



The logo for ADK HUB is centered in the image. It consists of the words "ADK" and "HUB" stacked vertically in a bold, black, sans-serif font. The text is contained within a bright orange, rounded square that has a small notch at the bottom center, resembling a speech bubble or a map marker. The background of the entire image is a scenic landscape of a forested mountain range with a large lake and misty valleys. In the foreground, two hikers are seen from behind, standing on a rocky outcrop and looking out over the vast landscape. The scene is bathed in soft, natural light, suggesting a clear day with some atmospheric haze.



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This brand guidebook serves to establish and communicate the visual of the Adirondack Hub 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.

Created By: Regional Office of Sustainable Tourism  
 Questions: [info@roostadk.com](mailto:info@roostadk.com)  
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## NORTH HUDSON SCHROON LAKE LONG LAKE MINERVA INDIAN LAKE NEWCOMB

The Adirondack Hub is made up of six connected communities: Schroon Lake, North Hudson, Minerva, Newcomb, Long Lake, and Indian Lake. Together they form a gateway to wilderness landscapes, outdoor recreation, and authentic small-town experiences, framed by mountains, forests, lakes, and rivers that define the region.

Each town in the Hub brings its own character to a shared sense of place. Visitors will find welcoming main streets, quiet hamlets, and remote outposts that reflect a deep connection to nature, history, and year-round life in the Adirondacks.

This region serves as a central base for exploring the surrounding area, with easy access to trails, waterways, scenic routes, and local attractions. The six communities offer a balance of solitude and connection, where adventure and small-town culture naturally intersect.

## Tagline

A woman with her hair in a braid, wearing a light blue t-shirt and red cargo pants, stands on a large, dark rock in front of a waterfall. The waterfall is cascading over dark, jagged rocks, creating a misty spray at the base. The background is a dark, rocky cliff face.

# CENTER YOUR ADVENTURE

## Brand Statement

A legacy of mountain life thrives beneath the Adirondacks' towering pines. Visiting our towns feels like stepping back in time in the most refreshingly nostalgic way. Tucked among lakes and peaks is a collection of communities that honor their Adirondack roots, from the legacy of logging and frontier life to the cozy charm of Main Streets, historic Great Camps, and the region's vast tracts of public land. This is the center of all things Adirondack, where laid-back small-town living sets the pace and adventures come first.

The Adirondack Hub is your go-to jumping-off point for exploring the region all year long. The six towns, Minerva, Newcomb, North Hudson, Schroon Lake, Indian Lake, and Long Lake, dot scenic routes that serve up jaw-dropping views of lakes, mountains, and forests. Forget billboards; here, you'll spot those classic brown-and-yellow signs pointing to trailheads, campgrounds, and boat launches. Follow them to serene ponds, or take on the High Peaks if you're feeling bold. On the water, boating is woven into everyday life. One day you're gliding past loons, the next you're racing across the lake with friends. Adventure or relaxation, whatever you're after, the Adirondack Hub is the perfect place to dive in, soak it all up, and experience where history, nature, and community meet.

# Our Logo

A logo should catch your eye and feel familiar at the same time: simple, recognizable, and true to its place. The ADK Hub logo does just that. Bold and straightforward, it feels like a sign you would spot along the road or at the start of a trail: clear, confident, and easy to follow. It captures the spirit of the region in a way that is welcoming, grounded, and built for exploration.

**ADIRONDACK HUB**  
**CENTER YOUR ADVENTURE**



The ADK Hub logo is designed to be effortless and instantly recognizable, drawing inspiration from the signs that guide you through the Adirondacks. Framed within a strong square shape, it feels familiar at a glance, reminiscent of a marker along a quiet roadside or at the start of a well-traveled trail.

The rich color and sturdy lettering give it a strong sense of place. Grounded and confident, it carries a subtle nod to the region's past, feeling at home on historic Main Streets, trailheads, and lakeside docks. The typography is clear and distinctive, built to stand out whether you're on the road or planning your next trip.

Straightforward and welcoming, the logo reflects ADK Hub's spirit—an open invitation to slow down, follow the signs, and see where they lead. Paired with "Center Your Adventure," it becomes more than a marker. It's a starting point for exploring the Adirondacks your own way.

## Variations

The ADK Hub 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 spirit of exploration, curious and always moving forward. The landscape that defines this region shapes our drive to discover what's next while staying rooted in what matters most. Creativity isn't just a goal; it's part of the journey.

Just like the Adirondack experience itself, it's adaptable, timeless, and distinctive, an anchor that ties everything together while leaving room to explore.

**ADIRONDACK HUB**  
**CENTER YOUR ADVENTURE**

**ADK HUB**  
**ADIRONDACKS, NEW YORK**

**ADK HUB**  
**CENTER YOUR ADVENTURE**

**ADK  
 HUB**

## Clear Space



Clear space around the logo is essential for the Adirondack Hub brand to ensure visibility, legibility, and impact across applications. Maintaining adequate clear space keeps the logo unobstructed so it stands out clearly and is easy to recognize. It also prevents visual clutter and preserves the logo's integrity and balance when used

alongside text, imagery, or other branding elements. Whether in digital or print applications, clear space strengthens overall clarity and reinforces a sense of professionalism and consistency. Our standard clear space is based on the X-height of the Adirondack Hub type, providing the appropriate buffer around the 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.

## Town Logos

The ADK Hub logo serves as the primary regional identifier across all partner communications, while local township and community logos act as supporting marks. When paired together, the relationship should feel connected and consistent while still allowing each community to retain its own character. The ADK Hub logo should always appear first in the visual hierarchy, either above or before local logos, and should maintain greater prominence through consistent sizing, spacing, and placement.

Whenever possible, logos should be displayed in a simple, stacked layout with the ADK Hub mark positioned above the township or destination logo. Community logos should appear centered beneath the ADK Hub logo with enough clear space to prevent visual crowding.

All logos should retain their original proportions, approved colors, and clear space requirements to ensure the overall system feels unified, simple, and easy to navigate across every community touchpoint.



# Typography

Typography plays a key role in how ADK Hub is experienced, shaping a voice that is clear and easy to follow. It reflects the region's sense of direction and simplicity, where information is direct, not overworked. Designed for readability across every touchpoint—from maps and signage to digital and print—the typographic system ensures consistency, approachability, and a strong sense of place.

## Typography

Typography for the ADK Hub is rooted in clarity and ease, reflecting the welcoming nature of the region. Inter serves as the primary typeface, selected for its clean lines, strong legibility, and versatility across digital and print. It communicates information clearly and confidently, making it well suited for headlines, wayfinding, and body copy.

To complement this, Merriweather is used as a secondary typeface, adding a subtle sense of history and warmth. Its classic serif style brings a touch of heritage to longer reads or moments that call for a more reflective tone, without feeling overly formal.

Together, these typefaces strike a balance between modern function and timeless character, supporting a brand that feels readable and easy to navigate.

Aa

### Merriweather

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 . , ? ! @ # \$ % & \* ( / ) +

Aa

### Inter

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

Color plays a central role in shaping the look and feel of the ADK Hub, drawing directly from the landscapes that define the region. Inspired by forests, water, earth, and sun-faded details, the palette feels natural and easy on the eyes. Each color is chosen for clear, consistent use across applications, avoiding anything overly stylized. The palette establishes a visual language that is calm yet distinctive, supporting a brand that feels connected to place.

## Color Pallete

To support that classic Adirondack trail sign feel, the palette is inspired by the natural environment and aged, timeworn surfaces found throughout the region, avoiding anything too bright or polished. Yellow and rust function as subtle accents, echoing trail markers and aged signage. It stays natural and balanced while providing enough contrast for digital and print applications.

### BALSAM

CMYK 74 / 54 / 69 / 54  
 RGB 2 / 42 / 71  
 #2E3D34

### HUNTER ORANGE

CMYK 0 / 69 / 83 / 0  
 RGB 2 / 42 / 71  
 #062A47

### TEXT

CMYK 67 / 61 / 76 / 77  
 RGB 31 / 32 / 17  
 #1F2011

### LAKE BLUE

CMYK 85 / 54 / 50 / 18  
 RGB 46 / 95 / 116  
 #2E5F73

### WARM SAND

CMYK 16 / 17 / 30 / 0  
 RGB 216 / 203 / 179  
 #D8CBB3

### TRAIL SIGN

CMYK 26 / 79 / 78 / 18  
 RGB 201 / 164 / 59  
 #C9A43B

### WEATHERED WOOD

CMYK 40 / 53 / 70 / 19  
 RGB 138 / 107 / 79  
 #8A6B4F

### GARNET

CMYK 22 / 33 / 92 / 1  
 RGB 161 / 74 / 59  
 #A14A3B

# Our Branding

The brand is strongest when it evokes a trail marker with a sense of history behind it, one that feels practical, authentic, and unforced rather than polished or overly promotional. Its character comes from honesty and simplicity, not glossy tourism aesthetics or trend-driven visuals that make the experience feel generic or manufactured.

The brand principle, “Guided, but never rushed,” defines every touchpoint as a sense of direction and discovery. The journey should feel calm, welcoming, and quietly confident, helping people find their way rather than selling the experience. The brand encourages exploration at a natural pace, leaving room for curiosity and personal connection.

The visual identity should be understated and unpretentious, drawing inspiration from natural materials, weathered textures, and places shaped by time and use. The overall aesthetic should feel lived in, timeless, and real. Deep forest tones, sun-faded colors, and subtle imperfections guide the visual language. The personality should remain simple, functional, and authentic, with openness and restraint that allows the experience itself to speak clearly.



**YOU ARE  
HERE**



**ADK HUB**

**CENTER YOUR ADVENTURE**

## Start Where the Water Gets Quiet

At the edge of the High Peaks, Henderson Lake moves at a different pace. Calm water, quiet coves, and distant mountains make it easy to leave the noise behind. Launch from Newcomb and follow the shoreline through long stretches of stillness. Loons drift across the lake, pines lean over the banks, and the only schedule is the one you leave behind.

**Plan Your Paddle**  
**[adirondackhub.com](http://adirondackhub.com)**

# ADK HUB

Powered by  
ROOST