



Arnett Muldrow
& Associates

BRAND

STYLE GUIDE



Delaware
BAYSHORE
BYWAY



Brand Statement

We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins. Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.

We are wildlife refuges, walking trails, biking paths & a National Park. We are at the intersection of preservation and conservation, without any congestion. We are the absolute opposite of beach traffic.

We invite you to explore this amazing path.

We encourage you to get lost in our past.

We are excited for you to discover our hidden gems.

We are the Delaware Bayshore- All American, All Natural.



Usage Control

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

Augustine | Woodland | Pickering | Kitts Hummock | Bowers



Delaware
BAYSHORE
Beaches

South Bowers | Slaughter | Prime Hook | Broadkill | Lewes

Newcastle | Delaware City | Port Penn | Leipsic



Delaware
BAYSHORE
River Towns

Little Creek | Frederica | Milford | Milton



BAYSHORE
Home Grown
AGRICULTURE of the BAYSHORE COAST

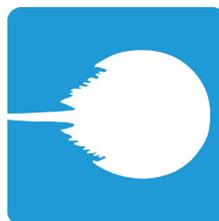
BAYSHORE
BYWAY

All American, All Natural



Delaware
BAYSHORE
DELAWARE CITY | PORT PENN | LEIPSIC | BOWERS BEACH
CRAB CAKE
Festival

BAYSHORE
BYWAY



BAYSHORE
Farm Fresh
FARMERS MARKETS & FARM STANDS of the BAYSHORE



Logo Size & Spacing

The size and spacing of the Bayshore Byway 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 Bayshore Byway brand.



Change Colors



Scale Elements



Outline Elements



Rotate Elements



Stretch the Logo



Move Elements



Use Photographic Backgrounds

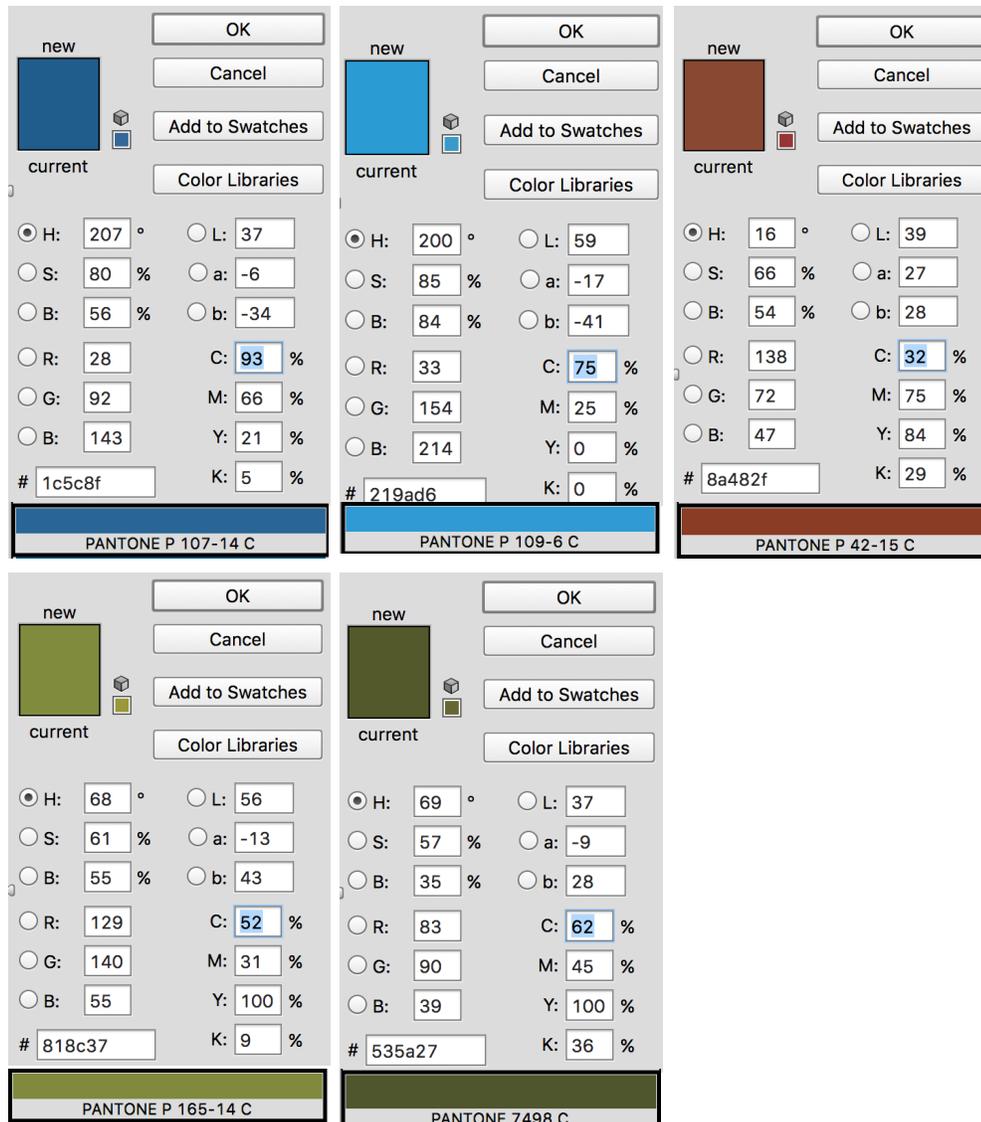


Use as a Wallpaper



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.

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

ADOBE CASLON

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

FREELAND

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

Bayshore Byway



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



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.



Americian.jpg

Augustine | Woodland | Pickering | Kitts Hummock | Bowers



South Bowers | Slaughter | Prime Hook | Broadkill | Lewes

Bayshore-Beaches-4C.jpg

Augustine | Woodland | Pickering | Kitts Hummock | Bowers



South Bowers | Slaughter | Prime Hook | Broadkill | Lewes

Bayshore-Beaches-SM.jpg



Bayshore-Del-4C.jpg



Bayshore-Del-B&W.jpg



Bayshore-Del-Blue.jpg



Bayshore-Del-Brick.jpg



Bayshore-Del-DkBlue.jpg



Bayshore-Del-DkGreen.jpg



Bayshore-Del-Gray.jpg



Bayshore-Del-Green.jpg



Bayshore-Del-Rev-B&W.jpg



Bayshore-Del-Rev-Blue.jpg



Bayshore-Del-Rev-Brick.jpg



Bayshore-Del-Rev-DkBlue.jpg



Bayshore-Del-Rev-DkGreen.jpg



Bayshore-Del-Rev-Gray.jpg



Bayshore-Del-Rev-Green.jpg



Newcastle | Delaware City | Port Penn | Leipsic



Delaware
BAYSHORE
River Towns

Little Creek | Frederica | Milford | Milton

Bayshore-Rivertowns-4C.jpg

Newcastle | Delaware City | Port Penn | Leipsic



BAYSHORE
River Towns

Little Creek | Frederica | Milford | Milton

Bayshore-Rivertowns-SM.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-4C.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-B&W.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-Blue.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-Brick.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-DkBlue.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-DkGreen.jpg



Delaware
BAYSHORE

All American, All Natural

Bayshore-Tag-Gray.jpg



Bayshore-Tag-Green.jpg



Bayshore-Tag-Rev-B&W.jpg



Bayshore-Tag-Rev-Blue.jpg



Bayshore-Tag-Rev-Brick.jpg



Bayshore-Tag-Rev-DkBlue.jpg



Bayshore-Tag-Rev-DkGreen.jpg



Bayshore-Tag-Rev-Gray.jpg



Bayshore-Tag-Rev-Green.jpg



BayshoreByway-4C.jpg



BayshoreByway-B&W.jpg



BayshoreByway-Blue.jpg



BayshoreByway-Brick.jpg



BayshoreByway-Del-4C.jpg



BayshoreByway-Del-B&W.jpg



BayshoreByway-Del-Blue.jpg



BayshoreByway-Del-Brick.jpg



BayshoreByway-Del-DkBlue.jpg



BayshoreByway-Del-DkGreen.jpg



BayshoreByway-Del-Gray.jpg



BayshoreByway-Del-Green.jpg



BayshoreByway-Del-Rev-B&W.jpg



BayshoreByway-Del-Rev-Blue.jpg



BayshoreByway-Del-Rev-Brick.jpg



BayshoreByway-Del-Rev-DkBlue.



BayshoreByway-Del-Rev-DkGreen.



BayshoreByway-Del-Rev-Gray.jpg



BayshoreByway-Del-Rev-Green.jpg



BayshoreByway-DkBlue.jpg



BayshoreByway-DkGreen.jpg



BayshoreByway-Full-4C.jpg



BayshoreByway-Full-B&W.jpg



BayshoreByway-Full-Blue.jpg



BayshoreByway-Full-Brick.jpg



BayshoreByway-Full-DkBlue.jpg



BayshoreByway-Full-DkGreen.jpg



BayshoreByway-Full-Gray.jpg



BayshoreByway-Full-Green.jpg



BayshoreByway-Full-Rev-B&W.jpg



BayshoreByway-Full-Rev-Blue.jpg



BayshoreByway-Full-Rev-Brick.jpg



BayshoreByway-Full-Rev-DkBlue.



BayshoreByway-Full-Rev-DkGreen.



BayshoreByway-Full-Rev-Gray.jpg



BayshoreByway-Full-Rev-Green.jpg



BayshoreByway-Gray.jpg



BayshoreByway-Green.jpg



BayshoreByway-Rev-B&W.jpg



BayshoreByway-Rev-Blue.jpg



BayshoreByway-Rev-Brick.jpg



BayshoreByway-Rev-DkBlue.jpg



BayshoreByway-Rev-DkGreen.jpg



BayshoreByway-Rev-Gray.jpg



BayshoreByway-Rev-Green.jpg



BayshoreByway-Sm-4C.jpg



BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-B&W.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-Blue.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-Brick.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-DkBlue.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-DkGreen.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-Gray.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Sm-Green.jpg



BayshoreByway-Sm-Rev-B&W.jpg



BayshoreByway-Sm-Rev-Blue.jpg



BayshoreByway-Sm-Rev-Brick.jpg



All American, All Natural
BayshoreByway-Sm-Rev-DkBlue.



BayshoreByway-Sm-Rev-DkGreen.



BayshoreByway-Sm-Rev-Gray.jpg



BayshoreByway-Sm-Rev-Green.jpg



All American, All Natural
BayshoreByway-tag-4C.jpg



All American, All Natural
BayshoreByway-Tag-B&W.jpg



All American, All Natural
BayshoreByway-Tag-Blue.jpg



All American, All Natural
BayshoreByway-Tag-Brick.jpg



BayshoreByway-Tag-DkBlue.jpg



BayshoreByway-Tag-DkGreen.jpg



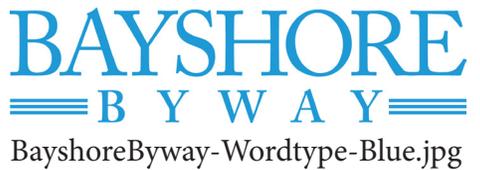
BayshoreByway-Tag-Gray.jpg



BayshoreByway-Tag-Green.jpg



BayshoreByway-Wordtype-B&W.



BayshoreByway-Wordtype-Blue.jpg



BayshoreByway-Wordtype-Brick.



BayshoreByway-Wordtype-DkBlue.



BayshoreByway-Wordtype-Dk-



BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Wordtype-Gray.jpg

BAYSHORE
≡ B Y W A Y ≡

BayshoreByway-Wordtype-Green.



BayshoreByway-Word-



BayshoreByway-Word-



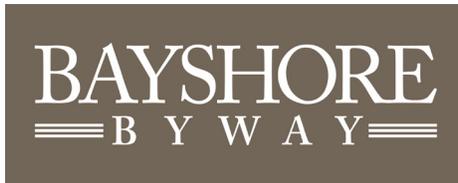
BayshoreByway-Word-



BayshoreByway-Word-



BayshoreByway-Word-



BayshoreByway-Word-



BayshoreByway-Word-



CrabCakeFestival-4C.jpg



CrabCakeFestival-B&W.jpg



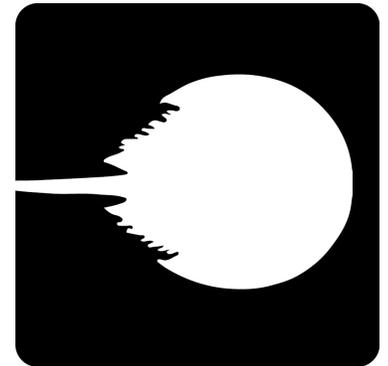
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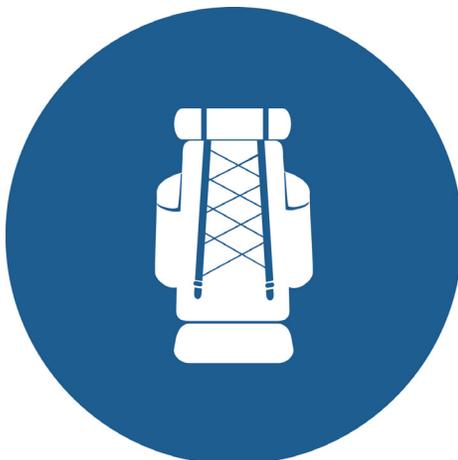
HomeGrown-4C.jpg



Icon-Archery.jpg



Icon-B&W.jpg



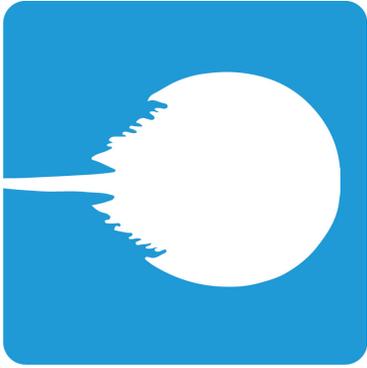
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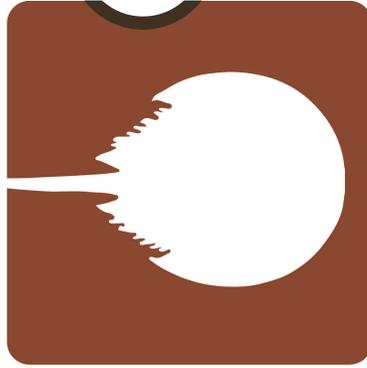
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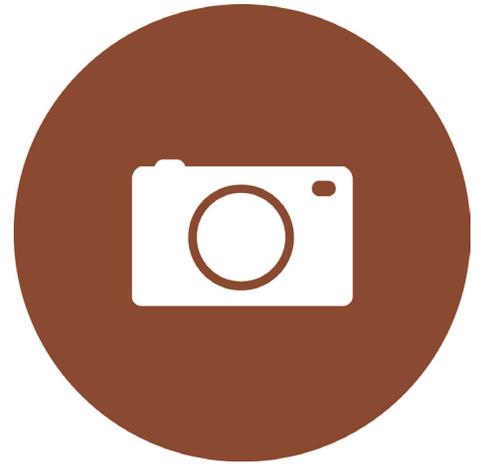
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Icon-Blue.jpg



Icon-Brick.jpg



Icon-camera.jpg



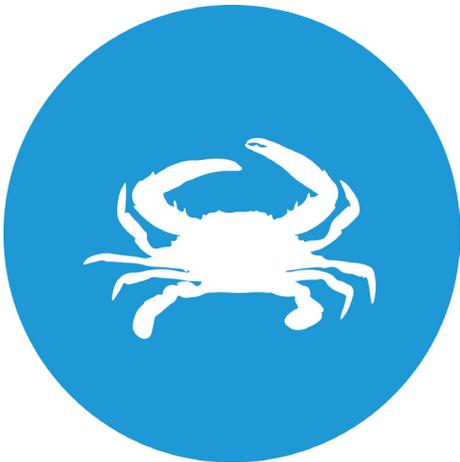
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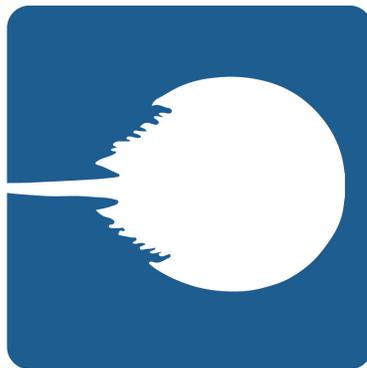
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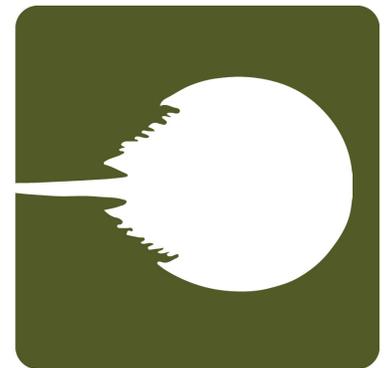
Icon-compass.jpg



Icon-Crab.jpg



Icon-DkBlue.jpg



Icon-DkGreen.jpg



Icon-Duck.jpg



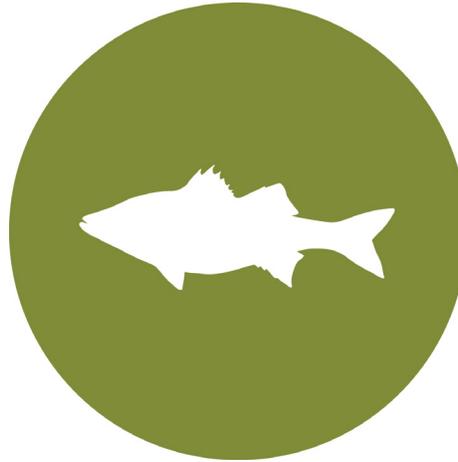
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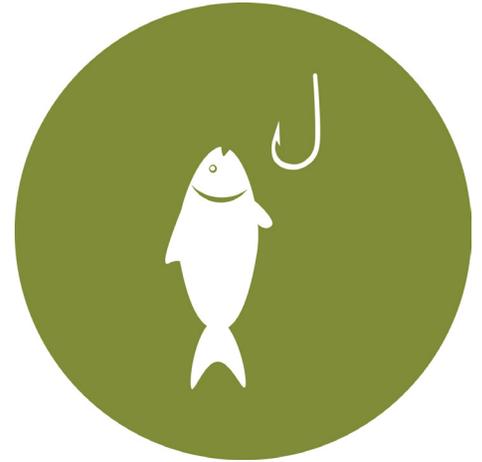
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Icon-fire.jpg



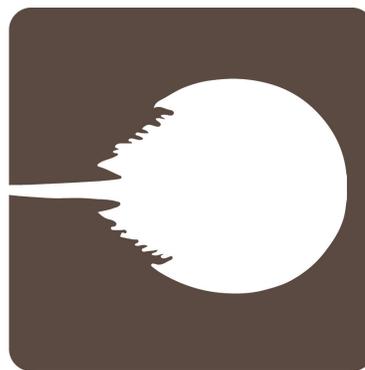
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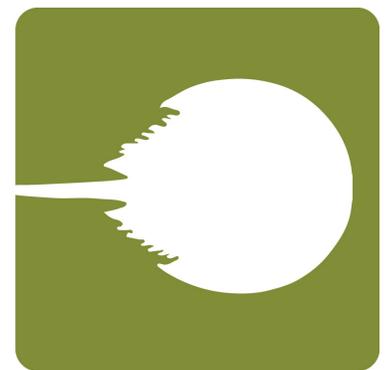
Icon-Fishing.jpg



Icon-Flag.jpg



Icon-Gray.jpg



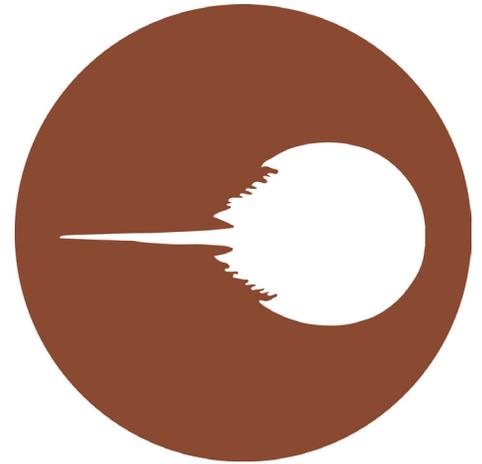
Icon-Green.jpg



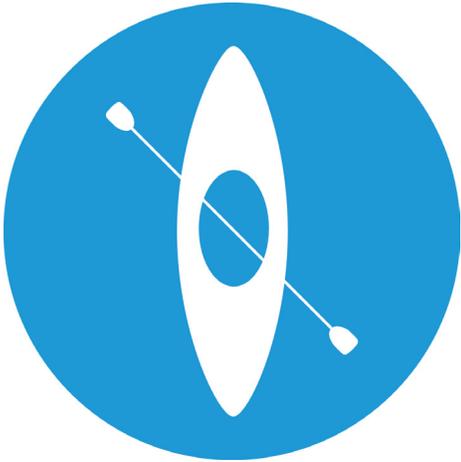
Icon-hikingboot.jpg



Icon-hook.jpg



Icon-horseshoe.jpg



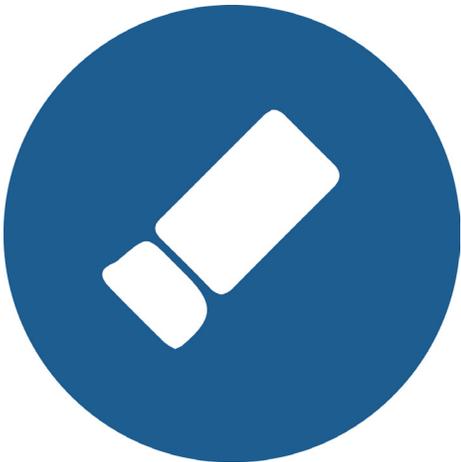
Icon-Kayak.jpg



Icon-lure.jpg



Icon-Revolution.jpg



Icon-Shotgun Shell.jpg



Icon-sign.jpg



Icon-SleepingBag.jpg



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PHOTO

CATALOG

Bayshore Byway



Bayshore Byway

Bayshore-1.jpg



Bayshore-10.jpg



Bayshore-100.jpg



Bayshore-101.jpg



Bayshore-102.jpg



Bayshore-103.



Bayshore-104.



Bayshore-105.jpg



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Bayshore-107.jpg



Bayshore-108.jpg



Bayshore-109.jpg



Bayshore-11.jpg



Bayshore-110.jpg



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Bayshore-113.



Bayshore-114.jpg



Bayshore-115.jpg



Bayshore-116.jpg



Bayshore-117.jpg



Bayshore-118.jpg



Bayshore-119.



Bayshore-12.jpg



Bayshore-120.



Bayshore-121.



Bayshore-122.



Bayshore-123.



Bayshore-124.



Bayshore-125.jpg



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Bayshore-149.jpg



Bayshore-15.jpg



Bayshore-150.jpg



Bayshore-151.jpg



Bayshore-152.jpg



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Bayshore-158.jpg



Bayshore-159.jpg



Bayshore-16.jpg



Bayshore-160.jpg



Bayshore-161.jpg



Bayshore-162.jpg



Bayshore-163.jpg



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Bayshore-166.jpg



Bayshore-167.jpg



Bayshore-168.jpg



Bayshore-169.jpg



Bayshore-17.jpg



Bayshore-170.jpg



Bayshore-171.



Bayshore-172.



Bayshore-173.jpg



Bayshore-174.jpg



Bayshore-175.jpg



Bayshore-176.



Bayshore-177.



Bayshore-178.jpg



Bayshore-179.jpg



Bayshore-18.jpg



Bayshore-180.jpg



Bayshore-181.jpg



Bayshore-182.jpg



Bayshore-183.jpg



Bayshore-184.jpg



Bayshore-185.jpg



Bayshore-186.jpg



Bayshore-187.jpg



Bayshore-188.jpg



Bayshore-189.jpg



Bayshore-19.jpg



Bayshore-190.jpg



Bayshore-191.jpg



Bayshore-192.jpg



Bayshore-193.jpg



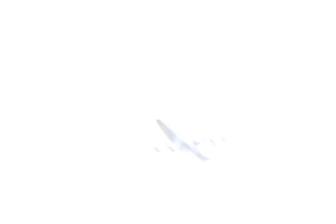
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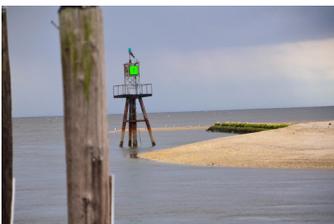
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Arnett Muldrow
& Associates

ADVERTISING CATALOG

Bayshore Byway



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.

Stories of Red Coats & Red Knots



We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins.

Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.





Walk on Water.



We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins. Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.

We are wildlife refuges, walking trails, biking paths & a National Park. We are at the intersection of preservation and conservation, without any congestion. We are the absolute opposite of beach traffic.

We invite you to explore this amazing path.

We encourage you to get lost in our past.

We are excited for you to discover our hidden gems.

We are the Delaware Bayshore- All American, All Natural.



Delaware
BAYSHORE
BYWAY

All American, All Natural



The Birth of Our Nation.

We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins. Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.

We are wildlife refuges, walking trails, biking paths & a National Park. We are at the intersection of preservation and conservation, without any congestion. We are the absolute opposite of beach traffic.

We invite you to explore this amazing path.

We encourage you to get lost in our past.

We are excited for you to discover our hidden gems.

We are the Delaware Bayshore- All American, All Natural.



Delaware
BAYSHORE
BYWAY

All American, All Natural



Faith & Flavor

We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins. Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.



All American, All Natural

Bayshore Byway

We are wildlife refuges, walking trails, biking paths & a National Park. We are at the intersection of preservation and conservation, without any congestion. We are the absolute opposite of beach traffic.



All American. All Natural

We are the fields, farms, marshes, rivers and beaches of the Delaware Bayshore, stretching 100 miles along one of the richest natural regions in the nation.

We are the stories of the birth of our nation, the creation of the First State, the ratification of independence and the protection of our freedom.

We are the tales of forts, fire towers & floating cabins. Where crabbing is a way of life, birding can be a daily escape, hiking comes naturally, and the water beckons for you to explore its many meanderings.

We are the beaches & rivertowns that create many rich communities, unique places, and passionate people. We are the places you escape to, and the places we escape in everyday.

We are wildlife refuges, walking trails, biking paths & a National Park. We are at the intersection



Delaware
BAYSHORE
BYWAY

All American, All Natural



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 Bayshore Byway 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.

signature

name : arnett muldrow & associates

phone : 864.275.5892

website : www.arnettmuldrow.com

address : 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.

Counters signing this statement forms your contractual acceptance of the Copyright Transfer Form and the terms thus set out.

signature