Small Towns, Big Outdoors

Experience Our Adirondacks

Experience Our
ADIRONDACKS
Hamilton County - NY

SMALLTOWNS BIG OUTDOORS

004. Experience Our Brand

Contents

This brand guidebook serves to establish and communicate the visual of the 'Experience Our Adirondacks' brand for Hamilton County Tourism. It provides detailed guidelines on how to use brand elements consistently, including logos, color schemes, graphic assets, and typography. The goal is to ensure uniformity across all marketing materials and communications, reinforcing the brand's identity and making it easily recognizable.

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005. Our Brand Statement

Hamilton County offers the classic Adirondack experience, attracting nature lovers for well over a century. In the heart of the Adirondacks, this region is many things: a historical gem, a sportsman's paradise, and a vacation destination for its tranquil woods and small towns. We call it home.

With more one million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes all around us, we're big on outdoor experiences in every season. Hamilton County is especially rich with lakes and myriad waterways, making it the ideal destination for enjoying time on the water. Adventurous travelers can enjoy whitewater rafting, snowmobiling miles of uninterrupted trails, and hiking to fire towers and waterfalls. The more casual travelers can enjoy camping in tracts of uninterrupted forest and birding in diverse habitats. Travelers can also take a step back in time to explore Adirondack history in the birthplace of the American vacation. During the Gilded Age, Hamilton

County was a major destination for the wealthiest travelers, who left behind W.W. Durant's landmark Adirondack architecture and the Great Camps.

Intertwined with the outdoors are unique, historic towns rich with eccentric events and warm hospitality reflected in timeless general stores and quaint downtowns. Each season brings festivals, when we celebrate everything from Adirondack art, to wildlife, to winter.

Big on outdoors and small town charm, we invite you to Hamilton County to "Experience Our Adirondacks."
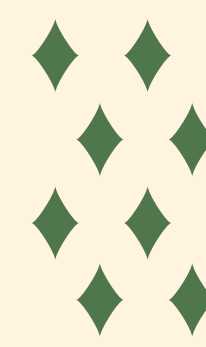
006. Our Tagline

Small Towns, Big Outdoors

Our brand's tagline plays a critical role in shaping our identity and communicating our core message in a concise and memorable way. It serves as a shorthand for the brand's values, mission, and promise to its visitors, distilling the essence of what the brand offers. By encapsulating the brand's unique selling proposition, our tagline helps differentiate us from our competitors and gives visitors a quick understanding of what the brand stands for. This consistency in messaging strengthens brand recognition and aids in establishing a cohesive identity across all marketing channels.

Additionally, a strong tagline creates an emotional connection with those who visit the region, often using powerful or evocative language to resonate with visitors on a personal level. This emotional link can inspire loyalty and trust, as it reinforces the brand's promise every time visitors engage with it.

The promise of the tagline, "Small towns, big outdoors," encompasses a blend of charm and adventure, highlighting the unique appeal of rural or less urbanized destinations that offer both community warmth and expansive natural landscapes. It suggests that these areas, while modest in size, provide vast opportunities for outdoor activities, exploration, and connection with nature.
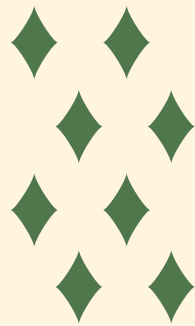
Our Logo

Brand awareness and recognition.

A logo serves as a visual representation of a brand's identity and message. It acts as a symbol that helps to distinguish the brand from its competitors, making it easily recognizable and memorable to consumers. Beyond mere identification, a logo communicates the brand's personality and message through design elements like color, typography, and imagery. It also contributes to brand consistency, reinforcing the brand's image across various platforms and touch points.

008.
Our Logo

The Experience Our Adirondacks logo for Hamilton County, NY Tourism effectively uses both negative and positive space to showcase the brand's creative and unique essence. Its design is simplistic yet captivating, combining imagery of mountains, the sun, forests, and water. This visual evokes the view one might have from a cabin or tent, aligning with the tagline "Small Towns, Big Outdoors."

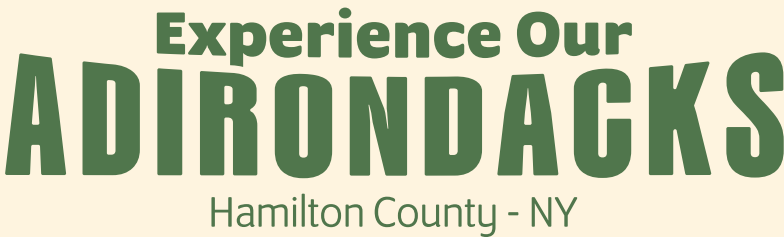The logo features bold, all-caps sans-serif typography for "ADIRONDACKS," creating a strong visual presence. This complements the angular shapes of the trees and sun in the design. Both the typography and design elements convey strength and simplicity, reflecting the Adirondacks' rugged, natural characteristics. The use of condensed lettering adds emphasis, while lighter fonts offer balance and clarity.

009. # Logo and Alternates

Increased flexibility and brand consistency.

The logo has several variations, enhancing its versatility and allowing it to adapt seamlessly to various applications. These variations include different orientations and simplified versions, and ensure the brand remains consistent and recognizable across platforms.

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010.

Clear Space

Preserving the logo's integrity.

Clear space represents the area around the logo that must remain free of other visual elements, text, or graphics. It ensures that the logo remains unobstructed and maintains its visibility and impact. This buffer zone helps to preserve the logo's integrity, legibility, and prominence, and prevents it from being overshadowed or cluttered by surrounding content.
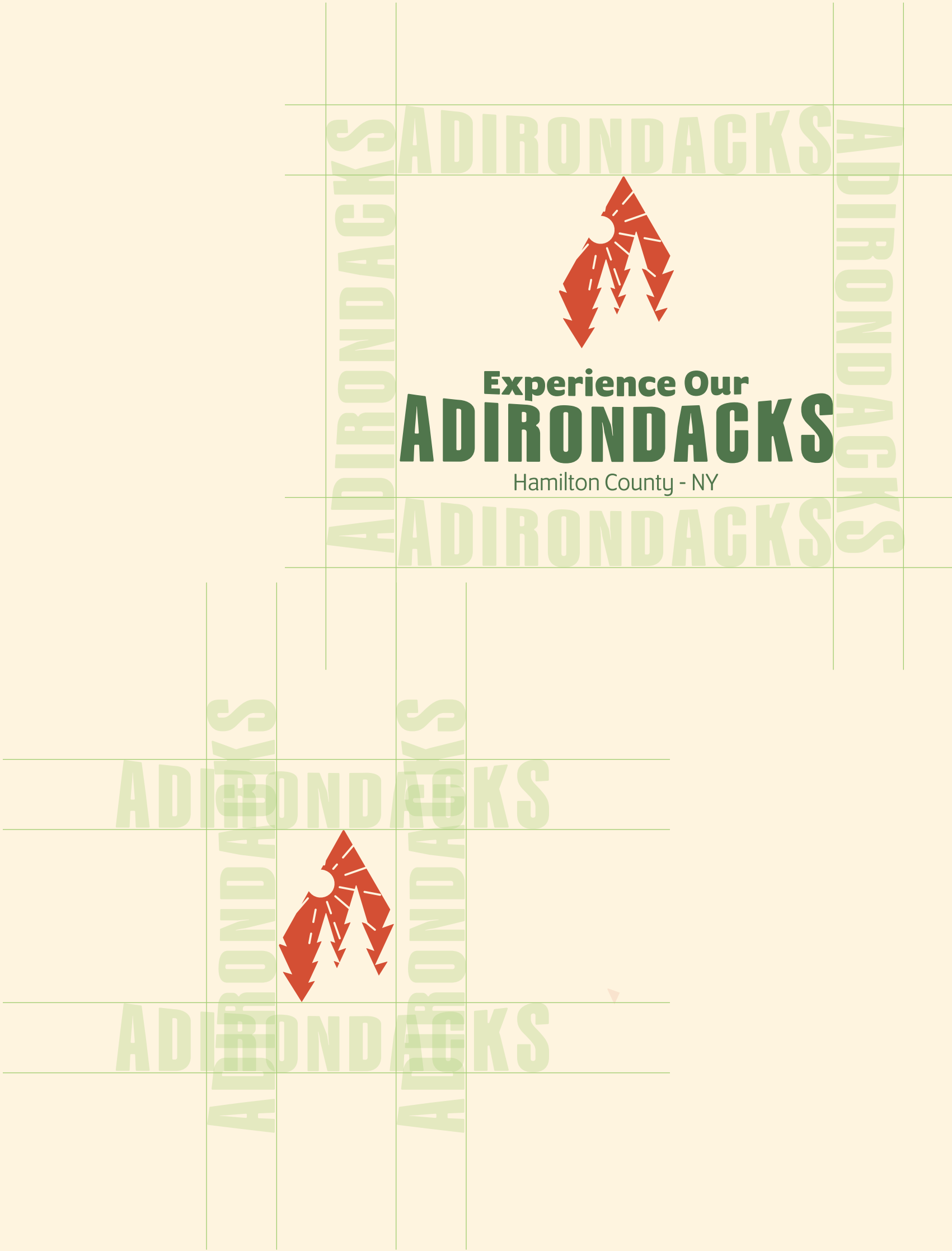
011.

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows on colored logos.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

Brand Assets

Enhance, diversify, and strengthen recognition.

These assets are illustrations that have been developed to provide a strong foundation for all marketing efforts, ensuring that every piece of content aligns with the brand's overall vision.

These assets contribute to building a professional image, differentiating from other regions, and fostering a deeper connection with the target audience.

013.

Primary Supporting Graphic

Small Towns, Big Outdoors

The supporting graphic assets featuring the tagline "Small Towns, Big Outdoors" should be used when incorporating the brand's primary messaging as the main tagline.

Multiple layout variations of this graphic are available. Please refer to the following pages for examples of these variations. For optimal consistency, ensure that the appropriate version is selected based on the specific application.

SMALL
TOWNS
BIG
OUTDOORS

SMALL TOWNS
BIG
OUTDOORS
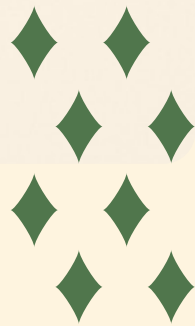
SMALL
TOWNS
BIG
OUTDOORS

SMALLTOWNS BIG
OUTDOORS

BIG
OUTDOORS

015.

Small Towns Big...

Additional Supporting Campaign Marks

Inspired by the tagline "Small Towns, Big Outdoors," these additional brand assets were designed to support specific campaign efforts. The multiple variations ensure stronger alignment with brand messaging and campaigns, enhancing the overall identity and helping us better connect with our target audiences.

Small Towns, Big Snow

SMALL TOWNS BIG SNOW

SMALL TOWNS BIG SNOW

SMALL TOWNS BIG SNOW

SMALL TOWNS BIG SNOW

Small Towns, Big Miles

SMALL TOWNS BIG MILES

SMALL TOWNS BIG MILES

SMALL TOWNS BIG MILES

SMALL TOWNS BIG MILES

Small Towns, Big Water

SMALL TOWNS BIG WATER

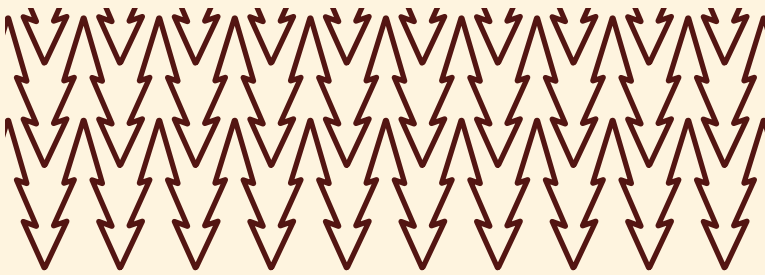SMALL TOWNS BIG WATER

SMALL TOWNS BIG WATER

SMALL TOWNS BIG WATER
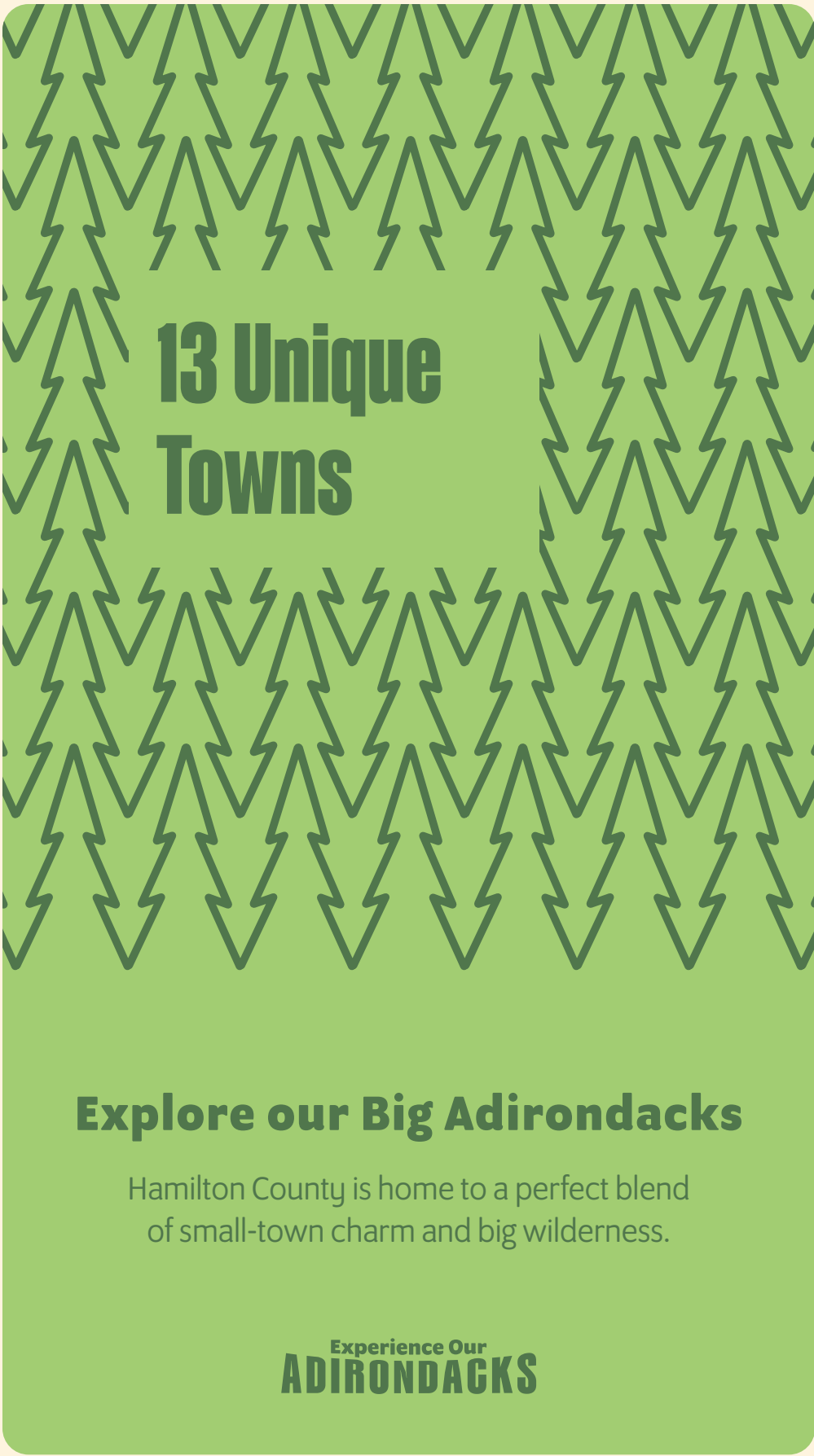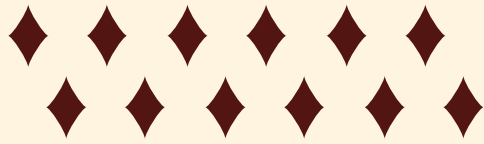
016. # Our Patterns

These assets are illustrations that have been developed to provide a strong foundation for all marketing efforts, ensuring that every piece of content aligns with the county tourism brand's overall vision and goals.

These assets contribute to building a professional image, differentiating from other regions, and fostering a deeper connection with the target audience.

Tree Pattern

Diamonds

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13 Unique Towns

Explore our Big Adirondacks

Hamilton County is home to a perfect blend of small-town charm and big wilderness.
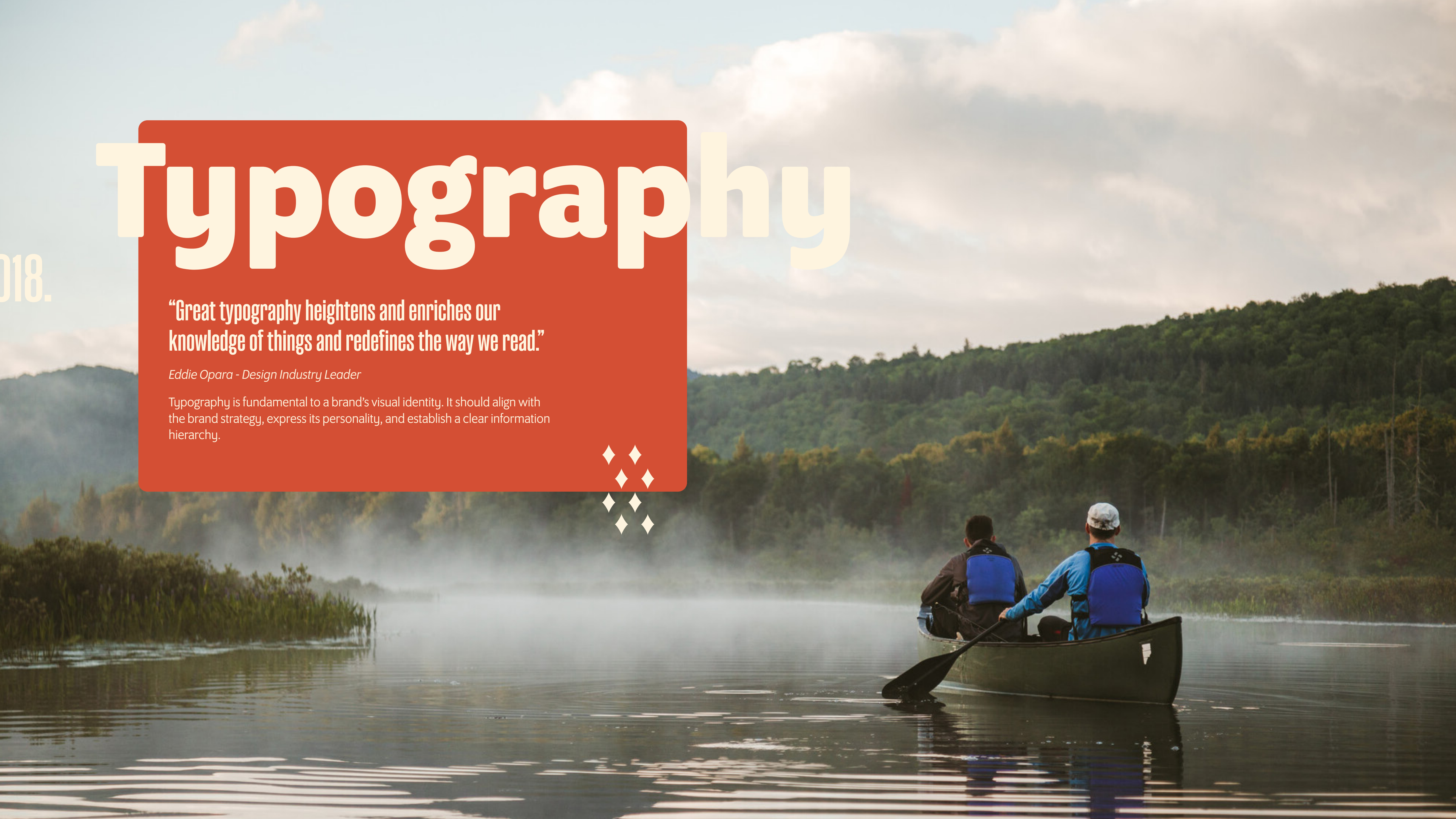
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Typography

"Great typography heightens and enriches our knowledge of things and redefines the way we read."

Eddie Opara - Design Industry Leader

Typography is fundamental to a brand's visual identity. It should align with the brand strategy, express its personality, and establish a clear information hierarchy.

019.

Typo-graphy

Balancing clarity and creativity.

Typography is essential for the Experience Our Adirondacks brand as it enhances readability and reflects the brand's unique personality. The choice of fonts sets the tone for brand communications, whether capturing the adventurous spirit of the Adirondacks with bold typefaces or showcasing the county's historic charm with, timeless fonts. Consistent typography across all materials strengthens brand recognition and cohesion, ensuring that the essence of Hamilton County is communicated clearly.

Primary Font

Magno Sans Variable is a versatile sans-serif font that offers a wide range of weights and styles within a single typeface. This flexibility allows designers to adjust the thickness, width, and slant of the characters, making it suitable for various design purposes, from headlines to body text. The font's clean, modern lines and well-balanced proportions enhance readability, while its minimalist design gives it a contemporary feel.

Secondary Font

Program OT is a type that showcases unique design elements like mixed structures, varied stem endings, and weight distributions. It combines rounded edges and ink traps to create a series of fonts with distinct, individualistic features while maintaining a cohesive overall look and feel.
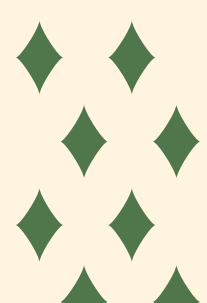
Magno Sans Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . , ? ! @ # $ % & * (/) +

Aa Aa Aa Aa Aa Aa Aa

Program OT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . , ? ! @ # $ % & * (/) +

Aa Aa Aa

Color

Creating emotion, evoking memories, and expressing vibrance.

Color is crucial to a brand's visual identity because it helps create immediate recognition and emotional connection. It reinforces the brand's personality and goals, sets the tone for its communication, and differentiates it from competitors. Consistent use of color also aids in building brand coherence and memorability, making the brand more recognizable across various platforms and materials.

021.

Our Color Palette

Naturally Adirondack

The brand's color palette offers great flexibility with expanded green and brown tones. Lighter, medium, and dark shades create a more balanced and visually appealing range. Additionally, the complementary highlight colors enhance the palette's richness and modernity. The overall palette is soft and bright, reflecting the energetic and fulfilling lifestyle associated with the Adirondacks.
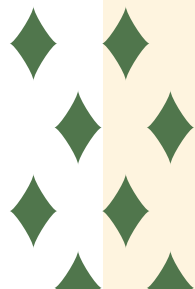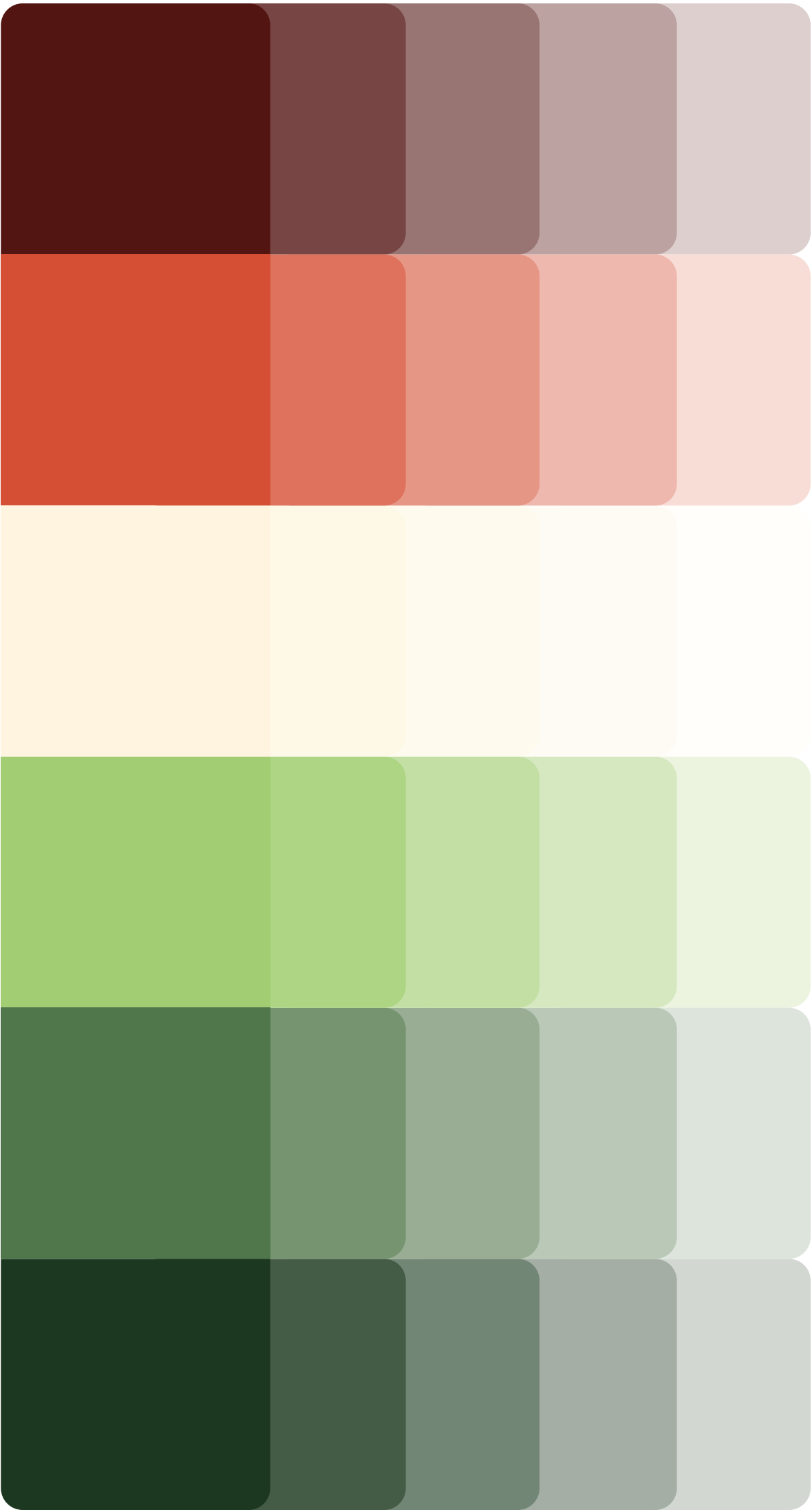
Rustic
CMYK 38 / 89 / 82 / 61
RGB 84, 24, 22
#541816

Maple Orange
CMYK 12 / 83 / 89 / 2
RGB 212 / 80 / 52
#D45034

Antique White
CMYK 0 / 4 /13 / 0
RGB 245 / 243 /222
#FFF5DE

Fiddlehead Green
CMYK 40 / 2 / 72 / 0
RGB 153 / 204 / 102
#99CC66

Fern Green
CMYK 69 / 34 / 81 / 19
RGB 83 / 119 / 75
#53774B

Forest Pine
CMYK 78 / 50 / 85 / 61
RGB 24 / 51 / 25
#183319

022.

Color Variations

The Experience Our Adirondacks brand utilizes a wide range of logo color options to ensure versatility across various marketing channels and mediums. This approach not only aligns promotional campaigns but also maintains accessibility for all audiences. By applying colors to achieve the highest contrast between the logo and its background, we ensure maximum visibility and impact, capturing attention and reinforcing our brand identity effectively.

Our commitment to creativity and exploration is central to who we are. The logo's bold design reflects our pursuit of innovation and adaptability to diverse messaging needs. Each rendition of the logo demonstrates its ability to evoke strong emotions and highlights the dynamic nature of our brand, showcasing its profound impact on our audience.

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