



Lake Champlain

R E G I O N



The logo features a white silhouette of a mountain range above the text. Below the text, there is a white swoosh that curves upwards at both ends, framing the word 'REGION'.



Situated where New York's Adirondack Mountains meet breathtaking Lake Champlain, the Lake Champlain Region offers a calm, laid-back destination only a few hours driving distance from major metropolitan areas in the Northeast.

Here, visitors will find something special around every corner, with abundant opportunities for exploration and active relaxation. Play on one of the largest interconnected freshwater lakes in North America, surrounded by the Adirondacks and the Green Mountains. On land, an extensive trail network brings together flourishing nature, quaint communities, and gorgeous vistas. Diverse outdoor destinations offer a range of experiences from thrilling adventures to memorable leisure activities.

In this region, discover a distinctive, relaxed area, full of rolling hills, high quality farm and food experiences, a legendary lake monster, and immersive historic sites that have shaped American history. Adirondack peaks and iconic waterfalls complete this unique blend of striking scenic beauty. Endless outdoor recreation possibilities make the Lake Champlain Region's open spaces and legendary places a memorable destination.

LOGO

The Lake Champlain Region logo is composed of a rugged line representing the Adirondack Mountains and a swooping line representing the lake.

When possible the Lake Champlain Region logo should be presented as a lockup with the Adirondacks, USA wordmark. This is especially important for the region as it ties it to the larger Adirondack region.



adirondacks, usa



**Lake
Champlain
Region**

adirondacks, usa

To give the brand more flexibility, a logomark was created by using the elements from the primary logo inside of rounded square shape.

This can be used for profile pictures for social accounts, icons, and as a favicon.

To pair with the logomark, the typography is changed slightly to stack side by side.

The version can be used in smaller applications or as the need arises. If either logo would work, the primary logo should be used.

TAGLINE

The tagline for the Lake Champlain Region reflects the area's expansive scenic vistas and abundant outdoor recreation opportunities, as well as its rich history, which continues to flourish.

A woman with brown hair tied back, wearing a bright orange puffy jacket, is leaning against a wooden railing and looking out over a vast, forested mountain landscape. The sun is setting behind the mountains in the distance, creating a warm, golden glow. The foreground is filled with dense green and yellow foliage.

Open spaces,
legendary places.



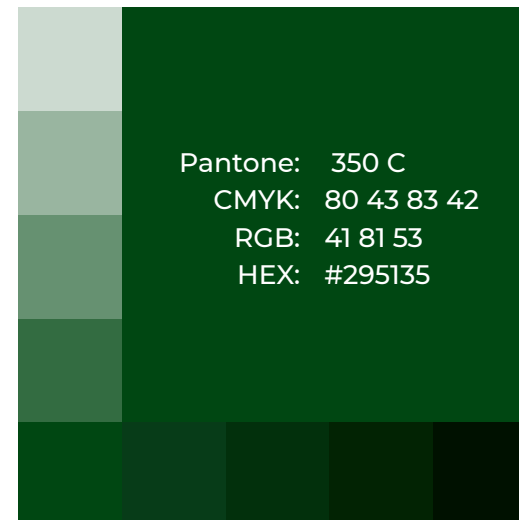
Lake
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BRAND COLORS

The brand colors are blue and green. The primary color for large areas of color should be the blue, with the green serving as a color highlight.

Tints and shades of either color can be used alongside for variety.





This is the primary logo for the Lake Champlain Region. 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 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 in a white box.

It cannot be used as a logo for businesses or organizations.





PREPARED BY

