

2025

# **Tupper Lake**

Updated Brand Guidelines

**V.24.10.30**









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# Tupper Lake, New York

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The Tupper Lake brand is based on data and research resulting from a comprehensive, collaborative study, along with the vision shared by Tupper Lake's stakeholders and residents. Research conducted over the course of a year included a series of public meetings, a survey of residents, a survey of visitors, and a virtual focus group of local stakeholders.

The brand logo, colors, and fonts reflect the experiences and characteristics that make Tupper Lake a unique and compelling travel destination.

This guide is meant as a reference for the use of the Tupper Lake brand colors, fonts, and logo. The consistent implementation of these brand identity tools will help others quickly recognize, understand, and identify with the Tupper Lake experience.







# Vision Statement

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Tupper Lake has a clear vision statement for the future, as expressed in the community's 2007 Economic Development Strategy and 2013 Revitalization Strategy:

*...Tupper Lake will be a nationally recognized center for education in environmental and natural sciences and a vibrant four-season Adirondack destination attracting families, businesses and visitors looking for a unique place balancing nature and technology, history and progress, work and play.*





MT. MORRIS  
WHITEFACE  
CHAPT. 106  
2nd & 3rd THRS

WELL DRESSED FOOD  
fine foods & provisions

WELL DRESSED  
FOOD

WELL DRESSED FOOD  
fine foods & provisions

deli • market • rotisserie chicken





Tupper Lake is characterized by ample waterways and accessible mountains. This natural landscape is complemented by a cultural landscape comprised of authentic small-town businesses, natural science institutions, and rich heritage. As a result of research and public meetings, the primary elements that are associated with Tupper Lake can all be connected with one overarching concept: Tupper Lake is a place of authentic connection and discovery.

Through the course of the brand image study it was revealed that one of Tupper Lake's strongest attributes is the unique opportunity it provides both residents and visitors alike to connect with and learn about nature.

The Tupper Lake brand is built on four key concepts: authenticity, nature, connection, and discovery.















## *Connect*

Tupper Lake is a community of real, hard-working, creative, and adventurous people who thrive in their natural surroundings, and it has been ever since its founding as one of the highest-producing lumber communities in the world.

Whether over coffee in a local diner at the break of dawn, or a cold beer at the end of a long day, travelers will find it easy to connect with locals as they share stories, experiences, and advice.

## *Discover*

Tupper Lake is a center for learning via both self-guided discovery and today's version of the classic Adirondack guide. The Wild Center, the Adirondack Public Observatory, and professional paddling and hiking guides all support learning about the Adirondacks and its surroundings. Tupper Lake is a place for discovering the natural environment, authentic culture, seemingly limitless recreational opportunities, and the secrets of the dark skies overhead. With accessible trails, rich heritage, and real people who live and work here, Tupper Lake is a natural place to connect and discover.



The font “*Kaushan Script*” communicates an intimate, personal touch, like a journal entry or hand-scrawled notes on a map.



In 1890, Mayor Joe Gokey, a prominent and colorful local businessman, was asked about the population of Tupper Lake. His unique response, “Mostly spruce and hemlock,” has carried on through the years in many different forms.

The hemlock cone, with its scales beginning to open, signifies not only the natural environment and rich heritage but also the seeding of a bright future for Tupper Lake.









Creating a brand as unique as Tupper Lake required a typeface that was unique to the community. Tupper Lake is presented in a completely custom, hand-designed typography. The letters are solid and elegant. The descenders of the letters R and K represent the movement of water. The shape of the U is reflected in the shape of the A to give the typography balance.





# TUPPER LAKE

This typography can be arranged in several ways, depending on the situation.

TUPPER  
LAKE

TUPPER LAKE

TUPPER  
LAKE

# Typography

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This brand typography system pairs Kaushan Script for expressive headlines and callouts with Work Sans for all other type needs, creating a balance of creativity and clarity. Kaushan Script's handwritten energy adds warmth and personality to large display text, while Work Sans provides modern, highly legible support across body copy, subheads, UI, and captions. Use Kaushan Script sparingly at larger sizes for impact, and rely on Work Sans in varying weights (Light to Bold) to build a clean, readable hierarchy. Together, the duo conveys a tone that is friendly, dynamic, and professional.



## Kaushan Script

*Regular*

*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*

*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*

*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )*

## Work Sans

**Black**

**Bold**

Regular

thin

**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**

**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**

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )**

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

# Brand Colors

## Foundation

CMYK - 61/65/71/28

RGB - 48/38/30

HEX - #30261E

## Effort

CMYK - 26/43/80/3

RGB - 188/143/78

HEX - #BB8E4E

## Heritage

CMYK - 25/96/100/21

RGB - 158/37/21

HEX - #9E2515





## **Foundation**

This deep, dark color is a solid base for the brand and works well for text, providing weight, clarity, and high contrast.

## **Effort**

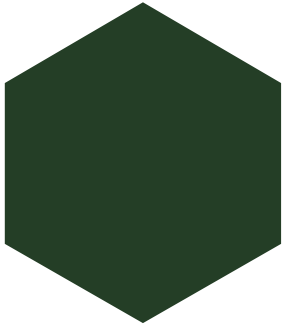
From work boots to hiking shoes, this tan color ties the hardy nature of Tupper Lake to its abundance of outdoor experiences.

## **Heritage**

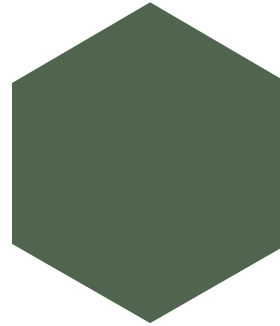
Red is traditionally recognized as a stimulating color that encourages action, enthusiasm, and confidence. This red accent provides a splash of color and alludes to Tupper Lake's rich history.

# Secondary Colors

## Hemlock

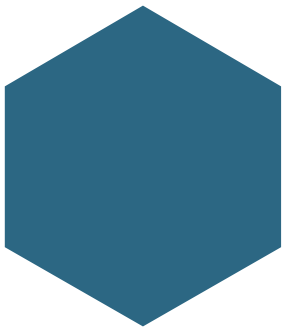


CMYK - 78/49/84/57  
RGB - 36/62/38  
HEX - #243E26

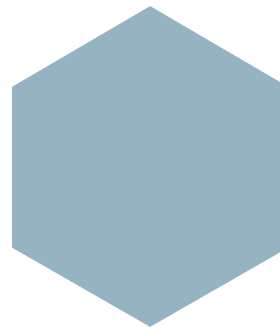


CMYK - 68/42/71/28  
RGB - 150/178/194  
HEX - #4F654E

## Denim



CMYK - 86/53/33/10  
RGB - 44/103/131  
HEX - #2C6783



CMYK - 42/21/17/0  
RGB - 150/178/194  
HEX - #96B2C2







Part of the uniqueness of Tupper Lake is its wide-open views by day and dark skies by night. This makes it an ideal place to watch sunsets, as mountains reflected in the water provide a beautiful frame for the sun's last rays. Through the focus groups and open ended responses in the brand image survey, this observation proved to be a common conclusion.

The skyline within the text uses two tones to depict the view from Tupper Lake Municipal Park looking west over Raquette Pond, as the sun sets behind Mount Arab.



# TUPPER LAKE

## TUPPER LAKE

# Shape



The hexagon is one of the many geometric shapes that occurs in nature. It is often associated with bees and their co-operative, hard-working nature. Tupper Lake is a strong community due to its residents rising together to undertake massive community projects over the years. The hexagon used in the logo is intended to represent both these past and future community-driven initiatives.

Here it is used to give the logo a cohesive feel (left) and in an icon with the logomark (below).





# ***adirondacks, usa***

The inclusion of the **adirondacks, usa** brand with Tupper Lake branding ties Tupper Lake to the regional brand, indicating its place as part of the Adirondacks, a name that is known as an important visitor attractor and international destination.



# Brand Guidelines

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The goal of Tupper Lake's new brand identity is to communicate the essence of Tupper Lake to travelers and residents. 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 Tupper Lake. All of the elements are specific to Tupper Lake and cannot be used for any other purpose. This includes the logomark, typography, colors, and slogan.

Any questions regarding the usage of the Tupper Lake brand may be forwarded to the Regional Office of Sustainable Tourism at [www.roostadk.com](http://www.roostadk.com).

Main Office: (518) 523-2445      [info@roostadk.com](mailto:info@roostadk.com)









This is the primary logo for Tupper Lake. It should be used in this form whenever possible. It can be presented with white text, as well as in white, foundation (gray), or black.

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 logomark should not be placed with typefaces other than the official Tupper Lake typography.



Seriously. Don't do this.



# Logomark Usage



The logomark can be used independently from the rest of the brand elements. It can stand alone or be placed in the hexagon, and it can be presented in the brand colors or in white.

Its shape cannot be altered.

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

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





Frank's Bait & Tackle

Stop it, Frank.



# Slogan Logo

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The slogan “Connect & Discover” should be used when writing about Tupper Lake. When it comes to presenting it with the official Tupper Lake brand, it should only appear with the official logo as seen above. The color variants follow the same pattern as the full logo.





These official variants can be used as needed.

They should follow the same presentation guidelines as the primary logo.



REGIONAL OFFICE *of*  
SUSTAINABLE TOURISM

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121 Park Street, Tupper Lake