

invent your own perfect day  
be  
**LAKE  
PLACID**  
**adirondacks, usa**

**adirondacks, usa**

*Each option comes with this address line or without. Your call. We have the line because it gives you the chance to remind people we are in the Adirondacks, and that we are an international destination.*

This Perfect Day file contains the art you can use to display your business as part of a Lake Placid perfect day to your customers and prospects. There are jpg files, and another file that contains vector art. In each file there are color and black and white versions for you to use.

Using this official typeface for Lake Placid helps connect all area businesses under a single Lake Placid brand that offers visitors the opportunity to invent their own perfect day.

You can match the colors of your brochure and web site as shown in the samples on the attached pages. Any colors can be used, but it is suggested that bright neon and Day-Glo colors are less appropriate for Lake Placid's brand. The color version of the logotype shown below at right is designed to be used only against a white background. The sample on the left shows another possible color choice.

This toolkit contains all the art you need to place the logotype and the 'part of a perfect day' line in your own marketing materials. Good luck and thank you for being part of this effort to help all the businesses that speak for Lake Placid speak with a similar voice. Working together will add up to more impact for everyone.

part of a perfect day  
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Colors - Pantone Coated

Red - 186

Blue - 301

Gray - 445

Yellow - 1235

Colors - Pantone uncoated

Red - 1795

Blue - 300

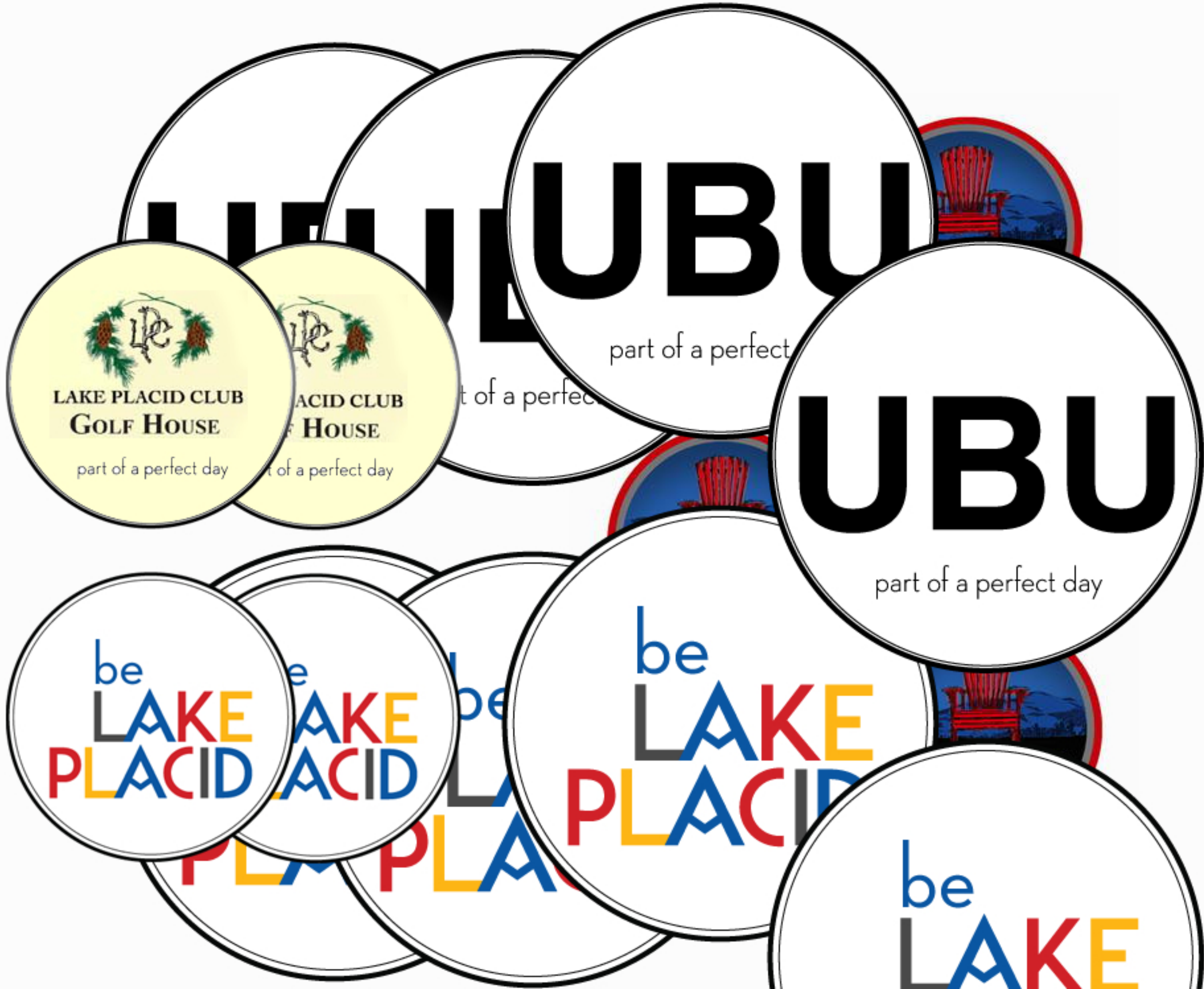
Gray - 445

Yellow - 123

part of a perfect day

LAKE PLACID  
adirondacks, usa

Font - The font used in LAKE PLACID was designed for Lake Placid, the font does not exist in any type font form, it only exists in this form. the letters were custom made for Lake Placid. The font for part of a perfect day and adirondacks, usa are from the Neutra family.



UBU

part of a perfect

part of a perfect

UBU

part of a perfect day

LAKE PLACID CLUB  
GOLF HOUSE

part of a perfect day

LAKE PLACID CLUB  
GOLF HOUSE

part of a perfect day

be  
LAKE  
PLACID

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LAKE





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You can match the colors of your brochure and web site as shown

