

## The Natural Area Reserves System Logo

The Natural Area Reserves System (NARS) was established to preserve in perpetuity specific land and water areas which support communities, as relatively unmodified as possible, of the natural flora and fauna, as well as geological sites, of Hawai'i.

The NARS logo was developed to represent the many areas statewide that the NARS was established to protect. Though it was impossible to depict all the natural wonders that make up the NARS the final logo symbolically weaves together the symbols of NARS; land, water, flora, fauna, and our shared Hawaiian culture.

### The Logo:

A stream flows from the top of the mountain, carrying our water from its source through the entire ahupua'a connecting the mountains to the sea. An 'i'iwi and pinao 'ula (damselfly) stand on either side of the stream. The 'i'iwi represents terrestrial and pinao 'ula represents aquatic ecosystems. The presence of these species is indicative of a healthy ecosystem. The center images, two naupaka flowers, represent both coastal areas, home to naupaka kahakai and upland areas where naupaka kuahiwi thrive. Naupaka flowers are interwoven in Hawaiian legend. The half flowers are the subject of many stories of lovers separated; one remained at the coast, the other in the mountains. The sorrow of their separation caused the growth of only plants which produced only half flowers. It is said that if the naupaka kahakai and naupaka kuahiwi flowers are joined, the two lovers will be reunited. The maile vines represent a weaving together of natural history, cultural history and our interwoven connection with the 'āina.



Because Hawaii's Natural Areas are quickly disappearing we find it necessary to increase outreach and education about The Natural Area Reserves System (NARS). The creation of a NARS logo was the first step to "branding" the NARS and thus creating more recognition of the program which would hopefully lead to increased support of it. The logo audience is intended to appeal to the general public of Hawai'i from keiki to adult.

Developing the logo was a long process that incorporated the ideas of all the branches of the NARS. An initial questionnaire was sent out inquiring what type of logo was wanted. It was agreed that the logo should be simple yet representative of the core purpose of the Program. As awareness of the program was the main goal of logo development, it was agreed that both the wording The Natural Area Reserves System and NARS should be incorporated into the logo. Initial inquiries into having the logo designed by a local artist proved difficult and expensive.

It was then decided that the development of the logo be done through the website 99designs. This website allowed for several different designers to submit designs for the logo. Through a series of polls NARS staff weeded through the submissions and picked out a few designers to work with. Many revisions were submitted taking the logo in many different directions. A version of the final logo was selected and the staff worked closely with the designer until the logo was shaped into something the NARS could be proud of.