



Arnett Muldrow
& Associates

BRAND

STYLE GUIDE



Canton, Connecticut



We are Canton, Connecticut.

We are a community of history where farmers first settled in 1737. They cultivated land broken by hills and mountains into fertile farms, some of which continue to this day. We incorporated in 1806 as Canton – a place of hardworking people and residents that would go on to shape the history of our country. Twenty years later our town would become part of an industrializing nation with the establishment of the Collins Company that grew to become a leader in precision instruments cutting the way for development throughout the world.

We are a community tied to the land. Our creeks and streams flow through hills to the Farmington River Valley. We are stewards of this land not simply as a landscape to appreciate but as fields for farms and woods crossed with trails. We view the river not only as a place to observe but a respite from the rigors of day-to-day life where our people can swim, kayak, and canoe. Our rail bed continues to be an engine for our economy with cyclists and runners. We interpret our land at a nature center known throughout the region.

We are a community of families. Our kids grow up together in our schools. Life around family is important and we celebrate with events and activities throughout the year. Yet our young people are free to explore neighborhoods and a town where people look after one another.

We are a community of choices. Rural homes, neighborhoods, and a village center present a variety of options for living. Modern shopping and dining, charming stores and cafes, and a walk able village center, and an array of entertainment combine to contribute to the unique character of a place that is growing in an intentional way.

We are a community that knows that in order to preserve our character we must adapt to change. We have carefully crafted plans that seek to protect our landscapes and ensure that inevitable growth respects the uniqueness of this place. We look to the legacy of the mill that transformed our town understanding its potential to once again help define who we are.

We are one community comprised of different places, landscapes, and histories each layered together in a way that unites us as a town. In 1895, native son, congressman, and Medal of Honor recipient William E. Simonds said of Canton what can still be said today: “Canton is not a showy town, but is emphatically one of substance.” This substance, this strength, this vigor continues to this day.

We are Canton, Connecticut.

Authentic Community

Legitimus Communitas



Usage Control

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

Canton

Swatch Name: PANTONE 7454 C Color Mode: CMYK C: 65.16 % M: 36.49 % Y: 14.47 % K: 0.2 % Color Mode: RGB R: 97 G: 142 B: 181	Swatch Name: PANTONE 7480 C Color Mode: CMYK C: 86.06 % M: 0 % Y: 78.46 % K: 0 % Color Mode: RGB R: 0 G: 189 B: 112	Swatch Name: PANTONE 423 C Color Mode: CMYK C: 48.24 % M: 39.09 % Y: 39.39 % K: 3.5 % Color Mode: RGB R: 138 G: 140 B: 140	Swatch Name: PANTONE 7619 C Color Mode: CMYK C: 15.67 % M: 84.51 % Y: 86.24 % K: 4.64 % Color Mode: RGB R: 199 G: 75 B: 55	Swatch Name: PANTONE 460 C Color Mode: CMYK C: 10.08 % M: 10.18 % Y: 61.56 % K: 0 % Color Mode: RGB R: 232 G: 215 B: 126
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Collinsville

Main Street

Swatch Name: PANTONE 2728 C Color Mode: CMYK C: 94.77 % M: 78.08 % Y: 0 % K: 0 % Color Mode: RGB R: 0 G: 71 B: 186	Swatch Name: PANTONE 2925 C Color Mode: CMYK C: 75.88 % M: 24.78 % Y: 0 % K: 0 % Color Mode: RGB R: 0 G: 155 B: 222	Swatch Name: PANTONE 7725 C Color Mode: CMYK C: 99.65 % M: 20.92 % Y: 85.65 % K: 7.45 % Color Mode: RGB R: 0 G: 134 B: 86	Swatch Name: PANTONE 376 C Color Mode: CMYK C: 54.96 % M: 3.11 % Y: 100 % K: 0 % Color Mode: RGB R: 130 G: 188 B: 0	Swatch Name: PANTONE 389 C Color Mode: CMYK C: 24.49 % M: 0 % Y: 100 % K: 0 % Color Mode: RGB R: 207 G: 222 B: 0
Swatch Name: PANTONE 715 C Color Mode: CMYK C: 0 % M: 54.09 % Y: 93.3 % K: 0 % Color Mode: RGB R: 250 G: 141 B: 41	Swatch Name: PANTONE Orange 021 C Color Mode: CMYK C: 0 % M: 82.54 % Y: 100 % K: 0 % Color Mode: RGB R: 255 G: 80 B: 0	Swatch Name: PANTONE Bright Red C Color Mode: CMYK C: 0 % M: 90.12 % Y: 94.82 % K: 0 % Color Mode: RGB R: 255 G: 58 B: 30	Swatch Name: PANTONE 7628 C Color Mode: CMYK C: 24.14 % M: 95.41 % Y: 91.87 % K: 18.64 % Color Mode: RGB R: 163 G: 42 B: 41	

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.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 !@#\$%^&*(){}|:” < > ?

Adobe Caslon Pro

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 !@#\$%^&*(){}|:” < > ?

Kabel

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
123456789 {}|:” < > ?*

Adobe Caslon Pro Italic

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



Canton, Connecticut





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.





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LOGO

CATALOG



Canton, Connecticut





CANTON
CONNECTICUT
Canton Connecticut_Dark Red



CANTON
CONNECTICUT
Canton Connecticut_Grey



CANTON
CONNECTICUT
Canton Connecticut_Light Blue



CANTON
CONNECTICUT
Canton Connecticut_Light Green



CANTON
CONNECTICUT
Canton Connecticut_Light Red



CANTON
CONNECTICUT
Canton Connecticut_Orange



Canton Connecticut_White



Canton Icon_2C-Blacks



Canton Icon_2C-Blues



Canton Icon_2C-Greens



Canton Icon_2C-Reds



Canton Icon_2C-White-Blue



Canton Icon_2C-White-Green



Canton Icon_2C-White-Orange



Canton Icon_2C-White-Red



Canton Icon_4C



Canton Icon_Black



Canton Icon_Dark Blue



Canton Icon_Dark Green



Canton Icon_Dark Red



Canton Icon_Grey



Canton Icon_Light Blue



Canton Icon_Light Green



Canton Icon_Light Red



Canton Icon_Orange



Canton Icon_White



Canton Main Street_2C-Blacks



Canton Main Street_2C-Blues



Canton Main Street_2C-Greens



Canton Main Street_2C-Reds



Canton Main Street_2C-White-Blue



Canton Main Street_2C-White-Green



Canton Main Street_2C-White-Orange



Canton Main Street_2C-White-Red



Canton Main Street_4C-Blue



Canton Main Street_4C-White



Canton Main Street_Black



Canton Main Street_Dark Blue



Canton Main Street_Dark Green



Canton Main Street_Dark Red



Canton Main Street_Grey



Canton Main Street_Light Blue



Canton Main Street_Light Green



Canton Main Street_Light Red



Canton Main Street_Orange



Canton Main Street_White



Canton Seal_2C-Blacks



Canton Seal_2C-Blues



Canton Seal_2C-Greens



Canton Seal_2C-Reds



Canton Seal_4C



Canton Seal_Black



Canton Seal_Dark Blue



Canton Seal_Dark Green



Canton Seal_Dark Red



Canton Seal_Light Blue



Canton Seal_Orange



Canton Seal_White



Chamber of Commerce_2C-Blues



Chamber of Commerce_2C-White-Blue

CANTON
Chamber of Commerce
Chamber of Commerce_Black

CANTON
Chamber of Commerce
Chamber of Commerce_Dark Blue

CANTON
Chamber of Commerce
Chamber of Commerce_Grey

CANTON
Chamber of Commerce
Chamber of Commerce_Light Blue

CANTON
Chamber of Commerce
Chamber of Commerce_White


Collinsville
CONNECTICUT
Collinsville-Connecticut_2C-Blacks


Collinsville
CONNECTICUT
Collinsville-Connecticut_2C-Blues


Collinsville
CONNECTICUT
Collinsville-Connecticut_2C-Greens


Collinsville
CONNECTICUT
Collinsville-Connecticut_2C-Red-Blue


Collinsville
CONNECTICUT
Collinsville-Connecticut_2C-Reds


Collinsville
CONNECTICUT
Collinsville-Connecticut_Black


Collinsville
CONNECTICUT
Collinsville-Connecticut_Dark Blue


Collinsville
CONNECTICUT
Collinsville-Connecticut_Dark Green


Collinsville
CONNECTICUT
Collinsville-Connecticut_Dark Red


Collinsville
CONNECTICUT
Collinsville-Connecticut_Grey


Collinsville
CONNECTICUT
Collinsville-Connecticut_Light Blue


Collinsville
CONNECTICUT
Collinsville-Connecticut_Light Green


Collinsville
CONNECTICUT
Collinsville-Connecticut_Light Red


Collinsville
CONNECTICUT
Collinsville-Connecticut_Orange


Collinsville
CONNECTICUT
Collinsville-Connecticut_White



Collinsville-Icon_Black



Collinsville-Icon_Dark Blue



Collinsville-Icon_Dark Green



Collinsville-Icon_Dark Red



Collinsville-Icon_Grey



Collinsville-Icon_Light Blue



Collinsville-Icon_Light Green



Collinsville-Icon_Light Red



Collinsville-Icon_Orange



Collinsville-Icon_White



LEGITIMUS
Collinsville-Tagline_2C-Blacks



LEGITIMUS
Collinsville-Tagline_2C-Blues



LEGITIMUS
Collinsville-Tagline_2C-Greens



LEGITIMUS
Collinsville-Tagline_2C-Red-Blue



LEGITIMUS
Collinsville-Tagline_2C-Reds



LEGITIMUS
Collinsville-Tagline_Black



LEGITIMUS
Collinsville-Tagline_Dark Blue



LEGITIMUS
Collinsville-Tagline_Dark Green



LEGITIMUS
Collinsville-Tagline_Dark Red



LEGITIMUS
Collinsville-Tagline_Grey



LEGITIMUS
Collinsville-Tagline_Light Blue



LEGITIMUS
Collinsville-Tagline_Light Green



LEGITIMUS
Collinsville-Tagline_Light Red



LEGITIMUS
Collinsville-Tagline_Orange



LEGITIMUS
Collinsville-Tagline_White



Crown Icon_2C-Blacks



Crown Icon_2C-Blues



Crown Icon_2C-Greens



Crown Icon_2C-Reds



Crown Icon_2C-White-Blue



Crown Icon_2C-White-Green



Crown Icon_2C-White-Orange



Crown Icon_2C-White-Red



Crown Icon_4C-Blue



Crown Icon_4C-White



Crown Icon_Black



Crown Icon_Dark Blue



Crown Icon_Dark Green



Crown Icon_Dark Red



Crown Icon_Grey



Crown Icon_Light Blue



Crown Icon_Light Green



Crown Icon_Light Red



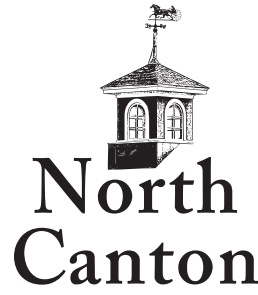
Crown Icon_Orange



Crown Icon_White



CONNECTICUT
North Canton_2C



CONNECTICUT
North Canton_Black



CONNECTICUT
North Canton_Dark Green



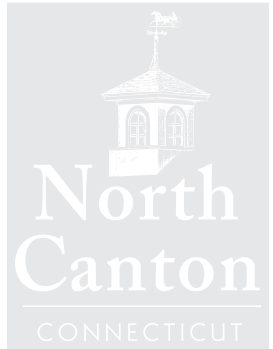
CONNECTICUT
North Canton_Dark Red



CONNECTICUT
North Canton_Light Blue



CONNECTICUT
North Canton_Orange



CONNECTICUT
North Canton_White



PARKS & REC
Parks & Rec_2C-Blacks



PARKS & REC
Parks & Rec_2C-Blues



PARKS & REC
Parks & Rec_2C-Greens



PARKS & REC
Parks & Rec_2C-Reds



PARKS & REC
Parks & Rec_Black



PARKS & REC
Parks & Rec_Dark Blue



PARKS & REC
Parks & Rec_Dark Green



PARKS & REC
Parks & Rec_Dark 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
& Associates

PHOTO

CATALOG



Canton, Connecticut



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DSC_5229.JPG



DSC_5230.JPG



DSC_5231.JPG



DSC_5232.JPG



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DSC_5238.JPG



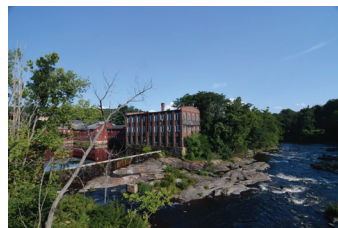
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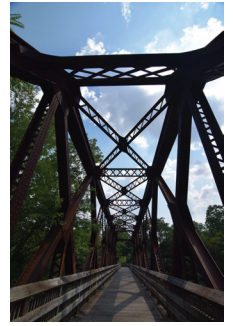
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DSC_5344.JPG



Arnett Muldrow
& Associates

ADVERTISING CATALOG



Canton, Connecticut



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.



Legitimately, we are the schist.

VisitCollinsville.com

Proud Member of





CANTON
MAIN STREET



Authentic experiences.



CantonMainStreet.com



VisitCollinsville.com



Authentic outdoors.



Collinsville

LEGITIMUS

VisitCollinsville.com



Authentic history.

VisitCollinsville.com



Authentic community.

VisitCollinsville.com

Authentic character



Ximporitia poria voluptit vitioire sum iuscim ullorerum que comnis
aut liquae sae pratest et rehent bla places seque nos eum eserferum
autectae et voluptat occae. Optatecabo. Ullab im harchiciis modit vel
ilit officipit volor sitis ra doloris tistini eniendis etur?
Ut quat mi, ut faccull aborum earumquam re volo enim lique et exped
quaerferia non etur am esectem ratem ipisque perchit, sitaque sim qui
omniendae officabor aceatur rerupta tatiumqFicaborrovid ea cus ut
corrorro ommost, ent as porrum, conecum escipsam, eum quae expe.

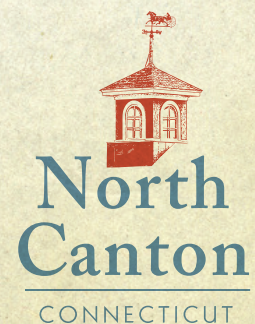


Authentic history



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Authentic adventures



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LEGITIMUS



Shop authentic



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Dine authentic



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