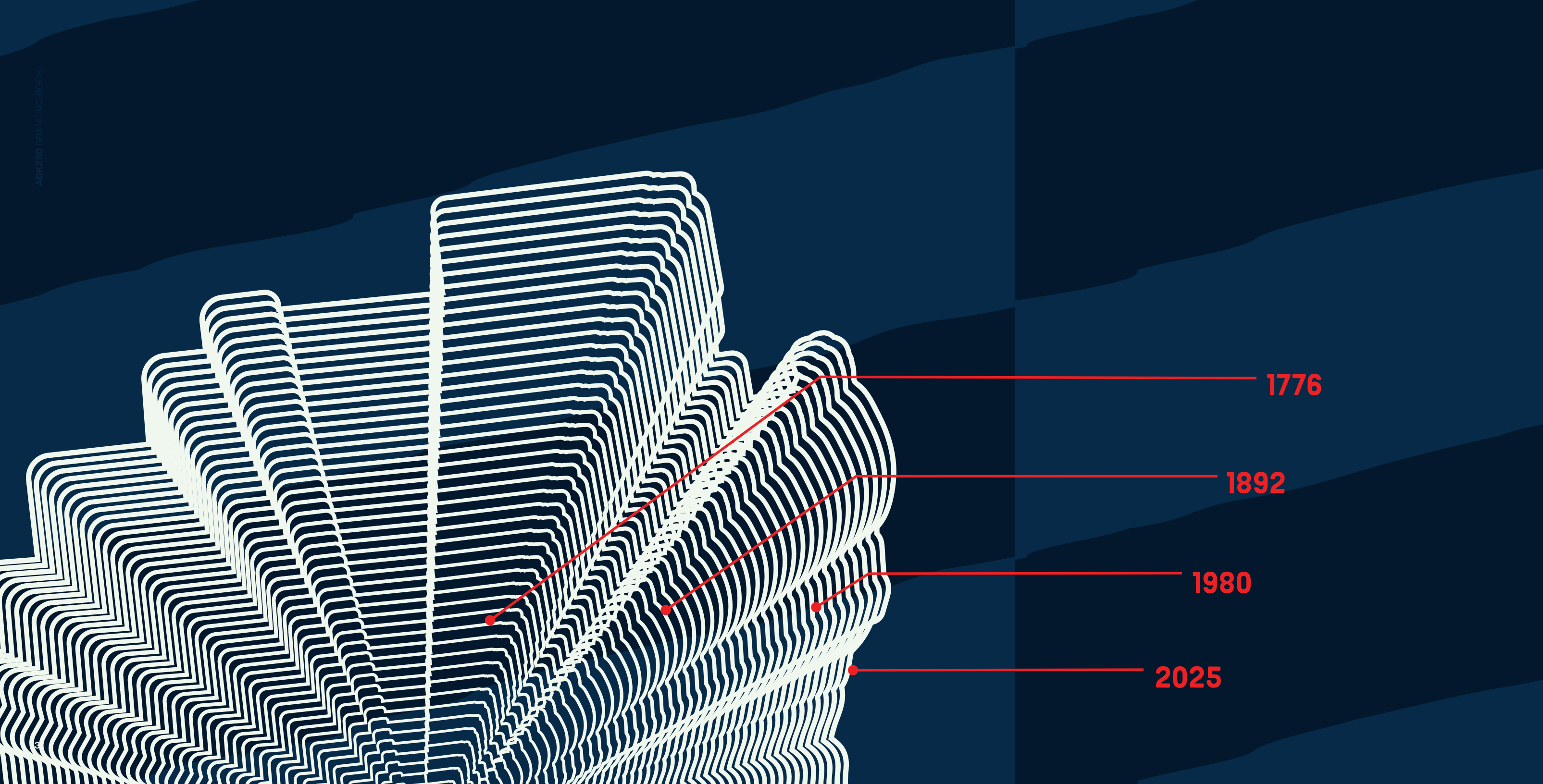


The background of the image features a stylized American flag with red and white stripes on the right side, set against a dark blue field on the left. The stripes are slightly curved and overlap.

# ADK CELEBRATES USA 250

Brand Guidelines for the Adirondacks'  
Commemoration of America's 250th



# ADK CELEBRATES USA BRAND GUIDE

Honoring Our Heritage, Inspiring the Future

As the Adirondacks commemorate the nation's 250th anniversary, ROOST has created a unified brand identity to connect businesses, events, and communities in celebration. This nationwide reflection on the American Revolution highlights the region's transformation from a strategic military stronghold to a beloved home and destination, renowned for its natural beauty, cultural heritage, and resilience.

This brand provides a cohesive framework for messaging, visual identity, and promotional efforts, ensuring a unified voice in engaging visitors and residents. By adopting this brand, we can collectively create meaningful experiences that honor our past while shaping a vibrant future for the region.

Created By: Regional Office of Sustainable Tourism

Questions: [info@roostadk.com](mailto:info@roostadk.com)

Updated: March 2025

FULL LOGO



LOGO VARIATIONS



FONT

Harman is the base font for the ADK USA brand and to keep these two brands aligned we are using this font as our main headline font. We will pair this with Helvetica as our body font.

**HARMAN**

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  
0123456789.,?!@#%&\*[/]+

US NAVY BLUE

CMYK 100 / 81 / 44 / 46  
RGB 6 / 42 / 71  
#062A47

FREEDOM RED

CMYK 0 / 99 / 100 / 0  
RGB 237 / 33 / 36  
#ED2124

ANTIQUE WHITE

CMYK 5 / 0 / 6 / 0  
RGB 239 / 247 / 239  
#EFF7EF

**Prepared by ROOST** | [info@roostadk.com](mailto:info@roostadk.com)