

2024 Brand Guide



Lake Placid

DIVE INTO OUR BRAND

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Brand Statement

Invent your own perfect day.

There is an Adirondack village nestled amidst New York's highest mountains, where all are welcome to invent their own perfect day. Lake Placid is a community where a rich sporting legacy, modern culture, and unparalleled natural beauty balance in perfect harmony. Elite international events and

iconic venues offer everyone a chance to experience and embrace Lake Placid's thriving Olympic spirit alongside the athletes themselves. Our historic Main Street offers a vibrant downtown scene where people gather to shop, dine, explore arts and live music, and stroll along the shores of Mirror Lake—the heart of

our alpine village. Whether your version of outdoorsy is lounging lakeside, hiking to a scenic view, or seeking thrills with high-adrenaline activities, opportunities to connect with nature abound in every season. For days and nights filled with things that make life more adventurous, romantic, and fun, join us in Lake Placid.

Our Logo

The logo is essential for the Lake Placid brand as it serves as a visual representation of the destination's identity, and unique offerings. It acts as a memorable symbol that encapsulates the essence of Lake Placid, helping to differentiate it from competitors and create a

lasting impression on visitors. The logo is often the first point of contact between the brand and its audience, making it a critical element in shaping perceptions and attracting interest. Additionally, the logo provides consistency across various marketing materials and

platforms, reinforcing brand recognition and credibility. Ultimately, a well-designed logo strengthens the overall brand image and contributes to the success and longevity of Lake Placid as a destination.

**Invent
your own
perfect day.**



Lake Placid

**ICON &
WORD
MARK**

Our logo consists of two primary components. The first is the Icon, which is an LP monogram. The second is “Lake Placid,” a wordmark that represents our brand identity. These two elements together create our brand logo, and they can be used either in combination or separately, as needed.

Logo Qualifiers

Incorporating “New York” alongside the Lake Placid logos serves several crucial functions: it provides geographical context, ensuring clarity especially for those unfamiliar with the location; it differentiates Lake Placid, NY, from any similarly named places, maintaining the brand’s uniqueness and identity; it promotes the attractions of the state, leveraging its reputation to attract visitors and stakeholders; and it

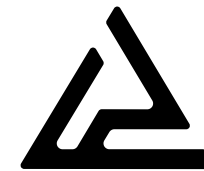
may also serve legal or trademark purposes, distinguishing the Lake Placid brand within the state of New York. This addition not only helps in branding but also aids in establishing the destination’s identity, ensuring recognition and understanding among audiences while potentially addressing legal considerations.

Stacked



Icon

Horizontal



Wordmarks



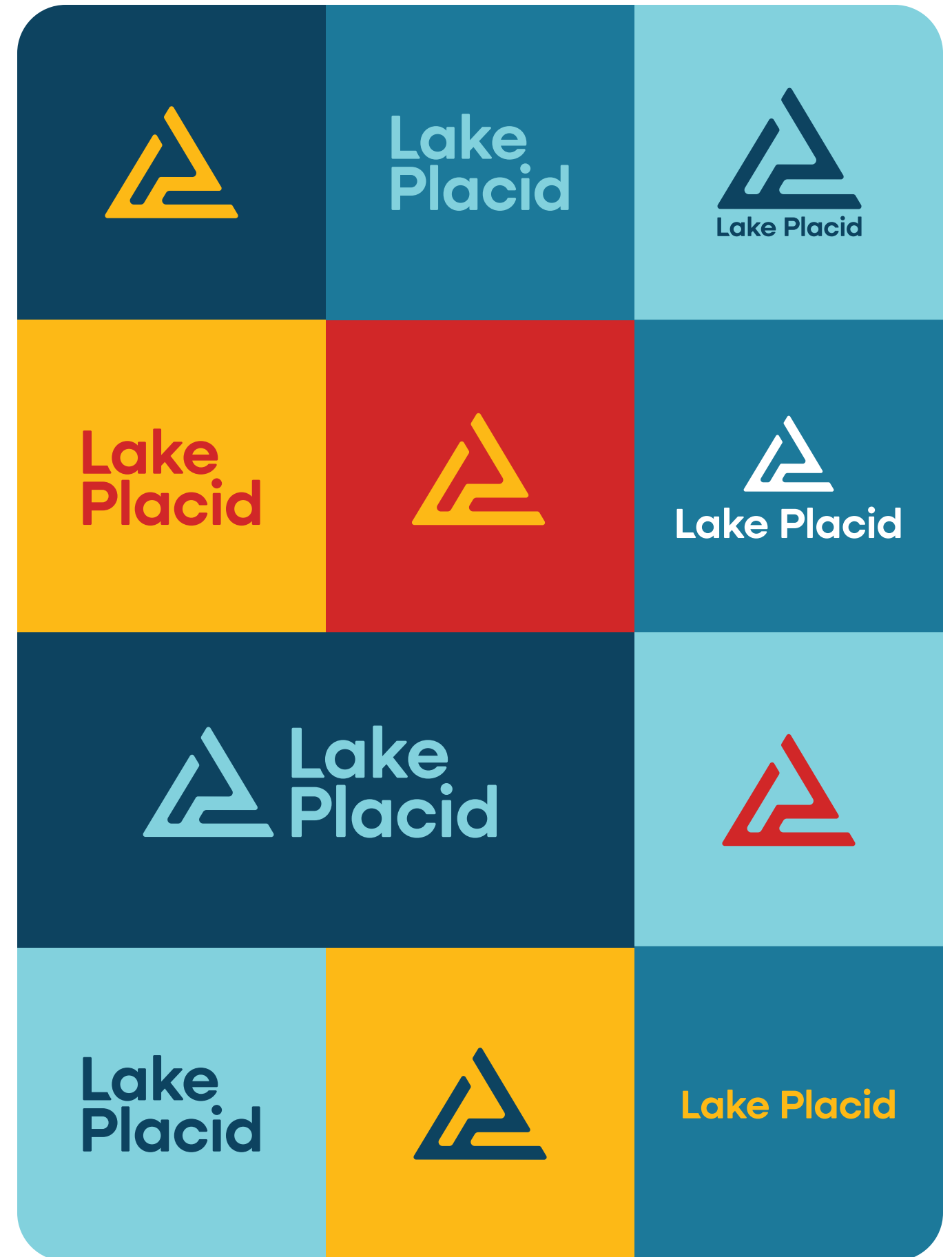
Color Variations

The Lake Placid brand recognizes the importance of offering a myriad of logo color options. This strategic approach guarantees versatility across diverse marketing channels and mediums. It seamlessly aligns with seasonal themes and promotional campaigns while upholding accessibility for all audiences.

When it comes to color application, our guiding principle is to attain the utmost contrast between the logo and its background. This deliberate choice ensures unrivaled visibility and impact, effectively capturing attention and leaving a lasting impression. By adhering to this principle, we maximize the potential of our logo to resonate with our audience and reinforce our brand identity across various touchpoints.

At the core of our ethos lies an unwavering commitment to endless exploration and creative excellence. We relentlessly pursue the zenith of creativity, continually pushing boundaries and striving for innovation. Our logo stands as a testament to this ethos, boasting a bold design that embodies adaptability to diverse messaging requirements.

In showcasing the potential of our logo, we demonstrate its capacity to evoke profound emotions within our audience. Each rendition speaks volumes, offering a glimpse into the dynamic nature of our brand and the depth of its impact.



Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common errors. Logos should never be rotated, skewed, or displayed in any colors other than those officially approved by the brand.



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.

Clear Space

Clear space around the logo is essential for the Lake Placid brand to ensure its visibility, legibility, and impact in various applications. By maintaining adequate clear space, the logo remains unobstructed and stands out prominently, allowing it to be easily recognized and remembered by viewers. This clear space also prevents visual clutter and ensures that the logo maintains its integrity and visual balance when placed alongside other elements such as text, images, or other branding elements. Whether used in digital or print media, having clear space around the logo enhances its overall effectiveness and reinforces the brand's professionalism and attention to detail. Our standard for clear space is the “e” in lake placid, we find a that it provides just the right buffer for our Logo.



Our Colors

The color palette is crucial for the Lake Placid brand as it plays a significant role in conveying the destination's identity, personality, and atmosphere. By carefully selecting colors that reflect the natural beauty of Lake Placid's landscapes, such as shades of blue for its pristine lakes, the brand can evoke a sense of authenticity and connection to the destination.

Additionally, the color palette sets the tone for visual communications, influencing how the brand is perceived by audiences. Whether used in logos, marketing materials, or signage, a cohesive color palette helps establish brand recognition, consistency, and credibility, enhancing the overall brand experience for visitors and stakeholders.

Color Name	PMS	CMYK	RGB	Hex
Placid Blue	PMS	100/76/45/22	13/67/96	#0D4260
Mirror Blue	PMS	87/46/29/0	24/120/154	#187899
Ice Blue	PMS	46/0/13/0	130/209/221	#82D1DD
Blaze Red	PMS	10/98/97/4	209/39/40	#D02727
Summit Yellow	PMS	0/30/99/0	253/184/22	#FDB913
Snow White	PMS	46/0/13/0 5%	130/209/221	#82D1DD
Granite Black	PMS	72/66/65/73	33/33/33	#202020

80%

60%

40%

20%

Gradients



Summer

Color gradients are beneficial for the Lake Placid brand as they can represent the diverse landscapes of the destination, capturing the vibrant hues of lakes and the changing seasons of the Adirondack Mountains. Additionally, gradients convey energy and modernity,

appealing to a broad audience while reflecting the dynamic atmosphere of Lake Placid's community events and outdoor adventures. Their versatility allows for visually striking designs across various platforms.



Winter



Fall

Our Typography

Typography is crucial for the Lake Placid brand as it enhances readability, communicates the brand's personality, and reinforces its visual identity. The choice of typography sets the tone for brand communications, whether it's conveying a sense of adventure and exploration through bold, adventurous fonts or reflecting the destination's historic charm with elegant, timeless typefaces. Consistent typography across all brand materials helps

establish brand recognition and cohesion, strengthening the brand's overall identity and visual presence. Additionally, typography influences how information is perceived by audiences, affecting their engagement and understanding of the brand's message. Therefore, selecting the right typography is essential for effectively communicating Lake Placid's values, experiences, and offerings to visitors and stakeholders.

OUR FONT FAMILY

Neulis

The Neulis typeface family seamlessly blends the structured elegance of a geometric sans serif with a sleek geometric Sans. From the welcoming warmth of Neulis Neue to the crisp lines of Neulis Sans, each font exudes its unique character.

Whether you seek adventure at Olympic sites or tranquility by Mirror Lake, both Lake Placid and the Neulis typeface family inspire boundless fun, romance, and exploration.

Font Weights

Neulis Neue & Sans

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

————— Alternate Web-safe Google Font —————

Poppins

Black Bold Regular Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Copy Layout

The body copy employs Neulis Sans Regular with a 1:1.5 ratio between the x-height of the type and the leading. Meanwhile, the subhead utilizes Neulis Sans Bold, maintaining a size that is 2 times the x-height of the body copy. For headings, we use Neulis Neue Black, typically at 8 times the size of the body copy, maintaining a 1:1 x-height to leading ratio. However, it's important to note that the size of the heading may vary as needed to effectively convey the headline's message.

In cases where web-safe fonts are required, we follow the same guidelines but substitute Neulis with Poppins.

Heading 1

SUBHEAD LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies tortor nisl, ut auctor metus varius vitae. Donec neque purus, faucibus elementum nisl sed, condimentum sodales est. Aliquam et orci sodales, vulputate mauris et, sollicitudin lorem. Aliquam fermentum, dolor sed faucibus vulputate, tellus ipsum interdum ex, et volutpat ante massa accumsan magna. Morbi vulputate tellus eu porta rhoncus.



Visual Style

A well-defined visual style helps convey the unique atmosphere, experiences, and personality of Lake Placid, fostering a strong emotional connection with visitors. By establishing consistent visual elements such as color palettes, typography, photography styles, and graphic treatments, the brand can create a cohesive and memorable brand experience

across various touchpoints. This consistency builds brand recognition and trust, enhancing the destination's credibility and appeal. Overall, the visual style plays a vital role in shaping perceptions, evoking emotions, and ultimately driving engagement and loyalty to the Lake Placid brand.

Photography

At Lake Placid, we strive to convey the authentic spirit of our destination through candid imagery that prioritizes the context of the environment over individual subjects. Our photography direction embraces the natural beauty, unique charm, and vibrant energy of our Alpine village. Here are some guidelines to ensure our visual storytelling reflects the essence of Lake Placid:

Together, let's capture the essence of our destination through candid imagery that celebrates the context of place and environment above all else.

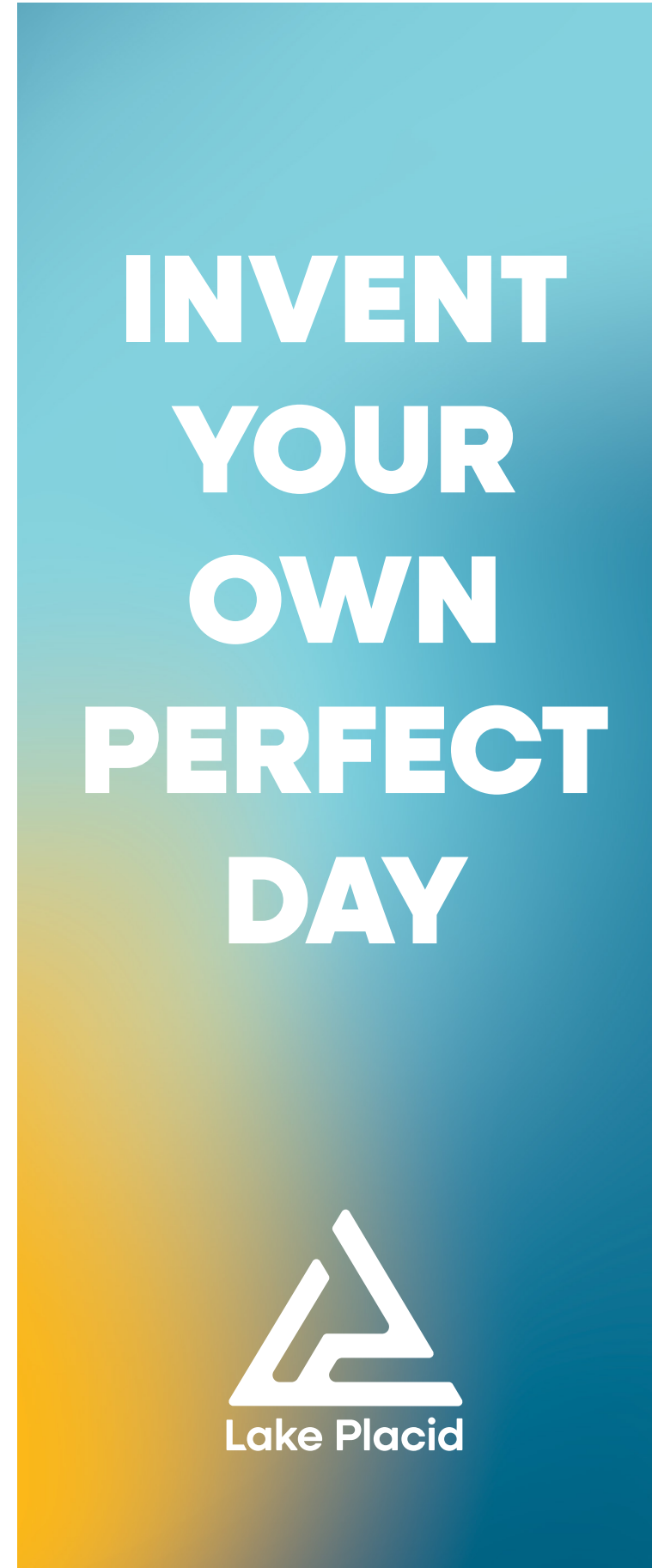
Capture the Essence: Embrace candid moments that authentically reflect life in Lake Placid. Avoid staged shots and prioritize spontaneity to convey the genuine vibrancy of our destination. Let the natural beauty and genuine experiences shine through in every photograph.

Enriching Perspectives: Highlight Lake Placid's character by emphasizing its surrounding landscape, architecture, and natural elements. Incorporating contextual elements such as Mirror Lake's shimmering waters or Main Street's quaint storefronts deepens the viewer's connection, allowing them to immerse themselves in the destination's unique atmosphere and charm.

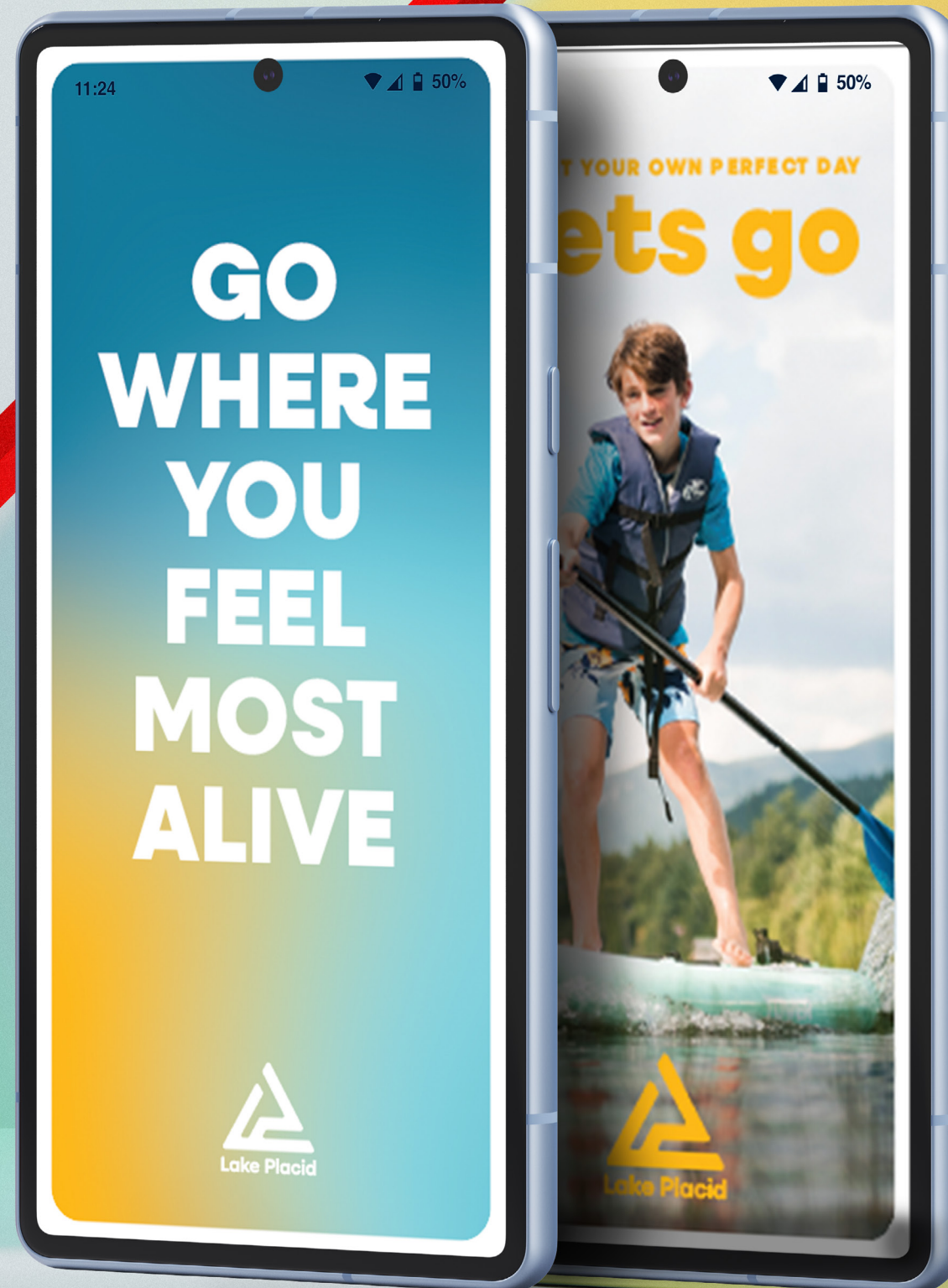
Focus on Diversity: Capture the diverse range of experiences and environments that Lake Placid offers. From outdoor adventures to cultural events, showcase the myriad ways a variety of visitors can immerse themselves in our destination's rich tapestry of activities and attractions.













Approvals

WE AREN'T THAT SERIOUS, HAVE FUN WITH IT

As previously emphasized, this guide serves as a foundational framework rather than an exhaustive set of rigid rules. We acknowledge that the creative journey is a dynamic process, replete with unforeseen twists and turns. Emerging trends, evolving technologies, and novel approaches will invariably influence our brand and its visual execution.

However, within this framework, we underscore the importance of adhering to the outlined guidelines. Any deviations from these standards necessitate approval from an authorized representative at the Regional Office of Sustainable Tourism (ROOST). This ensures that our brand integrity remains intact while allowing for necessary adaptations to suit evolving contexts.

To streamline the approval process, outside submissions can be made electronically via email to info@roostadk.com or through direct communication with our design department.

For vendors engaged in brand executions, we mandate the submission of electronic or physical proofs prior to printing, publication, or any form of execution. These proofs serve as checkpoints to guarantee alignment with our brand standards and expectations. Kindly forward these proofs to your designated point of contact within the Lake Placid region for review.

We firmly believe that clarity fosters successful collaborations. Should you have any inquiries regarding the utilization of our brand materials, we encourage open communication. Do not hesitate to reach out; we are here to provide guidance and support, ensuring that our brand remains a beacon of excellence in all endeavors.

info@roostadk.com

File Types

The files provided within this guide generally fall into two categories: raster and vector files. Each type serves its purpose depending on the intended usage.

Raster Files:

Raster files consist of a grid of pixels with a predetermined resolution and size. When resized beyond their limits, they tend to lose quality, resulting in pixelation. These files are suitable for web graphics and digital applications, including brand logos and photographs. For print applications, raster files must meet a minimum DPI (dots per inch) of 150 to ensure high-quality output. Common file extensions for raster files include .jpg, .png, .gif, and .psd.

Vector Files:

Vector files, on the other hand, create shapes using mathematical equations between anchor points. They can be scaled infinitely without losing quality. Brand logos and other graphics are typically created as vector files. While they excel in producing sharp, scalable graphics, vector files may become inefficient for complex designs, gradients, and photographs due to their large file sizes. These files are ideal for printing or reproducing graphics in various forms. Common file extensions for vector files include .ai, .eps, and .svg, although they may require special programs for opening.

When providing high-resolution logo files, vector files are preferred. They ensure optimal quality and versatility across different applications.



Lake Placid

REGIONAL OFFICE OF SUSTAINABLE TOURISM