



# WHITEFACE REGION

adirondacks, usa

## Brand Style Sheet

This style sheet is a reference for our internal design team, vendors, and others who are authorized to work with the Whiteface Region brand.

Use the elements, artwork, and material within this document to make things that look like the Whiteface Region brand, every time.

Though all of the brand elements are listed on this sheet, they may not be appropriate in every situation. Take great care in selecting the right visual element for the project.

For example, our primary brand logo should be used

in the majority of applications, but in small spaces, the small format lockup is more legible.

Any visual element, color, typeface, or logo that is not listed on this sheet requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

If you have any questions concerning the content of this style sheet, please don't hesitate to reach out to us at [info@roostadk.com](mailto:info@roostadk.com).

### PRIMARY BRAND LOGO



### SECONDARY LOGO

Get close!  
**WHITEFACE  
REGION**  
adirondacks, usa

### BRAND ICON



### SMALL FORMAT LOCKUP



### TERTIARY LOGOS



Arts



Fly Fishing



Hiking



Winter &amp; Holidays



Mountain Biking



Skiing



Agriculture



Camping

### COMMON ERRORS



Do not stretch, squash, skew, or distort the logos in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows on colored logos.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

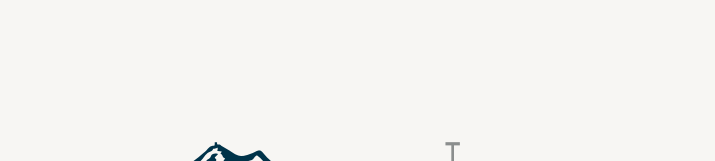
### SIZING & SPACING



**PRIMARY LOGO**  
Minimum height is .75" for print and 100px for digital applications.



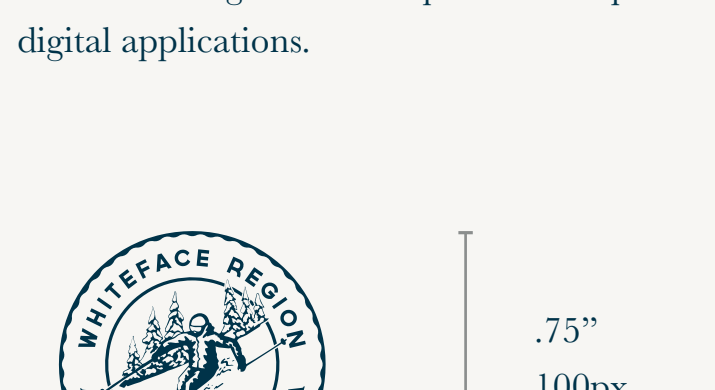
**ICON**  
Minimum height is .5" for print and 50px for digital applications.



**SIMPLE LOCKUP**  
Minimum height is .5" for print and 50px for digital applications.



**SECONDARY LOGO**  
Minimum height is 1" for print and 100px for digital applications.



**TERTIARY LOGO**  
Minimum height is .75" for print and 100px for digital applications.



Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Whiteface Mountain icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

### BRAND COLORS



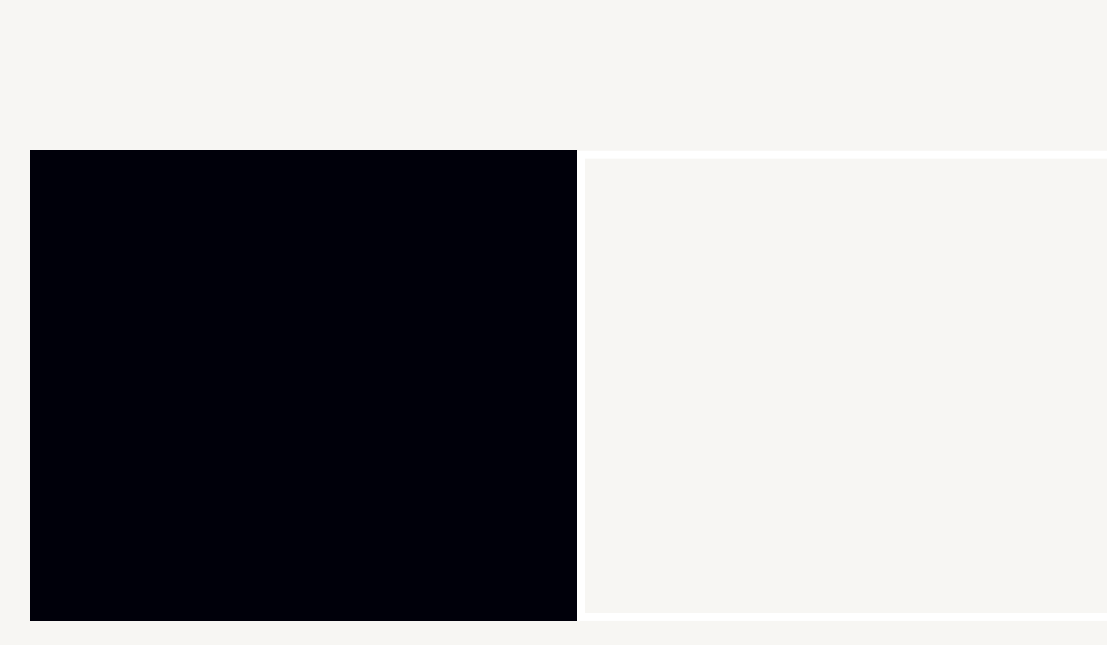
**NIGHT**  
PMS 2189 C  
CMYK: 100, 39, 3, 74  
RGB: 1, 52, 75  
HEX: #01344B



**SUNSET**  
PMS 7399 C  
CMYK: 1, 85, 92, 19  
RGB: 179, 62, 43  
HEX: #B33E2B



**VINTAGE IVORY**  
PMS 468 C  
CMYK: 8, 14, 33, 0  
RGB: 221, 205, 174  
HEX: #DDCDAE



**MIDNIGHT**  
PMS 900U  
CMYK: 75, 64, 68, 77  
RGB: 23, 29, 26  
HEX: #17141a

**IVORY**  
PMS 468 C 10% Tint  
CMYK: 1, 2, 4, 0  
RGB: 249, 246, 241  
HEX: #F9F0F1

### FILE DOWNLOADS

#### RASTER/IMAGE FILES

Raster files are typically used for web graphics and digital executions.

#### VECTOR FILES

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you need a high-resolution logo file, use a vector file.

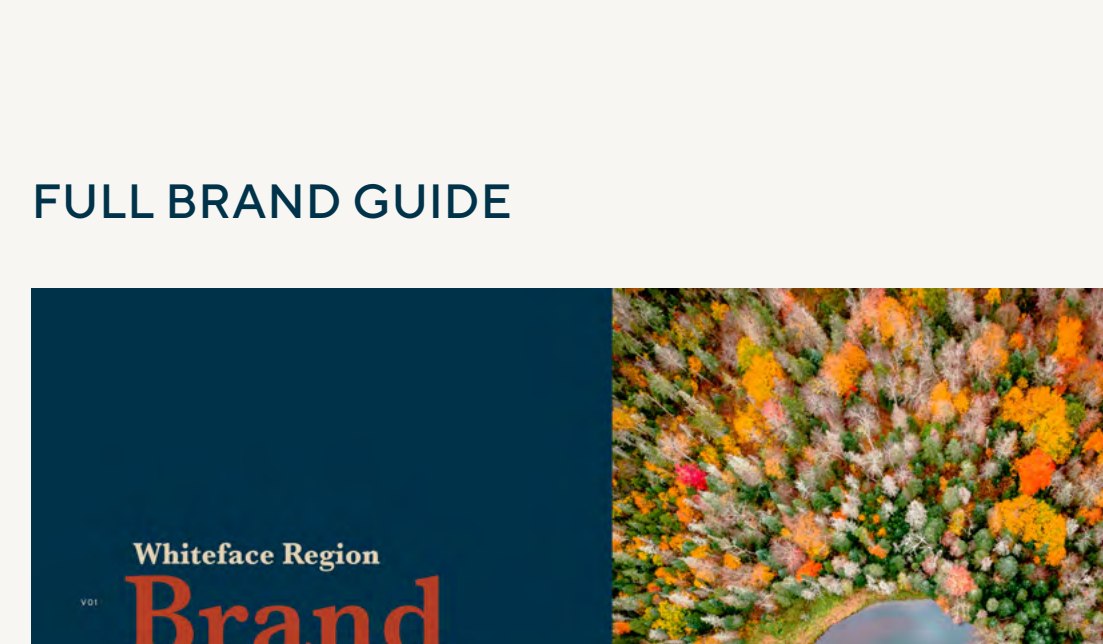
#### COLOR

Pantone is for spot color printing, CMYK is for process color (newspaper, magazines, etc) and RGB is for digital applications and digital printing.

#### DOWNLOAD LINKS

- [Primary Logo](#)
- [Secondary Logo](#)
- [Tertiary Logos](#)

#### FULL BRAND GUIDE



[Download](#)



### QUESTIONS?

This guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from the Regional Office of Sustainable Tourism.

Outside approvals may be submitted electronically by emailing the concept to [info@roostadk.com](mailto:info@roostadk.com) or by calling our design department.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact with the Whiteface Region.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

### CONTACT

**REGIONAL OFFICE OF  
SUSTAINABLE TOURISM**

518-523-2445  
[info@roostadk.com](mailto:info@roostadk.com)  
[roostadk.com](http://roostadk.com)