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This brand guidebook serves to establish and communicate the visual of the Lake Champlain Region in Essex County, New York.

It provides detailed guidelines on how to use brand elements consistently, including logos, color schemes, and typography. The goal is to ensure uniformity across all marketing materials and communications, reinforcing the brand's identity and making it easily recognizable.

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# OPEN SPACES, LEGENDARY PLACES

## TAGLINE

“Open Spaces, Legendary Places” reflects the area’s expansive scenic vistas and abundant outdoor recreation opportunities, as well as its rich history, which continues to flourish.

## BRAND STATEMENT

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.

The Lake Champlain Region is comprised of the following towns in Essex County: Ticonderoga, Crown Point, Moriah/Port Henry, Westport, Elizabethtown, Essex, Willsboro, Lewis, Keeseville/Chesterfield.



# OUR LOGO

A logo should be eye-catching and meaningful, instantly connecting with people while showing off what the brand is all about in a simple, recognizable way. Take the region's logo, for example—it has a square design with mountains reflected in calm waters, representing its natural beauty and history. In the same way, a great logo for any brand should capture its vibe and story, leaving a lasting impression.







The logo for the Lake Champlain Region is a distinctive square shape that beautifully captures the essence of this picturesque area. At its center, a stylized representation of majestic mountains is reflected in the calm waters of Lake Champlain, symbolizing both the natural beauty and the serene outdoor experiences that await visitors. The reflection in the lake serves as a metaphor for the region's rich history, subtly echoing themes of the American Revolution, which unfolded against this stunning backdrop.

The design incorporates elements of rolling hills and open spaces surrounding the lake, enhancing the connection to outdoor recreation and exploration. A bold, unique font complements the imagery, featuring a nostalgic character that evokes a sense of timelessness and authenticity tied to the Lake Champlain Region. This typography reflects the region's heritage while ensuring clear visibility and impact.

Overall, the logo harmoniously blends the breathtaking landscapes, historical significance, and a sense of adventure, making it a memorable symbol for both locals and travelers. With the tagline "Open Spaces, Legendary Places" integrated seamlessly into the design, this logo invites all to discover the charm and legacy of the Lake Champlain Region.



# VARIATIONS

The Lake Champlain Region brand understands the importance of flexibility in visual identity, offering a variety of logo color options to ensure adaptability across different marketing channels and mediums. This approach not only enhances versatility but also aligns seamlessly with seasonal themes and promotional campaigns, while ensuring accessibility for all audiences.

At the heart of our brand is a deep commitment to continuous exploration and creative excellence. We push the boundaries of innovation, striving to deliver the highest standard of creativity in everything we do. Our logo embodies this ethos, with a bold, adaptable design that meets diverse messaging needs.

To further increase flexibility and maintain consistency, our logo includes several variations—such as different orientations and simplified versions—that enhance its ability to adapt to various applications. These variations ensure that the brand remains recognizable and consistent across all platforms, whether digital, print, or otherwise. Each iteration of the logo serves as a powerful reflection of our dynamic brand, capable of evoking deep emotional connections with our audience and reinforcing the lasting impact of our message.





# CLEAR SPACE

Clear space around the logo is essential for the Lake Champlain Region 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 X-height of Lake Champlain Region type; we find a that it provides just the right buffer for our logo.





# 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.





# TYPOG- RAPHY

Typography is essential for the Lake Champlain Region brand, as it enhances readability and helps convey the brand's personality. Whether using bold fonts to evoke adventure or elegant typefaces to reflect history, the right typography sets the tone for brand communications. Consistent use across all materials strengthens recognition, cohesion, and engagement, while ensuring the brand's values and experiences are clearly communicated to visitors and stakeholders.



# TYPOGRAPHY

Typography is crucial for the Lake Champlain Region 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 Champlain Region's values, experiences, and offerings to visitors and stakeholders.

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**A a**

**PARKLY**

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

**., ? ! @ # \$ % & \* [ / ] +**

**Helvetica**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 . , ? ! @ # \$ % & \* ( / ) +



# COLOR

The color palette is essential for the Lake Champlain Region brand, reflecting its identity and natural beauty, like the blues of the lake. It sets the tone for the brand's perception and ensures consistency across all materials. A well-chosen palette enhances brand recognition, credibility, and creates a more memorable experience for visitors and stakeholders.



# COLORS

The color palette is crucial for the Lake Champlain Region 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 Champlain Region’s landscapes, such as shades of blue for its pristine lake, 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.

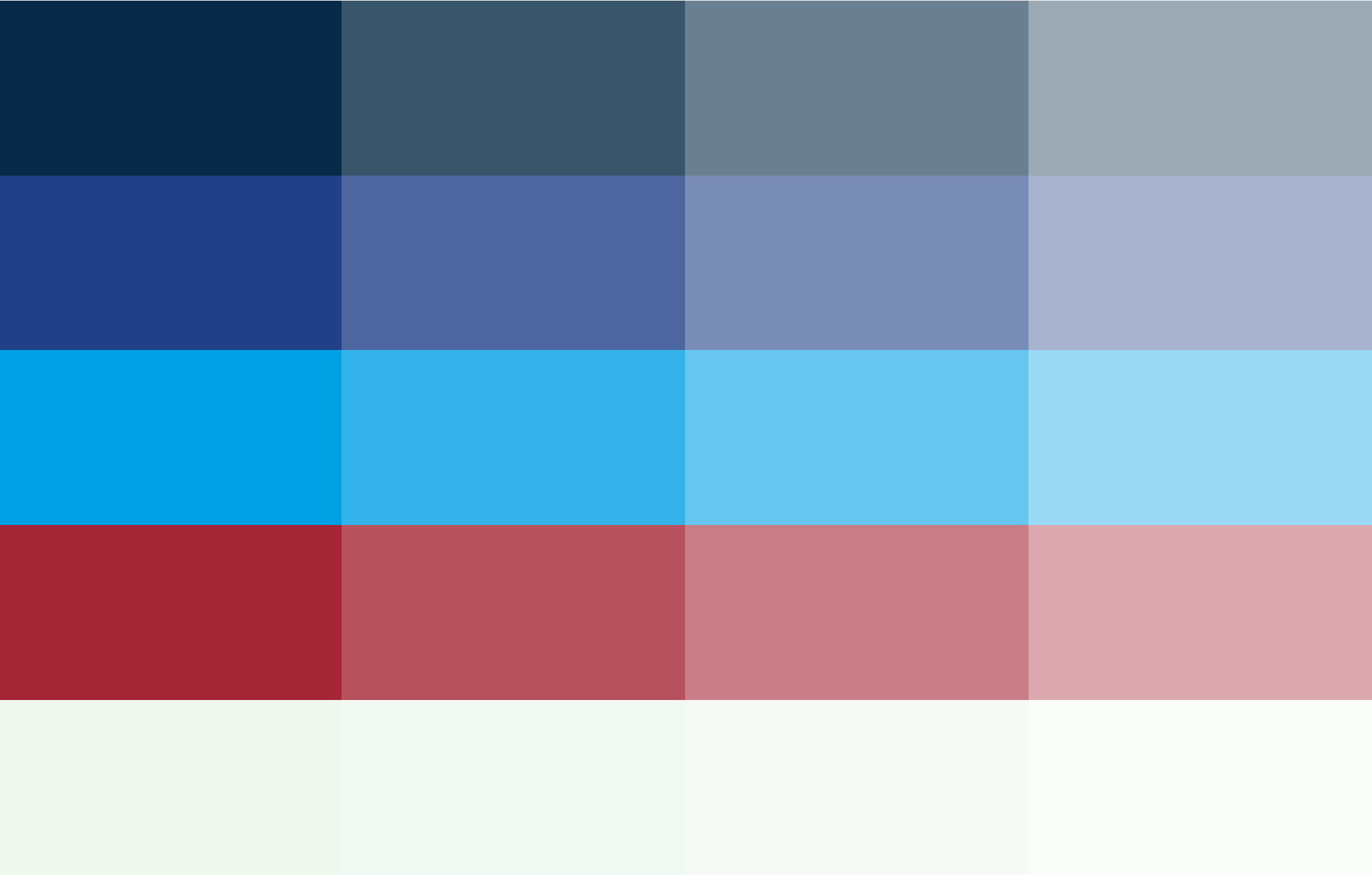
**DEEP LAKE BLUE**  
CMYK 100 / 81 / 44 / 46  
RGB 2 / 42 / 71  
#062A47

**LEGACY BLUE**  
CMYK 100 / 88 / 14 / 3  
RGB 0 / 58 / 141  
#224087

**SKY BLUE**  
CMYK 74 / 22 / 0 / 0  
RGB 0 / 160 / 228  
#00A0E4

**LEGACY RED**  
CMYK 24 / 97 / 79 / 17  
RGB 165 / 38 / 54  
#A52636

**ANTIQUÉ WHITE**  
CMYK 5 / 0 / 6 / 0  
RGB 239 / 247 / 239  
#EFF7EF





# COLOR COMBINATIONS

The Lake Champlain Region 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.



# OUR BRANDING

Brand assets like typography, color palette, and logo are crucial in defining the Lake Champlain Region's identity. Typography sets the tone and ensures consistency, while the color palette reflects the region's natural beauty, strengthening brand recognition. Together with the logo, these elements create a cohesive visual identity that engages audiences, reinforces the brand's story, and enhances the overall experience for visitors and stakeholders.







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