



New Castle, Delaware BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the New Castle, Delaware Brand, and will help create equity as we tell others about New Castle.

PREPARED BY



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The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

Image Request Form & Image Usage Agreement

Introduction

You are requesting to use copyrights and/or trademarks ("intellectual property") belonging to New Castle, Delaware, such as artwork, photographs, names and logos (collectively the "New Castle, Delaware Images"). Each piece of New Castle, Delaware intellectual property is a valuable asset, and the rights in such intellectual property are exclusive to New Castle, Delaware. You help us protect these intellectual property rights by accepting this Agreement.

By using any New Castle, Delaware Image, you accept that NCCP & the City of New Castle are the sole owners of the intellectual property represented by that Image and accept the terms of use set forth below.

Intellectual Property Statement

The New Castle, Delaware Images embody copyrights and/or trademarks owned or licensed by New Castle, Delaware, and all intellectual property rights in the products are owned by, or are licensed to, New Castle, Delaware. Nothing in this Agreement should be construed as granting any right to use the New Castle, Delaware Images, except as follows:

You May:

- Subject to the restrictions below, use the New Castle, Delaware Images as-is (except for scaling) in print, or in-store promotional materials and on your website.
- Display any posters, signs, banners etc. that we have designed for your use within your store, or on your own store website.

You Must:

- Always include an attribution of New Castle, Delaware's ownership of the intellectual property on your advertising, website, or other

product communication. For example:

o Photographs and artwork © New Castle, Delaware.

- Make or manufacture merchandise any items, such as t-shirts and mugs, bearing New Castle, Delaware Images.

- Always include on your website the following disclaimer of your affiliation with New Castle, Delaware: [Name of your website] is not

an official site and is unaffiliated with New Castle, Delaware.

The disclaimer and attribution must be placed in prominent positions so that consumers will easily see them.

You May NOT:

- Alter, modify, adapt (other than re-sizing), crop, retouch, animate or embellish the New Castle, Delaware Images in any way, including but not limited to changing any names, logos or other designs included therein.

- Use an identical or virtually identical New Castle, Delaware trademark as a domain name.

- Directly link to images hosted on any New Castle, Delaware

website.

- Use the New Castle, Delaware Images to create pornographic, libelous, obscene or defamatory images.

- Remove or crop out the copyright or trademark notice from New Castle, Delaware Images.

- Insert your own copyright or trademark notice on New Castle, Delaware Images, or otherwise imply that the New Castle, Delaware Images or New Castle, Delaware's

products are your images or products.

- Use or permit the use of the New Castle, Delaware Image as a trademark or service mark, or claim any proprietary rights of any sort in the New Castle, Delaware Images.

- Use the New Castle, Delaware Images on your website without appropriate attribution of New Castle, Delaware's ownership.

- Use or authorize the use of, sell, share, or give away, any New Castle, Delaware Images to any third parties except for the purposes of creating the advertising or in-store promotional materials permitted by this Agreement.

- Use any New Castle, Delaware artwork, photography, logos or other designs that are not among the New Castle, Delaware Images made available specifically by New Castle, Delaware for your use.

Your use of the New Castle, Delaware Images means you promise that you will not interfere with New Castle, Delaware's rights, including challenging New Castle, Delaware's

use, registration of, or application to register such rights, alone or in combination with other words, logos, artwork or photographs,

anywhere in the world; that you will not harm, misuse, or bring into disrepute any New Castle, Delaware intellectual property; and that you will not apply any New Castle, Delaware intellectual property to any item, whether for sale or not, except as expressly permitted by this Agreement. The goodwill derived from using a New Castle, Delaware trademark exclusively inures to the benefit of and belongs to New Castle, Delaware. Except for the limited rights expressly permitted under this Agreement, no other rights of any kind are granted hereunder, by implication or otherwise.

Any use of New Castle, Delaware's intellectual property in violation of the foregoing provisions shall result in the automatic termination for

cause of this Agreement and all your rights hereunder, without notice to you.

What is asked in return?

Annually report to NCCP your merchandise sales.

Annually report to NCCP advertising dollars spent including the New Castle, Delaware brand.

1.1 Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

Brand Statement

Settled on the banks of the Delaware River, New Castle has been home to a truly distinctive history. The Dutch, Swedes, and British all fought to control this area on the river. Since 1651, this diverse community has remained the center of life on the River and has crafted some truly amazing tales. In 1682, William Penn first set foot on American soil here at the end of Delaware Street. Delaware's 12 mile circular boundary is measured from New Castle. The Court House cupola was used by Mason and Dixon to mark the west tangent point of their boundary line between Maryland and Delaware. From this Court House, Delaware's first capitol, the resolve of our leaders made the resolution to separate from Great Britain and Pennsylvania and create the Delaware State on June 15, 1776. Our signers to the Declaration of Independence came from this government and New Castle was instrumental in leading our nation to independence.

But New Castle's story doesn't stop there. Whether it is tenant farmers turning the lands of Penn Farm, or blue collar iron workers in Dobbinsville, P.S.duPont's impact on African American education in Buttonwood, or the early Italian immigrant who settled in Shawtown, these are the stories of the people who are the heart of our community. We reach to the sky with the Bellanca Aircraft Corporation, whose Italian immigrant owner designed the world's first trans-Atlantic passenger airplane and the finest aircraft of its time.

With so many diverse components, New Castle has still remained warm and understated. We are the best of small-town life, with character rich in neighborhoods and passionate citizens. We encapsulate the story of America and welcome in those who wish to learn more about this great town. We honor the role that we have played in American history, and we deeply respect this unique place we call home.

We are New Castle, Delaware
and We are Distinctively American

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

New Castle,
Delaware:
Distinctively
American

Historic
Warm
Small
Historic
Riverfront
Authentic
Historic

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.



2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



HISTORIC
New★Castle
Distinctively American

Distinctively American

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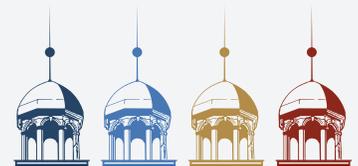
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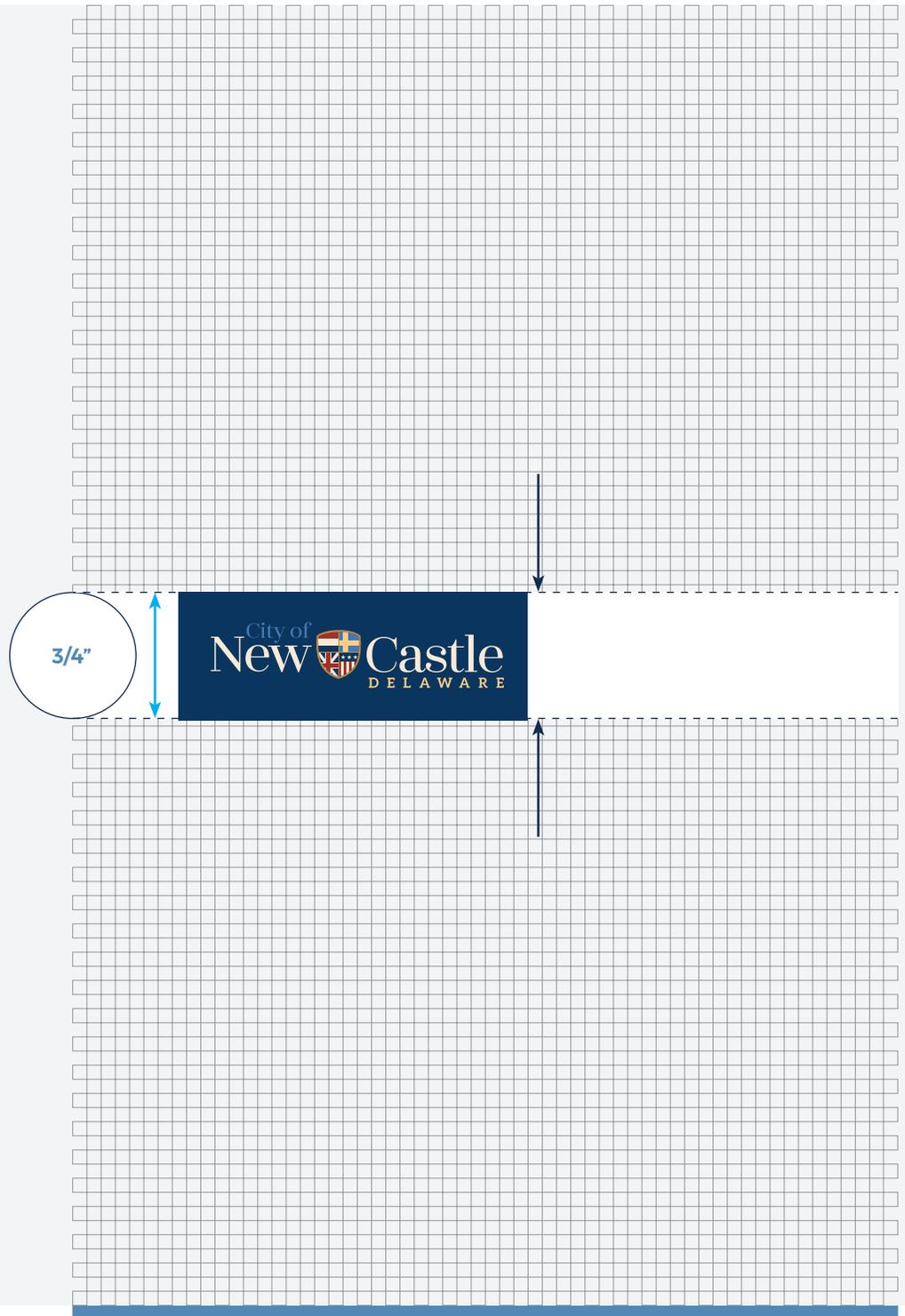


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

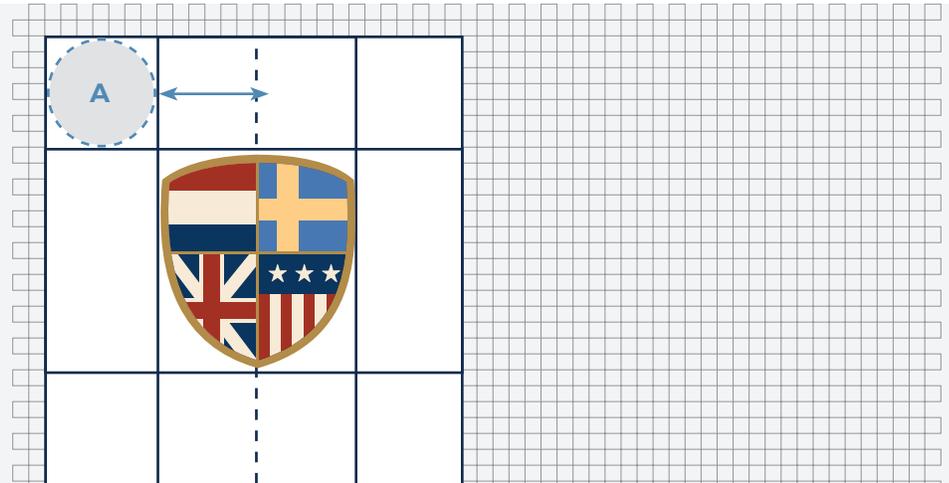


2.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



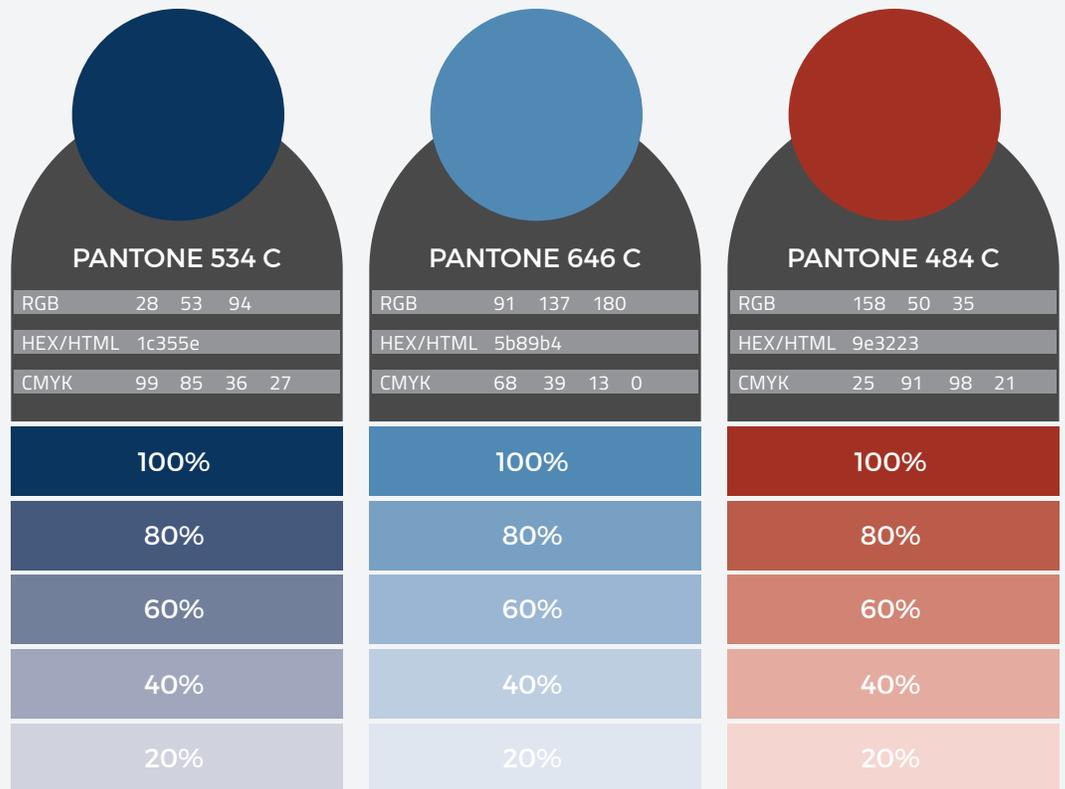
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

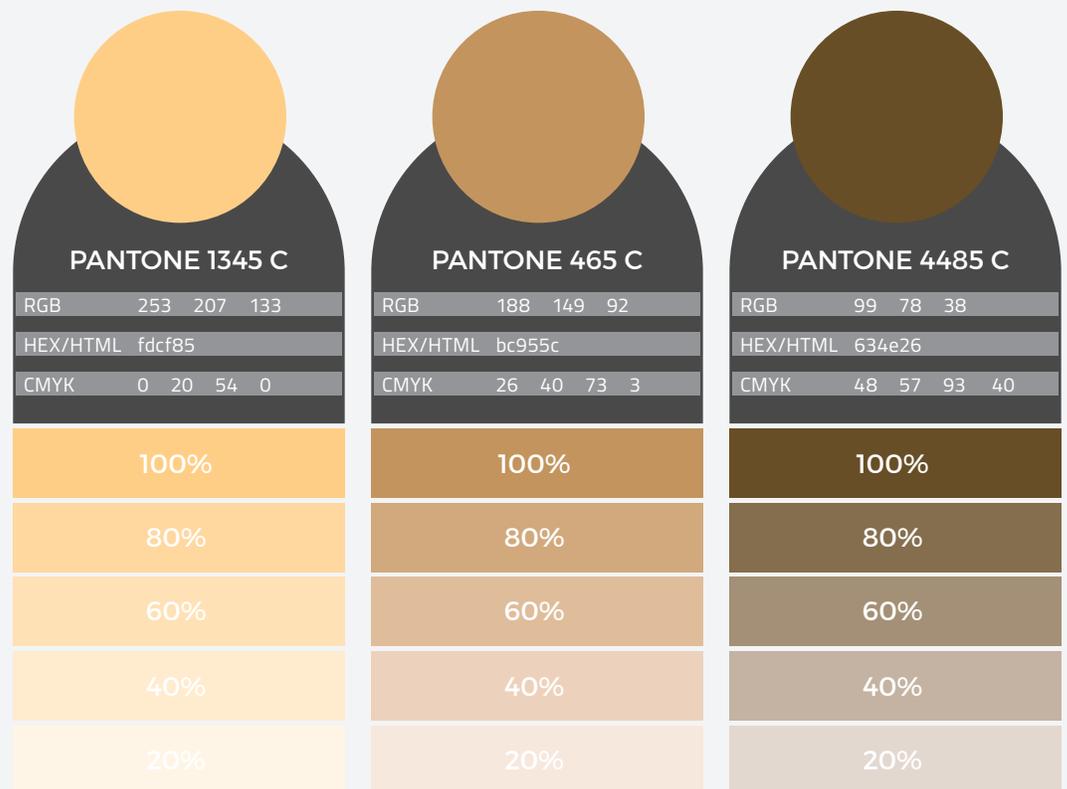
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches



Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

4.2 Primary Typeface

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

Zahrah Regular

Hello I'm:

Zahran

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

4.3 Secondary Typeface

Aleo Bold

Hello I'm:
Aleo Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Terra Ignota

Hello I'm:
Terra Ignota

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
1234567890

4.4 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

New Castle,

H1

New Castle, Delaware

H2

New Castle, Delaware

H3

New Castle, Delaware

H4

New Castle, Delaware

BODY COPY

New Castle, Delaware

CAPTION

New Castle, Delaware

CC

5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.



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.

BUILDING MARKERS
The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

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.

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 KIOSKS
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.

5.2 Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS

Perfect for local businesses to use to show that New Castle, Delaware is a shopping

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



5.3 Print Advertising

The activity of attracting public attention to a community or event, as by paid announcements in the print, broadcast, or electronic media

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.

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.

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.

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.

DISCOVER OUR DISTINCTION

Independence happened here.

Settled on the Banks of the Delaware River, New Castle has been home to a truly distinctive history. In 1651, Fort Casimir was built here to give the Dutch control of this powerful river. From the Dutch to the Swedes, from the Swedes to the Brits, New Castle has remained a center of life here on the river. And in our three and a half century history, we have crafted some truly amazing tales. In 1682, William Penn first set foot on American soil here at the end of Delaware street. The Twelve Mile Circle to which our Courthouse Cupola is the center sparked a debate that would lead to the creation of the Mason-Dixon Line. The resolve of our leaders made this the site of the first state to formally separate from the Crown on June 15, 1776.

**HISTORIC
New Castle**
Distinctively American

www.HistoricNewCastle.com

From creation, to demarcation, the separation, New Castle was instrumental in leading our nation to independence.

6.1 Logo Contact Sheet

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: 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, Photoshop, or QuarkXpress
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



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 a 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: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to New Castle, Delaware, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.



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Order comes from simplicity. Inside, you will find the simple rules that guide the New Castle, Delaware Brand, and will help create equity as we tell others about the Tagline.

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City-Horz-4C.jpg



City-Horz-B&W.jpg



City-Horz-Blue.jpg



City-Horz-Brown.jpg



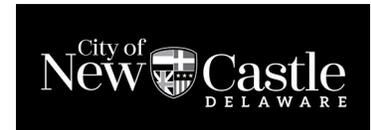
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City-Horz-Red.jpg



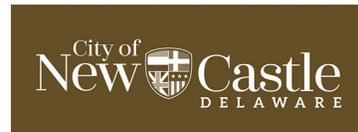
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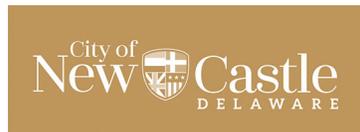
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City-Horz-Rev-Tan.jpg



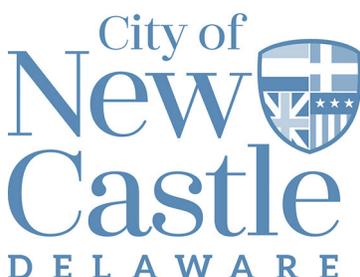
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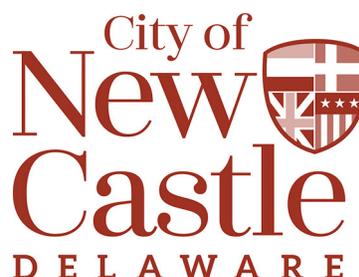
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City-stack-DkBlue.jpg



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City-stack-Rev-4C.jpg



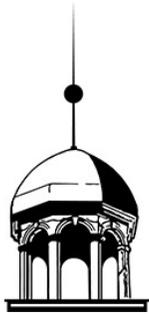
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City-stack-Rev-DkBl...



City-stack-Rev-Red.j...



Cupola-B&W.jpg



Cupola-Blue.jpg



Cupola-Brown.jpg



Cupola-DkBlue.jpg



Cupola-Tan.jpg



Historic-1651-2C.jpg



Historic-1651-3C.jpg



Historic-1651-B&W.jpg



Historic-1651-Blue.jpg



Historic-1651-Brown.j...



Historic-1651-DkBlue...



Historic-1651-Red.jpg



Historic-1651-Rev-B&...



Historic-1651-Rev-Blu...



Historic-1651-Rev-Br...



Historic-1651-Rev-Dk...



Historic-1651-Rev-Re...



New★Castle
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Historic-1651-Tan.jpg

Historic-B&W.jpg

Historic-Blue.jpg

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New★Castle

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HISTORIC
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Historic-Brown.jpg

Historic-DkBlue.jpg

Historic-Red.jpg

Historic-Tan.jpg



NCCP-4C.jpg

NCCP-B&W.jpg

NCCP-Blue.jpg

NCCP-Brown.jpg



NCCP-DkBlue.jpg

NCCP-Red.jpg

NCCP-Rev-B&W.jpg

NCCP-Rev-Blue.jpg



NCCP-Rev-Brown.jpg

NCCP-Rev-DkBlue.jpg

NCCP-Rev-Red.jpg

NCCP-Rev-Tan.jpg



NCCP-Short-4C.jpg



NCCP-Short-B&W.jpg



NCCP-Short-Blue.jpg



NCCP-Short-Brown.j...



NCCP-Short-DkBlue.j...



NCCP-Short-Red.jpg



NCCP-Short-Tan.jpg



NCCP-Tan.jpg



NCCP-Yellow.jpg



NewCastle-Horz-2C-...



NewCastle-Horz-2C-...



NewCastle-Horz-4C.j...



NewCastle-Horz-B&...



NewCastle-Horz-Blu...



NewCastle-Horz-Bro...



NewCastle-Horz-Dk...



NewCastle-Horz-Red...



NewCastle-Horz-Rev...



NewCastle-Horz-Rev...



NewCastle-Horz-Rev...



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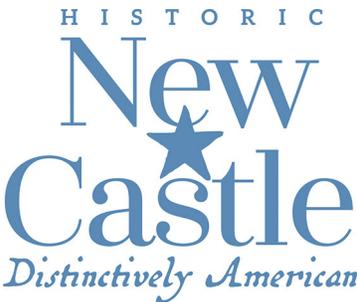
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NewCastle-Stack-4C...



NewCastle-Stack-B&...



NewCastle-Stack-Bl...



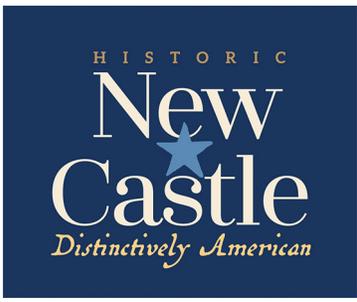
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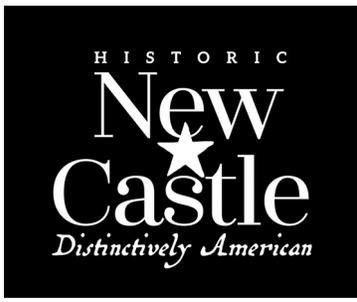
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NewCastle-Stack-Re...



NewCastle-Stack-Re...



NewCastle-Stack-Re...



NewCastle-Stack-Re...



NewCastle-Stack-Re...



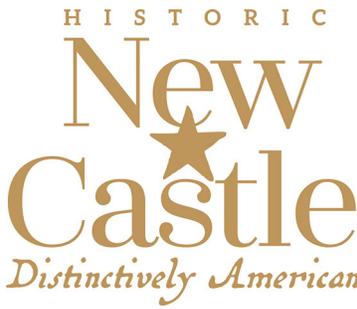
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New★Castle New★Castle New★Castle New★Castle

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PennFarm-2C.jpg PennFarm-B&W.jpg PennFarm-Gold.jpg PennFarm-Green.jpg



Star-B&W.jpg



Star-Blue.jpg



Star-Brown.jpg



Star-DkBlue.jpg



Star-Red.jpg



Star-Tan.jpg



VisitorsCenter-4C.jpg



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-Arsen...



VisitorsCenter-B&W.j...



VisitorsCenter-Blue.j...



VisitorsCenter-Brow...



VisitorsCenter-DkBlu...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Main-...



VisitorsCenter-Red.j...



VisitorsCenter-Rev-4...



VisitorsCenter-Tan.jpg



BackGround.jpg



Bayshore-18.jpg



Bayshore-19.jpg



Bayshore-20.jpg



Bayshore-21.jpg



Bayshore-22.jpg



Bayshore-23.jpg



Bayshore-24.jpg



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Bayshore-64.jpg



Bayshore-65.jpg



Bayshore-66.jpg



Bayshore-67.jpg



Bayshore-68.jpg



Bayshore-69.jpg



Bayshore-70.jpg



BG.jpg



IMG_4290.JPG



IMG_4291.JPG



IMG_4292.JPG



IMG_4293.JPG



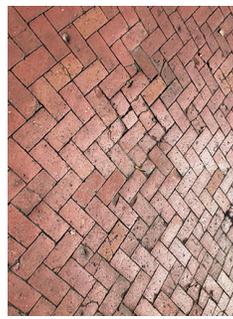
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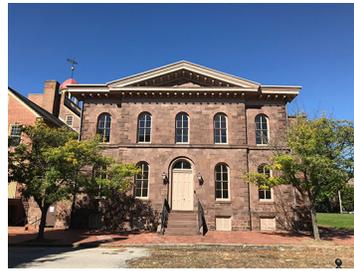
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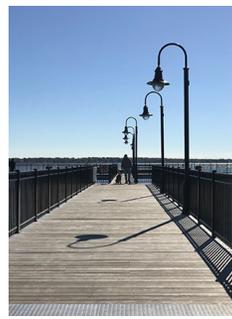
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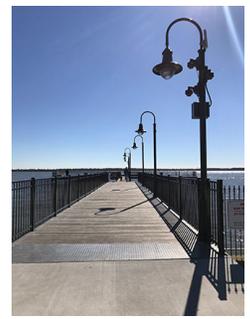
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IMG_4330.JPG



IMG_4331.JPG