KAPIʻOLANI COMMUNITY COLLEGE
STYLE GUIDE

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WHAT IS A BRAND AND WHY IS IT IMPORTANT?

For further information

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

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HISTORY

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.

ʻŌLELO NUʻUKIA

Vision

He Kula Nui Kākoʻo ʻŌiwi ʻo Kapiʻolani Kula Nui Kaiāulu a na kā lākou mau haumāna puka e hoʻoikaika i ke kaiāulu o ko Hawaiʻi mau kaiāulu like ʻole ma ka honua e loli mau.

Kapiʻolani Community College is a model indigenous serving institution whose graduates strengthen the social, economic, and sustainable advancement of Hawaiʻi and the world.

ALA NU‘UKIA

Mission

ALA NUʻUKIA – MISSION

He hale hāmama ʻo Kapiʻolani Kula Nui Kaiāulu no nā ʻano kaiāulu like ʻole, e hoʻolako i nā kānaka hoʻākea ʻike e hiki aku i ka pahuhopu ʻimi naʻauao, ʻimi ʻoihana, a hoʻolaulā ʻike. He loaʻa nā palapala aʻo, nā kēkelē mua puka, me nā polokalamu hoʻīli kula he kilohana wale e hoʻomākaukau i nā haumāna maoli, kūloko, kaumokuʻāna, kauʻāina no ka mua he lako.

Kapiʻolani Community College provides open access to higher education opportunities in pursuit of academic, career, and lifelong learning goals to the diverse communities of Hawaiʻi. 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

NĀ LAWENA WAIWAI – VALUES

Hoʻohanohano ʻia ka hoʻīlina a ka Mōʻīwahine o Kapiʻolani e Kapiʻolani Kula Nui Kaiāulu ma o kēia mau lawena waiwai

Kapiʻolani Community College honors the legacy of Queen Kapiʻolani through these values:

Kūpono

Practicing honesty and integrity with clarity in all relationships.

Kuleana

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

Kūloaʻa

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

Kūlia

Creating meaningful curricula and learning experiences that serve as a foundation for all to stand and move forward.

Mālama

Protecting and perpetuating ancestral knowledge.

LOGO

LOGO - THE UNIVERSITY OF HAWAIʻI SEAL

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 Kapiʻolani Community College's mission or administration, including printed materials, presentations, websites, merchandise items, and signage.

*Please refer to the University of Hawaiʻi's graphics standards for more details on other campuses under the UH system.

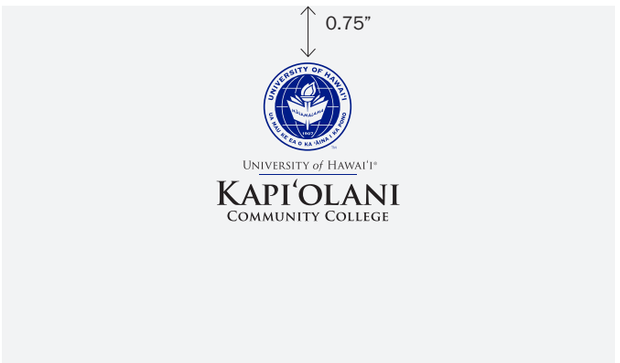
History of the UH Seal

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 ʻāina 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 ʻāina, or land, from which first kalo (taro) and then the first human sprang.

LOGO

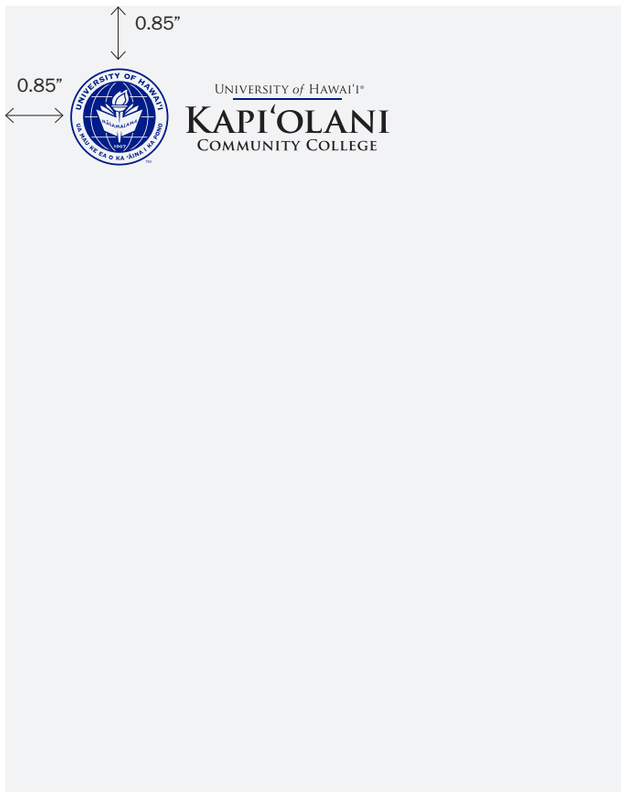
The Kapiʻolani Community College Logo includes both seal and logotype. To ensure that the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo.

Bottom /left justified - 0.85” from bottom edge of seal, 0.85” from left edge of seal



Top / center justified - 0.75” from top 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

LOGO

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.

LOGO - PROPER USAGES

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.

✓ Seal on top of signature

✓ Seal on bottom of signature

✓ Seal to the side of signature

✓ Standard Seal in Campus Color

✓ Seal in Black

✓ Seal in White

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.

X Do not use against a loud background

X Do not retype text

X Do not rotate

X Do not add shadow or "special effects"

X Do not distort

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.

X Do not suffocate the logo. Allow ample space around.

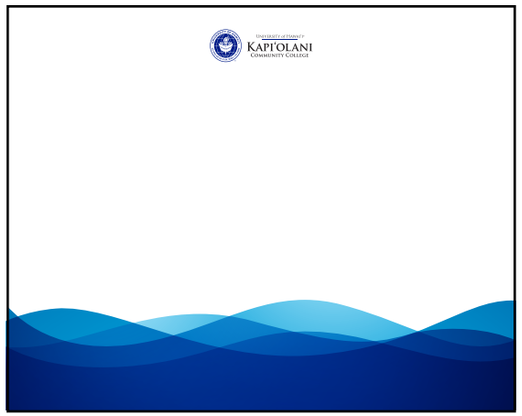
X Do not shrink the logo down to any smaller than 5/8 inch for publications and 1/4 inch on merchandise.

OPTIONAL DESIGN ELEMENTS: USAGE

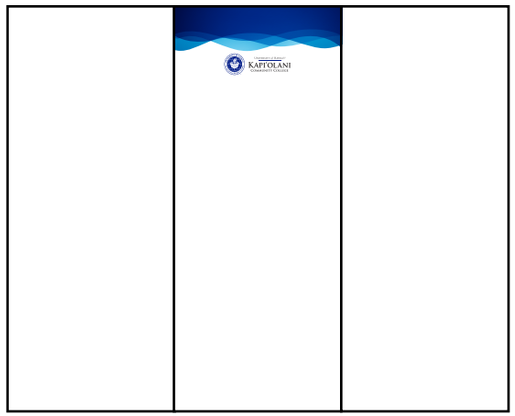
8.5” x 11” Document

Powerpoint

11” x 8.5” Document



Trifold Brochure



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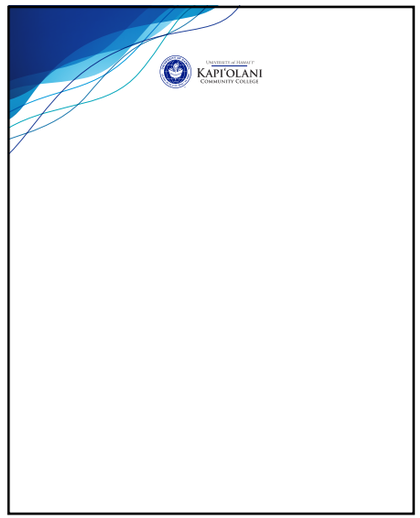
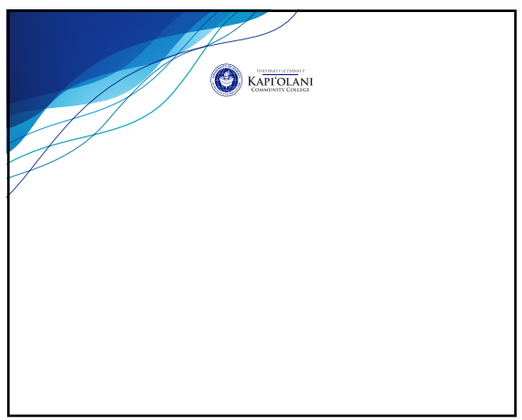
8.5” x 11” Document

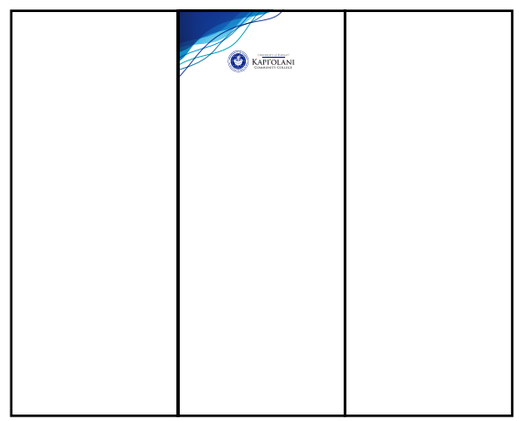


Powerpoint

11” x 8.5” Document

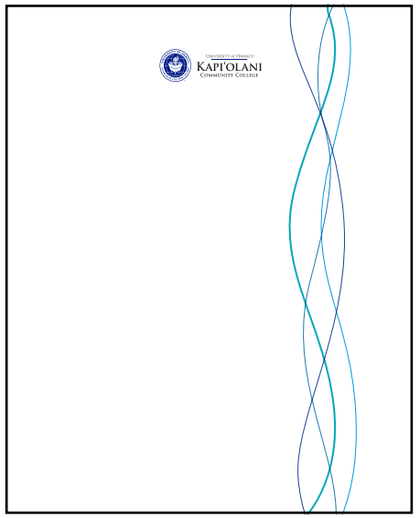


Trifold Brochure

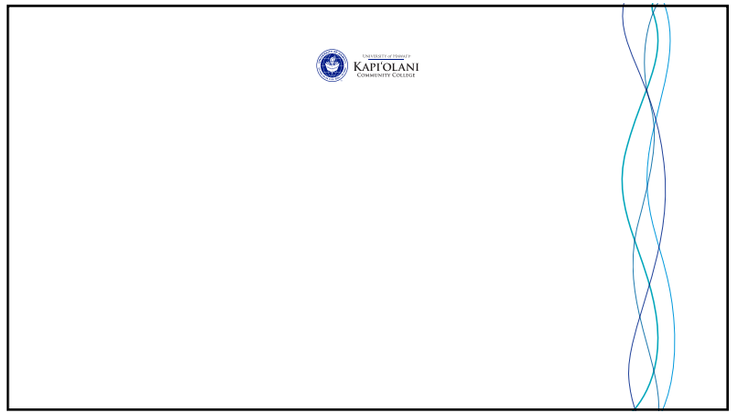


OPTIONAL DESIGN ELEMENTS: USAGE

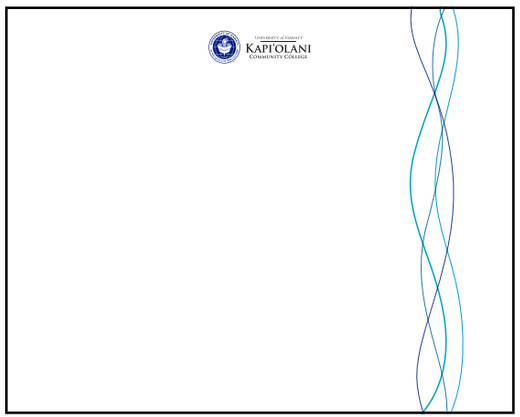
8.5” x 11” Document



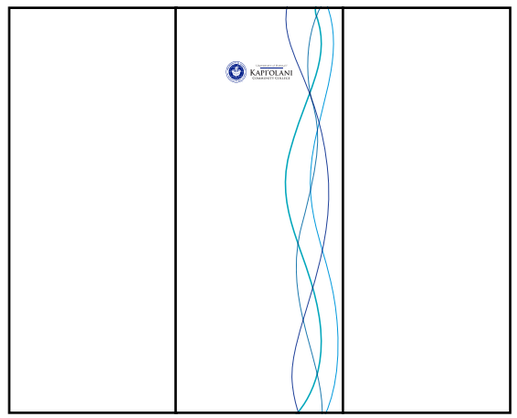
Powerpoint



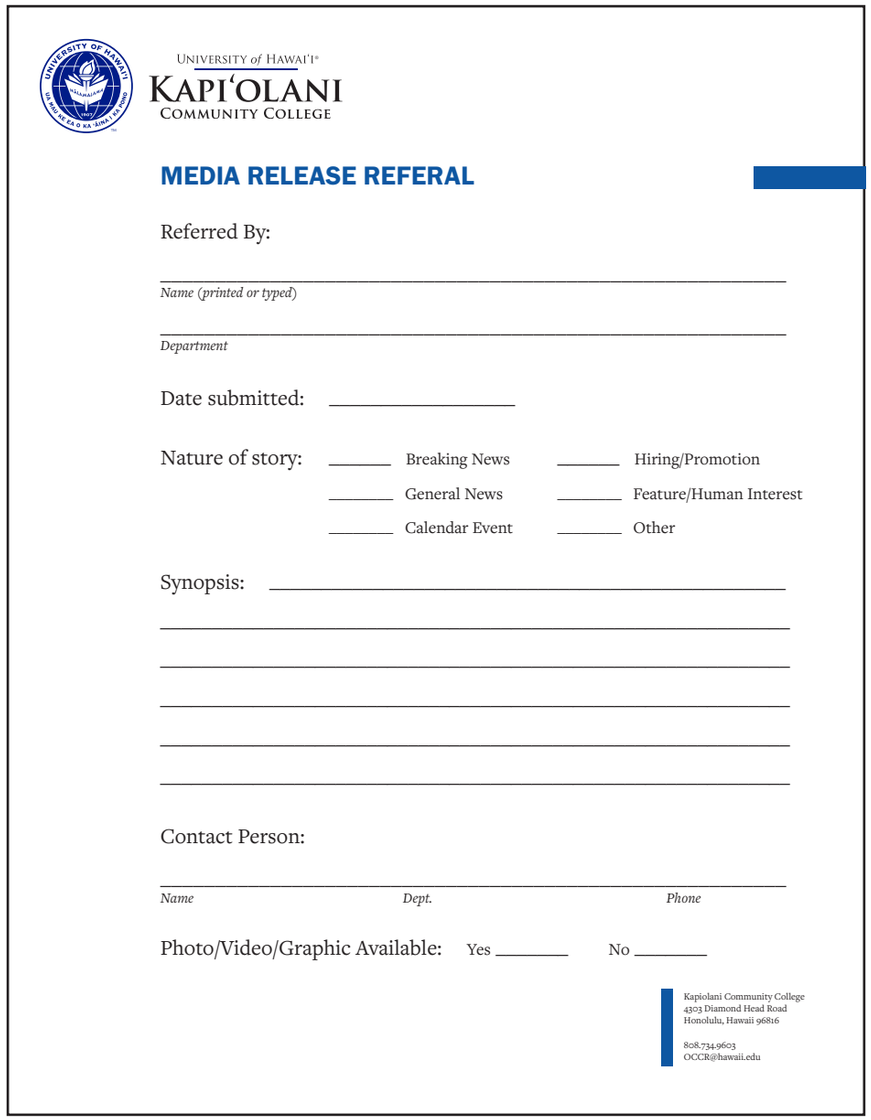
11” x 8.5” Document



Trifold Brochure



LETTERHEAD



UNIVERSITY of HAWAI'I®
KAPI'OLANI
COMMUNITY COLLEGE

MEDIA RELEASE REFERAL

Referred By:

_____
Name (printed or typed)

_____
Department

Date submitted: _____

Nature of story:
_____ Breaking News
_____ General News
_____ Calendar Event
_____ Hiring/Promotion
_____ Feature/Human Interest
_____ Other

Synopsis: _____

_____

_____

_____

_____

_____

Contact Person:

_____
Name *Dept.* *Phone*

Photo/Video/Graphic Available: Yes _____ No _____

Kapiolani Community College
4303 Diamond Head Road
Honolulu, Hawaii 96816

808.734.9603
OCCR@hawaii.edu

TYPOGRAPHY

TYPOGRAPHY

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

[Instructions go here]

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FRANKLIN GOTHIC URW & FREIGHT TEXT

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AaBbCc

AaBbCc

**LIBRE FRANKLIN &
SOURCE SERIF PRO**

Libre Franklin and Source Serif Pro

THIS IS AN EXAMPLE OF A HEADER

THIS IS AN EXAMPLE OF A SUBHEAD

This is a Sidenote

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**SOURCE SERIF PRO &
LIBRE FRANKLIN**

Source Serif Pro and Libre Franklin

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**FRANKLIN GOTHIC URW &
FREIGHT TEXT PRO**

Franklin Gothic URW and Freight Text Pro

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**FREIGHT TEXT PRO &
FRANKLIN GOTHIC URW**

Freight Text Pro and Franklin Gothic URW

This is an Example of a Header

THIS IS AN EXAMPLE OF A SUBHEAD

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COLORS

COLORS

PRIMARY COLOR

Kapiʻolani 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.

Pantone Reflex Blue

CMYK

100, 87, 0, 20

HEX

#20419A

RGB 0, 20, 137

SECONDARY COLORS

These colors may be used as secondary colors to accompany Kapiʻolani Community College's school color.

CMYK 32, 0, 56, 0

HEX ##ADFF70

RGB 173, 255, 112

CMYK 85, 45, 11, 0

HEX #1E7AAF

RGB 30, 122, 175

CMYK 2, 0, 25, 0

HEX #FCF8C9

RGB 252, 248 201

CMYK 0, 56, 62, 0

HEX #F68B65

RGB 246, 139, 101

CMYK 67, 60, 58, 43

HEX #444445

RGB 68, 68 6

CMYK 10, 7, 7, 0

HEX #E2E3E4

RGB 226, 227 228

HAWAIIAN LANGUAGE

HAWAIIAN DIACRITICALS

Depending on the device, software or app, there are different ways to correctly input ʻokina 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 fo Microsoft Word and PC users

Hawaiian diacritical marks for Google docs

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

ʻokina—ʻ

Ā—Ā

ā—ā

Ē—Ē

ē—ē

Ī—ī

ī—Ī

Ō—Ō

ō—ō

Ū—Ū

ū—ū

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

Examples:

Mānoa diplays as Mānoa

Hawaiʻi displays as Hawaiʻi

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