

# Dover, Delaware

## *Branding & Marketing*



plan.preserve.promote.

ARNETTMULDROW  
& ASSOCIATES

# Brand Statement

Patriotism happens here. Over pints of ale at the Golden Fleece Tavern, our leaders acted first, making Delaware our nation's first state. Over two centuries later, American Pride still shines bright as we welcome home our nations fallen heroes with honor and respect at Dover Air Force Base.

# Brand Statement

Education happens here. From Wesley College to Delaware State, from Wilmington University to Delaware Tech, Dover is growing and nurturing the nations future leaders.

# Brand Statement

Business happens here. Our Robust and growing business community is producing products that span the world, whether celebrating with family over a box of Stove top or producing the spacesuits that took Neil Armstrong into space. And new growth can be seen around every corner, whether the amazing expansion at BayHealth Medical Center, or the creation of the Northeast region's largest solar park, Dover's progressive spirit is hard to miss.

# Brand Statement

Fun happens here. Whether walking the streets of Dover Days or filling the stands twice a year, when Dover International Speedway transforms our city into the largest in the state. We proudly celebrate this amazing town that offers so much while still preserving our unique character.

# Brand Statement

Life happens here. We are capital city with small town charm. Every spring, our historic downtown and beautiful Green come alive with seasonal flowers and strolling families. From the Brick Sidewalks of Loockerman Street to the Bustling Businesses of Dupont Highway, we are a community that is excited about our future. Whether our new library downtown, or our new neighborhoods at Eden Hill Farm, we are proudly preserving our past while moving with energy and vision towards our Future.

# Brand Statement

We invite you to come explore Dover, the Capital City of the First State, Where small town and big opportunity meet. We are excited for you to be our guest, and we look forward to helping you see the best side of our home. We are Dover, and we are Historically Happening.





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*Dover*  
*Days*





Welcome to  
Historic  
Downtown

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National Register  
Historic District

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- ▲ Historic Downtown
- ▲ Library
- ▲ Visitors Center

Lockerman Street

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- ▲ Historic Downtown
- ▲ Biggs Museum
- ▲ Visitor Center

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# Dover is Really Taking Off.



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**U.S. AIR FORCE**

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# Winners Circle.



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Blooming.



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Explore.



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# Our Origin Story



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# Performing Arts



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## A Walk in Our Shoes.

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Capital city.

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