



# Southwest Virginia BrandTouch™ Manual

Order comes from simplicity.

Inside, you will find the simple rules that guide the Southwest Virginia Brand. These rules will help build a consistent message as we tell others about a Different Side of Virginia.



**BRANDTOUCH™**  
by ARNETT MULDROW & ASSOCIATES

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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 stakeholders of Southwest Virginia 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.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

The SWVA Cultural Heritage Commission, established in 2008 by the Virginia General Assembly, took the lead in developing a creative economy in SWVA. In 2011, the Commission became the Southwest Virginia Cultural Heritage Foundation, a self-sustaining community development nonprofit. Through a supporting non-profit, the Friends of Southwest Virginia, businesses and individuals help artists, localities, nonprofits and entrepreneurs succeed.

The SWVA Cultural Heritage Foundation lead the effort to develop this brand in 2015, and is proud to make this resource available to the region it serves.



# 1.1

## Brand Statement

The core values define Southwest Virginia'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 the region's residents and their values, then align your messaging accordingly.

### Brand Statement

If you are looking for stunning natural beauty, Southwest Virginia is a place where peace and tranquility come in dramatic form, from the highest mountain peaks in Virginia to the most diverse river ecosystem in all of America. Whether taking scenic drives to view the Fall color, following Daniel Boone's footsteps along the Wilderness Road, or simply fishing, floating or paddling on a meandering river, time spent in the region adds up to something much more than a simple getaway.

#### Music, Arts & Crafts

If you are searching for a place rooted in rich history and culture, Southwest Virginia's tales run deep. With our sons and daughters putting everything on the line to power the nation, this region of migrants created America's home grown music, and that artistic spirit remains today. The heartbeat of Southwest Virginia is heard in the sounds of the Crooked Road, and seen in the craftsmanship of the artisans 'Round the Mountain and through the halls of Heartwood.

#### Outdoor Recreation

If you seek new adventures, Southwest Virginia has opportunities that abound. Hike Southwest Virginia's 200 miles of the Appalachian Trail, navigate a new fork of rapids, or camp at one of Virginia's nationally renowned State Parks. The action in Southwest Virginia is unparalleled and endless, passive or high adrenaline. It's a place for new memories and lifetime experiences: accessible wilderness, extreme adventure, and pastoral recreation, all rolled into one.

#### Industry, Education & Innovation

If you strive for knowledge, Southwest Virginia has earned a pedigree of ingenuity through necessity. Industry in Southwest Virginia has matured from extraction and manufacturing to include innovation, intellectual capacity, and the creative economy. The academic institutions shaping minds in Southwest Virginia are highly acclaimed, cultivating leaders who will go on to design, nurture, and serve our region and nation.

#### Hometowns & Downtowns

If you cherish small towns, Southwest Virginia's are the real thing, each with a personality of place that reflects the true definition of Americana. Dance at the Friday Night Jamboree in Floyd, relax on the porch to the calm sounds of water flowing over the dam in Damascus, taste home baked goods from the general store in Burkes Garden, or have a sandwich at the soda fountain in Gate City. From the explosion of boutique hotels to our upstart business and vibrant festivals, Southwest Virginia towns are reinvigorated cultural centers, renewing their homes by celebrating the best of a region.:

Indeed, Southwest Virginia is a singular region. Experiences are daring and peaceful, cultured and eclectic, creative and innovative, friendly and proud. In a state known for tri-corner hats and sandy beaches, Southwest Virginia presents a different side of a true common wealth.

**We are Authentic, Distinctive, Alive.**  
**Southwest Virginia- A Different Side of Virginia.**

## 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.

**Southwest  
Virginia:  
A Different  
Side of  
Virginia**

## 2.1 Logo

Southwest Virginia 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

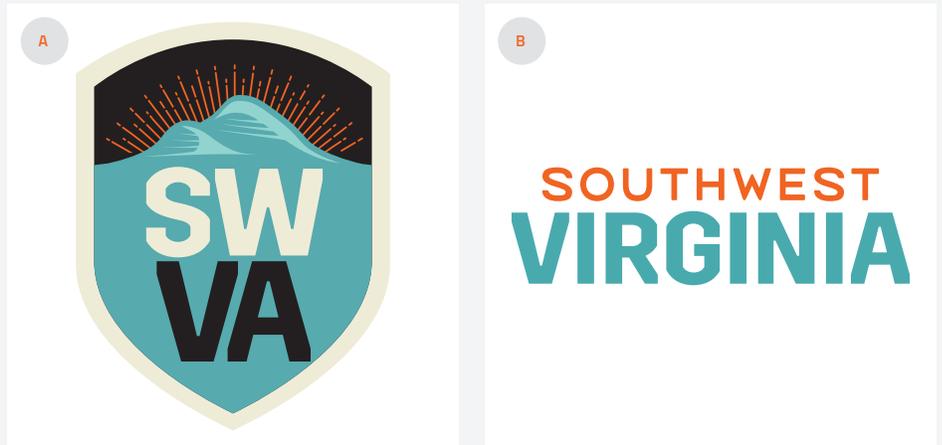
A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

### 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.



*A different side of Virginia*

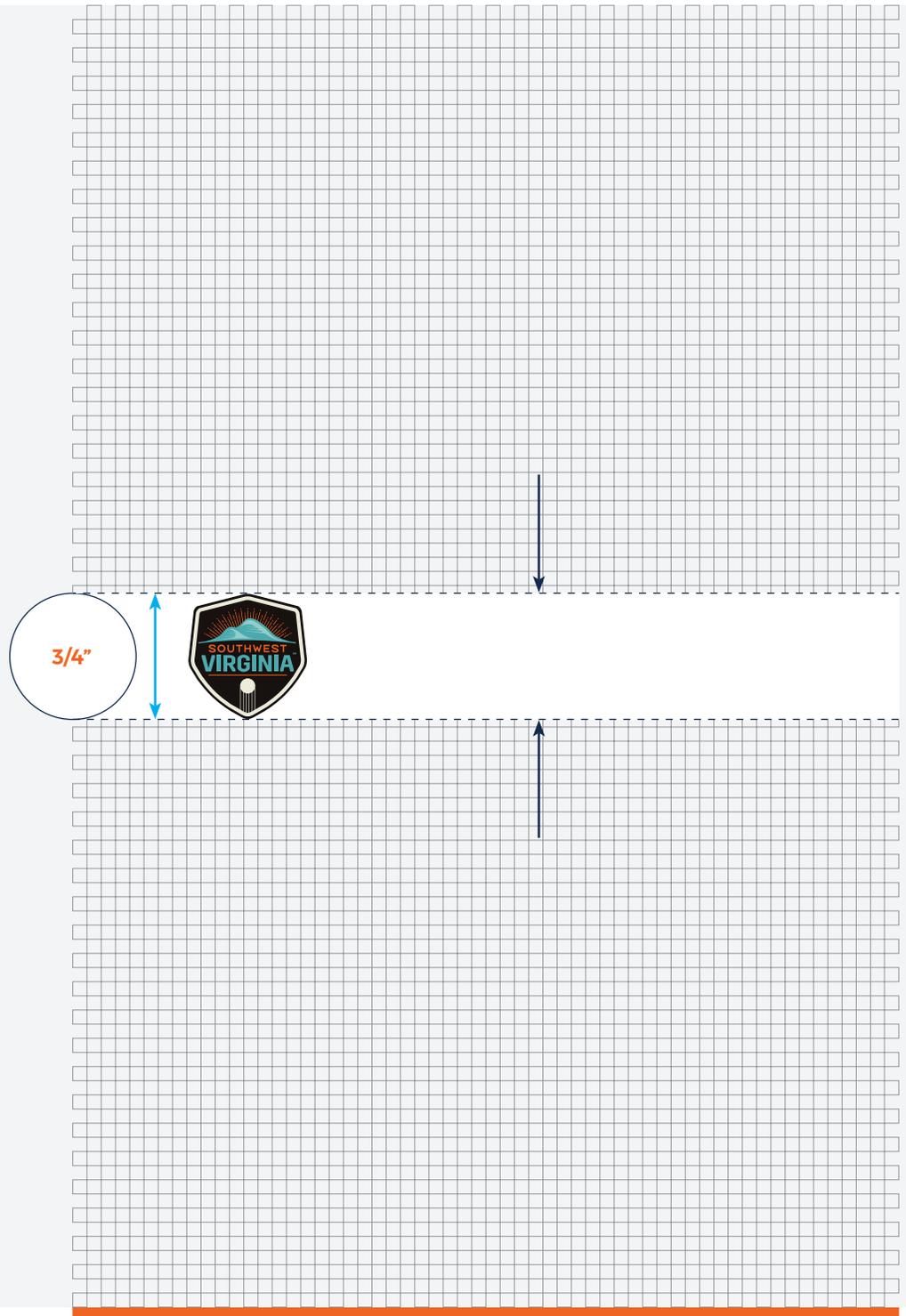


## 2.3 Logo Sizing

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

### 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.

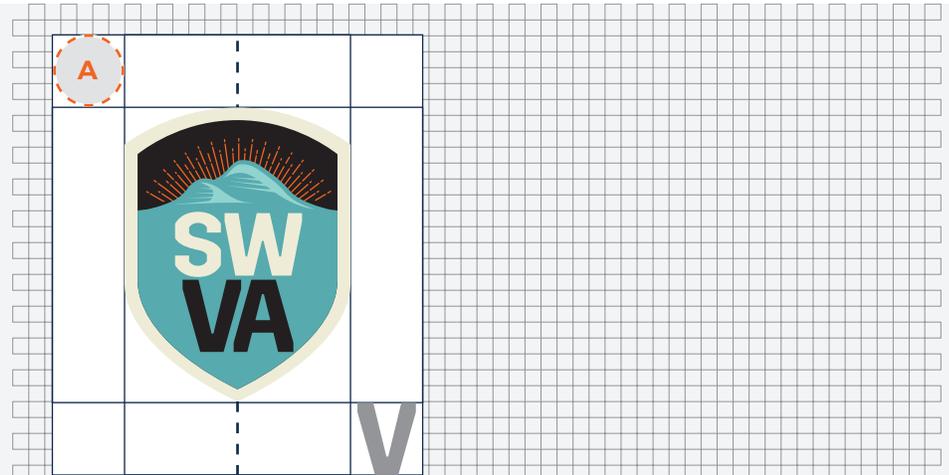


## 2.4 Logo Spacing

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.



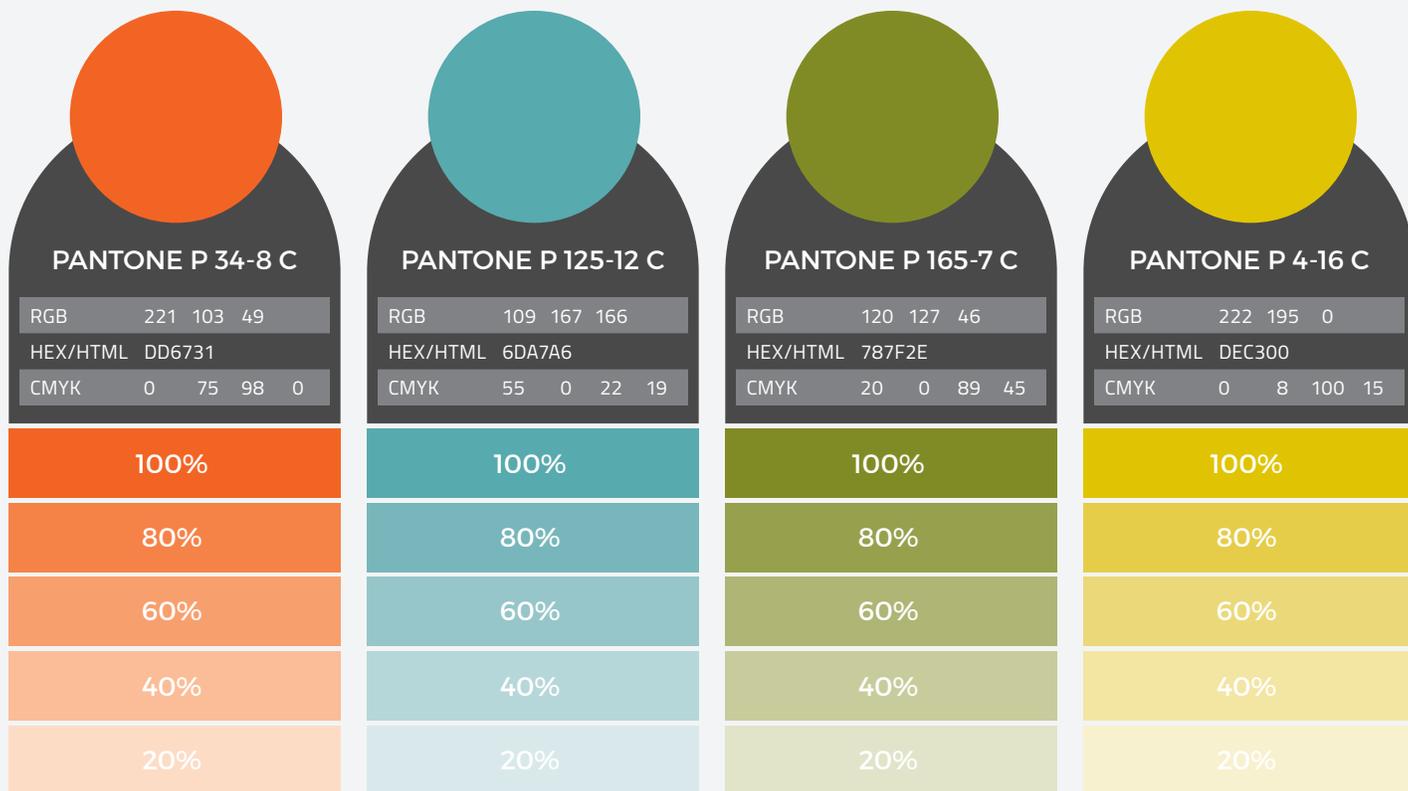
# 3.1 Color Palette

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

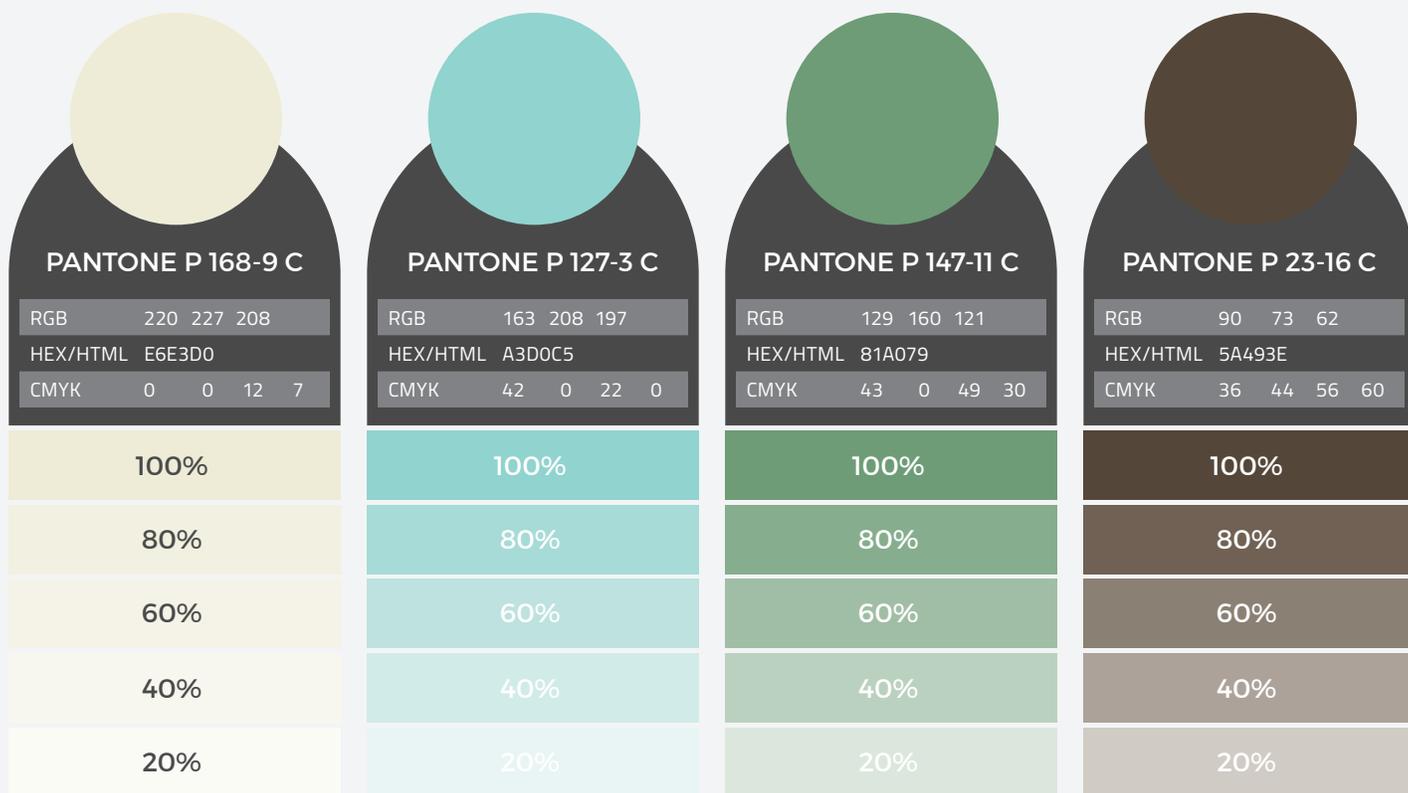
### COLOR THEORY

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](http://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.

**Hello, I'm:**

**Trim**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

## 4.3 Secondary Typeface

HELLO, I'M:

MRS ONION

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

## 4.4 Tertiary Typeface

Hello, I'm:  
Freeland

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890



## 4.5 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.

**Southwest**

---

H1

**Southwest Virginia**

---

H2

**Southwest Virginia**

---

H3

**Southwest Virginia**

---

H4

**Southwest Virginia**

---

BODY COPY

**Southwest Virginia**

---

CAPTION

**Southwest Virginia**

---

CC

# 5.1 Collateral

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

### SHOPPING BAGS

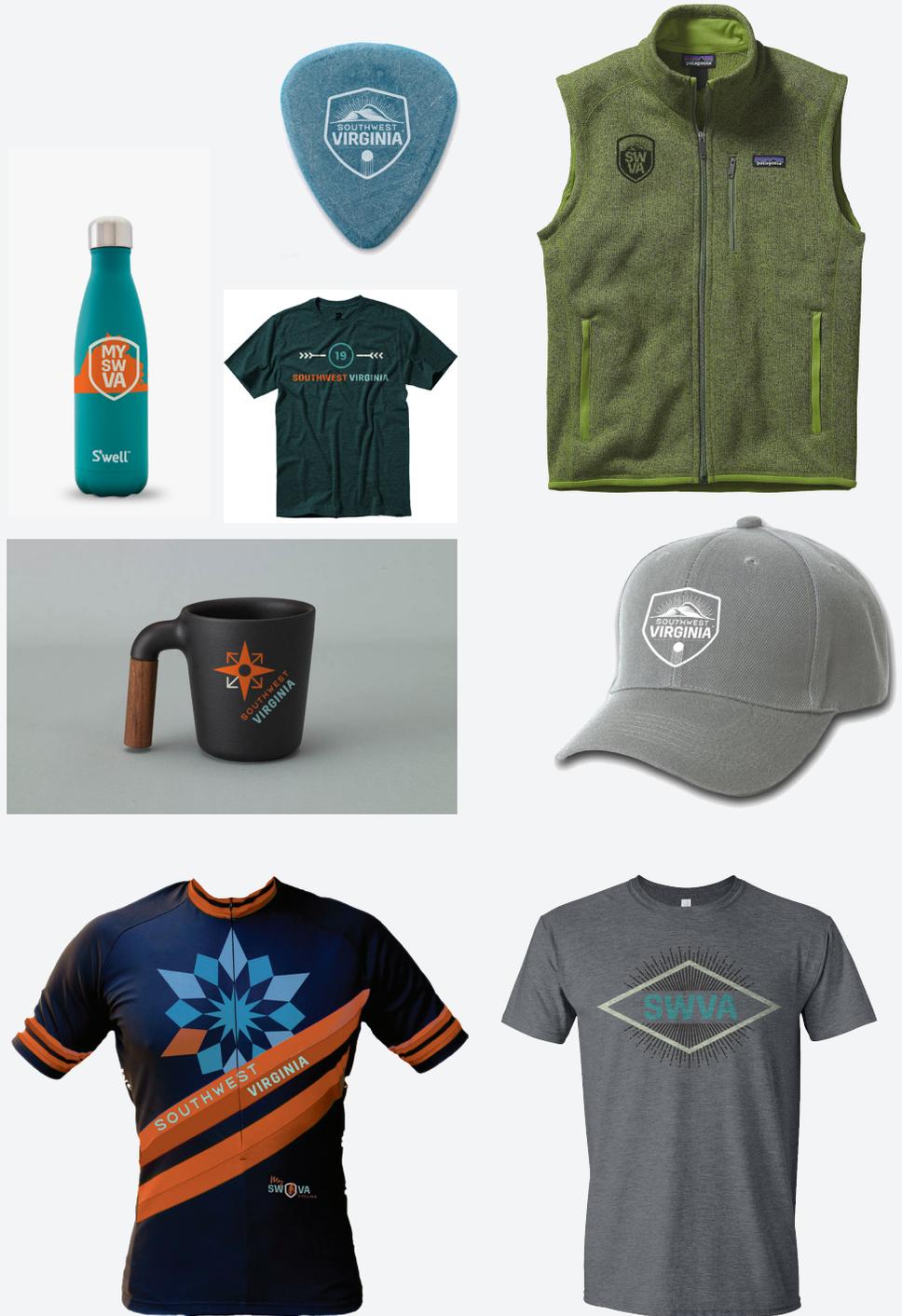
Perfect for local businesses to use to show that Southwest Virginia is a shopping destination.

### 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.

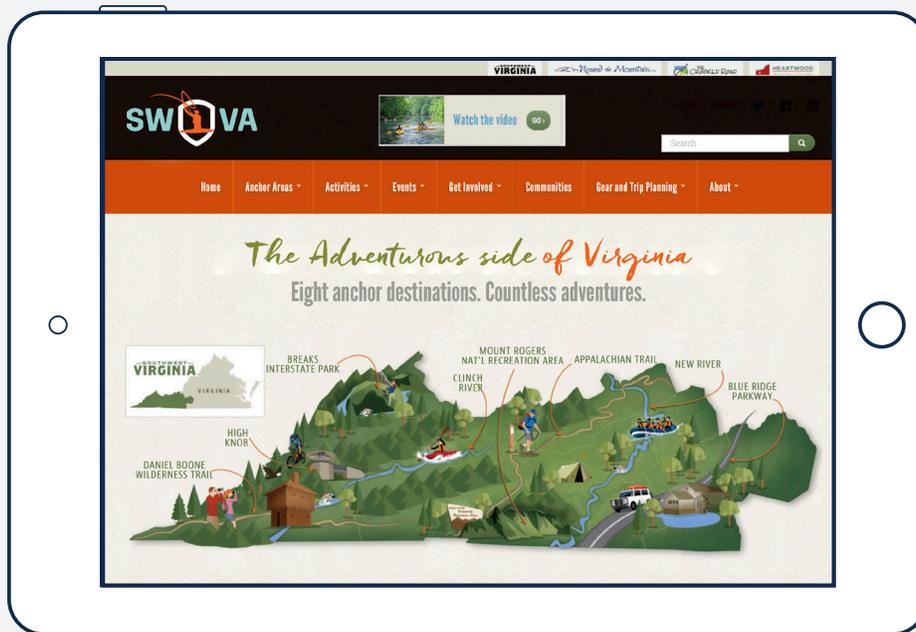
### FASHION MERCHANDISE

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



## 5.2 Website

Websites are a very effective platform for communicating with residents, visitors, and others about events and other news in Southwest Virginia.



## 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

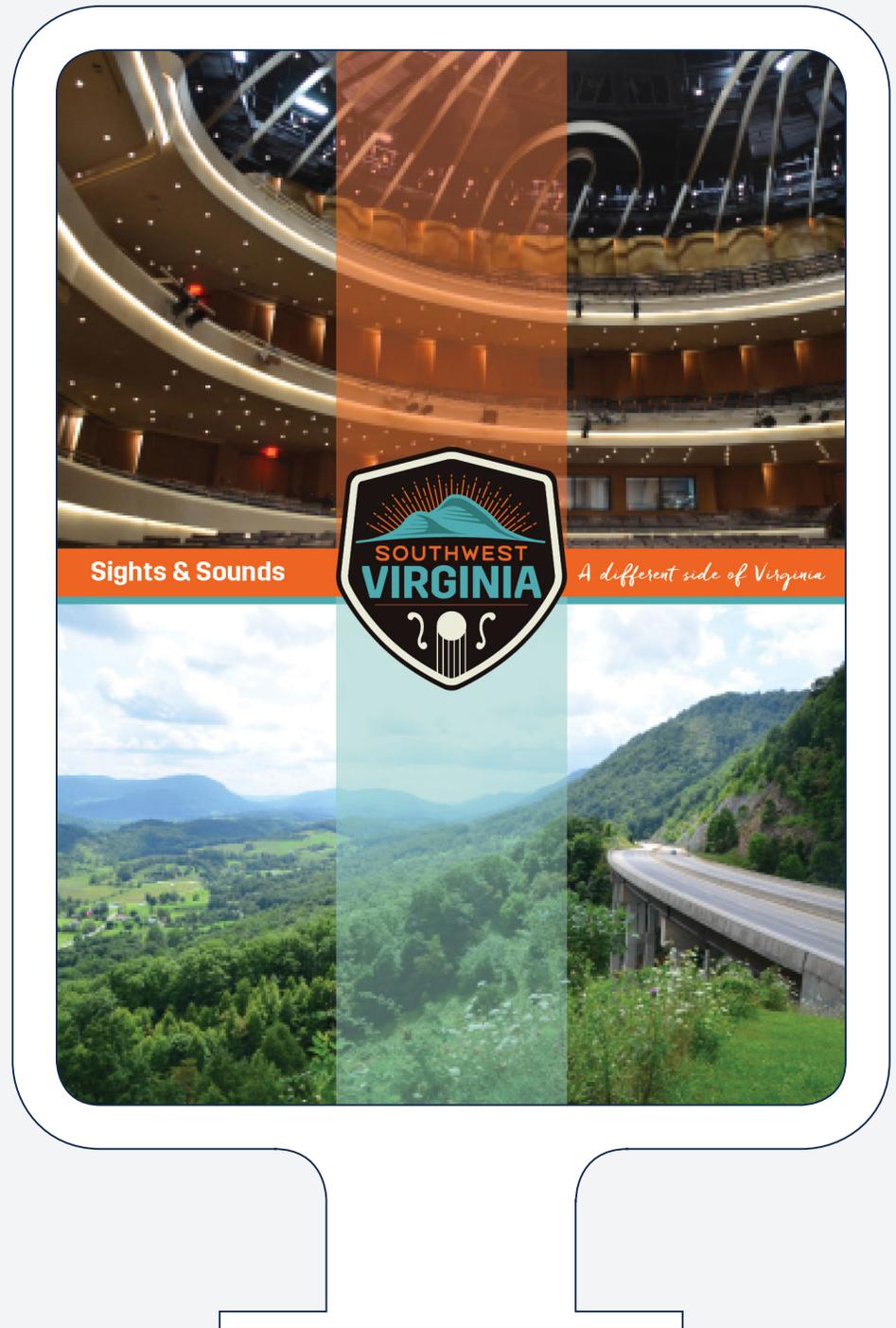
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption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



## 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.



### You May NOT:

- Alter, modify, adapt (other than re-sizing), crop, retouch, animate or embellish the primary Southwest Virginia Images in any way, including but not limited to changing any names, logos or other designs included therein.
- Use an identical or virtually identical Southwest Virginia trademark as a domain name.
- Use the Southwest Virginia Images to create pornographic, libelous, obscene or defamatory images.
- Remove or crop out the copyright or trademark notice from Southwest Virginia Images.
- Insert your own copyright or trademark notice on Southwest Virginia Images, or otherwise imply that the Southwest Virginia Images or Southwest Virginia's products are your images or products.
- Use or permit the use of the Southwest Virginia Image as a trademark or service mark, or claim any proprietary rights of any sort in the Southwest Virginia Images.
- Use or authorize the use of, sell, share, or give away, any Southwest Virginia Images to any third parties except for the purposes of creating the advertising or in-store promotional materials permitted by this Agreement.
- Use any Southwest Virginia artwork, photography, logos or other designs in an effort to harm the region.

## Logo Usage Policy

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

By using any Southwest Virginia Image, you accept that Southwest Virginia is the sole owner of the intellectual property represented by that Image and accept the terms of use set forth below.

### INTELLECTUAL PROPERTY STATEMENT

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

#### You May:

- Subject to the restrictions below, use the Southwest Virginia 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.
- Make or manufacture merchandise any items, such as t-shirts and mugs, bearing Southwest Virginia Images.
- Include on your website imagery from the brand

Your use of the Southwest Virginia Images means you promise that you will not interfere with Southwest Virginia Cultural Heritage Foundation's rights, including challenging Southwest Virginia'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 Southwest Virginia intellectual property; and that

The goodwill derived from using a Southwest Virginia trademark exclusively insures to the benefit of and belongs to Southwest Virginia.

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 Southwest Virginia'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 brandswva@gmail.com merchandise sales.

Annually report to brandswva@gmail.com advertising dollars spent including the Southwest Virginia brand.



# Southwest Virginia Logo Catalog

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

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PREPARED BY

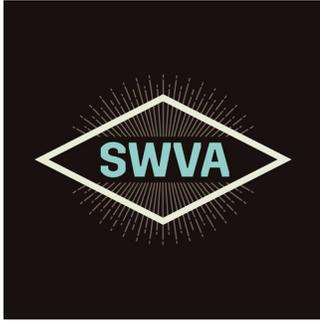


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Merch-19.jpg

Merch-Compass.jpg



Merch-Diamond.jpg

Merch-MySWVA.jpg

Merch-Quilt.jpg

SWVA-Badge-1C.jpg



SWVA-Badge-4C.jpg

SWVA-Badge-Blue.jpg

SWVA-Badge-Orange.

SWVA-Badge-Rev-1C.



SWVA-Badge-Rev-2C-

SWVA-Badge-Rev-2C-

SWVA-Badge-Rev-Blue.

SWVA-Badge-Rev-Or-



*A different side of Virginia*  
SWVA-Badge-Tag-4C.jpg



*A different side of Virginia*  
SWVA-Badge-Tag-Rev-



SWVA-icon-4C.jpg



SWVA-icon-Gray.



SWVA-icon-Rev-1C.jpg



SWVA-icon-Rev-4C.jpg



SWVA-icon-Rev-



SWVA-icon-Rev-



SWVA-icon.jpg



SWVA-Main-tag-4C.jpg



SWVA-simpleicon-



SWVA-simpleicon-



SWVA-simpleicon-



SWVA-simpleicon-



SWVA-simpleicon-



SWVA-simpleicon-Rev-



SWVA-simpleicon-Rev-



SWVA-simpleicon-Rev-



SWVA-simpleicon-Rev-

*A different side of Virginia*

Tagline-B&W.jpg



Tagline.jpg



AT-Gray.jpg



AT-Rev.jpg



AT.jpg



Breaks-1C.jpg



Breaks-Blue.jpg



Breaks-Green.jpg



Breaks-Rev-1C.jpg



Breaks-Rev-4C.jpg



Breaks-Rev-Blue.jpg



Breaks-Rev-Green.jpg



BRP-1C.jpg



BRP-2C.jpg



BRP-Blue.jpg



BRP-Green.jpg



BRP-Rev-1C.jpg



BRP-Rev-4C.jpg



BRP-Rev-Blue.jpg



BRP-Rev-Green.jpg



Clinch-1C.jpg



Clinch-Blue.jpg



Clinch-Rev-4C.jpg



Clinch-Rev.jpg



HighKnob-1C.jpg



HighKnob-Blue.jpg



HighKnob-Green.jpg



HighKnob-Rev-1C.jpg



HighKnob-Rev-4C.jpg



HighKnob-Rev-Blue.jpg



HighKnob-Rev-Green.jpg



MountRogers-1C.jpg



MountRogers-Blue.jpg



MountRogers-Green.jpg



MountRogers-Rev-1C.jpg



MountRogers-Rev-4C.jpg



MountRogers-Rev-Blue.



MountRogers-Rev-Green.



NRV-1C.jpg



NRV-Green.jpg



NRV-Orange.jpg



NRV-Rev-1C.jpg



NRV-Rev-4C.jpg



NRV-Rev-Green.jpg



Wilderness Trail-1C.jpg



Wilderness Trail-2C.jpg



Wilderness Trail-Green.



Wilderness Trail-Orange.



Wilderness Trail-Rev-1C.



Wilderness Trail-Rev-4C.



Wilderness Trail-Rev-



Wilderness Trail-Rev-



SWVA-ArrowHead-2C.



SWVA-ArrowHead-B&W.



SWVA-ArrowHead-Rev-



SWVA-ATV-2C.jpg



SWVA-ATV-B&W.jpg



SWVA-ATV-Rev-4C.jpg



SWVA-Bike-2C.jpg



SWVA-Bike-B&W.jpg



SWVA-Bike-Rev-4C.jpg



SWVA-Bird-2C.jpg



SWVA-Bird-B&W.jpg



SWVA-Bird-Rev-4C.jpg



SWVA-Compass-2C.jpg



SWVA-Compass-B&W.



SWVA-Compass-Rev-4C.



SWVA-CraftBrew-2C.jpg



SWVA-CraftBrew-B&W.



SWVA-CraftBrew-Rev-



SWVA-D-ring-2C.jpg



SWVA-D-ring-B&W.jpg



SWVA-D-ring-Rev-4C.



SWVA-Deer-2C.jpg



SWVA-Deer-B&W.jpg



SWVA-Deer-Rev-4C.jpg



SWVA-FlagRock-2C.jpg



SWVA-FlagRock-B&W.



SWVA-FlagRock-Rev-4C.



SWVA-FlyFishing-2C.jpg



SWVA-FlyFishing-B&W.



SWVA-FlyFishing-Rev-



SWVA-FrisbeeGolf-2C.



SWVA-FrisbeeGolf-B&W.



SWVA-FrisbeeGolf-Rev-



SWVA-HigherEd-2C.jpg



SWVA-HigherEd-B&W.



SWVA-HigherEd-Rev-



SWVA-Hiker-2C.jpg



SWVA-Hiker-B&W.jpg



SWVA-Hiker-Rev-4C.jpg



SWVA-HorsebackRiding-



SWVA-HorsebackRiding-



SWVA-HorsebackRiding-



SWVA-Kayaking-2C.jpg



SWVA-Kayaking-B&W.



SWVA-Kayaking-Rev-4C.



SWVA-Music-2C.jpg



SWVA-Music-B&W.jpg



SWVA-Music-Rev-4C.jpg



SWVA-RockClimbing-



SWVA-RockClimbing-



SWVA-RockClimbing-



# Southwest Virginia Photo Catalog

The beauty of the place is captured in photos. Feel free to use them to make your message more impactful.

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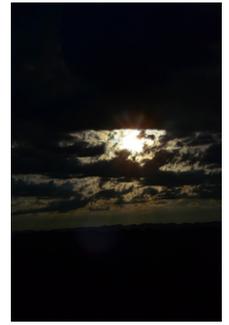
SWVA-1.jpg



SWVA-10.jpg



SWVA-100.jpg



SWVA-101.jpg



SWVA-102.jpg



SWVA-103.jpg



SWVA-104.jpg



SWVA-105.jpg



SWVA-106.jpg



SWVA-107.jpg



SWVA-108.jpg



SWVA-109.jpg



SWVA-11.jpg



SWVA-110.jpg



SWVA-111.jpg



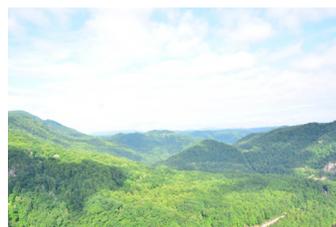
SWVA-112.jpg



SWVA-113.jpg



SWVA-114.jpg



SWVA-115.jpg



SWVA-116.jpg



SWVA-117.jpg



SWVA-118.jpg



SWVA-119.jpg



SWVA-12.jpg



SWVA-120.jpg



SWVA-121.jpg



SWVA-122.jpg



SWVA-123.jpg



SWVA-124.jpg



SWVA-125.jpg



SWVA-126.jpg



SWVA-127.jpg



SWVA-128.jpg



SWVA-129.jpg



SWVA-13.jpg



SWVA-130.jpg



SWVA-131.jpg



SWVA-132.jpg



SWVA-133.jpg



SWVA-134.jpg



SWVA-135.jpg



SWVA-136.jpg



SWVA-137.jpg



SWVA-138.jpg



SWVA-139.jpg



SWVA-14.jpg



SWVA-140.jpg



SWVA-141.jpg



SWVA-142.jpg



SWVA-143.jpg



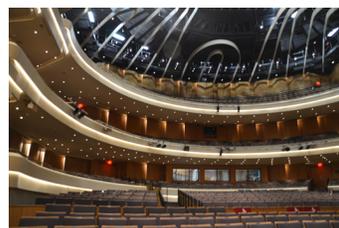
SWVA-144.jpg



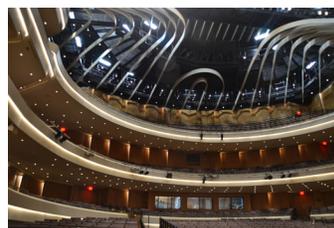
SWVA-145.jpg



SWVA-146.jpg



SWVA-147.jpg



SWVA-148.jpg



SWVA-149.jpg



SWVA-15.jpg



SWVA-150.jpg



SWVA-151.jpg



SWVA-152.jpg



SWVA-153.jpg



SWVA-154.jpg



SWVA-155.jpg



SWVA-156.jpg



SWVA-157.jpg



SWVA-158.jpg



SWVA-159.jpg



SWVA-16.jpg



SWVA-160.jpg



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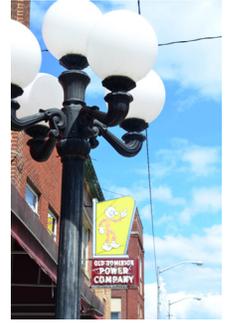
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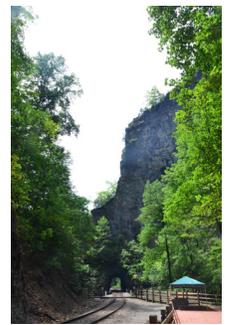
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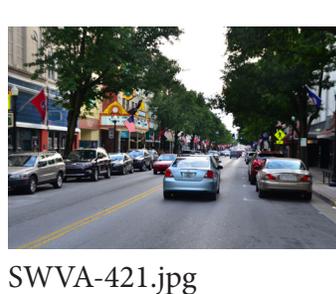
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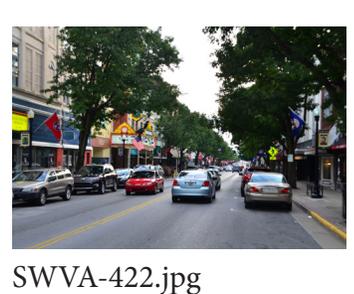
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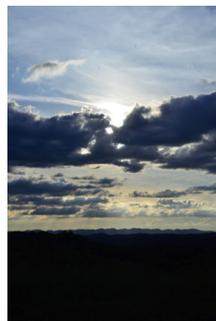
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SWVA-89.jpg



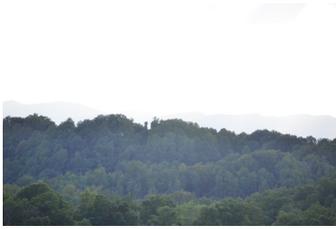
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