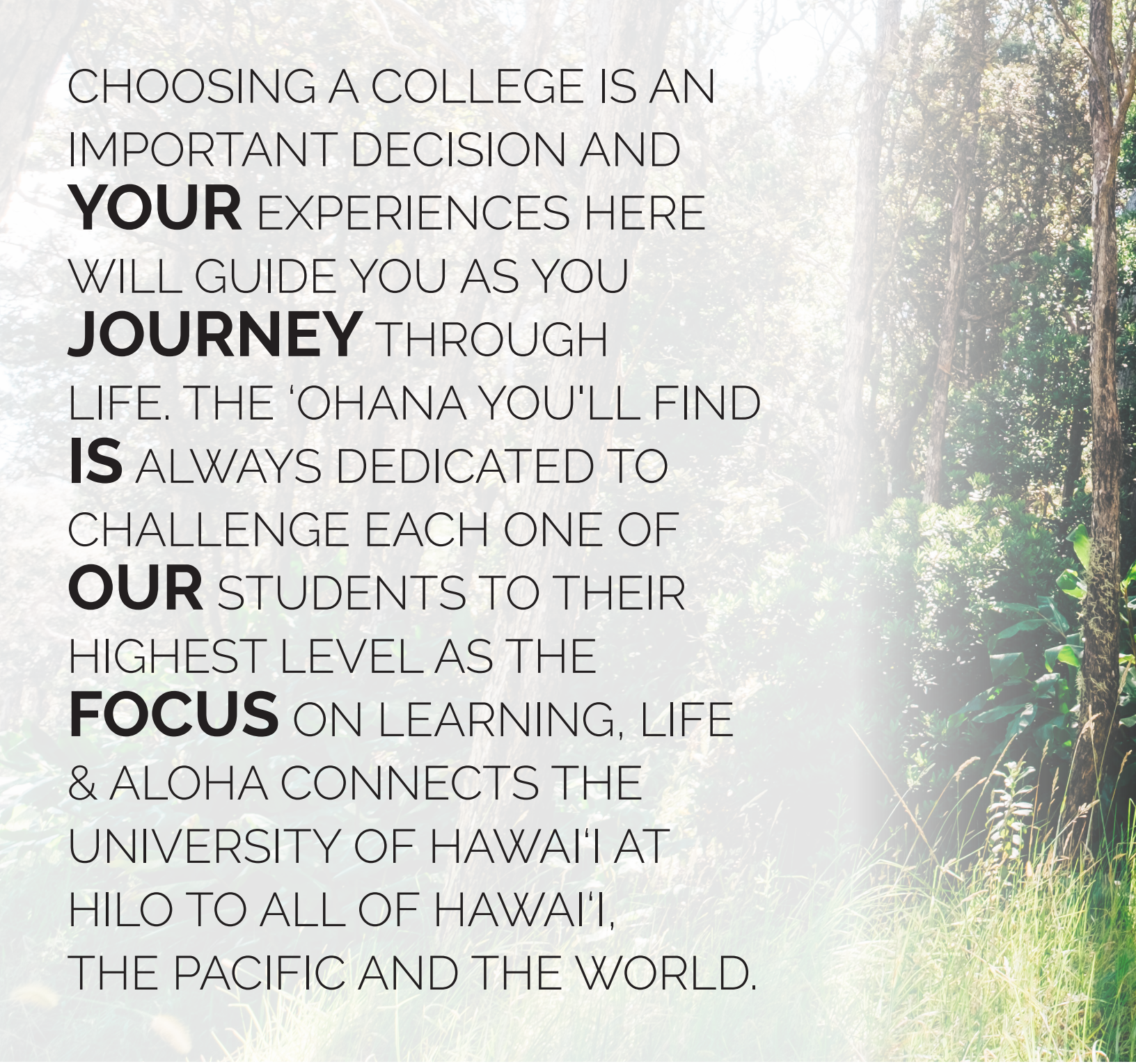
UNIVERSITY of HAWAI'I®
HILO



University of Hawai'i at Hilo Brand Guide

Your Journey is our Focus

CHOOSING A COLLEGE IS AN IMPORTANT DECISION AND **YOUR** EXPERIENCES HERE WILL GUIDE YOU AS YOU **JOURNEY** THROUGH LIFE. THE ʻOHANA YOU'LL FIND **IS** ALWAYS DEDICATED TO CHALLENGE EACH ONE OF **OUR** STUDENTS TO THEIR HIGHEST LEVEL AS THE **FOCUS** ON LEARNING, LIFE & ALOHA CONNECTS THE UNIVERSITY OF HAWAIʻI AT HILO TO ALL OF HAWAIʻI, THE PACIFIC AND THE WORLD.





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About the Brand



Since you are holding this guide and reading these words, we're trusting you with something very important: **our brand.**
We hear the word "brand" often, but what exactly is a brand?

> *"Our brand is comprised of the stories, experiences, and attributes that define us. It is the sum of all the interactions our audiences – students, alumni, community members, faculty, staff, research partners – have with UH Hilo. It is what they feel about us and what they say about us."*
>
> *- Kathleen Baumgardner,*
> *UH Hilo Strategic Planning Project Manager*

The Marketing & Social Media Advisory Group of UH Hilo (see page 23 for list of participants) was created with faculty, staff and administration to determine the core and aspirational values that best reflect our students, future students, and the community around UH Hilo. Representatives from 25 organizations spent countless hours, days and months meeting, deliberating, surveying, and contemplating our brand. And one focus was evident: the student's journey.

This guide was designed to help UH Hilo campus units maintain the integrity of the brand that was thoughtfully and carefully created for our University.

Official Logos

The official logos for University of Hawai'i at Hilo and UH Hilo Vulcans will remain the same.



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HILO



The official University of Hawai'i at Hilo logo, wordmark, and any lockups of these elements, are protected trademarks by the University and are never allowed to be customized or altered in any way.
Please see the University of Hawai'i System graphic standards manual (scan the QR code below or go to:
https://www.hawaii.edu/offices/eaur/graphicsstandards.pdf
for usage guidelines for the UH Hilo logo and signature wordmark.

Any other insignia are considered motifs and are not official logos of the University.

Color Lingo

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our blue or red is necessary.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

Color Palette

The official colors of UH Hilo are
UH Hilo Red (PMS 485) and Black.

UH Hilo Red

PMS 485
CMYK: 9, 97, 100, 1
RGB: 218, 41, 28
HEX: #DA291C

UH Hilo Black

PMS 485
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #ffffff

The consistent use of color is vital to effective brand recognition.

The following additional colors have been approved for use with the UH Hilo official colors listed above:

- Cool Grey
- Blue Accent

Our brand should always be represented with UH Hilo Red (PMS 485) along with any of the colors on this page, aside from specific recommendations within this guide.
DO NOT USE ANY OTHER/UNAUTHORIZED COLORS.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

UH Hilo Red

PMS 485
CMYK: 9, 97, 100, 1
RGB: 218, 41, 28
HEX: #DA291C

Cool Grey

PMS 663
CMYK: 3, 2, 2, 0
RGB: 243,243,243
HEX: #F3F3F3

Blue Accent

PMS 7700
CMYK: 93, 56, 33, 11
RGB: 0, 96, 128
HEX: #006080

Black/White

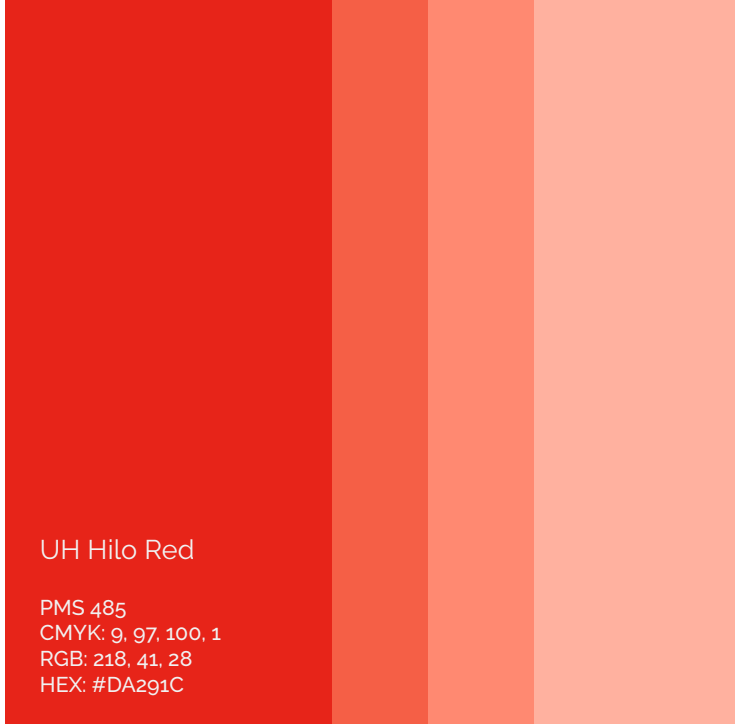
Black and white are vital options to the brand palette.

Both white and black are used to define space on the page, on the package, and on the website. Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

Tinting

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.
If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

















Photos/Video

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.
For print documents, UH Hilo Graphics can advise you on the reproducibility of photographs, (808) 932-7323, graphics@hawaii.edu.

Quality

Good photographs and video enhance the look and improve the communication value of many publications. Fuzzy, gray, out-of-focus photographs do not. Photos should have a minimum of 300 dpi at actual size.

Environment

Using photographs and images of areas in and around Hilo are most appropriate for representing UH Hilo. We discourage using photos from other areas of the state which may misrepresent the environment around UH Hilo.

People

People (particularly students) are the heart of our brand and should be treated with the highest respect during all shoots. In general, you should avoid capturing identifying features, unless they have signed a release prior to the shoot. We prefer that photos of UH Hilo students are used instead of using generic stock photos of people.

Media release forms are available on the University Relations website: https://hilo.hawaii.edu/univrel/

Tone

Showing the unique environment and the diverse population of UH Hilo is the main focus of the tone of our photos. Appropriate images also embody: Place, Empowerment, Collaboration, Aspiration and Exploration.

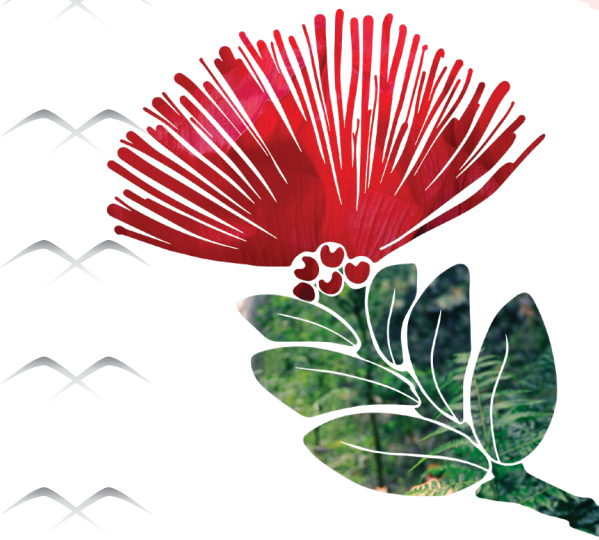
UNIVERSITY of HAWAI'I® HILO



Ka ua Kanilehua o Hilo

The Kanilehua rain of Hilo

Elements





Shapes

Drawing inspiration from the elements of Hawai'i Island, we created background and embellishment elements to use with the brand.

We have implemented a motif using the lehua to reflect the iconic flower of Hawai'i Island and UH Hilo. The manu (bird) pattern mimics flight in motion and embodies the idea of the student's journey in life.

The images inside of the words "HILO" and "ALOHA" in **Raleway Black**, should only include those related to the environment in and around Hilo town.

These elements are only available through the Graphics department, so please contact Graphics to acquire approval and access to the branding elements at graphics@hawaii.edu or 808-932-7323.

Typography

Typography for Web:

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Regular

Source Sans Pro Italic

Source Sans Pro Bold

Source Sans Pro Bold Oblique

Typography for Print:

Raleway Thin

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Italic

Raleway Semi-Bold

Raleway Semi-Bold Italic

Raleway Bold

Raleway Bold Italics

Raleway Extra Bold

Raleway Extra Bold Italics

Raleway Black

Raleway Black Italics

Using Type

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Common Typography Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

Help me

Do not stretch, squish, or otherwise mangle typography, logos or photos. Use the appropriate text weight, proportion, and scale of photos..

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0˚ or 90˚. Our typography should always read up if 90˚.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio corel, venmaximi, corepel iquunt volorpos quam, si quos intiusciate sitas militabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Common Element Errors



UNIVERSITY of HAWAI'I®
HILO

Do not stretch, squish, or otherwise mangle typography, logos or photos. Use the appropriate text weight, proportion, and scale of photos.

Approvals

Using our brand materials

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact staff at University of Hawai'i at Hilo's Graphics Department or University Relations with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

This guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from UH Hilo Graphics or UH Hilo University Relations.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published or otherwise executed. These proofs can be submitted to your point of contact within the University of Hawai'i at Hilo.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

Contacts

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Special thanks to those who participated in our

UH Hilo Marketing & Social Media Advisory Group

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Michael Taylor, Alumnus/Former UHHSA Student Representative
Lai Sha Bugado, Campus Center
Matthew Kalahiki, Campus Center
Jake Galves, Campus Center
Kainoa Ariola-Sukisaki, Career and Academic Advising Center
Julie Mowrer, Center for Community Engagement
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Patsy Iwasaki, Faculty Congress
Shara Mahoe, First Year Experience
Darin Igawa, Graphics Services
Tanya Ibarra, Graphics Services
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Kelli Okumura, Research Office
Upward Bound
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Emmeline de Pillis, College of Business and Economics
Raiatea Arcuri, UHHSA Student Representative
Zachary Street, Admissions
Nico Verissimo, UH Foundation Alumni Relations
Russ Blunck, Athletics
Michele Blunck, Athletics
Jim Beets, College of Natural & Health Sciences



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