



MALONE REGION

BRAND GUIDELINES

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Introduction	4
Brand Statement	6
Logo	8
Logo Alternates	10
Typography	12
Brand Colors	15
Usage Guidelines	16
Community Badges	18

MALONE, NEW YORK

The Malone Region is an area in northern Franklin County, New York. Central to this area is the town of Malone. The region extends from the foothills of the Adirondacks to the border of Canada. Included are the towns of Bangor, Belmont, Bombay, Brainardsville, Brandon, Brushton, Burke, Chateaugay, Constable, Dickinson, Duane, Fort Covington, Moira, Mountain View, Owls Head, Paul Smiths, Waverly, St. Regis Falls, and Westville.



BRAND STATEMENT

The country starts here. Just outside the mountains and tucked along the Canadian border is the Malone Region, an expansive area that's a great place to experience outdoor recreation. Malone, with its historic village and Victorian architecture, is the center of activity for the surrounding towns. Agriculture has always tied these communities together – that way of life even inspired Laura Ingalls Wilder to write the beloved story Farmer Boy. Small town life is still alive here, and so are big events. The Franklin County Fairgrounds host large-scale happenings year-round, including the historic Franklin County Fair, and there's always something going on in the parks around the area.

Whether you're a seasoned outdoor enthusiast or someone looking to try a new outdoor pursuit, you will love exploring the casual nature of the Malone Region. The campgrounds are friendly and relaxing, most hiking trails are easy and rewarding, the waters are full of fish and accessible, and Malone's world-class golf courses are among the best in the Northeast. The three courses have a combined 54 holes, some of which were designed by Robert Trent Jones.

Autumn and winter expand the region's opportunities. The fall foliage and open vistas inspire travelers to cruise roads that wind and climb past farms, lakes, and scenic mountain views. When the snow begins to fly, there's an impressive network of groomed snowmobile trails that connects riders to local businesses. Nearby Titus Mountain Family Ski Center is a destination for creating new winter traditions.

Whether it's for a weekend or for a lifetime, explore something new in the Malone Region.





The Malone Region logo consists of a custom typography encased in an oval badge design. Above the typography is a gently rolling mountain silhouette to represent the more mountainous areas of the region. The starry sky represents the dark sky opportunities unique to the Malone area. It also gives a nod to Malone's nickname of "The Star of the North," with one big star centrally positioned in the sky. The other stars represent the many diverse communities that make up the region.

Below the typography is a graphical representation of agricultural fields and a winding river. This represents the Malone Region's agricultural heritage and the waterways that tie the area together.

LOGO ALTERNATES

The Malone Region brand has many options for display. The primary logo is below, but to the right are several colorway options that can be used to fit the season and usage.



LOGO ALTERNATES



Similar to the primary colorway, this alternative adds the red color to the typography to help it stand out more.



This colorway has a more subdued, earthy feel to it. This would be great to use in the fall.



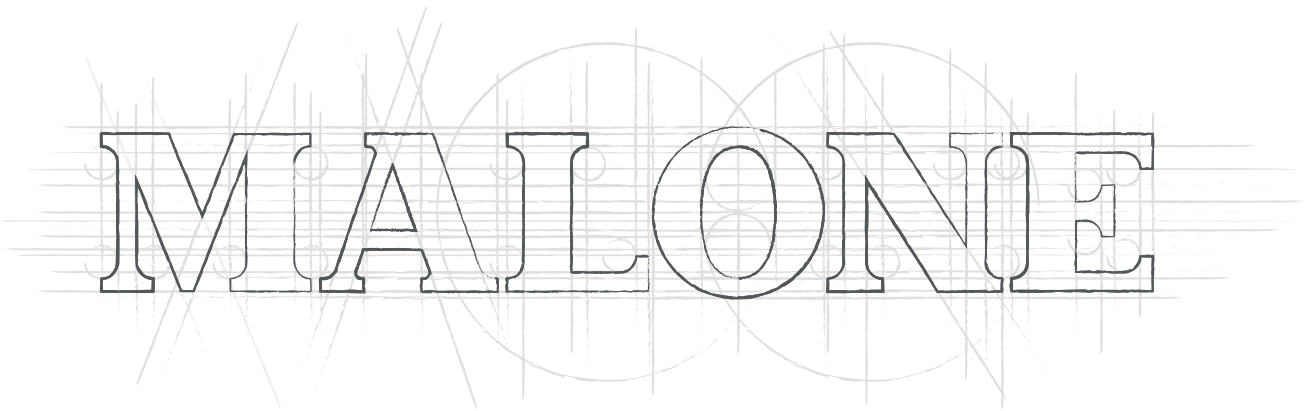
There are several pairings of the yellow stars with different brand colors. These should be seldom used, but can help add dimension to a design that is restricted to just a few colors.



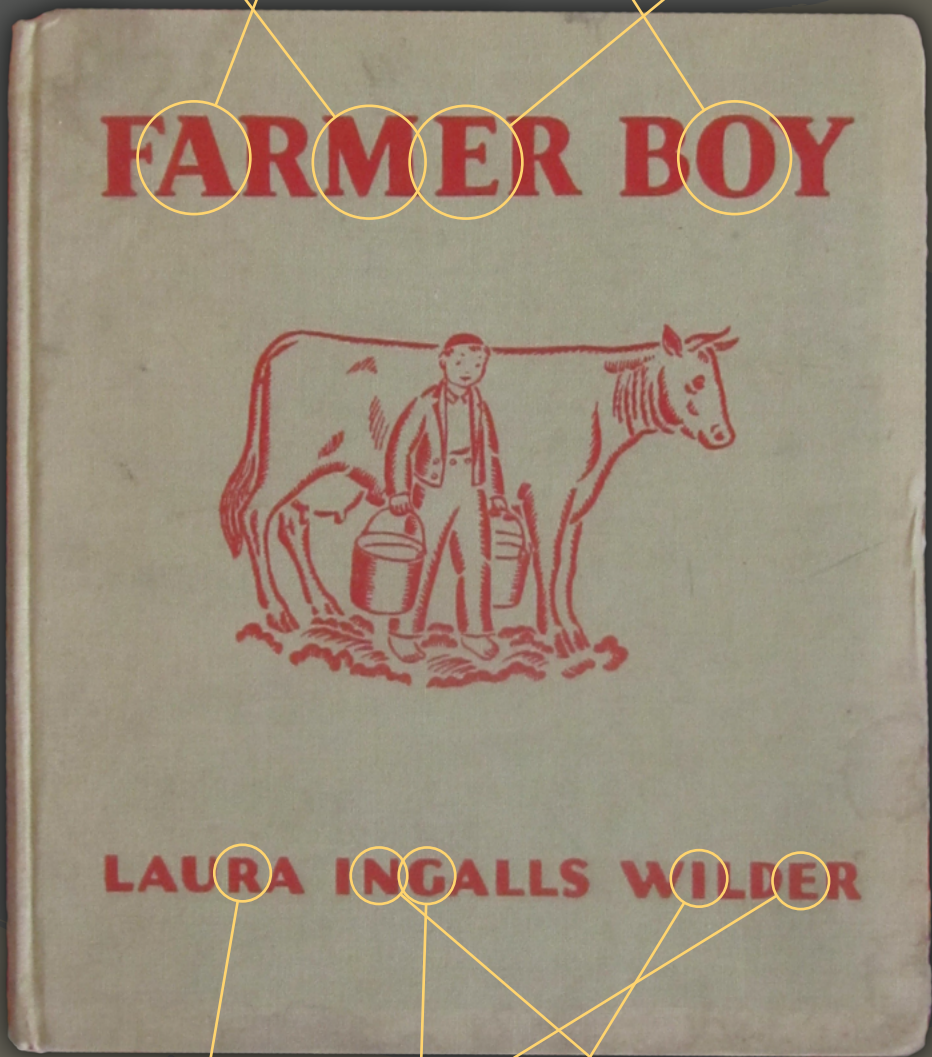
TYPOGRAPHY

The typography was inspired and extrapolated from the titling of the first edition of Farmer Boy by Laura Ingalls Wilder. The popularity of the Wilder Homestead and agriculture in the region made this source a good fit. The classic bold serif titling is strong but not garrish, while the author's name is presented in a mid-century sans serif which is softer, but still matches the overall typography. The typography was designed by hand and is unique.

After the typography was digitally rendered, it was given an ink stamp treatment to maintain the hand-hewn feel of the branding.



MALONE



REGION

BRAND COLORS

The colors for the Malone Brand are both vibrant and earthy to reflect the different seasons of the year. The deeper, darker colors should be used primarily, while the brighter colors should be used as highlights.



Pantone 1215 C
CMYK 2, 15, 66, 0
RGB 251, 214, 114
HEX #FBD672



Pantone 171 C
CMYK 0, 78, 81, 0
RGB 241, 94, 62
HEX #F15E3E



Pantone 346 C
CMYK 56, 0, 53, 0
RGB 112, 196, 151
HEX #FBD672



Pantone 7715 C
CMYK 100, 44, 52, 22
RGB 0, 97, 104
HEX #006168



Pantone 425 C
CMYK 66, 56, 53, 29
RGB 83, 87, 90
HEX #54575A

USAGE GUIDELINES

This is the primary logo for the Malone Region. It should be used in this form whenever possible. It can also be presented in all white.

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 without permission.

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

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

USAGE GUIDELINES



COMMUNITY BADGES

In an effort to help represent the many communities in the Malone Region, badge logos were developed for each town. This will create a link between the visual brand of the region and the individual towns.

The Malone Chamber of Commerce and the Malone Revitalization Foundation also have badge logos to help support the new regional brand. These logos follow a slightly different format.

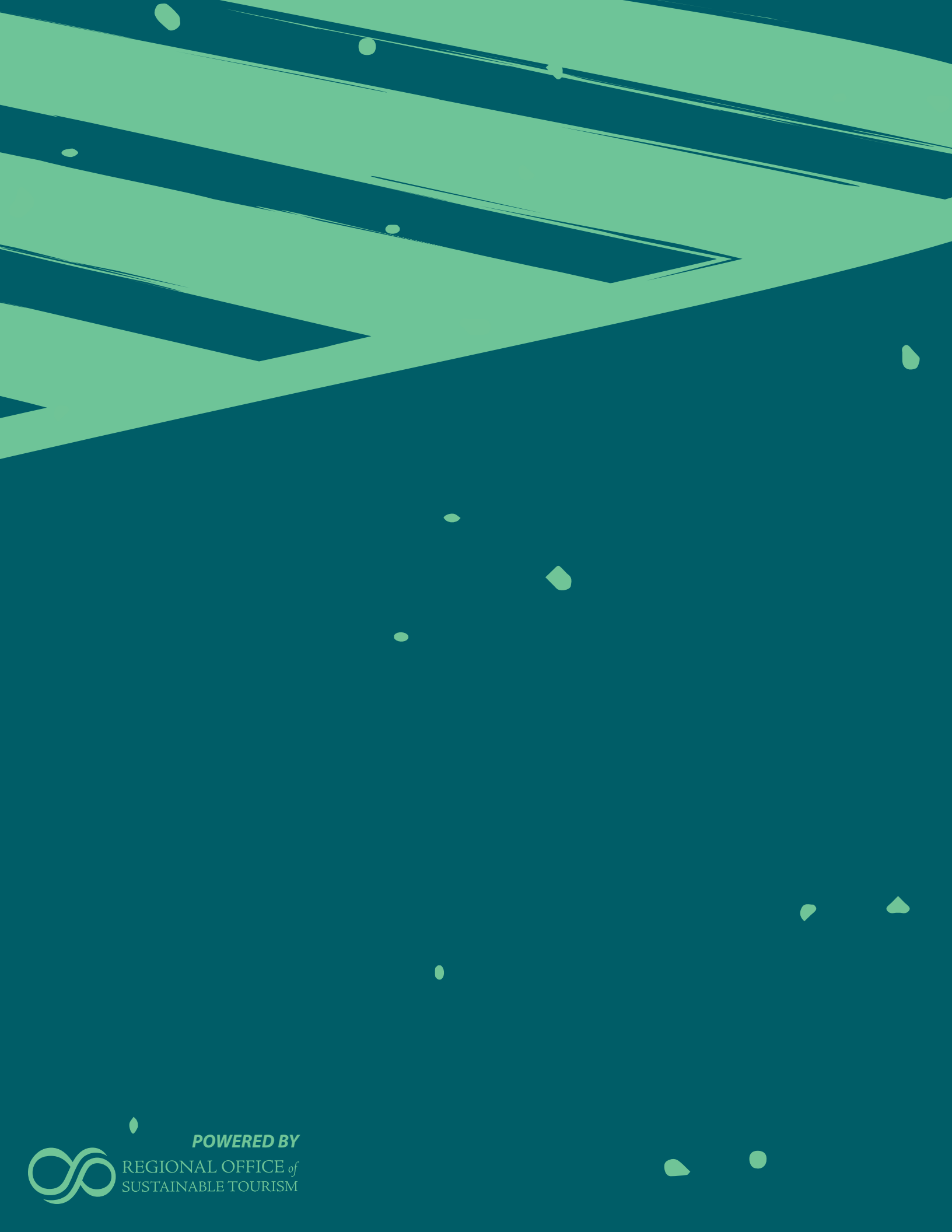
Each town and organization has a logo in two colorways as well as a one-color version in white.

These should follow the same guidelines as the Malone Region brand that are outlined in the previous pages.

COMMUNITY BADGES







POWERED BY
REGIONAL OFFICE *of*
SUSTAINABLE TOURISM