

The background of the cover features large, stylized, light blue outline letters that spell out 'SARANAC LAKE'. The letters are partially filled with a dark blue color, creating a layered effect. The overall design is modern and geometric.

**SARANAC LAKE**  
**BRAND GUIDELINES**

**2018**

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**V.18.09.18**



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# SARANAC LAKE, NEW YORK

Saranac Lake represents a unique blend of heritage, natural beauty, and creative spirit. Among other Adirondack areas, Saranac Lake stands alone in that it was developed with intention to be an urban oasis set in the pristine wilderness of the mountains. Through its time as a health destination, Saranac Lake became home to people from all over the world, which added to the eclectic nature of its culture. Today Saranac Lake remains an ideal destination for tourism and a home to a connected, creatively Adirondack, populace.



Saranac Lake has had a variety of brands and levels of brand adoption over the years. In late 2017, the community decided to unify Saranac Lake’s brand message. Research began in November of 2017 with a brand imaging survey. The survey was made available to residents and travelers to find out what they think about Saranac Lake’s identity. Over 4,000 individuals responded to the survey.

The results pushed the brand process into the formation of a brand panel, formed from Saranac Lake locals to work through the data and develop the final brand.

Throughout 2018, the brand panel worked together with the community to develop a brand statement and design. The goal of which would be to unify the community and fit the character of Saranac Lake as indicated by research results.

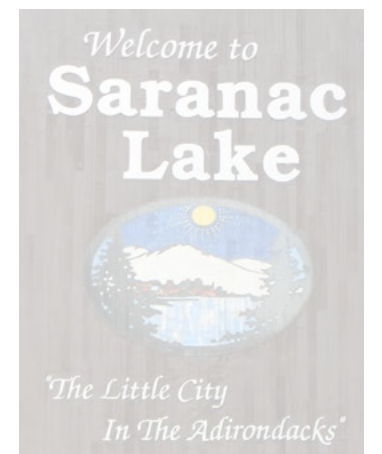


## SARANAC LAKE BRAND PANEL MEMBERS

Carolyn Bonadaro  
Kelly Brunette  
Jeremy Evans  
Kathy Ford

Tim Fortune  
Adam Harris  
Tracey Schrader  
Matt Scollin

Rich Shapiro  
Kareen Tyler  
Katy VanAnden



## BRAND STATEMENT

The first task for the community and brand panel was to distill the large number of survey results into a statement that would help define Saranac Lake and guide the rest of the branding process.

*Saranac Lake is a place that's authentically Adirondack and decidedly different. At first glance, it's a historic village where the lakes and mountains are as accessible as the fresh air.*

*A closer look reveals a downtown with an urban vibe where creative energy flows freely. Art, music, and healthy living help define the culture of this inspiring place, while shops and cafes provide waypoints for connecting with locals.*

*Here is a hub that connects surrounding communities, and it's all intertwined with waterways, forests, and roads that roll past one scenic vista after another. This is a place where a beautiful balance is struck: It's a nature-lover's paradise infused with bold ideas and quirky originality, all done in a way only Saranac Lakers can pull off.*





The typography for the Saranac Lake brand is hand-drawn and one of a kind. A historical foundation was achieved by studying the archives of the Saranac Lake Free Library and the Saranac Lake Laboratory Museum. The lettering style is in a sans serif with a flourish. This represents the Saranac Laker's core drive to break the standard mold and the creativity that underpins everything they do.

Saranac Lake's intentionally urban built environment stands out against its natural surroundings. These flourishes are set in contrast to more angular letters in the design as a hearken to these urban roots.

They also serve a third purpose by communicating the movement and flow of water, which surrounds Saranac Lake.

**SARANAC  
LAKE**



From brazen and fun winter events to art and culture around the area, the community makes a consistent and conscious effort to be unique and have fun. Saranac Lake is decidedly different in everything they do.

# DECIDEDLY DIFFERENT

The font “**BURFORD**” is a fun vintage font, similar to the hand-painted signs of Saranac Lake’s past.












The inclusion of the Adirondacks, USA brand with Saranac Lake branding ties Saranac Lake to the regional brand, indicating its place as part of the Adirondacks, a name that is known as an important visitor attractor and international destination.



The culture of Saranac Lake is diverse and multifaceted. The brand colors reflect that. From warm to cool and everything in between. The colors are vibrant and exciting, but grounded in the natural world.

	CMYK 5-7-34-0 RGB #F1E4B3		CMYK 95-75-48-46 RGB #133046
	CMYK 4-48-57-0 RGB #ED9871		CMYK 60-56-71-45 RGB #4C4839
	CMYK 16-89-95-5 RGB #C7412C		CMYK 60-56-71-80 RGB #232014
	CMYK 81-23-37-1 RGB #16959F		

The brand colors are specifically used in a mosaic graphic style. The mosaic is designed to express movement and life. The different color schemes represent the different facets of the character of Saranac Lake. Mosaics will be used as decoration on branded items to give them life and excitement.

**ENDLESS WATERWAYS**

*water, paddling, healing, rejuvenation, life*

Saranac Lake is surrounded by water. The waterways were the life blood that spurred early transportation and trade, and continues to be a major differentiator for the community today. The water-filled landscape makes Saranac Lake ideal for paddling and water fun, but also offers an opportunity for healing and the rejuvenation of life and spirit.

**CREATIVE SPARK**

*campfires, hearth, home, passion*

The creativity that drives the Saranac Lake community is truly a homegrown, community effort. As such, this fire-born style offers a way for residents and travelers to represent their passion and fire for Saranac Lake. This spark theme also harkens to the times around the hearth or campfire with friends or family.

**DOWN TO EARTH**

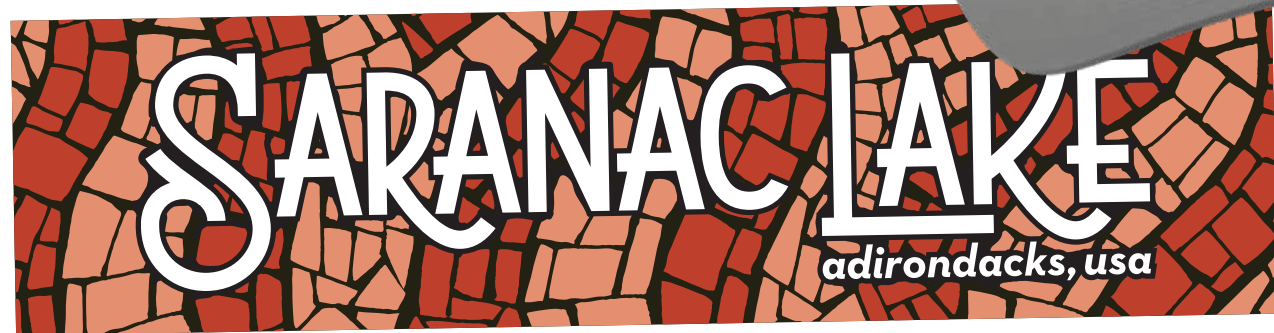
*trails, soil, growth, humbleness*

Saranac Lakers know who they are. They are humble enough to know their community pride and strength comes from each other, but strong enough to work the land and enjoy its wilderness. The earth theme represents a strong local community, as well as a vast outdoor trail network.

**HAPPY CARNIVAL**

*creativity, energy, fun, zaniness, expression*

Zany and creative expression has always been a core value of the Saranac Lake community. They know how to get work done, but never forget how to have fun. This theme symbolizes the fun high-energy atmosphere that often envelops Saranac Lake, bringing the always present creative and expressive attributes of the area to the forefront.





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