

ADIRONDACK HUB BRANDING

2019

A legacy of mountain life is thriving beneath the Adirondacks' towering pines. Visiting our towns is like stepping back in time in a refreshingly nostalgic kind of way. Tucked among our lakes and peaks is a collection of communities that embrace their Adirondack roots while still offering modern amenities. This is a hub of all things Adirondack, and if the quaint shops, vibrant eateries, and diverse arts and culture don't pull you in, the down-to-earth hospitality and endless opportunities for outdoor recreation surely will.

The Adirondack Hub is a central launching point for year-round adventure. The four towns that comprise the hub — Minerva, Newcomb, North Hudson, and Schroon Lake — are easy to get to, and the space between them includes vast tracts of public land. These impressive and beautiful expanses of mountains, forests, and lakes are untouched by human development and waiting to be explored. Instead of billboards, travelers in the hub will see dozens of iconic brown-and-yellow signs marking trailheads, campgrounds, and boat launches. Within this area, the Upper Hudson Recreation Hub, which also includes the towns of Long Lake and Indian Lake, has extensive offerings. Interconnected trail networks take travelers along gentle terrain to scenic ponds. More adventurous explorers can enjoy easy access to the High Peaks, where they'll find challenging ascents. Boating on one of our numerous lakes is not just encouraged, it's a way of life — but so is sharing a quiet backcountry paddle with a couple of loons. When it's time to come back to civilization a classic main street is waiting.

The Adirondack Hub — relax, we'll be here.

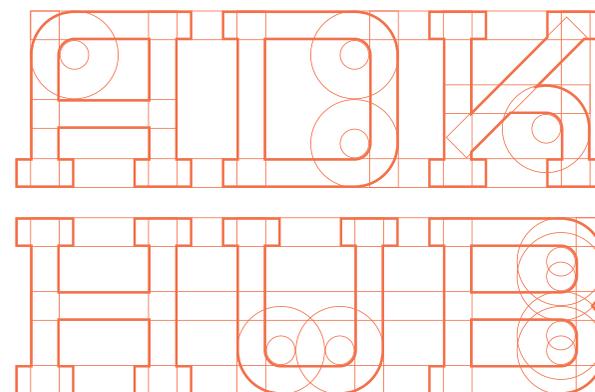
The Adirondack Hub logomark is composed of a custom typography, simple badge shape, and the Adirondacks, USA tag. The mark is intentionally simple to pair easily with the brands of the towns in the region to bolster any individual marketing efforts.

The elements of the mark will be described in the following pages.



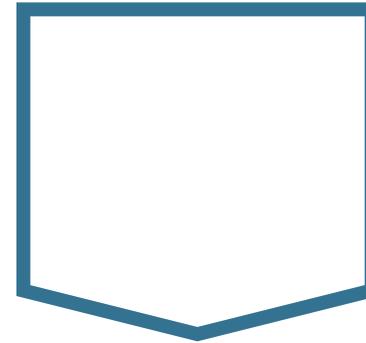
The letters for “ADK HUB” are a custom-designed typography based on grid design. The letters are balanced to create a simple, clean appearance.

The style is reminiscent of vintage signs from mountain vacation destinations.



The badge shape helps to give the logo a patch-like feel. Its strong geometric shape gives the impression of an arm patch or emblem.

The badge shape can also be used as a typographical treatment for town names and titles.



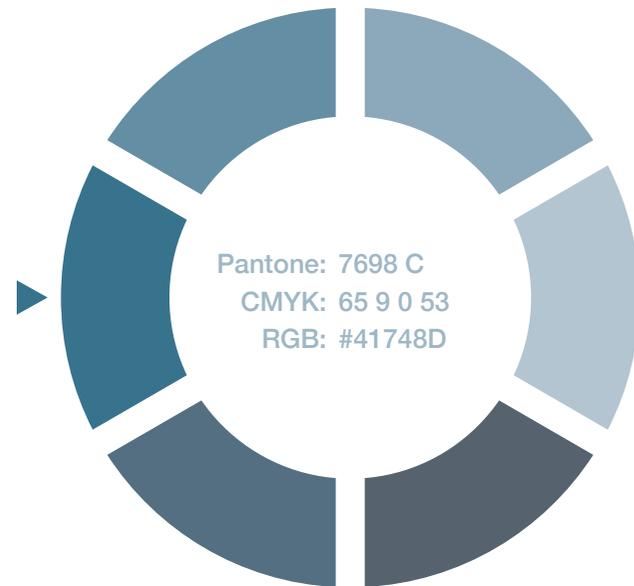
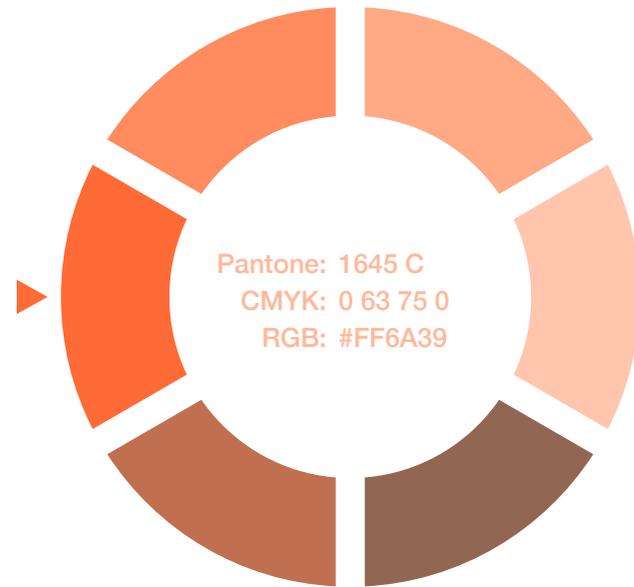


ADIRONDACK HUB

The full Adirondack Hub logo pairs a logomark with the brand title in a bold sans serif font called Korolev Compressed Bold. This typeface will be used on the website and in promotional materials as headers and call-out text.

The brand colors are a medium orange and blue. The primary color for large areas of color should be the blue, with the orange serving as a color highlight.

Tints and shades of either color can be used alongside for variety.



If the logomark will be 0.75-inches high or smaller, or if the medium will cause a loss of detail (like embroidery) the alternate logo should be used. Adirondacks, USA is replaced with a simple line.



This is the primary logo for the Adirondack Hub region. It should be used in this form whenever possible. It can also be presented in all white.

The logo should never be covered by other logos or designs. It is preferred that the logo be placed on a solid white background. For solid colors, patterns, or photos, the all-white version should be used.

The logo should not be stretched or presented in any off-brand colors without permission.

The logo should never be placed on top of other images or design elements with a white box around it.

It cannot be used as a logo for businesses or organizations.



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