



**ADIRONDACK  
EXPERIENCE**

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**BRANDING**



**2019**

Hamilton County offers the classic Adirondack experience, attracting nature lovers for over a century. In the heart of the Adirondacks, this region remains a historical gem, a sportsman's paradise, and a vacation destination for its tranquil woods and small towns.

With one million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes, Hamilton County is big on outdoor experiences all four seasons. This region is especially rich with lakes and myriad waterways, making Hamilton County ideal 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. Hamilton County was a major destination for the wealthiest travelers during the Gilded Age, leaving behind landmark W.W. Durant's 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 celebrating everything from Adirondack art, to wildlife, to winter.

Big on outdoors and small town charm, Hamilton County is adventure and nature, away from it all.

Hamilton County - Small Towns, Big Outdoors

The Adirondack Experience logomark uses both negative and positive space to highlight that creative and unique touch of the brand. This leads to a very simplistic design that is both engaging and intriguing.

This logomark is simple yet complex. It depicts imagery of the mountains, sun, forests, and water. One can imagine this as the view you would see as you peek out of the window of your cabin or tent, which encapsulates the tagline "Small Towns, Big Outdoors."





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SMALL TOWNS — BIG OUTDOORS  
*adirondacks, usa*



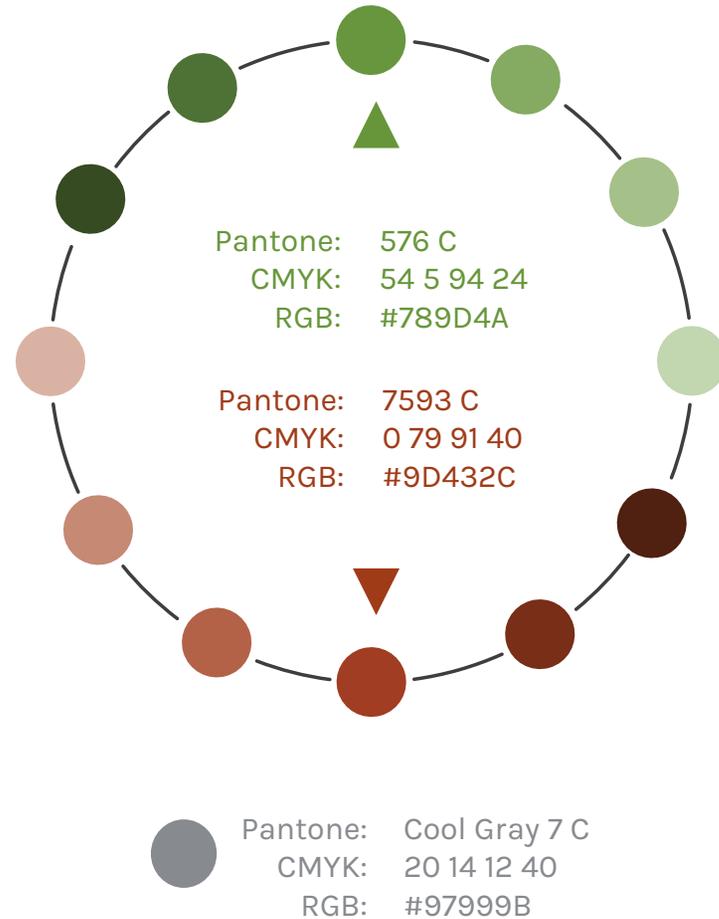
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The brand colors are fern green, rustic brown, and cool gray. The primary color to be used for large areas is fern green. The primary colors for colored text and highlights are rustic brown and cool gray.

Tints and shades of either the two primary colors, fern green and rustic brown, can be used alongside for variety.



## Primary Logo Font – **Gothem-Bold**

The font used in the logo is Gothem-Bold. This clean sans-serif and geometric font pairs well with the ridgedness of the logomark. Its bold presence excentuates the "Big Outdoors" that Hamilton County has to offer.

## Complimentary Font – Karla

This smoother sans-serif font offers a softer appearance and pairs well with the Adirondack Experience Brand. The primary font for any accompanying copy and web content is Karla.

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SMALL TOWNS – BIG OUTDOORS

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# USAGE GUIDELINES

This is the primary logo for the Adirondack Experience brand. It should be used in either its stacked or horizontal variant 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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**SUNSET RIDGE  
ADVENTURE PARK**



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# ADIRONDACK EXPERIENCE BRAND

# EXAMPLE LOGO LOCKUP



PREPARED BY



REGIONAL OFFICE *of*  
SUSTAINABLE TOURISM