

newark  
**fourth**  
**ANNUAL**

A Newark Neighborhood Perspective

**newark  
NOW**

*Cordially invites you  
to attend the fourth annual*

How I See It was created to allow Newark residents to capture what motivates their community involvement and their passions about their neighborhoods. Armed with a camera and basic photography training, these select residents photograph scenes that illustrate the spirit of their neighborhoods.

**HOW  
I SEE  
IT.**

THE MOST INSPIRING PHOTOS ARE THEN SELECTED AND PUT ON DISPLAY FOR SALE THE NIGHT OF THE EXHIBIT. PROCEEDS FROM AUCTION SALES BENEFIT THEIR RESPECTIVE ORGANIZATION.

**newark  
NOW**

89 James Street  
Newark, NJ 07102  
(973) 733-3400

**NEWARK NOW**  
HOW I SEE IT - INVITE

**fourth  
ANNUAL**

**HOW I SEE IT.**

Name .....

Company .....

Address .....

City .....

Phone .....

E-mail .....

make checks payable to  
Newark Now  
fully tax  
Newark





RED  
BULLS

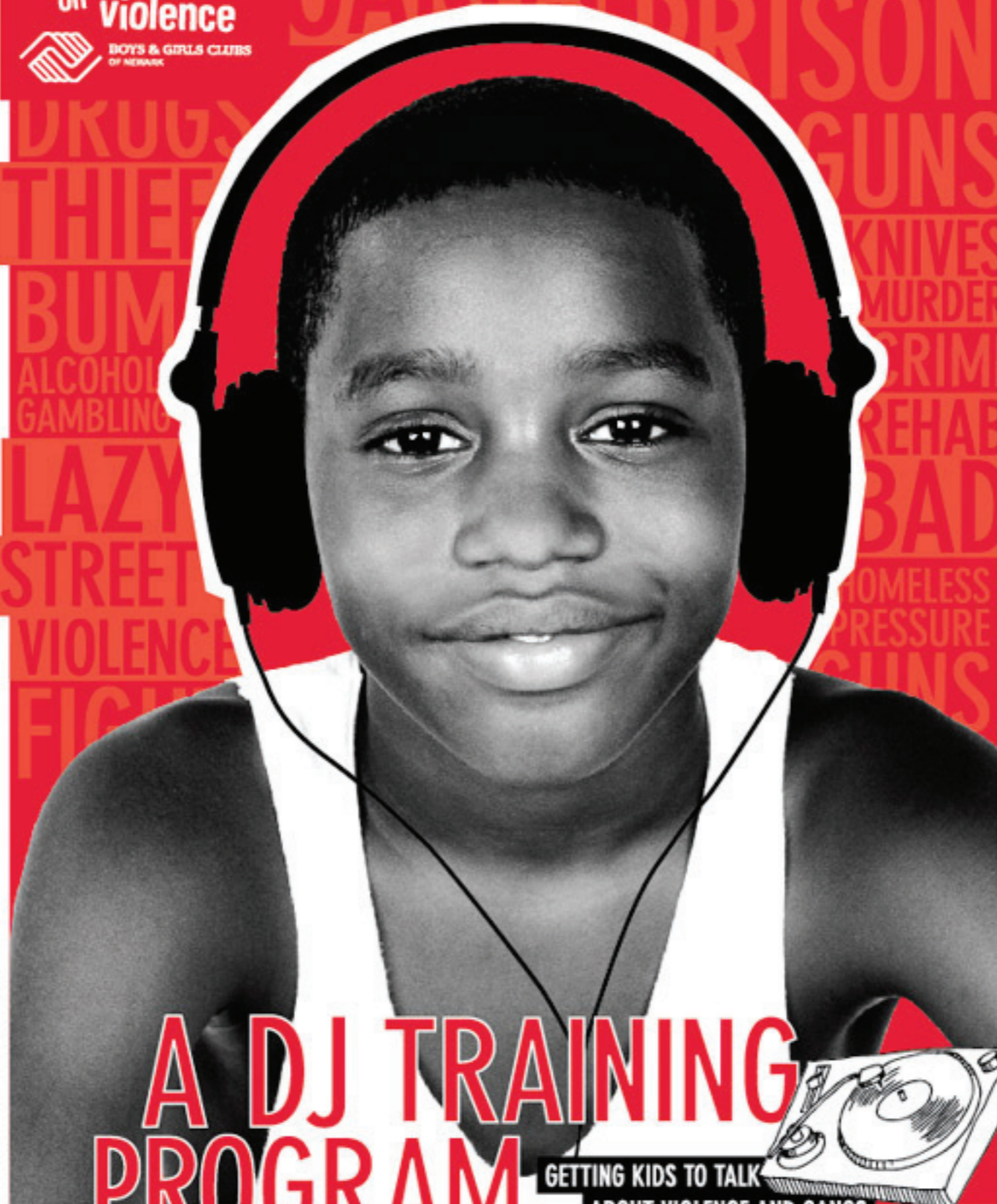
DEVILS



GNCVB - NEWARK TROLLEY  
BRANDING & WEBSITE

**TURNING THE TABLES**  
on violence  
BOYS & GIRLS CLUBS  
OF NEWARK

YOU'RE WORTHLESS  
GANGS  
ADDICTION  
YOU CAN'T DO THAT  
PRISON  
DRUGS  
GUNS  
THIEF  
KNIVES  
BUM  
MURDER  
ALCOHOL  
CRIME  
GAMBLING  
REHAB  
LAZY  
BAD  
STREET  
HOMELESS  
VIOLENCE  
PRESSURE  
FIGHT



# A DJ TRAINING PROGRAM

GETTING KIDS TO TALK  
ABOUT VIOLENCE AND GANGS



BOYS & GIRLS CLUB OF NEWARK  
TURNING THE TABLES ON VIOLENCE



**EL INFORME 78**  
PUSO EN PRISIÓN A UN NARCOTRAFICANTE.

**EL INFORMANTE  
RECIBIÓ \$2000.**

**1-877-NWK-TIPS**  
CRIMESTOPPERSNWK.COM  
LLAME O ENVÍE TEXTO ANÓNIMAMENTE | LLAME AL 1-877-695-8477

**Crime Stoppers** | PARA ENVIAR UNA DENUNCIA ANÓNIMA ENVÍE UN TEXTO AL 274637 CON NWKTIPS Y LUEGO SU MENSAJE

**TIP152**  
LED TO A MURDER ARREST.

**THE CALLER**  
GOT PAID \$2000.

**1-877-NWK-TIPS**  
CRIMESTOPPERSNWK.COM  
CALL OR TEXT ANONYMOUSLY | CALL 1-877-695-8477

**Crime Stoppers** | LLAME O ENVÍE TEXTO ANÓNIMAMENTE.  
LLAME AL 1-877-695-8477.

CRIME STOPPERS NEWARK  
BRANDING & COLLATERAL





JACKSON HEWITT  
NASCAR PAINT SCHEME & DIE-CAST







JACKSON HEWITT  
NASCAR PAINT SCHEME & DIE-CAST

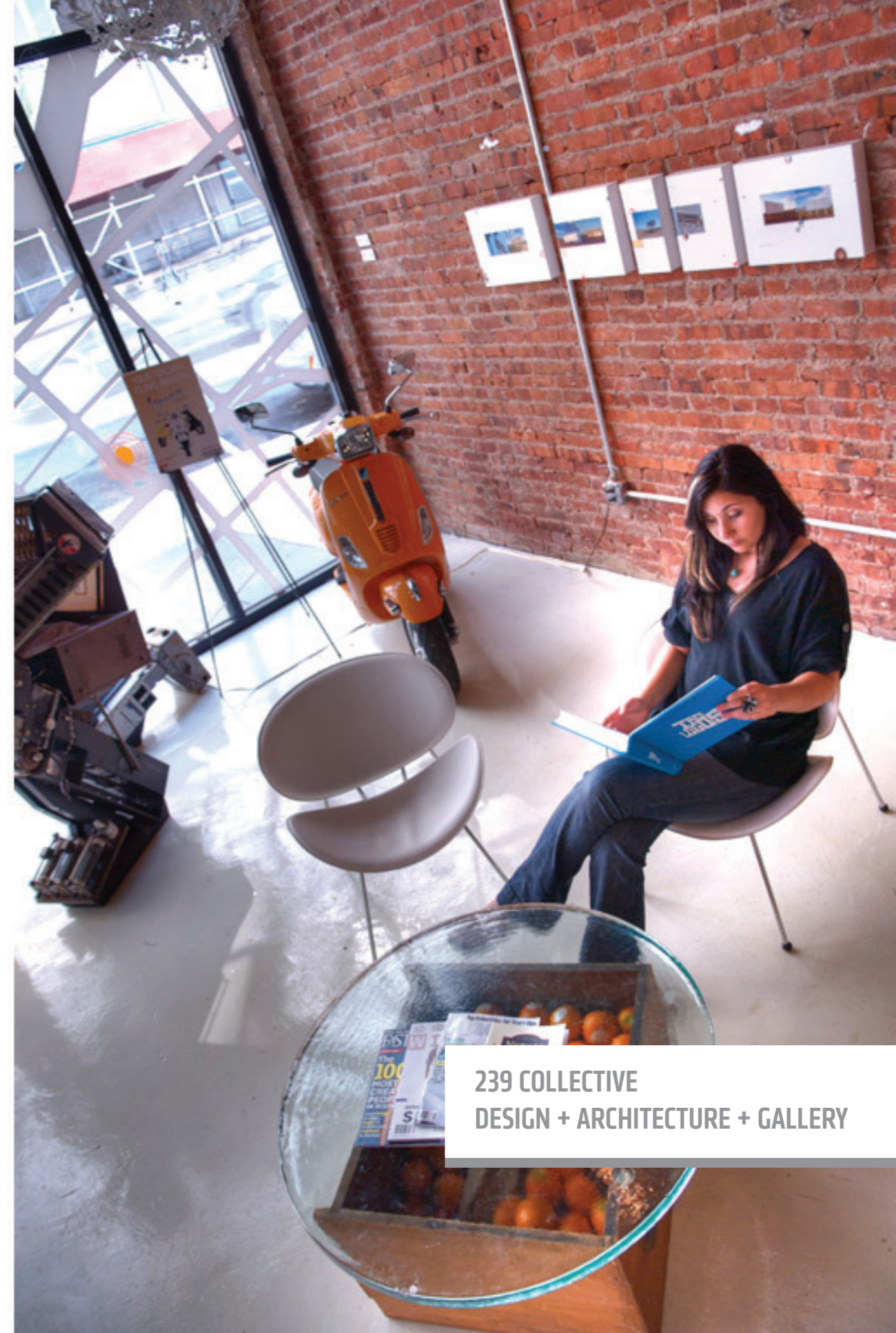




← Offices  
← MARKET PLAZA  
← Amish Market

THE SHOPS AT ATLAS PARK  
LIFESTYLE CENTER





239 COLLECTIVE  
DESIGN + ARCHITECTURE + GALLERY





Westinghouse  
SAFETY SWITCH

YOUR ITALIAN  
FLING AWAYS







TRITONIC

Office workstation area featuring a printer, a laptop, and a person working at a desk.

Reception desk with brochures, a small decorative object, and a computer monitor.

Archway structure with large circular objects, possibly part of an exhibit or installation.











K39 WESTSIDE



GAMBEKI CUSTOM SHIRTS

LITTLE FISH

WALKER PHOTOGRAPHY

clean it green make it new

DRUG-FREE SCHOOL ZONE





201 434 1000  
LivingOnThePark.com

New Jersey  
WUF 68F  
Garden State

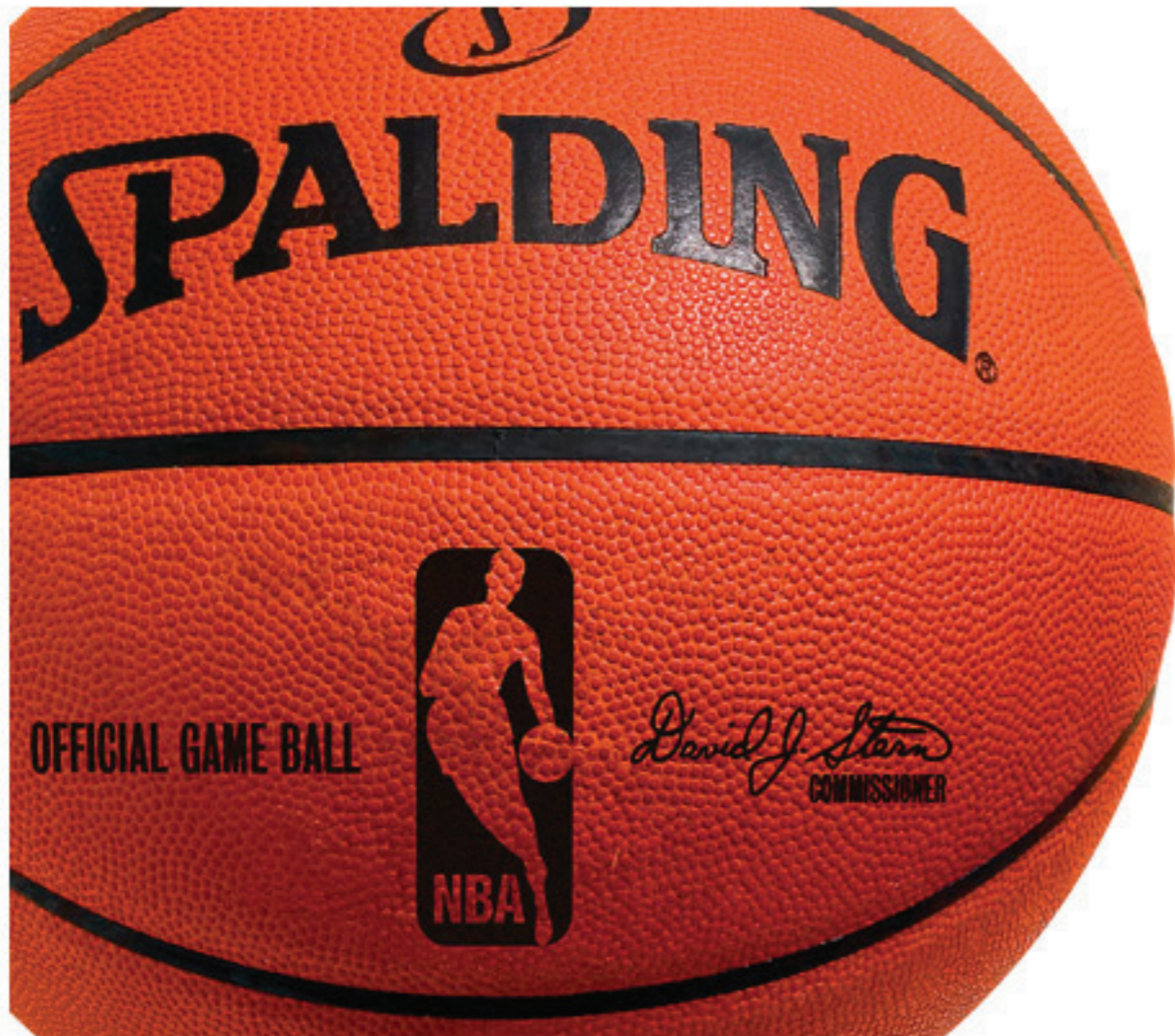
HAMILTON SQUARE



**This is all the  
car you need.**  
Walkable Living.  
HAMILTON SQUARE

HAMILTON SQUARE, JERSEY CITY  
WALKABLE LIVING CAMPAIGN





Newark Rocks the



**DRAFT 11**

**THUR JUNE 23, 2011**

**TICKETS** LEARN MORE ►

NBA DRAFT - NEWARK  
BRANDING & COLLATERAL

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Prudential Cent

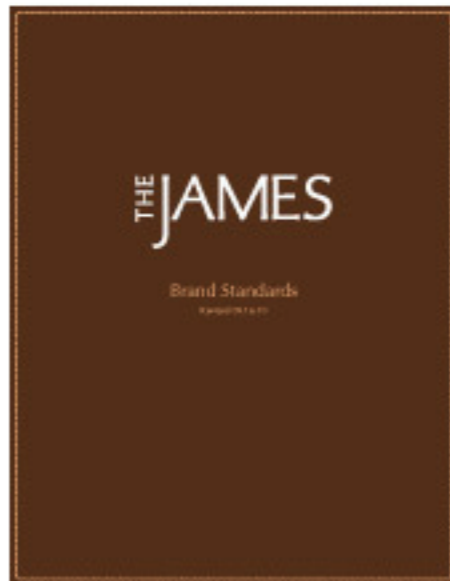
T I A M S T

COMMUNITY  
Caravan

NBA

NBA DRAFT - NEWARK  
BRANDING & COLLATERAL





### Logo Sizing

**Minimum Logo Size**

Minimum logo size is 100 pixels wide and 50 pixels high. For other applications, please refer to the specifications below for minimum logo size. Minimum logo size is 100 pixels wide and 50 pixels high.

**Minimum Logo Size for Social Media**

Minimum logo size is 100 pixels wide and 50 pixels high. For other applications, please refer to the specifications below for minimum logo size. Minimum logo size is 100 pixels wide and 50 pixels high.

### Logo Color

To ensure the logo is clear and legible, please use the colors specified below.

### Stitching

For all stitching, please use the colors specified below. For other applications, please refer to the specifications below for minimum logo size. Minimum logo size is 100 pixels wide and 50 pixels high.

### Primary Color Palette

Minimum logo size is 100 pixels wide and 50 pixels high. For other applications, please refer to the specifications below for minimum logo size. Minimum logo size is 100 pixels wide and 50 pixels high.

PMS 476	PMS 400	PMS 360
C: 11 M: 30 Y: 50 K: 40	C: 5 M: 24 Y: 42 K: 5	C: 5 M: 16 Y: 75 K: 5
P: 54 M: 40 Y: 24	P: 25 M: 30 Y: 25	P: 24 M: 37 Y: 21

### Sell Sheets

### Launch Ads

Minimum logo size is 100 pixels wide and 50 pixels high. For other applications, please refer to the specifications below for minimum logo size. Minimum logo size is 100 pixels wide and 50 pixels high.





27 Grand Street  
 New York NY 10013  
 p 212-465-2000 | 212-201-9117  
 reservations: 888-JAMES-78  
 jameshotels.com

When in Chicago visit  
 The James Chicago - Magnificent Mile

**THE JAMES HOTEL - CHICAGO & NYC**  
**AGENCY OF RECORD**





THE JAMES  
Chicago



THE JAMES  
New York

THE JAMES HOTEL - CHICAGO & NYC  
AGENCY OF RECORD







T:15"



"Hotels have been hanging fine art on their walls for decades now. But few have gone as far as The James ..."  
The New York Times

"Amazing views...from the comfort of your environmentally thoughtful room"  
NYLON

"Manhattan's coolest space are sky-high..."  
Condé Nast Traveler

- Warmly modern, residentially styled accommodations - artfully appointed guest rooms to our highly designed penthouse
- 24/7 room service and concierge
- Curated collection of permanent art by local artists
- Inspiring river-to-river views from our rooftop pool
- Complimentary Wi-Fi throughout the hotel
- All-glass Sky Lobby with 24/7 business networking lounge
- Room amenities including plasma-screen TV, Sony ipod/mp3 station, Intelligent Nutrients bath products, triple-filtered water and nightly turndown service
- **The Gym:** Fully equipped 24/7 fitness center with stunning views from our 17th floor
- **The Studio:** 800 sq. ft. event/meeting space with video-conferencing capabilities
- **The Urban Garden:** A park-like setting replete with grass and botanicals
- **Jimmy:** Our rooftop bar, a contemporary interpretation of a classic pub with a 1970's New York twist
- **David Burke's Kitchen:** Indoor and outdoor garden dining featuring fresh ingredients including on premise herb garden



**THE JAMES**  
Luxury Liberated

27 Grand Street New York, NY 10013  
reservations: 888-JAMES-78 212-465-2000 GDS Code: NY  
jameshotels.com

When in Chicago visit The James Chicago - Magnificent Mile



**THE JAMES HOTEL - CHICAGO & NYC**  
AGENCY OF RECORD

F:3.75"

F:3.75"

F:3.75"





Luxury Liberated



The James has evolved the concept of luxury to reflect the more enlightened values of today's culturally minded, socially conscious traveler. The result is an exquisitely stylish, uniquely accommodating experience that allows for an artful balance between active engagement and pure comfort.

We call this luxury liberated.

THE JAMES HOTEL - CHICAGO & NYC  
AGENCY OF RECORD





THE JAMES  
New York

Luxury Liberated comes to life  
jameshotels.com

THE JAMES HOTEL - CHICAGO & NYC  
AGENCY OF RECORD

















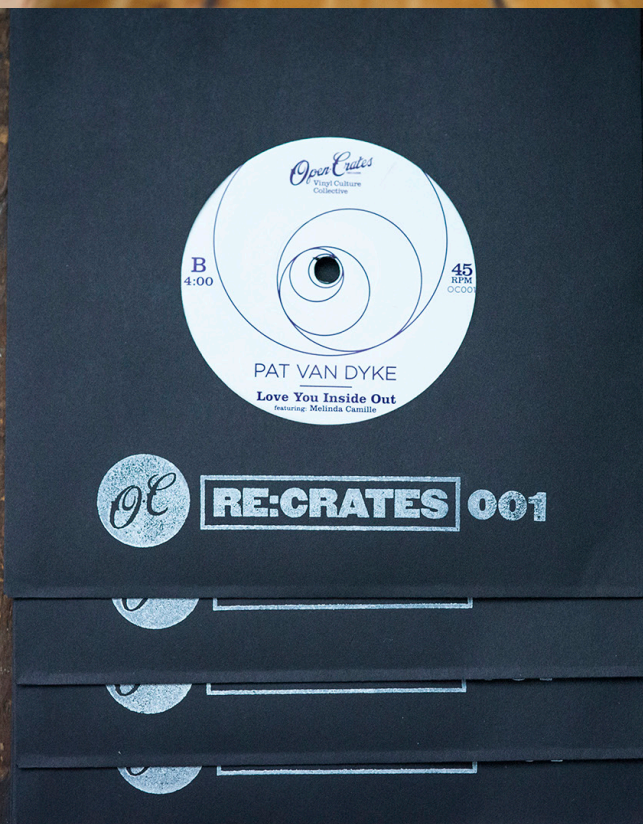
Studio







*Open Crates*  
TRD MRK







CENTER





DJ CENTER PRESENTS

**ROOTS & SOUL**  
A CELEBRATION OF OUR SOULFUL ROOTS

**DJ CENTER | RICH MEDINA**  
JIMMY LOPEZ ON THE FUNKY PERCUSSION

**SATURDAY  
MARCH 28<sup>TH</sup>**  
MERIDIAN 23  
161 WEST 23RD STREET NYC  
10PM | \$10

DJ CENTER PRESENTS

*Sly 5<sup>th</sup> AVE*  
& THE CLUBCASA CHAMBER ORCHESTRA

**FRIDAY  
DECEMBER 19<sup>TH</sup>**  
MERIDIAN 23  
161 WEST 23RD STREET NYC  
10PM | \$10

DJ CENTER PRESENTS

**QUEEN MAJESTY**  
(DEADLY DRAGON SOUND / JAMAICA ROCK)

**FRIDAY  
JANUARY 23<sup>RD</sup>**  
MERIDIAN 23  
161 WEST 23RD STREET NYC  
10PM | \$10

DJ CENTER PRESENTS

**FRIDAY  
OCTOBER 17<sup>TH</sup>**  
MERIDIAN 23  
161 WEST 23RD STREET  
NYC 10PM | \$10

CENTER PUSH THE FADER RM FUSICOLOGY MERIDIAN PUSH THE FADER.COM

DJ CENTER PRESENTS

**ROOTS & SOUL**

SOUL | LATIN | BRAZILIAN | REGGAE | HOUSE  
FROM VINTAGE TO FUTURE CLASSIC

**FRIDAY OCTOBER 7<sup>TH</sup>**  
C'MON EVERYBODY SPECIAL GUEST:  
325 FRANKLIN AVE *Tony Touch*  
BK · 11PM · \$10

FUSICOLOGY

DJ CENTER PRESENTS

**ROOTS & SOUL**

**FRIDAY  
SEPTEMBER 19<sup>TH</sup>**  
MERIDIAN 23  
161 WEST 23RD STREET  
NYC

DJ CENTER PRESENTS

*Sly 5<sup>th</sup> AVE*  
ONE YEAR ANNIVERSARY

PERFORMING LIVE:  
**SLY 5<sup>TH</sup> AVE &  
THE CLUB CASA ORCHESTRA**

**FRIDAY AUGUST 21<sup>ST</sup>**  
MERIDIAN 23 | 161 WEST 23RD STREET NYC | 10PM

**DJ CENTER**  
CELEBRATING THE '45 RELEASES ON KOOYMAN RECORDS

CENTER PUSH THE FADER FUSICOLOGY KOOYMAN MERIDIAN PUSH THE FADER.COM

DJ CENTER PRESENTS

**ROOTS & SOUL**

SOUL | LATIN | BRAZILIAN | REGGAE | AFROBEAT  
FROM VINTAGE TO FUTURE CLASSIC

**FRIDAY DECEMBER 2<sup>ND</sup>**  
C'MON EVERYBODY LIVE!  
325 FRANKLIN AVE **AKOYA**  
BK · 11PM · \$15 AFROBEAT








# Excite & Ignite

Building the **NEXT** Generation of Teachers





**Excite & Ignite**   
Building the **NEXT** Generation of Teachers



# Excite & Ignite

Building the **NEXT**  
Generation of Teachers



**RUTGERS**

Newark College of  
Arts and Sciences



[ncas.rutgers.edu/urbaned](http://ncas.rutgers.edu/urbaned)









MAKE  
Your  
MARK

RUTGERS  
Rutgers, The State University of New Jersey





**FOUR3**  
PERFORMANCE LAB





**FOUR3**  
PERFORMANCE LAB



 **FOUR** 3  
PERFORMANCE LAB



