

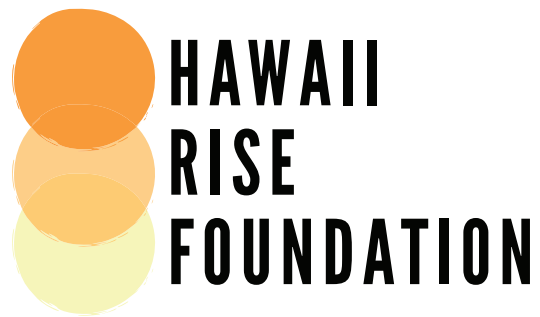
# Brand Identity Guidelines

A strong connection to place. Close-knit communities.  
Seasoned and emerging community leaders.  
Social innovations and collaboration among agencies.

July 2021

## BRAND MARK

Color with Black Type on White



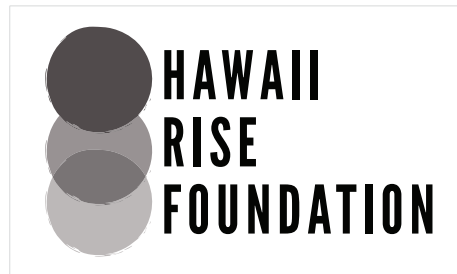
The Hawaii Rise Foundation builds on strengths, which were cited as particular qualities of the Big Island (Islander Institute, 2018). By partnering with local leaders and businesses, we apply the resources and expertise of community members to offer educational services, programs, and support.

We listen to the needs of our most vulnerable populations and respond with creative, community-based solutions. Because of your contributions, we've been able to support our community.

Color with White Type on Black



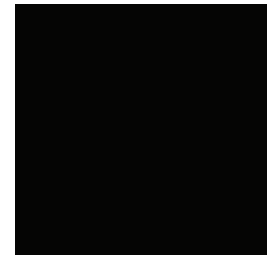
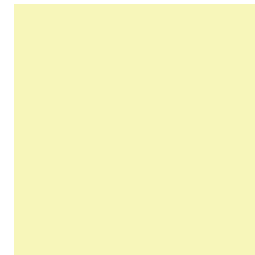
Grayscale with Black Type on White



Grayscale with White Type on Black



# COLORS



## CMYK BUILDS

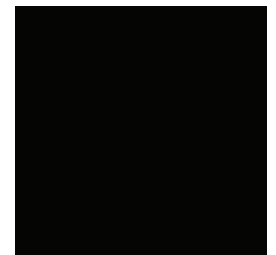
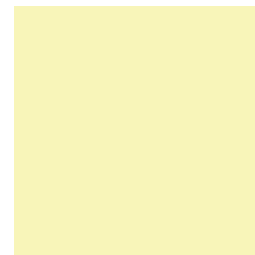
ORANGE  
C=0 M=46 Y=85 K=0  
R=254 G=157 B=60  
Hex #fe9d3c

MEDIUM ORANGE  
C=0 M=20 Y=52 K=0  
R=254 G=206 B=136  
Hex #fece88

ORANGE YELLOW  
C=0 M=21 Y=63 K=0  
R=253 G=203 B=116  
Hex #fdb774

YELLOW  
C=3 M=0 Y=34 K=0  
R=249 G=246 B=184  
Hex #f9f6b8

BLACK  
C=0 M=0 Y=0 K=100  
R=1 G=1 B=1  
Hex #010101



## PANTONES

ORANGE  
@ 86% Pantone 715

MEDIUM ORANGE  
@ 93% Pantone 148 C

ORANGE YELLOW  
@ 78% Pantone 136 C

YELLOW  
@ 45% Pantone 100 C

BLACK  
Pantone BLACK C

# FONTS

Accent - Spartan Bold

Headline - Spartan Bold

Body - Open Sans Light

Subhead - Spartan Bold

Open Sans Light

**BUILD ON OUR STRENGTHS**

## **Create opportunity for the Hawaiian Community**

A strong connection to place. Close-knit communities. Seasoned and emerging community leaders. Social innovations and collaboration among agencies.

**Breeani Sumera-Lee**

Executive Director

Create opportunity for the Hawaiian Community

Spartan Regular

**Create opportunity for the Hawaiian Community**

Spartan Bold

Create opportunity for the Hawaiian Community

Open Sans Regular

Create opportunity for the Hawaiian Community

Open Sans Light

# LOGO USAGE

## MINIMUM CLEAR SPACE



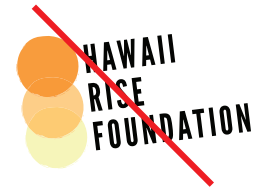
The minimum clear space around the logo is equal to one-half the height of the logo, measured from the top of the sunset to the lower edge. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

## MINIMUM SIZE

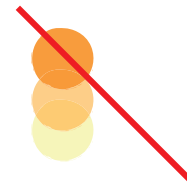


180 pixels or 1.25 inches wide

The minimum size is 180 pixels or 1.25 inches wide in print or in digital context. The minimum logo size should be used only when layout space is extremely limited.



Do not use logo on an angle



Do not use brandmark without logo type



Do not use logo type without brandmark