Appendix G: Branding

ADIRONDACK RAIL TRAIL

Brand Book

2019

ADIRONDACK RAIL TRAIL

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About

In accordance with the scope of work outlined by an agreement between the New York State Department of Environmental Conservation (DEC) and the Regional Office of Sustainable Tourism (ROOST), ROOST was charged with leading the development of a logo and brand for the Adirondack Rail Trail.

Before a logo could be developed, a brand statement for the Adirondack Rail Trail needed to be established. A brand statement is a blueprint for verbal and visual communication for the Adirondack Rail Trail. A series of local focus groups, evaluation of existing Adirondack studies, historical research, and a competitive analysis of other similar rail trails helped guide the development of the statement. Once established, a logo and related guidelines were produced to help consistently communicate the brand statement in an easily recognizable and reproducible manner.

The following pages of this document outline the complete brand package that was created as part of this process. The elements outlined on these pages are property of the DEC. These guidelines are not casual recommendations, but rather a comprehensive set of rules to be followed by every person issuing communications on behalf of the Adirondack Rail Trail. Use of these elements are subject to approval by DEC.

- The Adirondack Rail Trail is located in the heart of the Adirondacks, a 6.1-million-acre patchwork of protected public and private lands in northern New York.
- The Adirondack Rail Trail is the longest, and most defined, rail trail in the Adirondack Mountains.
- The trail features miles of uninterrupted pedaling and exploring — there are limited road and traffic crossings.
- A natural, linear museum. Kiosks and signage focusing on unique features of the Adirondacks including history, plants, and local animal habitats are strategically placed along the trail.
- Multiple lengths and day trip options are available.
- Major hub towns are located at pleasant intervals from one another.
- The Adirondack Rail Trail offers a rare chance to explore and view true Adirondack backcountry scenery without having to rough it.

Brand Statement

The Adirondack Rail Trail offers a unique opportunity for residents and visitors alike to immerse themselves in nature while remaining close to civilization. The accessible trail provides 34 miles of flat, primarily uninterrupted passage through the heart of the mountains, connecting the communities of Tupper Lake, Lake Clear, Saranac Lake, Ray Brook, and Lake Placid.

Long, continuous stretches of nature set the backdrop for your adventure. On foot or bike, snowmobile or skis, rail trail enthusiasts will travel through a variety of natural habitats including scenic pine forests, wetlands, waterways, and mountain views.

Unique among recreational paths, users will note minimal crossroads. Where roads do intersect the trail, one can choose to continue on or follow signage to explore the quaint downtowns and abundant amenities found just off the trail.

Envisioned and conceived as a linear museum, interpretive signs and exhibits complement the experience with a narrative about the rail corridor and the influence it had on the surrounding communities. Signs also highlight facts about the Forest Preserve and the local flora and fauna. The rail trail provides a way to experience history and nature in a safe, accessible way.

Created to be an accessible trail, the wide, gentle-grade path attracts outdoor enthusiasts ranging from athletes to family groups and casual explorers. Whether gearing up for a quick out-and-back or taking advantage of an extended, easy-access backcountry tour, the Adirondack Rail Trail welcomes people of diverse ages, backgrounds, and abilities.

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Logomark

Inspired by the past, the present, and the future.

Logo elements:

RT: The central RT letters are styled to give the effect of rails that no longer have their railroad ties, hence indicating the movement from the historic rails to the current trail.

Tree: Traditionally, railroads wind their way along flatter terrain and are often routed through wetlands, where they are surrounded by spruce, fir, and tamarack. Those species are typical of a boreal forest, and few hardwoods are to be found. This was the inspiration for the style of tree used in the logo. The trees, which were designed with an arrow shape, indicate the connection of several regions and towns all accessible via the rail trail. Once in the individual communities, visitors are able to easily branch out and explore historic sites, local attractions, and amenities to enhance their rail trail experience.

X: Indicative of traditional, historic railroad crossing signs, the evergreen X pictured in the logo is presented with one side representing railroad ties and the trail's past, and one side presented as a solid, bold color to give it a slight three-dimensional effect. Together, those effects indicate the forward movement of the new path, as the shapes of the X signify the positive transition from railroad to rail trail.

Compass: With the RT as its central point of direction, a compass is indicated by the lighter, pine-colored arrows. This element represents both the connection to nature found on all sides of the trail as well as the crossroads and junctures along the route, where visitors can venture off the main trail and explore the towns and amenities that are easily accessible.

Overall: The whole logo can also be portrayed as a snowflake, making the connection to the Adirondacks' long and storied history of winter activities, many of which can now be enjoyed along the rail trail.

RT

Typeface

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Typeface - NEUSA NEXT STD - Wide Regular

The typeface used in this logo is Neusa Next Std. The sharp, rigid lines signify the railroad, and the smoother parts of this typeface mark the transition from railroad to rail trail.

- This typeface should not be used in any accompanying copy associated with the rail trail except in headings.
- Neusa Next Std is the only acceptable typeface used for this logo; substitution of other typefaces is prohibited.
- When used, Adirondack Rail Trail should be displayed in the colors evergreen, dark gray, or white, depending on the logo usage.
- When accompanied by copy, such as with this guide, the typeface 'Avenir - Light' should be used whenever possible.

DEC Green
CMYK - 79/43/84/42
RGB - 44/82/52

Beige
CMYK - 22/39/68/1
RGB - 197/155/102

Inspired by nature.

Immerse yourself in the heart of the Adirondack Mountains and you will be surrounded by two primary colors: evergreen and pine wood. These two colors harmonize perfectly with the overriding sentiment surrounding the Adirondack Rail Trail. Green to represent nature, prosperity, and growth; brown to invoke rugged, earthy, and old-fashioned. Working together, these colors merge the elements of old and new, while invoking the essence of the Adirondack backcountry.

Brand Guidelines

Maintaining a strong and effective identity means the brand elements must be presented in a consistent manner.

By adhering to the following guidelines, this brand can effectively be used to promote the Adirondack Rail Trail. All of the elements are specific to the Adirondack Rail Trail and cannot be used for any other purposes. This includes the logomark, typeface, and colors.

Any questions regarding the usage of the Adirondack Rail Trail brand may be forwarded to the New York State Department of Environmental Conservation.

This is the primary logo for the Adirondack Rail Trail. It should be used in this form whenever possible. It can be presented with white text, as well as dark gray, or evergreen.

The logo should never be covered by other logos or designs. It is preferred that the logo be placed on a solid white or gray background, though the one-color white logo can be used to brand images.

The logo should not be stretched or presented in any off-brand colors.

The logo should never be placed on top of other images or design elements with a white box around it.

The logo should not be placed with typefaces other than the official Adirondack Rail Trail typeface.

Full color on white

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White on dark gray

ADIRONDACK
RAILTRAIL

Dark gray on white

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Logomark Usage

The logomark can be used independently from the rest of the brand elements. It can be presented in the brand colors, dark gray, or white.

Its shape cannot be altered.

The pieces should not be moved or resized in relation to each other.

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

'RT' Usage

The RT should never stand alone as a logomark. While the design of the RT is strong on its own, it is not the official logo.

The RT must be accompanied by the words Adirondack Rail Trail in the typeface Neusa Next Std.

The RT can be presented in the colors evergreen, dark gray, or white.

In an effort to be consistent in branding across all regions, the RT element should only be extracted from the full logomark in rare instances when it is being used for extremely small applications and it is vital that the RT is readable from a distance.*

Examples of acceptable small applications include a site favicon or mile marker.

*If you feel the need to utilize the central RT without the accompanying logomark pieces it must be approved in writing, in advance.

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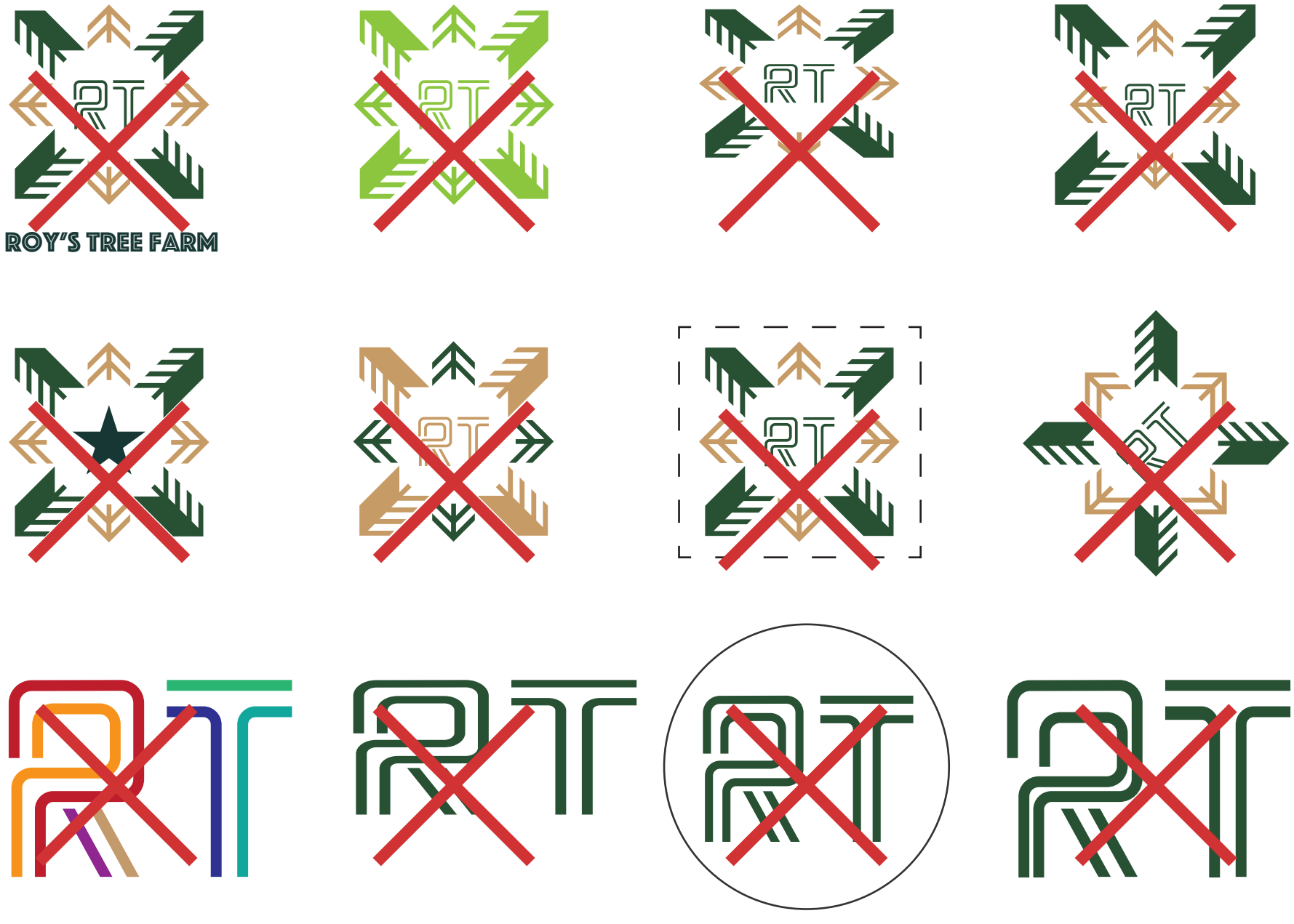
ROY'S TREE FARM

ADIRONDACK RAIL TRAIL