guild-Blue.jpg



Guild-Gray.jpg



Guild-Green.jpg



Guild-Red.jpg



Marvel Museum-2C.jpg



Marvel Museum-B&W.jpg



Marvel Museum-Gray.jpg



Marvel Museum-Red.jpg



Marvel Museum-Rev-B&W.j...



Marvel Museum-Rev-Gray.j...



Marvel Museum-Rev-Red.jpg



Town-B&W.jpg



Town-Blue.jpg



Town-Brick.jpg



Town-Full-4C.jpg



Town-Gray.jpg



Town-Green.jpg



Town-Seal-4C.jpg



Town-Seal-B&W.jpg



Town-Seal-Blue.jpg



Town-Seal-Brick.jpg



Town-Seal-Gray.jpg



Town-Seal-Green.jpg



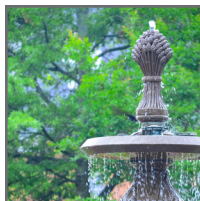
Wings&Wheels-1C.jpg



Wings&Wheels-B&W.jpg



Georgetown, Delaware
PHOTO THUMBNAIL CATALOG





GeorgetownDE-2.jpg



GeorgetownDE-3.jpg



GeorgetownDE-4.jpg



GeorgetownDE-5.jpg



GeorgetownDE-6-Blur.jpg



GeorgetownDE-6.jpg



GeorgetownDE-7.jpg



GeorgetownDE-8.jpg



GeorgetownDE-9.jpg



GeorgetownDE-10.jpg



GeorgetownDE-11.jpg



GeorgetownDE-12.jpg



GeorgetownDE-13.jpg



GeorgetownDE-14.jpg



GeorgetownDE-15.jpg



GeorgetownDE-16.jpg



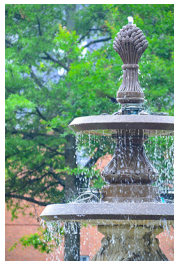
GeorgetownDE-17.jpg



GeorgetownDE-18.jpg



GeorgetownDE-19.jpg



GeorgetownDE-20.jpg



GeorgetownDE-21.jpg



GeorgetownDE-22.jpg



GeorgetownDE-23.jpg



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GeorgetownDE-33.jpg



GeorgetownDE-34.jpg



GeorgetownDE-35.jpg



GeorgetownDE-36.jpg



GeorgetownDE-37.jpg



GeorgetownDE-38.jpg



GeorgetownDE-39.jpg



GeorgetownDE-40.jpg



GeorgetownDE-41.jpg



GeorgetownDE-42.jpg



GeorgetownDE-43.jpg



GeorgetownDE-44.jpg



GeorgetownDE-45.jpg



GeorgetownDE-46.jpg



GeorgetownDE-47.jpg



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GeorgetownDE-49.jpg



GeorgetownDE-50.jpg



GeorgetownDE-51.jpg



GeorgetownDE-52.jpg



GeorgetownDE-53.jpg



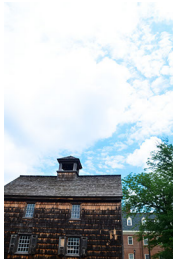
GeorgetownDE-54.jpg



GeorgetownDE-55.jpg



GeorgetownDE-56.jpg



GeorgetownDE-57.jpg



GeorgetownDE-58.jpg



GeorgetownDE-59.jpg



GeorgetownDE-60.jpg



GeorgetownDE-61.jpg



GeorgetownDE-62.jpg



GeorgetownDE-63.jpg



GeorgetownDE-64.jpg



GeorgetownDE-65.jpg



GeorgetownDE-66.jpg



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GeorgetownDE-72.jpg



GeorgetownDE-73.jpg



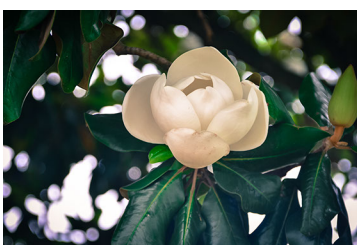
GeorgetownDE-74.jpg



GeorgetownDE-75.jpg



GeorgetownDE-76.jpg



GeorgetownDE-77.jpg



GeorgetownDE-78.jpg



GeorgetownDE-79.jpg



GeorgetownDE-80.jpg



GeorgetownDE-81.jpg



GeorgetownDE-82.jpg



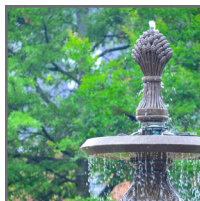
GeorgetownDE-83.jpg



GeorgetownDE.jpg



Georgetown, Delaware
ADVERTISING CATALOG





Georgetown



Well Rounded.

Georgetown



Georgetown

Our Home. *Always Well Rounded.*



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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

Our Faith. *Always Well Rounded.*



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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

Our Entrepreneurs. *Always Well Rounded.*

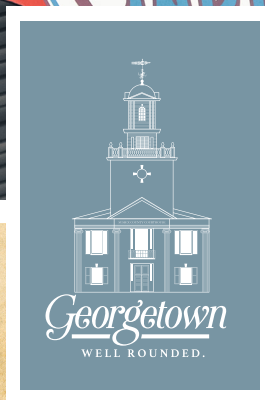


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For more information on Historic Georgetown including a full
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Many Cultures. *Always Well Rounded.*

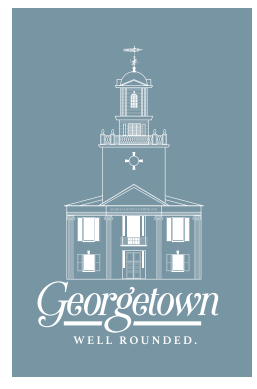


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Many Stories. *Always Well Rounded.*



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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.*

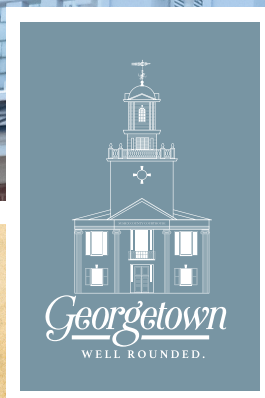


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*Where our
New Courthouse
is only
179 years old.*



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Worth Returning to...

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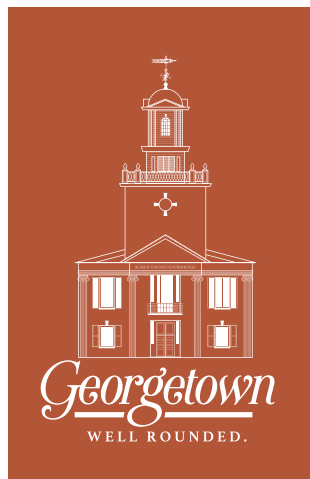
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Always Fresh. *Always Well Rounded.*



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Faithful. Well Rounded.

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Timeless. Moving Forward.

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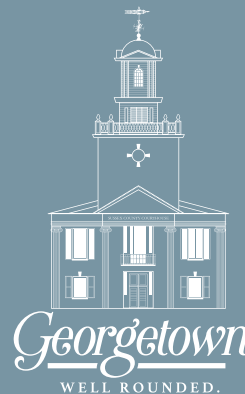
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Always Colorful. *Always Well Rounded.*



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Historic. Well Rounded.

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WELL ROUNDED.

Preservation. All Around.

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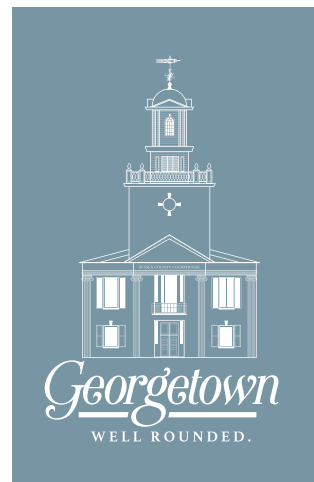
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Our Circle. *Always Well Rounded.*



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16 Miles from Everything. We call that Well Rounded.

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Georgetown

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

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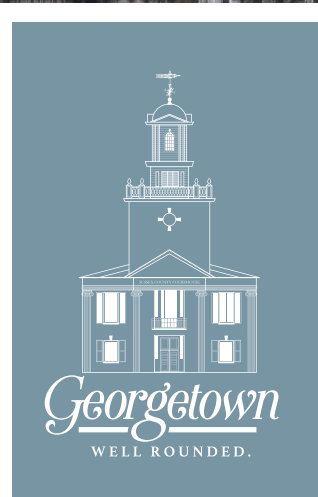
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Our Tales. *Always Well Rounded.*



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

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