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WHAT IS A BRAND AND WHY IS IT IMPORTANT?

For further information

This style guide provides guidelines for proper Kapi’olani Community College identification on published materials online and in print. It identifies the seal and signature of Kapi’olani Community College and includes guidelines for its use as well as information for business cards and stationery.

Images are provided for official university use only and require log in with UH faculty/staff username and password.

By downloading the UH seal and signatures, the user agrees to comply with applicable federal and state laws, Hawai‘i ethics code and university licensing regulations and graphics standards.

Retailers and vendors should refer to Collegiate Licensing or contact the UH licensing administrator, uhlicens@hawaii.edu.

If you have problems, or need larger versions of the images, contact UH Communications, ur@hawaii.edu or (808) 956-8856 or Lisa Yamamoto, lisany@hawaii.edu, (808) 734-9136

BRAND STYLE GUIDE
2020
Kapi'olani Community College (KCC) began in 1946 as the Kapi'olani Technical School at a time when Hawai'i was still a territory of the United States. The innovative school was administered by the Territorial Department of Instruction with a strong academic focus on food service. But in 1959, as Hawai'i was entering statehood, three additional programs were added: practical nursing, business education and dental assisting. In 1965 the college realigned its academic mission and joined the University of Hawai'i community college system. From its original home at the corner of Pensacola and Kapi'olani Boulevard to its current location on the slopes of scenic Diamond Head, KCC is poised to take its place at the head of the technical renaissance of the 21st century.
‘ŌLELO NU‘UKIA
Vision
Kapiʻolani Community College is a model indigenous serving institution whose graduates strengthen the social, economic, and sustainable advancement of Hawaiʻi and the world.
ALA NUʻUKIA

Mission
Kapi'olani Community College provides open access to higher education opportunities in pursuit of academic, career, and lifelong learning goals to the diverse communities of Hawai'i. Committed to student success through engagement, learning, and achievement, we offer high quality certificates and associate degrees, and transfer pathways that prepare indigenous, local, national, and international students for their productive futures.
NĀ LAWENA WAIWAI

Values
Ho’ohanohano ‘ia ka ho‘ilina a ka Mō‘iwahine o Kapi‘olani e Kapi‘olani Kula Nui Kaiāulu ma o kēia mau lawena waiwai

Kapi‘olani Community College honors the legacy of Queen Kapi‘olani through these values:

Kūpono
Practicing honesty and integrity with clarity in all relationships.

Kūloa‘a
Ensuring that the needs of our students are met with support and service.

Mālama
Protecting and perpetuating ancestral knowledge.

Kuleana
Sharing a common responsibility to support the future of our students, college, community, land, and sea.

Kūlia
Creating meaningful curricula and learning experiences that serve as a foundation for all to stand and move forward.
The UH system seal (updated in 2006) is our most important brand asset and should never be altered in any way.

Shown in KCC’s campus-unique color: PMS Reflex Blue. It is to be included on any campus communication that reflects Kapi‘olani Community College’s mission or administration, including printed materials, presentations, websites, merchandise items, and signage.

*Please refer to the University of Hawai‘i’s graphics standards for more details on other campuses under the UH system.

History of the UH Seal

The UH seal was adopted by the Board of Regents on April 7, 1921 and amended March 29, 1946. It contains a torch and book titled Mālamalama—usually translated “light of knowledge,” also meaning clarity of thinking and enlightenment. The date the institution was established, 1907, appears below the torch. The state motto, “Ua mau ke ea o ka ‘āina i ka pono,” is inscribed on the bottom rim. Assigned by King Kamehameha III on the restoration of the monarchy by Great Britain in 1843 and adopted by the Territorial Legislature in 1959, it translates as “The life of the land is perpetuated in righteousness” and reflects the Hawaiians’ reverence for the ‘āina, or land, from which first kalo (taro) and then the first human sprang.
LOGO

The Kapiʻolani Community College Logo includes both seal and logotype. To ensure that the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo.

- Top / center justified - 0.75" from top edge of seal
- Bottom / left justified - 0.85" from bottom edge of seal, 0.85" from left edge of seal
- Top / bottom justified - 0.75" from bottom edge of seal
- Top / left justified - 0.85" from top edge of seal, 0.85" from left edge of seal
The color of the background will determine which version of the logo to use. One color logo variations should be used sparingly or if printing restrictions demands it. Use only the approved logo options represented here.

Our logo includes both seal and logotype. Please use our two-color logo most of the time. In certain circumstances, the alternative colors are white or black.

Boxes illustrate various shapes and possible configurations. They are not to scale.
Our logo is our most important brand asset and should be used properly at all times. These are examples of how the logo is used correctly.

The seal may be used alone or in conjunction with the signature. If used alone, the seal can be used in black or the respective system/campus color, screened as a background element, or reversed. If another color is used for design reasons, avoid colors associated with other campuses.
LOGO - IMPROPER USAGES

The logo should never be altered in any way. These are several examples of how not to use the logo, but are not limited to all instances of misuse.

Size
Please do not stretch or distort the logo. The logo also cannot have any altered elements within the seal. Do not resize the logo to be any smaller than 5/8 inch on publications or 1/4 inch on merchandise. Additionally, do not enlarge the logo to a size that compromises its graphic integrity.

Color Contrast
The color contrast between the text and background must be greater than or equal to 4.5:1 for small text and 3:1 for large text.

Test your color palette for accessible combinations with Accessible Color Palette Builder or Contrast Grid.

Measure the contrast between text and background colors with tools like WebAIM’s Color Contrast Checker or a Sketch plugin.

Kapi‘olani Community College began in 1946 as the Kapi‘olani Technical School at a time when Hawai‘i was still a territory of the United States. The innovative school was administered by the Territorial Department of Instruction with a strong academic focus on food service.

Do not use against a loud background
Do not retype text
Do not rotate
Do not add shadow or “special effects”
Do not distort
Do not shrink the logo down to any smaller than 5/8 inch for publications and 1/4 inch on merchandise.

Do not suffocate the logo. Allow ample space around.
OPTIONAL DESIGN ELEMENTS: USAGE
OPTIONAL DESIGN ELEMENTS: USAGE

8.5" x 11" Document

Powerpoint

11" x 8.5" Document

Trifold Brochure
OPTIONAL DESIGN ELEMENTS: USAGE

8.5" x 11" Document

Powerpoint

11" x 8.5" Document

Trifold Brochure
MEDIA RELEASE REFERAL

Referred By:
_________________________________________________________
Name (printed or typed):
_________________________________________________________
Department:
Date submitted: __________________
Nature of story:    ______ Breaking News    ______ Hiring/Promotion
                   ______ General News    ______ Feature/Human Interest
                   ______ Calendar Event    ______ Other
Synopsis:
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________
Contact Person:
_________________________________________________________
Name                      Dept.                      Phone
Photo/Video/Graphic Available: Yes ______ No ______
TYPOGRAPHY
LIBRE FRANKLIN & SOURCE SERIF PRO

Libre Franklin and Source Serif Pro are open-source fonts that can be downloaded and installed onto your local computer.

[Instructions go here]

Download

FRANKLIN GOTHIC URW & FREIGHT TEXT

Franklin Gothic URW and Freight Text are Adobe fonts that can be used in all Adobe applications.

[Instructions go here]

Download
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This is an Example of a Header

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Kapi’olani Community College’s school color is Pantone Reflex Blue. It is important that all printed materials for the college using this blue MUST be exactly Pantone Reflex Blue.

These colors may be used as secondary colors to accompany Kapi’olani Community College’s school color.
HAWAIIAN LANGUAGE
HAWAIIAN DIACRITICALS

Depending on the device, software or app, there are different ways to correctly input ‘okina or kahakō. It is not recommended to cut and paste from another document or the internet, as the character may not display correctly. For further assistance, contact the ITS Help Desk.

Mobile devices: Long tap (tap and hold) to bring up a secondary letter menu

- Mac users: Install the Hawaiian language keyboard
- Hawaiian diacritical marks for Microsoft Word and PC users
- Hawaiian diacritical marks for Google docs

When working on in HTML, it is possible to code ‘okina and vowels with kahakō using a numeric string escape sequence.

\[ \text{‘okina—\&#699;} \]
\[ \text{Ā—\&#256;} \]
\[ \text{ā—\&#257;} \]
\[ \text{Ē—\&#274;} \]
\[ \text{ē—\&#275;} \]
\[ \text{Ī—\&#299;} \]
\[ \text{i—\&#298;} \]
\[ \text{Ō—\&#332;} \]
\[ \text{o—\&#333;} \]
\[ \text{Ū—\&#362;} \]
\[ \text{u—\&#363;} \]

NOTE: Words with ‘okina marked up still require aria-label tags for accessibility.

Examples:

M&#257;noa displays as Mānoa

&lt;span aria-label="Hawaii">Hawai&#699;i&lt;/span&gt; displays as Hawai‘i