



2010

the LAKE PLACID *brand identity...*



This guide is meant to help the Regional Office of Sustainable Tourism and the Lake Placid CVB maximize the impact of Lake Placid's new brand identity. The consistency of the brand's presentation will materially impact the organization's ability to increase the year-round tourism business for Lake Placid and the surrounding Adirondack communities. This brand identity material was produced at the end of a three year process. The work to arrive at this stage involved extensive research efforts, including the Longwoods International Image Study and Market Analysis, the local attitudes survey and research conducted by Points North Communications. It was a collaborative process that generated the identity presented here. The process of selecting words, ideas and images referred to the research at each stage. The community of Lake Placid also played a critical part in this process. Creating this brand identity involved many residents who freely expressed their opinions, love for the area, honest feedback and creative ideas. It was that process and that time commitment that allowed us to arrive at this point, with a series of brand identity tools that are not about something new, but tools to help others quickly recognize, understand and want to be part of everything that is so special about Lake Placid.

First, Lake Placid is real. Second, good writing is hard. Lake Placid should stick to real words, and real language and not try to sound too writerly. It's hard to pull off the kind of great writing that sounds truly special, and Lake Placid can be about something more plainspoken anyway. Real people in Lake Placid do not say, “**did you see the cascading shimmer of lights in the sky last evening?**”. They are more likely to say, “**did you see the shooting stars last night?**” The brand can speak in real words about this real place.

The opposite page’s basic statement about Lake Placid sums up the ideas in the brand. It can be used as a way to talk about Lake Placid quickly and directly. You can think of this statement as a narrative that demonstrates the basic ideals of the brand and the key concepts surfaced by the research.

The word choice is very intentional. For example, **village** rather than **town**, **Adirondack Mountains** rather than **Adirondack Park**. Words like **sheltered**, **protects**, **free** and **thriving** all suggest safety without saying the word, which can hint at its opposite. Similarly, words like **community**, **home**, **welcome**, **hometown**, **Main Street** and **families** all describe the experience people will have here.

...a word on the language and the brand

a fundamental statement about Lake Placid...

There is a **village sheltered** high in the **Adirondack Mountains** where you are **welcome** to come and **invent your own perfect day**.

Lake Placid is a **real community**, with a **Main Street** made for **walking**, nights where you can **see the stars**, and **people who love their hometown**. It shows.

Families like to call this place **home** because it has a **thriving** sense of community and it is **set away** from the more hectic world. A legendary **park**, **bigger than any other** in the contiguous United States, **protects** us. We have **clear skies**, deep **forests**, **high peaks**, **lakes** of all sizes and shapes, and moose.

The **world** came here **twice** to hold its **Olympic Winter Games**. Today, Lake Placid is a place where you’re **free** to **join** in and **fill your days** with the things that make **life** more **adventurous**, **romantic** and **fun**.

using the logotype...

LAKE

the logotype is made exclusively for Lake Placid using a typeface called **Bahnhof** as the base. The logotype exists only as a graphic and cannot be made by using **Bahnhof** fonts.

PLACID

adirondacks, usa

italics lend “**adirondacks, usa**” a sense of motion. The font is drawn from the **Neutra** family. The research indicated how important it was to place Lake Placid in the Adirondacks. Using just “**USA**” rather than “**New York**” suggests two things: it reminds people that the Adirondacks and Lake Placid both have international reputations (think “**Paris, France**” vs. “**Paris, Ile de France**”) and it suggests an Olympic heritage. The use of capital letters for “**LAKE PLACID**” and lower case for “**adirondacks, usa**” distinguishes the two lines visually and places Lake Placid as the ‘capital’ of the region. “**adirondacks, usa**” is optional, but we suggest including the line as the default choice because of the importance of the Adirondack association as a visitor attractor.



there are four logotype variations for white...

...and four for colored backgrounds.



as you can see, it is difficult to read white letters when placed against a yellow background. Because of this, we advise against this style.



Pantone 186 C
C=0, M=100, Y=81, K=4
#E31937

Pantone 1795 U
C=0, M=94, Y=100, K=0

Pantone 1235 C
C=0, M=29, Y=91, K=0
#FDBB30

Pantone 123 U
C=0, M=24, Y=94, K=0

Pantone 301 C
C=100, M=45, Y=0, K=18
#0073D1

Pantone 300 U
C=100, M=44, Y=0, K=0

Pantone 445 C
C=20, M=0, Y=20, K=65
#475947

Pantone 445 U
C=20, M=0, Y=20, K=65

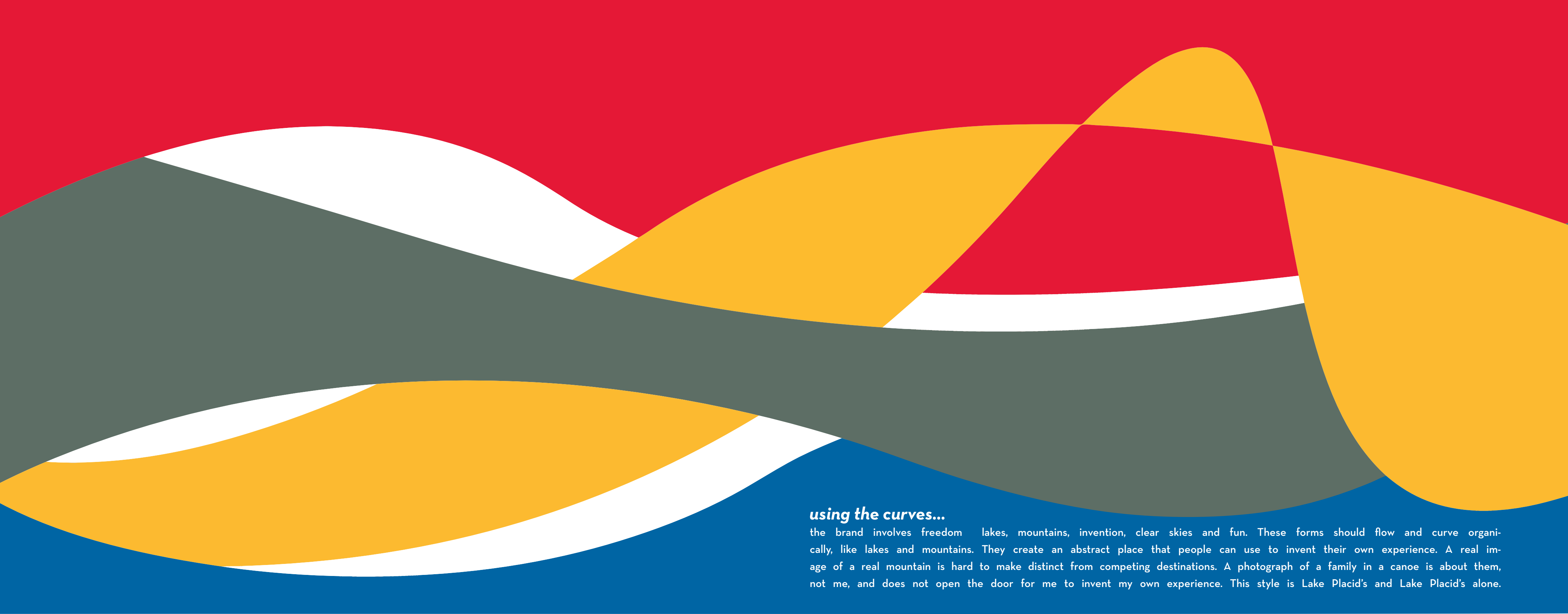
Lake Placid’s brand is about being a real place. The strong primary colors reflect the real village and real people of Lake Placid, and hint at its Olympic heritage. It should be clear that the Lake Placid colors and the Olympic flags go together, and they do.

...using the colors

The colors need to be rendered in a number of ways depending on the context in which they are being used.

the swatches on the left page demonstrate Pantone & CYMK values for use on coated materials (glossy paper, vinyl, etc.) while the swatches on the right page demonstrate Pantone & CMYK values for use on uncoated materials (matte paper and the like).

The values on the left page should be used for all web applications, so Hex values have been listed as well.



using the curves...

the brand involves freedom lakes, mountains, invention, clear skies and fun. These forms should flow and curve organically, like lakes and mountains. They create an abstract place that people can use to invent their own experience. A real image of a real mountain is hard to make distinct from competing destinations. A photograph of a family in a canoe is about them, not me, and does not open the door for me to invent my own experience. This style is Lake Placid's and Lake Placid's alone.

using the symbol...

The symbol is the brand’s visual extension It needs to say:

- fun
- real
- easy
- clean
- action
- protected
- mountains
- four seasons

It needs to belong with the logotype and with the logo-type’s clean lines and angles. Simple forms like circles, triangles and square corners, rather than extra flourishes and complex curlicues, speak to the brand.

This symbol works hard. There are no wasted ideas. Every aspect is asked to perform many duties.

the motion shapes.....

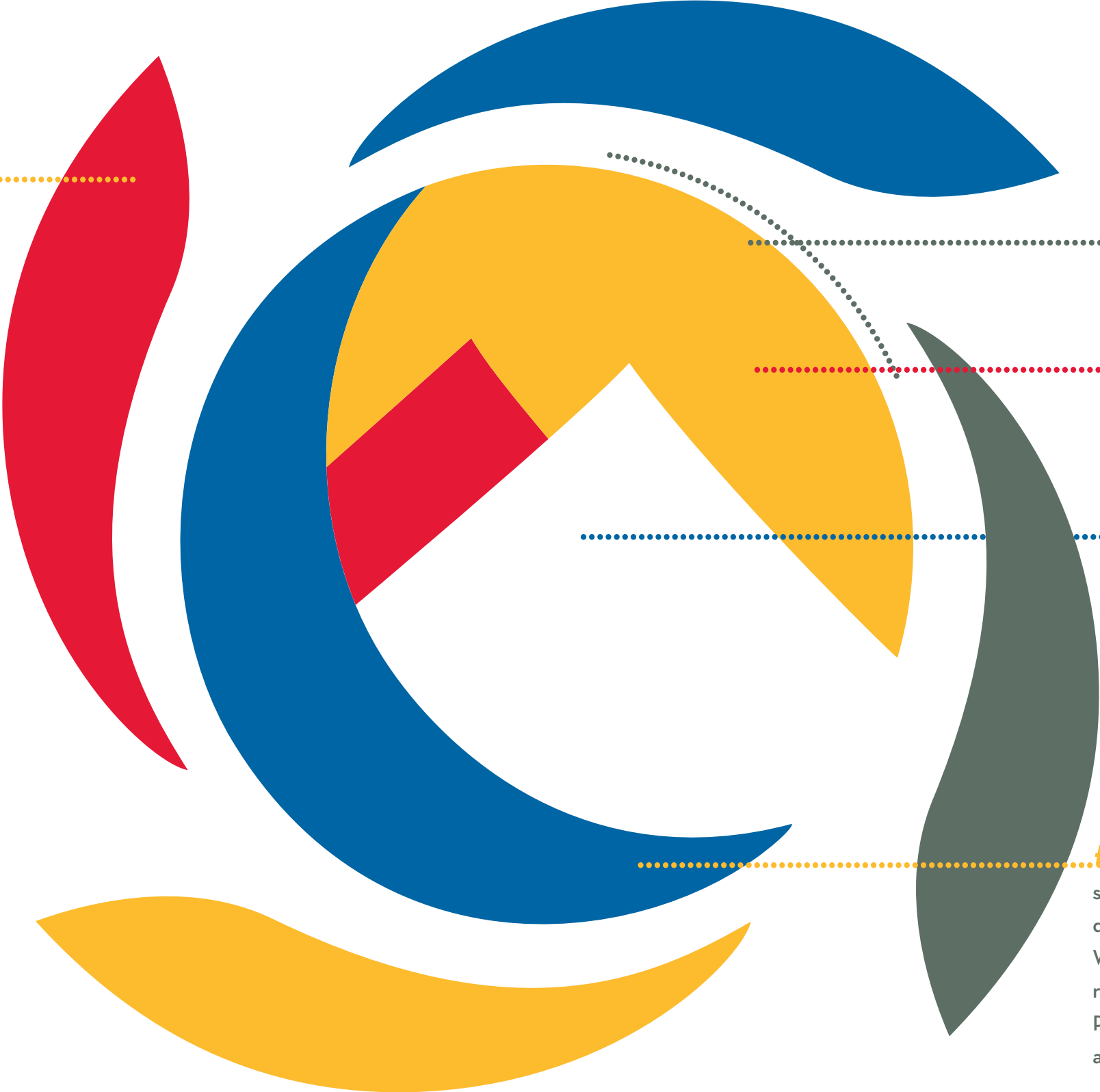
pull slightly away from the center circle, allowing the motion to be expansive, and feel bigger. The motion is outward not inward.

The blue on top matches the blue lake/moon shape and represents the clear sky.

The red, the most vibrant color, points up, lending upward motion to the rest of the symbol.

the yellow on the bottom matches the yellow sun/sky over the mountains. It also doubles as a reflection of the moon on the water.

The gray form is the only one that points down. Using the softest color to point down maximizes the circular, positive motion throughout the entire symbol.



the main circle

is one of three basic forms (circle, triangle, & square). It is a fluid, natural and flexible basic geometry.

the yellow sun/sky

is warm and sunny without the need for an actual sun.

the white and red mountains

spill out far beyond the boundaries of the circle, they are not contained inside Lake Placid. Lake Placid’s name calls the lake to our attention, but doesn’t clearly communicate the presence of mountains, so the symbol centers around mountains. The white mountain represents Whiteface.

the blue lake/moon shape

serves two purposes. At the bottom it depicts Lake Placid and Mirror Lake with Whiteface in the background. It also represents the moon at night. Lake Placid does have a great night scene, and the symbol should pay it tribute.



.....***the black & white version***

of the symbol should have limited use. Lake Placid is colorful and alive, and the symbol should follow suit. The black and white version reduces the symbol's four colors to two shades of gray, making it less vibrant and dynamic. We expect its use to be limited and small in scale.

animating the symbol.....

the symbol can be animated for the web. For example, the motion shapes could spin when they are moused over, or they could take off and become a part of the web navigation. The symbol can also fall apart and reform into new shapes. The basic forms of the symbol can be reassembled in all kinds of ways, allowing visitors to invent their own perfect day symbol.



“be Lake Placid” and “invent your own perfect day” exist in many variations, with different combinations of components. They can also be treated in white against red, blue, or gray backgrounds in the same style as the logotype variations.

invent your own perfect day.....

we live in a time when lives are controlled by other people. Answer the email, meet the delivery man, get to a meeting, race to the kid’s play. Lake Placid offers an alternative. It is a place where you can invent your own perfect day, and be everything that Lake Placid represents. The idea of inventing your own perfect day came from conversations with numerous people in Lake Placid about what they loved. Please note that “perfect day” is intentionally singular. We do not want to pressure people into feeling that they need to invent dozens - one is enough.

be lake placid.....

the brand is about Lake Placid as an action. It is about how you feel and what you can do in the place. To be Lake Placid is to feel better, and be more. Among Adirondack destinations, only Lake Placid offers a complete range of options. Ski the Olympic downhill, walk Mirror Lake, take a forest hike through Henry’s Woods or a winter climb up Marcy followed by a massage at a spa. It’s all there so you can be and feel more.

invent your own perfect day

be

LAKE

PLACID

adirondacks, usa



using ‘part of a perfect day’.....

Lake Placid businesses and organizations are each part of the brand. They can participate in the branding effort that benefits the whole community. Marketers can use the logotype and perfect day idea in their own materials.

This is more than attaching a logotype to printed material and on websites. By using the phrase ‘part of a perfect day’ to describe themselves, each business can be part of, and benefit from the brand identity.

Many voices in Lake Placid helping tell the brand story in their own material will make the overall effort far more effective.

the color options.....

businesses can use the color version when they use a white background, and choose if they want to include adirondacks, usa.

part of a perfect day
LAKE PLACID
adirondacks, usa

part of a perfect day
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adirondacks, usa

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LAKE PLACID

the integration option.....

both the line ‘part of a perfect day’ and the logotype can be made to match any organization’s color palette as shown in this example.

This freedom to match the words ‘part of a perfect day’ and the logotype to a businesses colors does not apply to the symbol, nor does it apply to other uses of the logotype.





invent your own perfect day

Prepared by Points North Communications for
the Regional Office of Sustainable Tourism
Lake Placid CVB

2010

