The background features the words "SARANAC LAKE" in a large, light blue, outlined font. The letters are stylized with a hatched or cross-hatched texture. The text is positioned in the upper half of the page, with "SARANAC" on the top line and "LAKE" on the bottom line.

SARANAC LAKE
BRAND GUIDELINES

2018

V.18.10.05



<i>Introduction</i>	4
<i>Process</i>	6
<i>Brand Statement</i>	8
<i>Logo</i>	10
<i>Typography</i>	12
<i>Slogan</i>	14
<i>Brand Pairing</i>	16
<i>Brand Colors</i>	17
<i>Graphic Styles</i>	18
<i>Usage Examples</i>	22

SARANAC LAKE, NEW YORK

Saranac Lake represents a unique blend of heritage, natural beauty, and creative spirit. Among other Adirondack communities, Saranac Lake stands alone in that it was intentionally developed 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 logos and levels of logo adoption over the years. In late 2017, the community decided to unify Saranac Lake’s brand message. The Saranac Lake Brand Advisory Panel was formed and comprised of Saranac Lake locals, who worked through the data and developed the final brand.

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. Throughout 2018, the brand panel worked in tandem with the community to develop a brand statement and design. The ultimate goal was to unify the community and fit the character of Saranac Lake as indicated by research results.

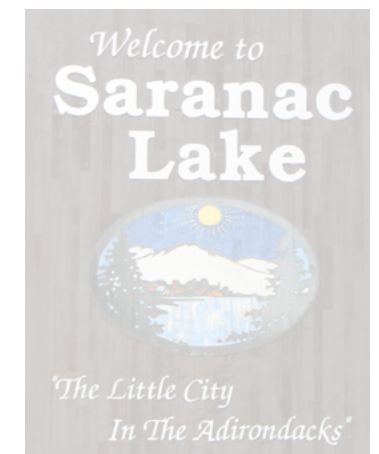


SARANAC LAKE BRAND PANEL MEMBERS

Carolyn Bordonaro
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.





TYPOGRAPHY

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 is in a sans serif style with a flourish. This represents Saranac Lakers' core drive to break the standard mold, and it speaks to the creativeness 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.

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.

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

The brand colors are specifically used in a mosaic graphic style. The mosaic is designed to evoke imagination and allow for personal connection. The mosaic style signifies the various patterns in which we live — representing connecting roadways, neighborhoods, and waterways — while conveying a creative and poised nature.

Mosaics will be used as decoration on branded items to give them life and excitement.

(See pages 18-21)

ENDLESS WATERWAYS*water, paddling, healing, life*

Saranac Lake is surrounded by water. The waterways were the lifeblood 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*campfire, hearth, home, passion*

The creativity that drives the Saranac Lake community is truly a homegrown effort. As such, this fire-born style offers a way for residents and travelers to represent their passion 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, humility

Saranac Lakers know who they are. They are humble enough to know their strength comes from each other, but strong enough to work the land and respect the wilderness. The earth theme represents a bonded local community, as well as a deep-rooted connection to the outdoors.

HAPPY CARNIVAL

creative, energetic, zany, expressive

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 high-energy atmosphere that envelops Saranac Lake, bringing the always present creative and quirky attributes of the area to the forefront.

This is the primary logo for Saranac Lake. It should be used in this form 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 or gray background, though the one color white logo can be used to brand images.

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.

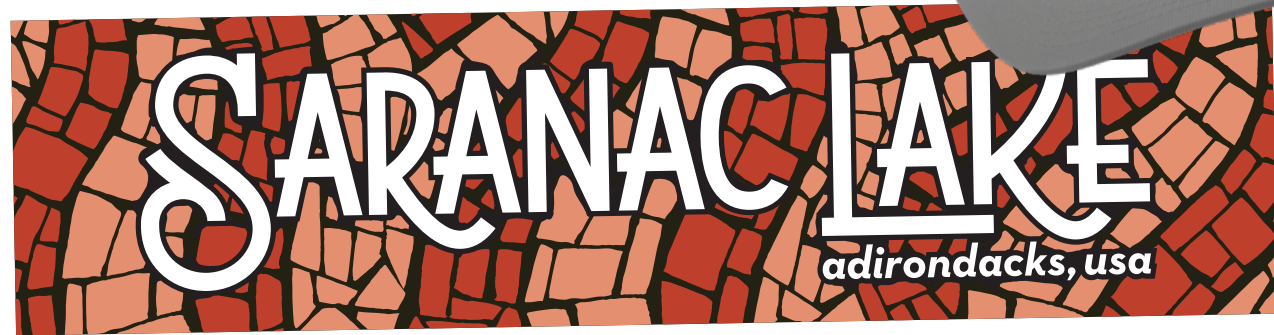




The slogan “Decidedly Different” should be used when writing about Saranac Lake. When it comes to presenting it with the official Saranac Lake brand, it should only appear with the official logo as seen above. The color variants follow the same pattern as the full logo.



The typography can be presented in these mosaic disks for decorative and presentation purposes. For regular branding usage (i.e. advertisements, documents, etc.) the mosaic disk versions should not be used.





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