

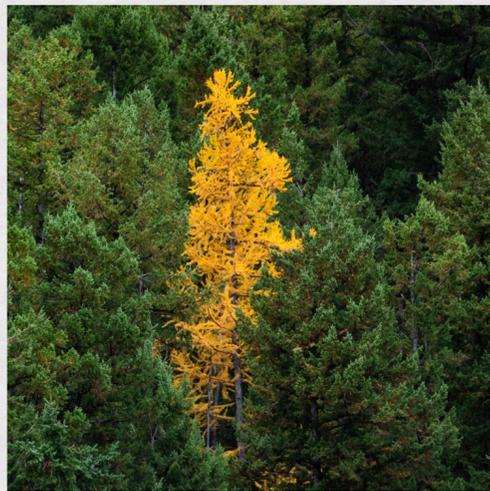
# Adirondacks, USA

## Brand Guide

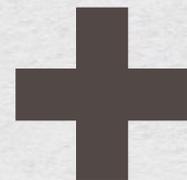


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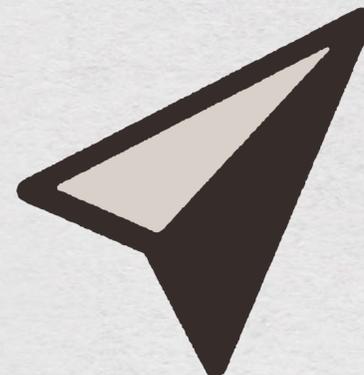
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*Tamarack*



*Rock Cairn*



*Direction/Compass Point*



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## Iconic nature, natural icons.

The challenge of creating a logomark for the ADKUSA brand comes from the narrow thematic range of the region. Everybody wants a mountain, a lake, a tree, a native animal, etc. In order to create something that stands out, we had to combine elements into something different.

The first image we pulled together is that of the Tamarack. This tree is found all over the Adirondack Park and is most notable in the late fall. After all the other trees have lost their leaves, the Tamarack turns a vibrant golden color.

The Adirondacks are also known for their dramatic rock formations. It's hard to throw a rock without hitting a rock! So much so that rocks are often piled into cairns to help guide hikers above the tree line.

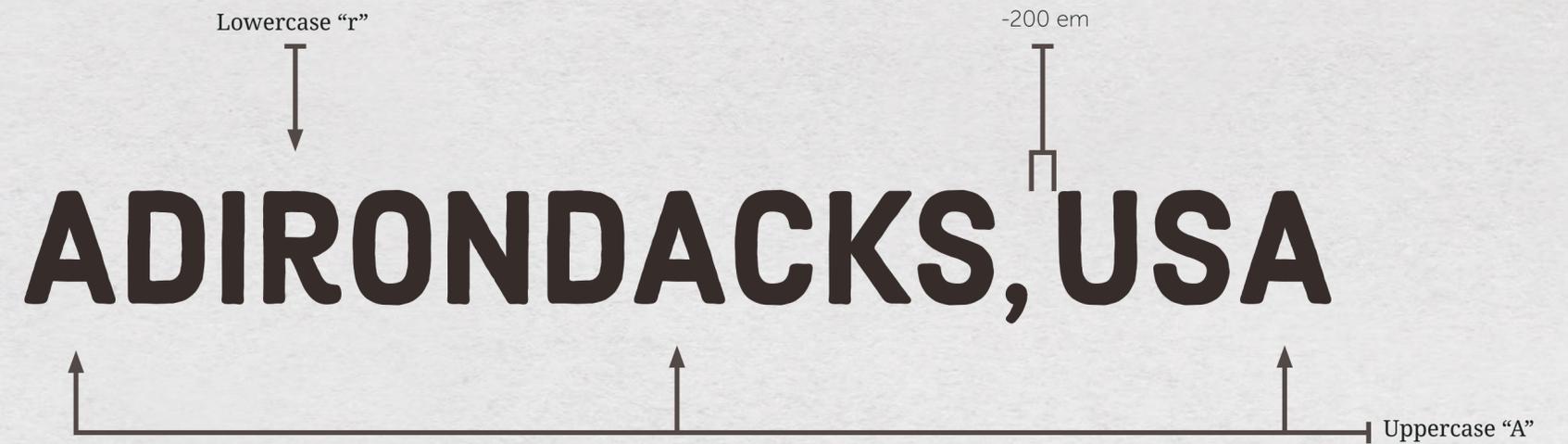
ADKUSA's main purpose is to be a guide for travelers. So we took gave the mark a directional shape like a wayfinding point.

The result is a mark that is unique, eye catching, and timeless.

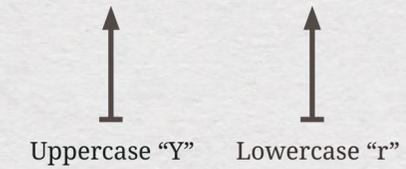
# Wordmark

The wordmark is constructed from the font Harman Sans. While this font is all uppercase, many of the glyphs are different depending on whether an uppercase or lowercase letter is typed.

It should be noted that the A's are all uppercase, while the R's are all lowercase. The Y in New York is upp



**NEW YORK**



## Primary Logo

The primary logo consists of the Tamarack mark wrapped in a badge motif. Much like the badges that adorn hiker packs and ranger uniforms, this mark clearly communicates its identity.

The qualifier “NEW YORK” is added in this version to help establish a sense of place.

When possible, this is the version of the logo that should be used.



## Secondary Logo

The secondary logo simplifies the brand identity down to just the logomark and the abbreviated name: ADKUSA.

This version can be used when a simpler style is necessary, especially when the word “Adirondacks” is already being used elsewhere.

This is also the version to use in small applications.

This is also the version to be used for logo lockups.



*Size does matter...*

## Tertiary Logos

The Tertiary logos are for special placements and consist of a horizontal logo and a split logo.

The horizontal version is for uses like website headers (if applicable) and items like banners. Any placement where primary and secondary logos will not fit without being greatly reduced in size.

The split logo is for uses where the logomark needs to be visually centered. This is perfect for signage and graphics where the logo is the focal point.



Horizontal logo



Split logo



*Using the horizontal logo at 40px high keeps the letters big for legibility.*

## Logo Lockups

ADKUSA also serves as an umbrella brand for the destination regions served by the Regional Office of Sustainable Tourism (ROOST). As such the ADKUSA logo can be locked with the logos of those regions.

The height of the logos should remain consistent, though one may have to adjust the true height to maintain visual harmony.

Use the width of the letter “U” in the ADKUSA logo to determine the amount of spacing.

When pairing logos, it’s best for both logos to be in their respective full color versions. If the placement prevents that, both the logos and the separator line should be presented in the same color from the paired brand (and of course they can be displayed in all white if applicable).



Full color ADKUSA logo + full color ADK HUB logo



Both logos are in the blue brand color of ADK HUB.

## Loam

Pantone 440 C  
Pantone 4147 U  
CMYK 63, 66, 64, 62  
Hex #382E2D  
RGB 56, 46, 45

## Tamarack

Pantone 143 C  
Pantone 3514 U  
CMYK 3, 32, 91, 0  
Hex #F4B333  
RGB 244, 179, 5

## Mist

Pantone Warm Gray 1 C 40%  
Pantone Warm Gray 1 U 40%  
CMYK 6, 5, 7, 0  
Hex #EDEAE6  
RGB 237, 234, 230

## Slide

Pantone Warm Gray 1 C  
Pantone Warm Gray 1 U  
CMYK 15, 14, 17, 0  
Hex #D7D1CB  
RGB 215, 209, 203

# Primary Color Palette

The consistent use of color is vital to effective brand recognition.

The ADKUSA brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

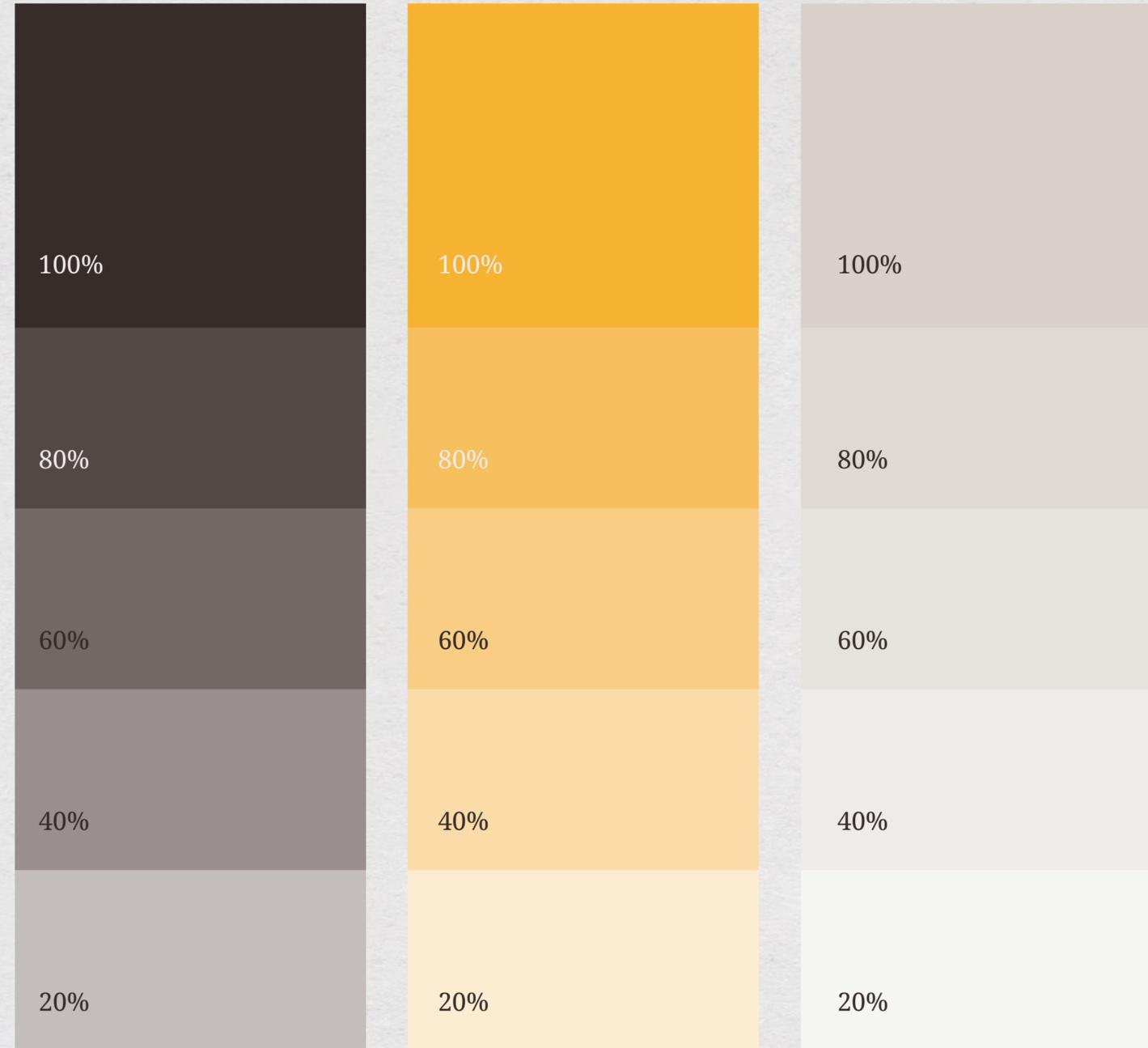
Use of the Pantone Matching System is highly recommended to ensure color consistency

across any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

# Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



## Color Variations

Each brand logo has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background that still maintains a feeling of boldness and excitement.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

For brevity's sake, only the secondary logo has been used to demonstrate the different variations.



Two-Color, Dark (Full Color)  
Tamarack + Loam



One-Color, Dark  
Loam



One-Color, Medium  
Tamarack



Two-Color, Light (Full Color Inverted)  
Tamarack + Slide



One-Color, Dark (Full Color)  
Slide



Two-Color, Dark (Full Color)  
Mist

# Fonts

While Harman Sans is the star of the official brand marks, it should be used sparingly and only for the largest of applications.

The work horse fonts for the ADKUSA brand are Fjalla One Regular and Noto Serif.

Fjalla One Regular should be used for headers and large, stand out text. Noto Serif can be used in many weights for body copy, sub headers, and titles.

**Fjalla One  
Regular**

aåbcçdðeéffghiîjklmññoøpqrstuüvwxyz  
 AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'”-;:)?!&©`°π@†≈◇™£¢∞§•ªº

Noto Serif  
Light

aåbcçdðeéffghiîjklmññoøpqrstuüvwxyz  
 AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'”-;:)?!&©`°π@†≈◇™£¢∞§•ªº

Noto Serif  
Regular

AĀBCÇDðEÉFJGHIÎJKLMMNÑŃOØPQÆRSTUÛVWXYZ  
 AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'”-;:)?!&©`°Π@†≈◇™£¢∞§•ªº

Noto Serif  
Medium

aåbcçdðeéffghiîjklmññoøpqrstuüvwxyz  
 AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'”-;:)?!&©`°π@†≈◇™£¢∞§•ªº

**Noto Serif  
Bold**

**aåbcçdðeéffghiîjklmññoøpqrstuüvwxyz**  
**AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ**  
**0123456789°(.,'”-;:)?!&©`°π@†≈◇™£¢∞§•ªº**

# Icons

The ADKUSA icons are custom designed and unique. Each pictogram is placed in the logomark's container to add repetition to the visual style and to keep the icon set consistent with the rest of the brand.

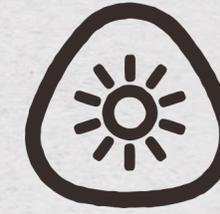
If additional pictograms are added in the future, be sure to “roughen” the shapes so that they fit in with the existing icons.



Winter



Spring



Summer



Fall



Alert



Camping



Events



Outdoors



Music



Wayfinding



Stories



Hiking

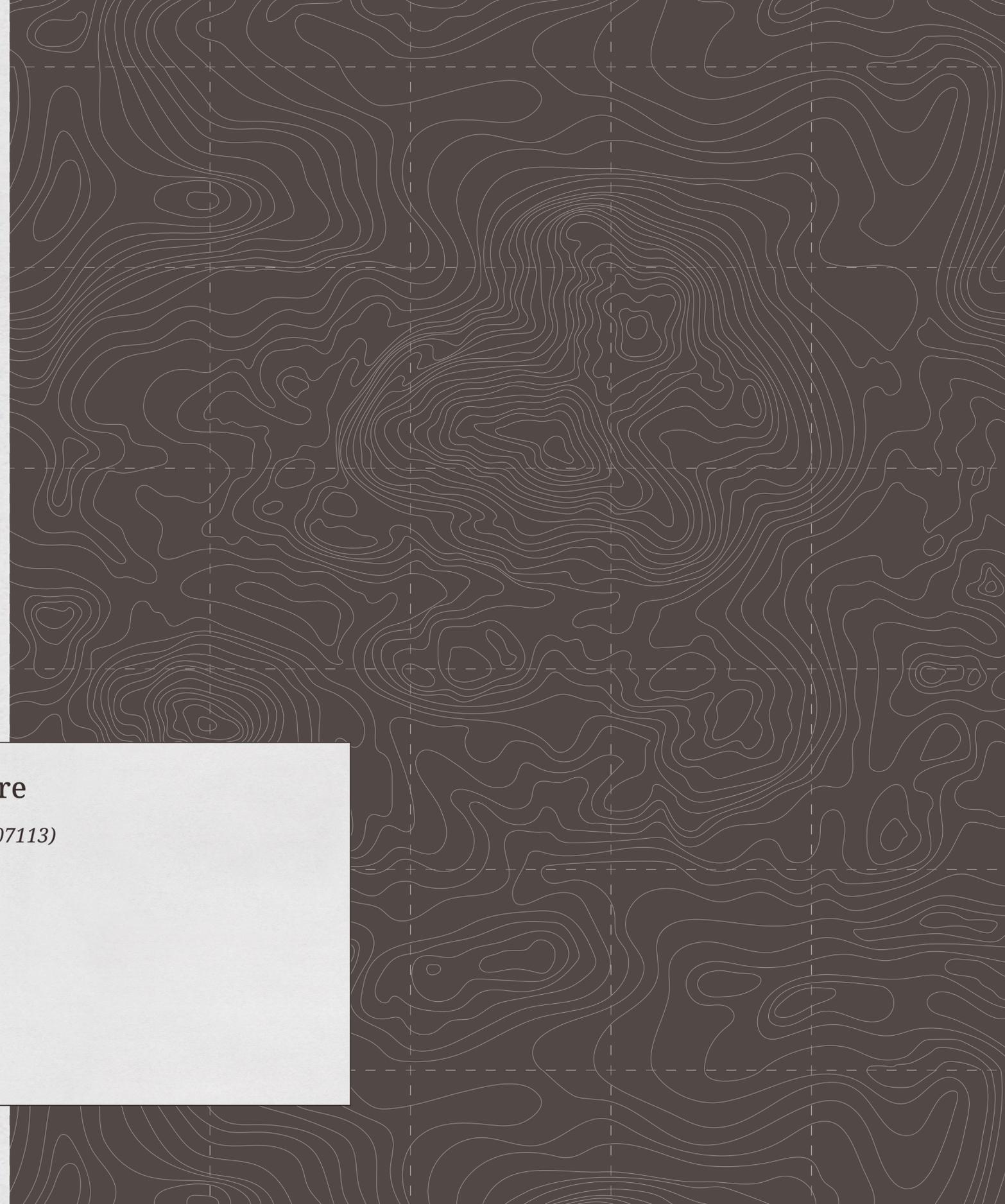
# Topo & Texture

Topographical maps of the Adirondacks are just plain fun. Part of the visual style of the ADKUSA brand includes a repeating contour line pattern. It's square for ease of use. Any of the brand colors can be used and it can also be overlaid on images.

Anything designed for the ADKUSA brand should feel real. To that end, use the paper texture to give digitally designed products a tactile look.

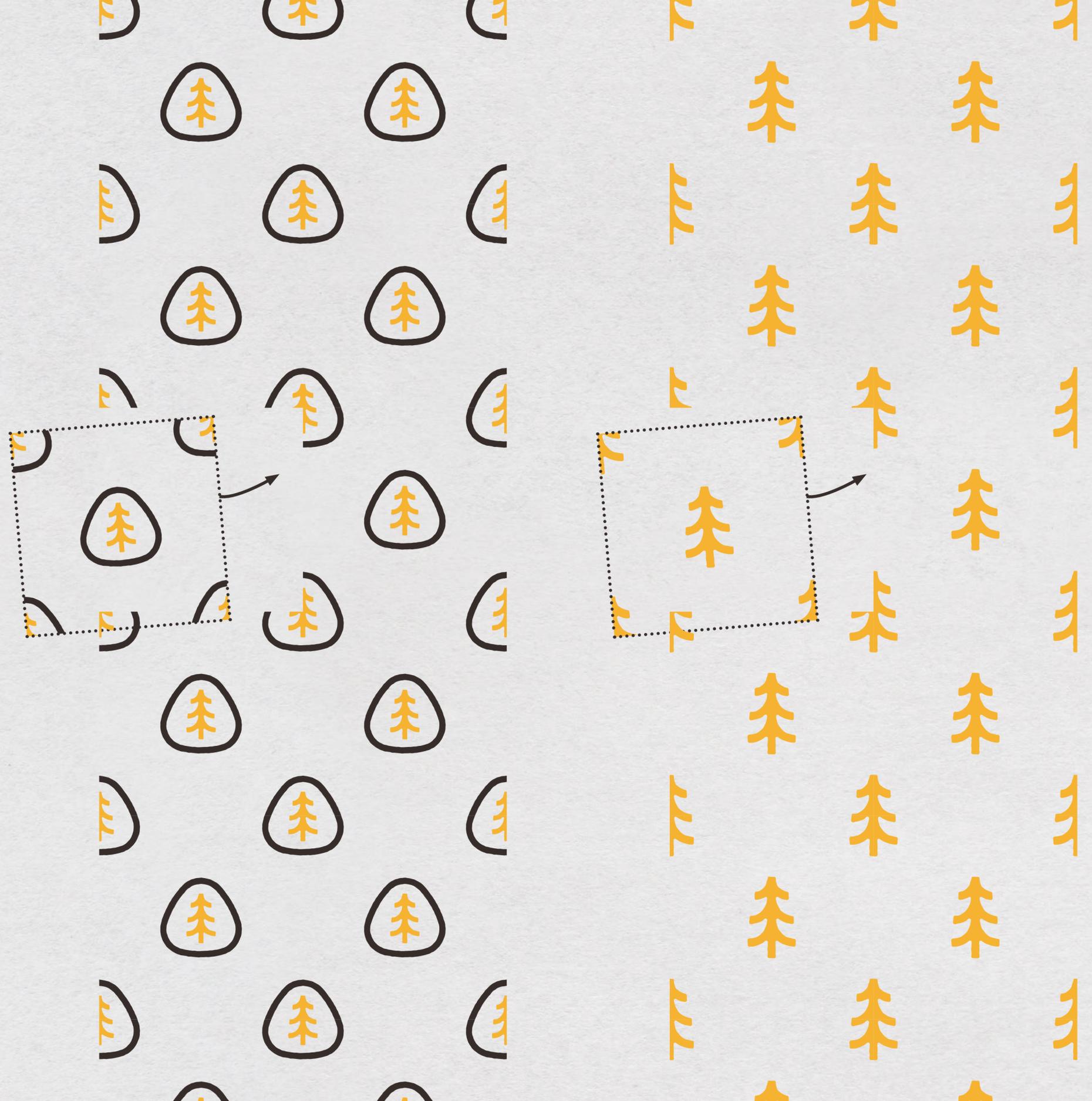
## Paper Texture

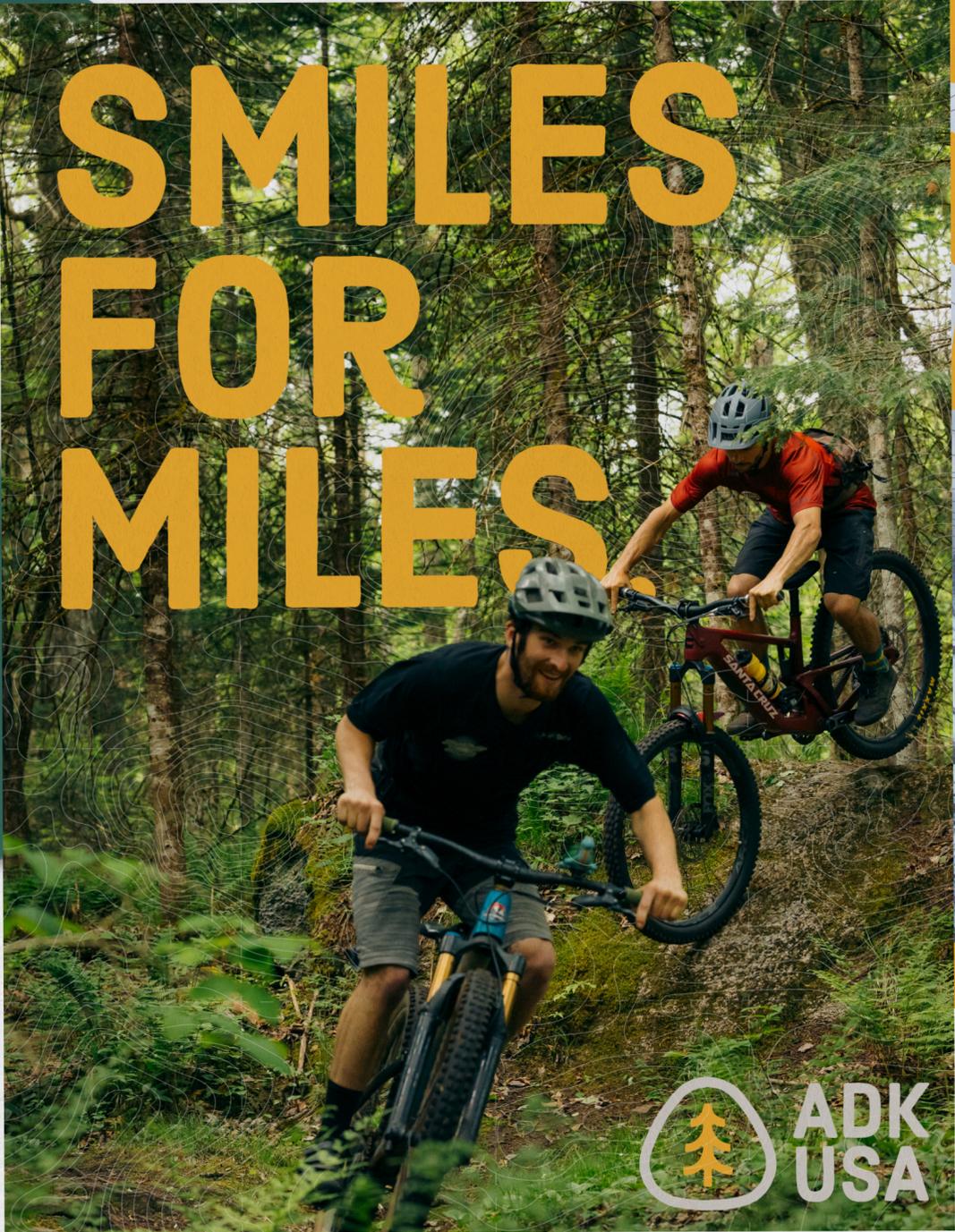
*(Adobe Asset#29607113)*



# Repeating Patterns

Included in the brand graphics are two repeating patterns based on the logomark and the Tamarack. Both are constructed with a provided square tile.





# File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

## Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

## Vector Files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.