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## Roedel Companies unveil new branding of Hotel Saranac

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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 Cort s, 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," Cort s said. "It's very unique."

Cort s calls the feel of the village of Saranac Lake N.Y., a micropolitan area and the Hotel Saranac serves as the heart of it's 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.

The Hotel Saranac is an unmistakable 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.

Among the people the Korn Design staff and Fred Roedel III, managing member of Roedel Cos., 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," Cort s said. "Ultimately we're looking to identify what is authentic about a place, which makes it special."

Cort s 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.

"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.

Located in Wilton, Roedel Companies maximizes free cash flow and return on investment for hotel owners and investors. The organization has 45 years of experience developing, constructing, managing and designing hotels for its own account and third parties through its subsidiaries RGH

Hospitality and ROK Builders. Roedel Companies offers but is not limited to hotel development, construction, pre-opening and management.

Roedel Companies owns and operates nationally branded hotels primarily in the select service segments throughout the Eastern United States. Their properties include a growing portfolio of nationally branded and independent hotels including Hilton Garden Inns, Hampton Inn & Suites, Homewood Suites, Holiday Inns, Holiday Inn Express & Suites, and La Quinta Inns & Suites. Roedel Companies recently added the Courtyard by Marriott in Nashua, NH and the Holiday Inn in Mount Kisco, NY to their hotel portfolio.

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