Handy Dandy Brand 2.2 Guide

Adirondack ADK Mountain Club

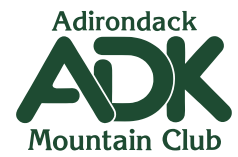## WHAT IS BRAND?

Brand is more than a logo, slogan, and color palette. Brand is an organization's reputation and culture. It's an organic, dynamic, ever-evolving communication of who you are as an organization, including, but not limited to, recognizable visual elements like logo, slogan, and color palette. With everything you do as an individual, and that the organization does, a mental impression is being crafted of our values and purpose. That impression is our brand.

WHY IS BRAND IMPORTANT?

Think of your favorite brand. You can probably picture their emblem and identify key colors associated with the brand. But it's likely that you also have some positive association with the brand above and beyond their look. People are faithful to organizations and companies because of positive impressions, which may come from good experiences with staff, or at a specific location, from reliable product quality, perceived exceptional value, and/or increasingly when organizational values match the person's own. You associate those positive impressions with the look of the brand. The look is only as good as the impressions people have of the organization behind it.

The role of a brand's visual elements is to present a consistent and identifiable look that imbues professionalism, trustworthiness, and credibility, as well as the "flavor" of the organization. People are more likely to engage with and invest in your organization when your brand is well-defined and consistently implemented.

ADK has a unique challenge in that the letters A-D-K are widely used as an abbreviation for the word Adirondack. As a result, many companies have ADK in their name. Our distinct logo, clear mission, consistent look, and informative messaging come together to assert Adirondack Mountain Club as *the ADK*, an authority in our industry.

WHO NEEDS TO THINK ABOUT BRANDING?

Since the real ADK brand is the experience, all staff and volunteers need to think about brand because they contribute to it.

The visual brand standards apply to all staff and volunteers who you use a computer to do ADK business, and/or those who create ADK materials, including outside companies. Our visual brand standards apply to: apparel, signage, stationery, emails, charts and graphs, newsletters, reports, directories, premiums, our website, collateral material including brochures and flyers, banners, and more.

FONTS

Georgia
Where & When?
Email, digital and print materials, including spreadsheets and PowerPoint presentations. If using Georgia Pro, always save your document as a PDF before sharing inside or outside the agency.

Helvetica Neue
Where & When?
Web, print and digital media (except email). Well-suited for signage and large type, but very legible at all sizes. Remember to save your document as a PDF before sharing outside the agency if using Helvetica Neue.

ADK Core Palette

RGB: 0 / 0 / 0 CMYK: 75 / 68 / 67 / 90 Web: #000	RGB: 30 / 75 / 50 CMYK: 83 / 44 / 82 / 46 Web: #374637	RGB: 255 / 121 / 0 CMYK: 0 / 65 / 100 / 0 Web: #FF7900 USE FOR CALLS TO ACTION
RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 Web: #FFFFFF	RGB: 141 / 168 / 60 CMYK: 50 / 18 / 100 / 1 Web: #8DA83C	RGB: 255 / 245 / 201 CMYK: 1 / 2 / 25 / 0 Web: #FFF5C9