



Arnett Muldrow
& Associates

BRAND

STYLE GUIDE



DAMASCUS

CROSSING PATHS

Damascus, Virginia



We are Damascus, Virginia.

Damascus is known best as Trail Town USA, where seven nationally known trails intersect within our borders, but we are so much more! We are a place of stunning natural beauty, where the hills of the Appalachians and the murmuring of our creeks inspire you, whether your calling is outdoor adventure, or simply living in an authentic small town.

We cherish the lifestyle that this affords us.

.... it's the sounds of families enjoying the Creeper Trail,

.... it's the creativity found in our downtown artisans,

.... it's the sights of thousands of hikers celebrating the AT at our annual Trail Days.

.... It's the conversation at the downtown coffee shop.

.... It's the smell of the burger cooking on the grill at the local diner.

.... It's the taste of the signature beer at our microbrewery,

.... it's sitting on the porch at the Inn listening to the bustling dam

The Damascus lifestyle is adventurous and creative, yet laid-back and well-paced. It's a place where you can be super-active, or where you reconnect to nature, rejuvenate, and find your inner peace. Most importantly, it's a place where you can choose your own path.

We cherish this lifestyle, and know you will too.

We are Damascus, Virginia. Crossing Paths.

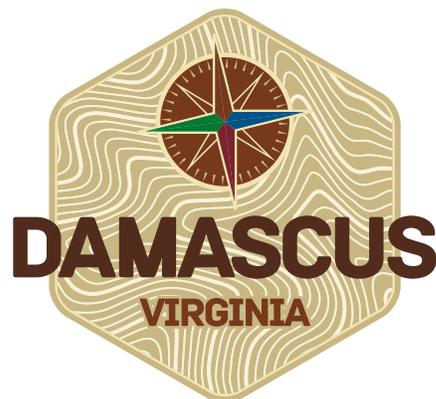


Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Damascus, Virginia 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.

Logo Variations

Below are the logo variations for the Damascus, Virginia 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.



Community Image Approval

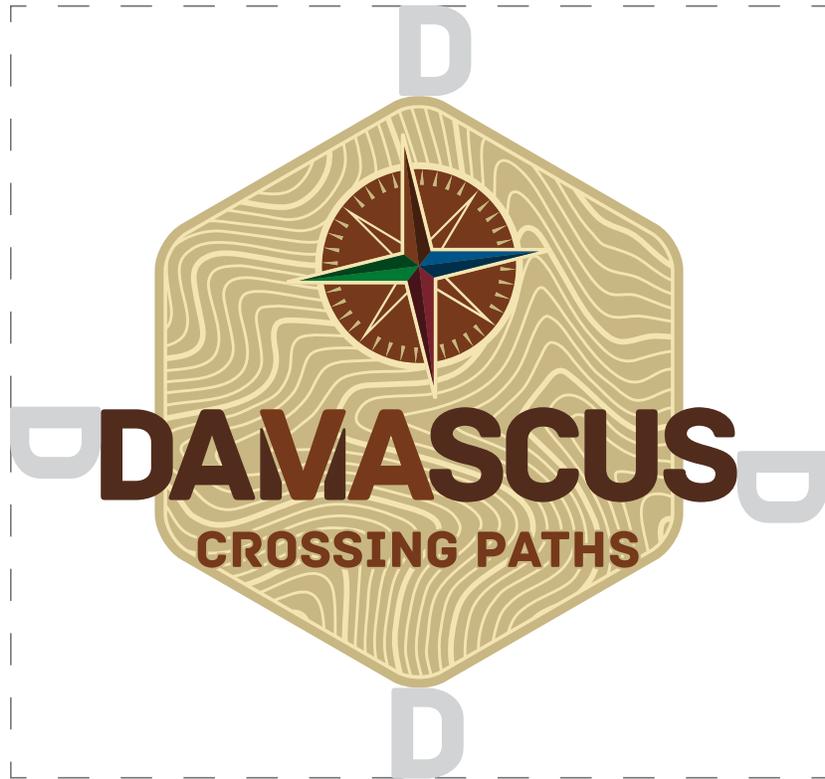
In order to ensure consistent use of the Damascus, Virginia brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.



Brand Extension

Brand extension is the process of incorporating the brand into events and activities in the community. By adopting the look, feel and tone of the Damascus, Virginia brand, these events begin to connect in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to start with colors from the systems primary color palette as well as approved fonts that tie back into the main identity.





Logo Size & Spacing

The size and spacing of the Damascus, Virginia 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 height of the first letter is generally the measurement guide for this open space.

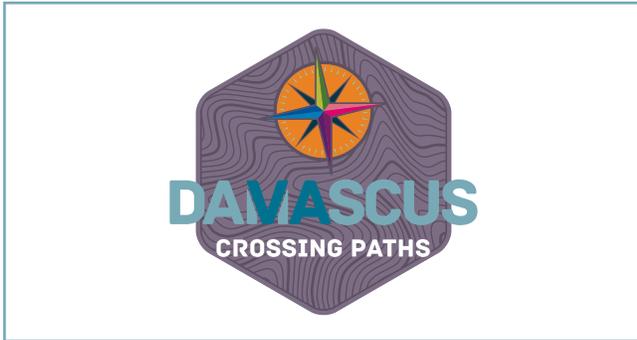
In order to preserve legibility, maintain a minimum of .5" height.



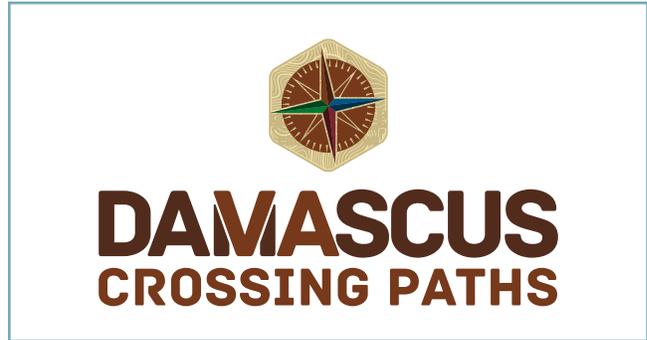


Incorrect Usage

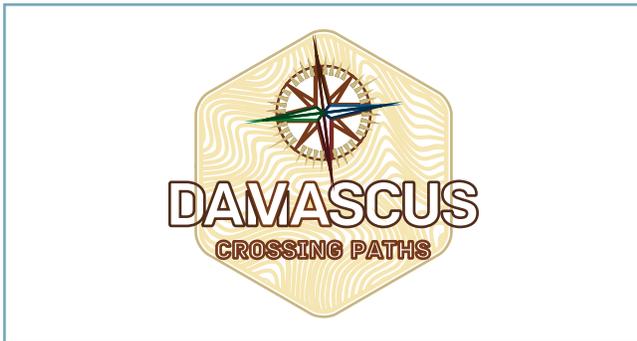
These are some examples of improper ways of presenting the Damascus, Virginia brand.



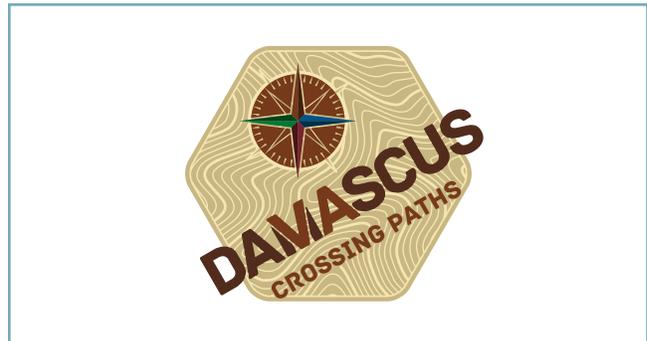
Change Colors



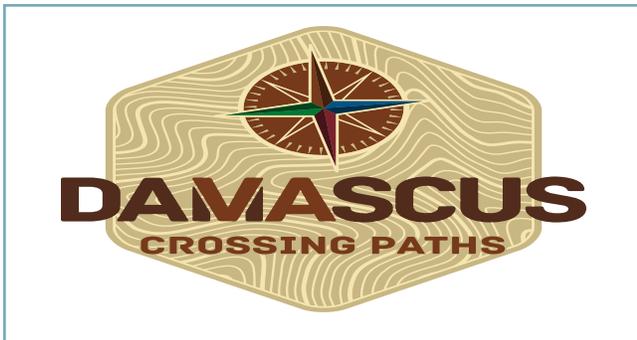
Scale Elements



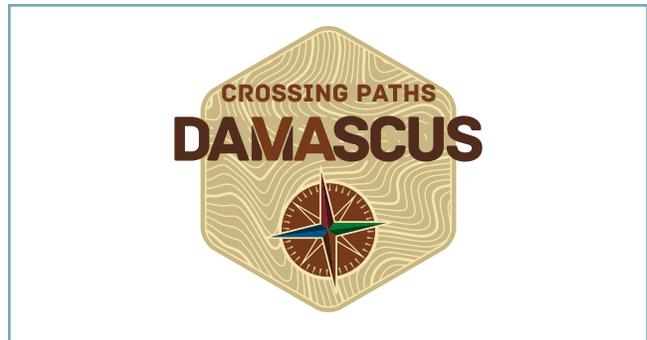
Outline Elements



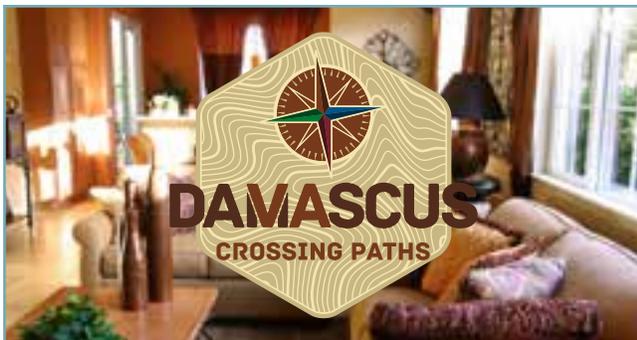
Rotate Elements



Stretch the Logo



Move Elements



Use Photographic Backgrounds



Use as a Wallpaper



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.



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.



Typography

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () } { | : " < > ?

Archive - Damascus Variation

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
*1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } | : " < > ?*

Nexa Rust Script S

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 { } | : " < > ?

Aquifer

Installing Fonts:

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.



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COLLAT ERAL CATALOG

Damascus, Virginia





Arnett Muldrow
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LOGO

CATALOG

Damascus, Virginia



CLIMB THE CREEPER
WINTER BIKE RACE

Climb The Creeper_4C



CLIMB THE CREEPER
WINTER BIKE RACE

Climb The Creeper_Blue



CLIMB THE CREEPER
WINTER BIKE RACE

Climb The Creeper_Green



Damascice_4C



Damascice_Black



Damascice_Blue

DAMASCUS DAMASCUS

Damascus_Black

Damascus_Blue

DAMASCUS DAMASCUS

Damascus_Brown

Damascus_Green



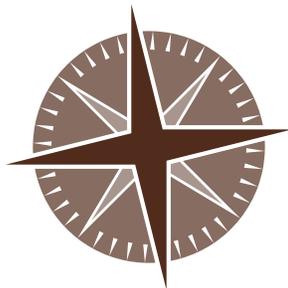
Damascus_Icon only-4C



Damascus_Icon only-Black



Damascus_Icon only-Blue



Damascus_Icon only-Brown



Damascus_Icon only-Green



Damascus_Icon only-Red

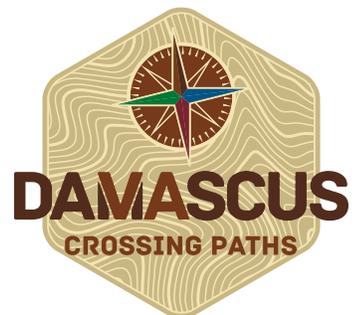


Damascus_Icon only-White

DAMASCUS DAMASCUS

Damascus_Red

Damascus_VA-2C



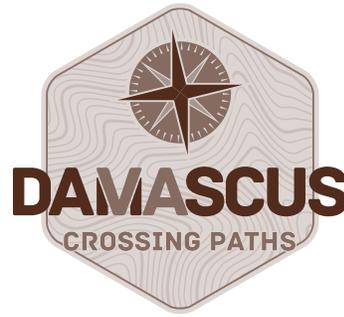
Damascus_VA-Badge-4C



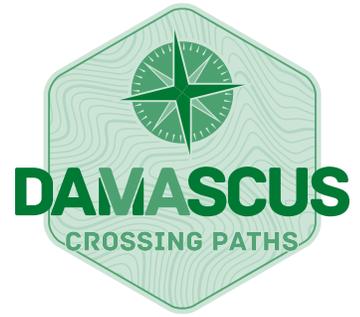
Damascus_VA-Badge-Black



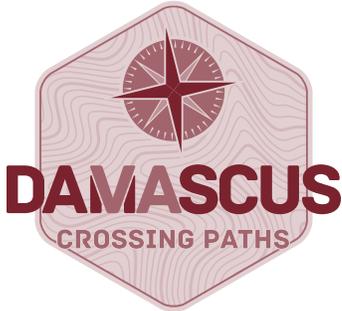
Damascus_VA-Badge-Blue



Damascus_VA-Badge-Brown



Damascus_VA-Badge-Green



Damascus_VA-Badge-Red



Damascus_VA-Black



Damascus_VA-Blue



Damascus_VA-Brown



Damascus_VA-Green



Damascus_VA-Icon-4C



Damascus_VA-Icon-Black



Damascus_VA-Icon-Blue



Damascus_VA-Icon-Brown



Damascus_VA-Icon-Green



Damascus_VA-Icon-Red



DAMASCUS
CROSSING PATHS
DAMASCUS_VA-Icon-Tag-4C



DAMASCUS
CROSSING PATHS
DAMASCUS_VA-Icon-Tag-Black



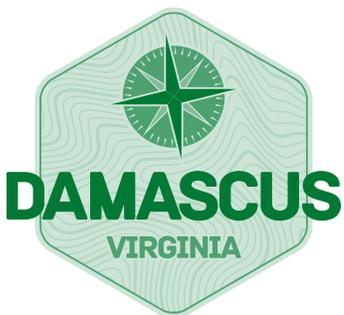
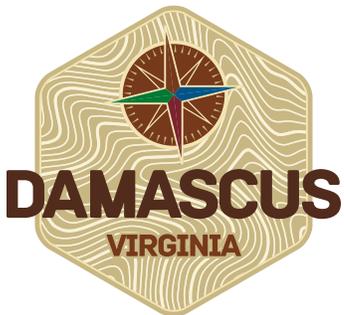
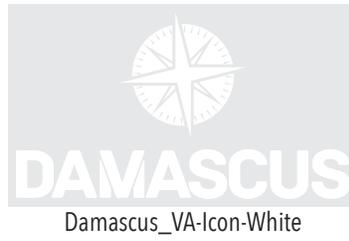
DAMASCUS
CROSSING PATHS
DAMASCUS_VA-Icon-Tag-Blue



DAMASCUS
CROSSING PATHS
DAMASCUS_VA-Icon-Tag-Brown



DAMASCUS
CROSSING PATHS
DAMASCUS_VA-Icon-Tag-Green



DAMASCUS
VIRGINIA

Damascus_Virginia-Brown

DAMASCUS
VIRGINIA

Damascus_Virginia-Green



DAMASCUS
Damascus_Virginia-Icon-4C



DAMASCUS
Damascus_Virginia-Icon-Black



DAMASCUS
Damascus_Virginia-Icon-Blue



DAMASCUS
Damascus_Virginia-Icon-Brown



DAMASCUS
Damascus_Virginia-Icon-Green



DAMASCUS
Damascus_Virginia-Icon-Red



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-4C



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-Black



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-Blue



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-Brown



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-Green



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-Red



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-Tag-White



DAMASCUS
VIRGINIA

Damascus_Virginia-Icon-White

DAMASCUS
VIRGINIA

Damascus_Virginia-Red

DAMASCUS
VIRGINIA

Damascus_Virginia-White

DAMASCUS
VIRGINIA

Damascus_White



Farmers Market_3C



Farmers Market_Black



Farmers Market_Blue



Farmers Market_Brown



Farmers Market_Green



Farmers Market_Red



Farmers Market_White



Trail Days_4C



Trail Days_Black



Trail Days_Blue



Trail Days_Brown



Trail Days_Green



Trail Days_Red



Trail Days_small-2C



Trail Days_small-Black



Trail Days_small-Blue



Trail Days_small-Brown



Trail Days_small-Green



Trail Days_small-Red



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: 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: 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: 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: 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: 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 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.



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.



Arnett Muldrow
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PHOTO

CATALOG

Damascus, Virginia



Damascus
topo



Damascus-VA-001



Damascus-VA-002



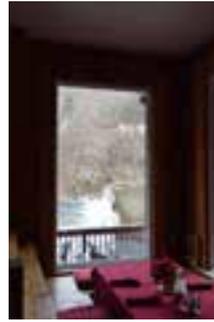
Damascus-VA-003



Damascus-VA-004



Damascus-VA-005



Damascus-VA-006



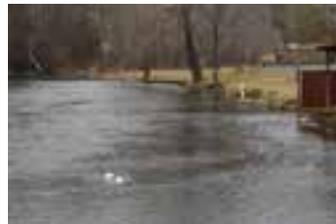
Damascus-VA-007



Damascus-VA-008



Damascus-VA-009



Damascus-VA-010



Damascus-VA-011



Damascus-VA-012



Damascus-VA-013



Damascus-VA-014



Damascus-VA-015



Damascus-VA-016



Damascus-VA-017



Damascus-VA-018



Damascus-VA-019



Damascus-VA-020



Damascus-VA-021



Damascus-VA-022



Damascus-VA-023



Damascus-VA-024



Damascus-VA-025



Damascus-VA-026



Damascus-VA-027



Damascus-VA-028



Damascus-VA-029



Damascus-VA-030



Damascus-VA-031



Damascus-VA-032



Damascus-VA-033



Damascus-VA-034



Damascus-VA-035



Damascus-VA-036



Damascus-VA-037



Damascus-VA-038



Damascus-VA-039



Damascus-VA-040



Damascus-VA-041



Damascus-VA-042



Damascus-VA-043



Damascus-VA-044



Damascus-VA-045



Damascus-VA-046



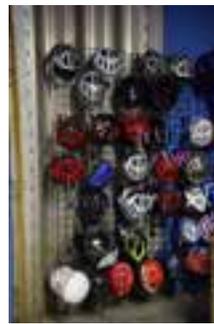
Damascus-VA-047



Damascus-VA-048



Damascus-VA-049



Damascus-VA-050



Damascus-VA-051



Damascus-VA-052



Damascus-VA-053



Damascus-VA-054



Damascus-VA-055



Damascus-VA-056



Damascus-VA-057



Damascus-VA-058



Damascus-VA-059



Damascus-VA-060



Damascus-VA-061



Damascus-VA-062



Damascus-VA-063



Damascus-VA-064



Damascus-VA-065



Damascus-VA-066



Damascus-VA-067



Damascus-VA-068



Damascus-VA-069



Damascus-VA-070



Damascus-VA-071



Damascus-VA-072



Damascus-VA-073



Damascus-VA-074



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Damascus-VA-076



Damascus-VA-077



Damascus-VA-078



Damascus-VA-079



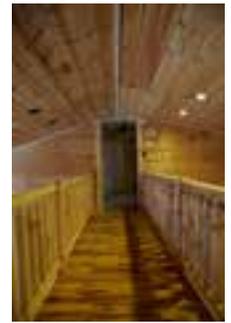
Damascus-VA-080



Damascus-VA-081



Damascus-VA-082



Damascus-VA-083



Damascus-VA-084



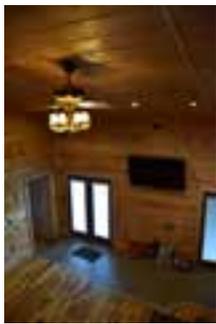
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Damascus-VA-086



Damascus-VA-087



Damascus-VA-088



Damascus-VA-089



Damascus-VA-090



Damascus-VA-091



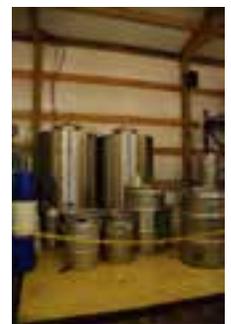
Damascus-VA-092



Damascus-VA-093



Damascus-VA-094



Damascus-VA-095



Damascus-VA-096



Damascus-VA-097



Damascus-VA-098



Damascus-VA-099



Damascus-VA-100



Damascus-VA-101



Damascus-VA-102



Damascus-VA-103



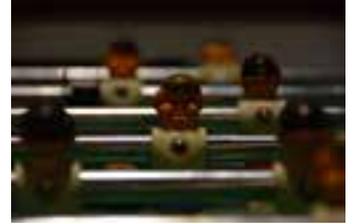
Damascus-VA-104



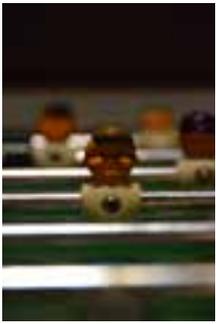
Damascus-VA-105



Damascus-VA-106



Damascus-VA-107



Damascus-VA-108



Damascus-VA-109



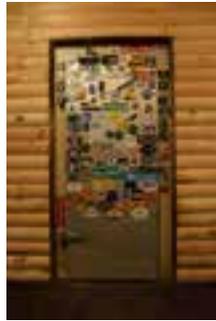
Damascus-VA-110



Damascus-VA-111



Damascus-VA-112



Damascus-VA-113



Damascus-VA-114



Damascus-VA-115



Damascus-VA-116



Damascus-VA-117



Damascus-VA-118



Damascus-VA-119



Damascus-VA-120



Damascus-VA-121



Damascus-VA-122



Damascus-VA-123



Damascus-VA-124



Damascus-VA-125



ivory-off-white-paper-texture



Vintage Map BG 1



Vintage Map BG 2



Arnett Muldrow
& Associates

ADVERTISING CATALOG

Damascus, Virginia



Advertising

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. 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.

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) and any pertinent social media icons 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

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.

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.

Artwork

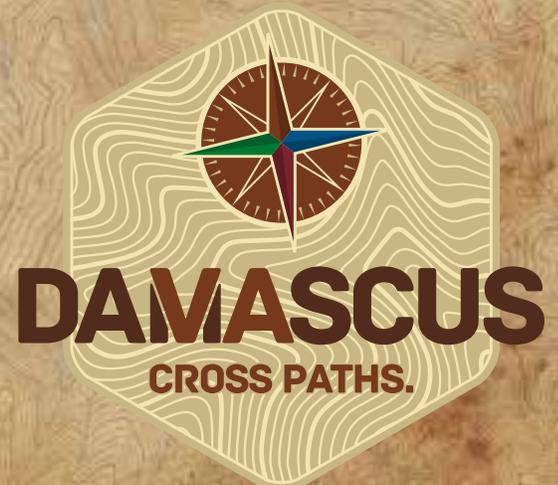
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

Ready to roll!



Damascus is known best as Trail Town USA, where seven nationally known trails intersect within our borders, but we are so much more! We are a place of stunning natural beauty, where the hills of the Appalachians and the murmuring of our creeks inspire you, whether your calling is outdoor adventure, or simply living in an authentic small town.

The Damascus lifestyle is adventurous and creative, yet laid-back and well-paced. It's a place where you can be super-active, or where you reconnect to nature, rejuvenate, and find your inner peace. Most importantly, it's a place where you can choose your own path.

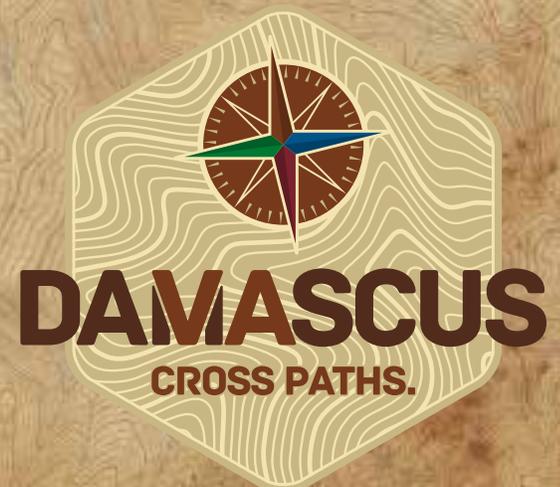


The art of the matter.



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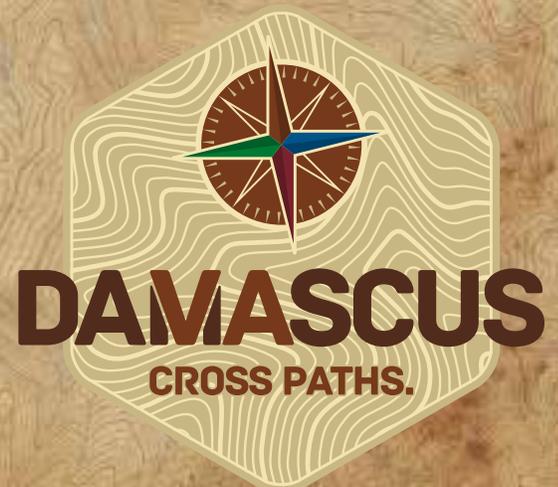
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A memorable stay.



Damascus is known best as Trail Town USA, where seven nationally known trails intersect within our borders, but we are so much more! We are a place of stunning natural beauty, where the hills of the Appalachians and the murmuring of our creeks inspire you, whether your calling is outdoor adventure, or simply living in an authentic small town. The Damascus lifestyle is adventurous and creative, yet laid-back and well-paced. It's a place where you can be super-active, or where you reconnect to nature, rejuvenate, and find your inner peace. Most importantly, it's a place where you can choose your own path.

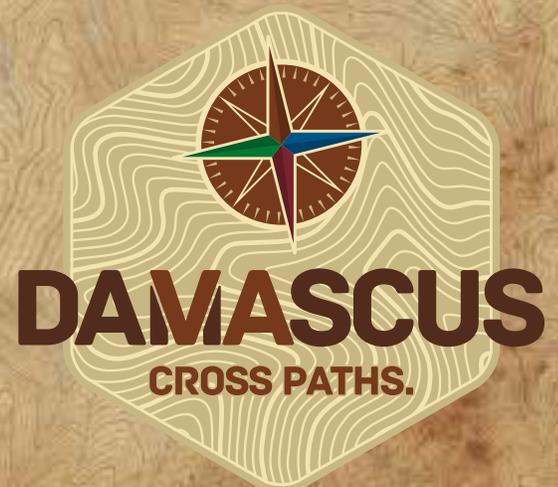


A brewed awakening



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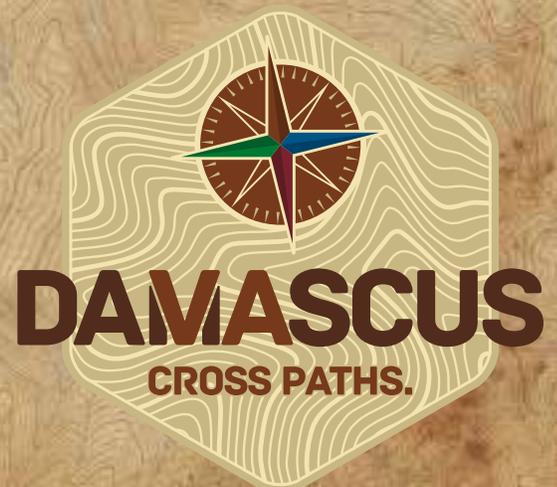


Sit a spell.



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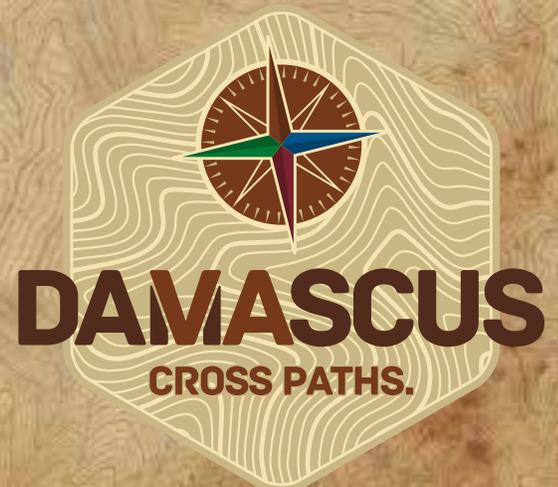


Good times are brewing.



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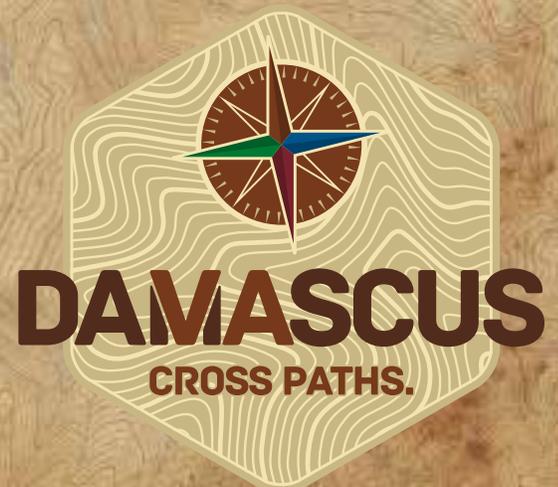
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Warm and welcoming.



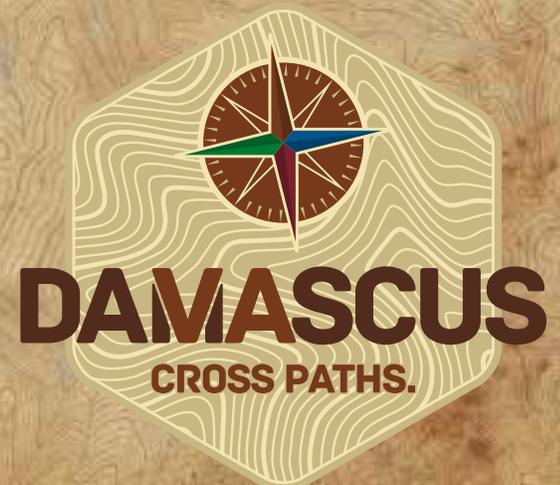
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Beautiful vistas.



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For the purpose of Community Branding.

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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.

signature

name : arnett muldrow & associates

phone : 864.275.5892

website : www.arnettmuldrow.com

address : 316 west stone avenue | greenville, sc 29609

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