



STEPHANIE CHANG DESIGN INK



Brand Style Guide

January 31, 2024



Purpose

These guidelines intend to demonstrate best practices when designing and reproducing with the brand assets of Aloha i ke Kai. Guidance is given to best apply the logomarks, colors, typography, and photography.

Use this document to appropriately execute the designed intentions of the visual brand of Aloha i ke Kai.

It's important to note that **Aloha i ke Kai** is a program administered by DAR, located within DLNR, each with its own branding guidance as well. While we encourage the creation of fresh and inventive design for **Aloha i ke Kai**, we intend these guidelines to serve less as restriction than to offer support for optimal presentation.

Consistency is what strengthens and builds a brand. It reiterates a voice and identity. The guidelines help your organization maintain a level of professionalism and consistency despite the reality of many hands executing your materials.

All of the items in this guide are led by the desire to present **Aloha i ke Kai** in the best light possible. This guide pinpoints some common mistakes when presenting a logo and branded materials. Be sure to consider the best visual representation of **Aloha i ke Kai** when communicating in print, web, video or other media where its logo serves as a representation of the initiative.

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Aloha i ke Kai Brand



Name & Tagline

Aloha i ke Kai

Hawai'i Ocean Stewardship Fee Program

Note that when spelling the name in email communications or in any materials:

use lower case "i" and
use lower case "ke"
"Aloha" and "Kai" are capitalized

Purpose (One Sentence Hero)

Aloha i ke Kai connects our ocean communities in a united vision to grow health and abundance through securing sustainable funding to lift up ocean kuleana and stewardship.

Name meaning

Aloha i ke Kai >> *Love for our Ocean*

As we connect intimately with our ocean, we live and embody *aloha i ke ai*. Our love for our ocean is a way of life that embraces and honors our ocean as life-giving. It is a deep form of love that incorporates stewardship, discipline, service, and joy.



Logomark Guidelines



Logomark: Anatomy & Meaning



This logo depicts Hawai'i's ocean waters

It suggests "relationship" — relationship of ocean waters converging and coming together; and the relationship between our life-giving oceans and coastal communities. A suggestion of the relationship between our land and our waters — ma uka and ma kai.

This font is called Scrapbooker Script, Regular. It was made by the Sudtipos type foundry, a company based in Argentina. This type foundry is known for their handwritten typography. It was purchased from MyFonts.com



✓ Correct Application

Main Logomarks: logo and logotype

Circular logo mark and logotype can both be used to represent the Aloha i ke Kai program.



Circular Logo Mark
Is best used in instances where the the space available is a square.

Aloha i ke Kai

Horizontal Logotype
Is best used in instances where the the space available is a a long rectangle.



Alternate Logomark: With Tagline

When should I use the circular logo mark with tagline?

The mark **with taglines** can be used when it appears large enough for the tagline text to be read.

✓ Correct Application



Guidance: OK to use mark with taglines if it appears 4 inch wide (or larger)

Circular mark with tagline should be used when the logo is 4 inches wide or larger. If the mark appears smaller, use the mark **without tagline**.

The majority of applications will likely require the circular mark without tagline.

✗ Incorrect Application



✓ Correct Application





✓ Correct Application

Aloha i ke Kai
HAWAI‘I OCEAN STEWARDSHIP FEE PROGRAM

OK to use mark with taglines if it appears 4 inch wide (or larger)

Alternate Logotype: With Tagline

When should I use the logotype with tagline?

The mark and logotype **with taglines** is optional; and should only be used when you know the logotype will appear large enough for the tagline text to be read.

Aloha i ke Kai
HAWAI‘I OCEAN STEWARDSHIP FEE PROGRAM

Logotype 6 inches wide

✗ Incorrect Application

~~*Aloha i ke Kai*
HAWAI‘I OCEAN STEWARDSHIP FEE PROGRAM~~

Logotype is 2.5 inches wide

~~*Aloha i ke Kai*
HAWAI‘I OCEAN STEWARDSHIP FEE PROGRAM~~

Logotype is 1.5 inches wide



✓ Correct Application



Alternate Logomark: Black & White

The monochrome (black and white) circular marks should be used only if the first preference full color circular logo or logotype will not suffice.

The most common reason for utilizing the b/w logos is that is what has been requested by the printer or partner, due to one color or b/w printing (newsprint).





✓ Correct Application

Alternate Logotype: Black

The monochrome (black) logotype should be used only if the first preference full color logotype will not suffice.

The most common reason for utilizing the b/w logos is that is what has been requested by the printer or partner, due to one color or b/w printing (newsprint).

Aloha i ke Kai

Aloha i ke Kai

HAWAI'I OCEAN STEWARDSHIP FEE PROGRAM



✓ Correct Application

Alternate logotype: White

The monochrome (white) logotype should be used as a last resort, and only if the first preference full color logotype will not suffice.

The most common reason for utilizing the white logo is a dark background.



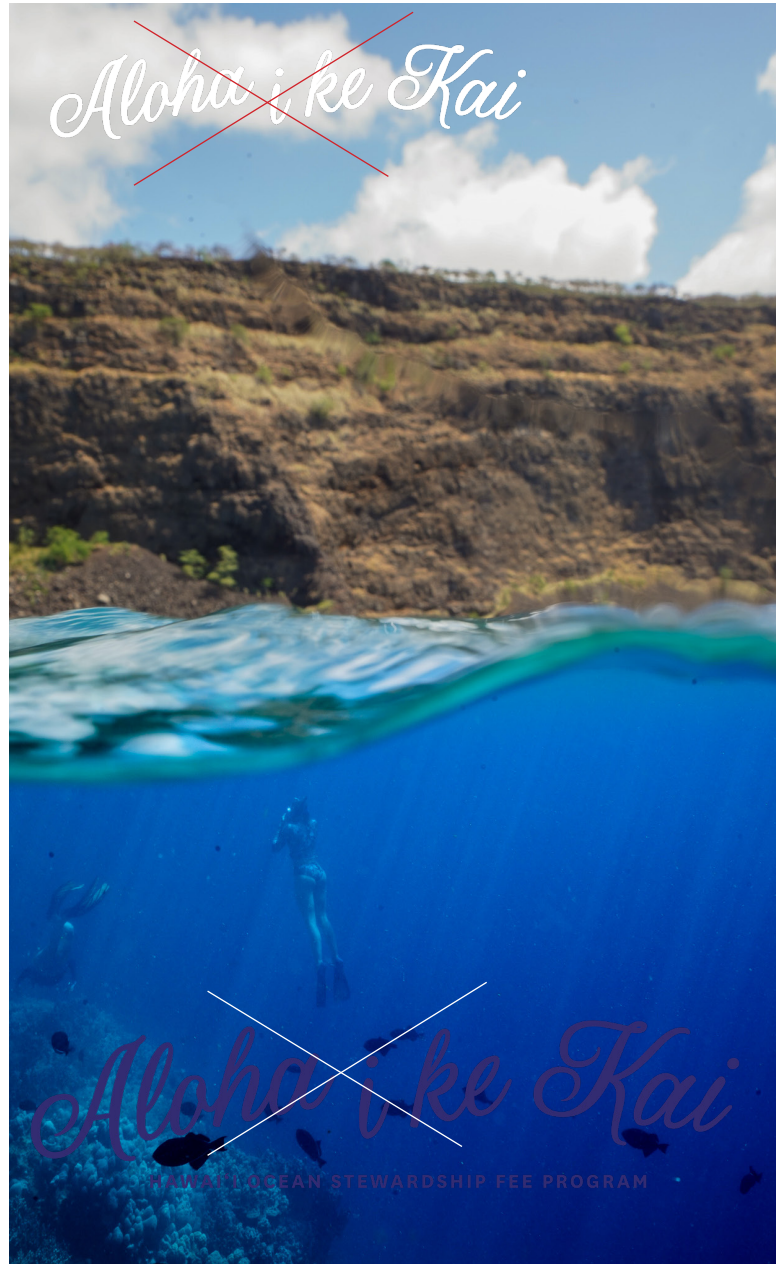


Logomark Guidelines: Backgrounds

Be aware of your canvas. A white background is ideal for full color logo and logotypes.

If you must place the logomarks on patterned background or photo, please make sure there is high contrast.

Incorrect Application



These applications put the logo in a situation where it must compete with the background. The logo is hard to see. We want to place the logo where it is viewed in high contrast in relation to its background; and treated with distinction.



Logomark Guidelines: Clear Space

Be aware of what's near the logo. Give enough clear space around the logo to give the brand distinction.



Allowing a margin or clearance space around the **mark** is another way to indicate distinction for the Aloha i ke Kai brand. The amount of space needed can be determined by looking at the height of the "i" in the mark itself.





Color Palatte

The colors reflect diversity of blues and greens of the ocean. These colors work together, and work in a wide variety of media.

Brand Colors



R 51	C 97
G 44	M 99
B 113	Y 23
	K 10

Pantone 281U
(equivalent)
HEX 332C71



R 0	C 80
G 149	M 26
B 184	Y 19
	K 0

Pantone 7461U
(equivalent)
HEX 0095B8



R 58	C 66
G 185	M 6
B 221	Y 8
	K 0

Pantone 306U
(equivalent)
HEX 3AB9DD



R 50	C 69
G 189	M 0
B 182	Y 35
	K 0

Pantone 3252U
(equivalent)
HEX 32BDB6

Secondary tints of the above



R 142	C 42
G 208	M 2
B 224	Y 10
	K 0

HEX 8ED0E0



R 103	C 56
G 200	M 0
B 202	Y 23
	K 0

HEX 67C8CA



R 121	C 50
G 205	M 0
B 206	Y 22
	K 0

HEX 79CDCE



Typography



Typography: Body Text

To complement the logo and typography, a font has been selected for body text treatment for Aloha i ke Kai's internal and external materials.

Recommended Body Text for Aloha i ke Kai
(using fonts already loaded on PC and Mac computers)

Franklin Gothic, bold
Franklin Gothic, regular

This is a Heading for Aloha i ke Kai

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Recommended google font for Aloha i ke Kai website

Roboto Slab, bold
Roboto, regular

This is a Heading for Aloha i ke Kai

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



Photography



Photography

We encourage DAR to leverage beautiful and breathtaking ocean photography that visualizes its mission. Here are some guiding principles when selecting photography:

- Use photography with good image quality and high resolution
- Use photography that showcases *relationship*:

- People and Kai
- Ocean and Land
- Ocean and the elements of 'āina (sunlight, moon, clouds)
- Ocean creatures and ocean plants

- Leverage and utilize the artistic ocean photography which showcase the power and magic of our ocean, captured by talented local ocean photographers in Hawai'i.

