



Roedel Companies unveil new branding for Hotel Saranac; Branding designed by Korn Design

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The history of the Hotel Saranac is long and rich, and one which the Roedel Companies have painstakingly worked to preserve as they renovate the iconic hotel in the heart of the Adirondacks. The latest homage to that history was recently unveiled with a new logotype that aims to represent the essence of the Hotel Saranac as it prepares to reopen in 2015.

The branding was designed by Korn Design, a nationally recognized brand strategy and design firm specializing in hospitality. Javier Cortés, partner and creative director of the firm based in Boston and New York, said the branding reflects the ruggedness of the Adirondacks and the elegance of the hotel's design by architects William Scopes and Maurice Feustmann.

"The original owner decided to build a city hotel in the middle of this classic, American town," Cortés said. "It's very unique."

Cortés calls the feel of the village of Saranac Lake, a micropolitan area and the Hotel Saranac serves as the heart of its downtown. He and his staff traveled to Saranac Lake in July to immerse themselves in flavor and the history of the town and the hotel, which first opened in 1927.

Among the people the Korn Design staff and Fred Roedel III, managing member of Roedel Companies, met with included Lake Clear Lodge owner Ernest Hohmeyer; Lake Placid Convention and Visitors Bureau CEO James McKenna; Historic Saranac Lake executive director Amy Catania and Saranac Lake Area Chamber of Commerce executive director Katy Van Anden. The Korn Design team also spent time going through historical archives in the Saranac Lake Free Library.

"It's really a critical part of the process," Cortés said. "Ultimately we're looking to identify what is authentic about a place, which makes it special."

Cortés said the distinct features of the Hotel Saranac and its surrounding are prominently featured in the branding, from the deep blue that represents the deep water lakes and star-filled midnight skies that can often be seen in the area to the distinct orange that represents the Florentine-style ceiling of the Grand Hall.

The Hotel Saranac is a landmark in Saranac Lake and the multi-million dollar renovation will restore its place as a social hub, once again making it an elegant base to explore the Adirondacks. The Roedel family has strong ties to the Saranac Lake area and their understanding of the area's history and the role the Hotel Saranac has in that history has made this project special.

"We want people who have been here and hold special memories made from their stay at the Hotel Saranac and Saranac Lake to walk and say we got it right," Roedel said. "And we want people who will be visiting for the first time to say 'Wow.'"

The Hotel Saranac will remain closed during construction and reopen in 2015. Cortés, Korn Design