Stanford Carr Development

Kahuina, Lamakū, Māmalu

LOGO GUIDELINES

CONTENTS

THIS BRAND GUIDELINE explains and outlines the proper usage of the Kahuina, Lamakū, and Māmalu logos and their applications. The purpose of this guide is to provide consistency and clarity in all communications in which the logo appears.

These logos may not be altered or redrawn in any way, including changes in typestyle, proportion, letter spacing, color or placement of the individual elements making up the logo. Changing a key graphic element, detracts from the consistency and integrity of the Kahuina, Lamakū, and Māmalu logos.

If you have any questions regarding the use of this logo, please consult with your brand or marketing manager or contact **Stacey Leong Design** (info@staceyleong.com) for assistance.

Kahuina

LOGO LOCKUP

LOGO VARIATIONS

The logo variations are shown here. Use the appropriate version (Stacked or Horizontal) according to the type of application. Please note: the "Stacked" logo is the primary logo to use in most instances.

Logo files for 4-Color process (CMYK), 1-Color (White) and 1-Color (Black) are available. The 1-Color (Black) logo is for limited use when full color printing is not an option.

4-Color Process

1-Color (Black)

1-Color (White)

KAHUINA

KAHUINA

KAHUINA

KAHUINA

KAHUINA

KAHUINA

CLEAR SPACE & MINIMUM SIZE

Clear Space: A minimum of 0.375 inches of clear space needs to surround the logo to separate it from other elements, such as logos and symbols. This area, referred to as the area of non-interference, will preserve the visual impact and legibility of the logo.

Minimum Size: The minimum size of the Kahuina logo is shown below. The minimum size allows for maximum legibility at a small scale.

0.375"

0.375"   0.375"

0.375"

Clear Space around the logo is a minimum of 0.375".

0.375"

0.375"   0.375"

0.375"

Clear Space around the logo is a minimum of 0.375".

1"

The minimum size of the logo is 1".

1.5"

The minimum size of the logo is 1.5".

LOGO USE ON COLOR

When using the Kahuina logo, background colors on which the logo appears must be carefully considered. A colored version of the logo can be used over light backgrounds with low color saturation. On darker backgrounds, the 1-color white logo may be used for maximum legibility.

If the logo is used over a non-solid background (like a photograph, pattern or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast. Image quality and contrast must be considered.

4-Color logo on a white background

4-Color logo on a color background

1-Color (Black) logo on a color background

1-Color (White) on a black background

LOGO USE ON COLOR

If the logo is used over a non-solid background (like a photograph, duotone image or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast.

Special care must be given to the logo placement over a photograph. Image quality and contrast must be considered.

4-Color logo on a duotone background

4-Color logo on a photographic background

1-Color (Black) logo on a duotone background

1-Color (White) logo on a photographic background

IMPROPER USES (STACKED)

The logo represents the identity of Kahuina and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT colorize the logo in colors other than the colors used in the original logo.

PROPER USE Always use original logo without alterations.

DO NOT alter logo (i.e. scaling the icon)

PROPER USE Always use original logo without alterations.

DO NOT scale disproportionately.

PROPER USE Scale proportionally (equal change on both axes).

IMPROPER USES (STACKED)

The logo represents the identity of Kahuina and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT move the icon.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.

DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Kahuina and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT colorize the logo in colors other than the colors used in the original logo.

PROPER USE Always use original logo without alterations.

DO NOT alter logo (i.e. scaling the icon)

PROPER USE Always use original logo without alterations.

DO NOT scale disproportionately.

PROPER USE Scale proportionally (equal change on both axes).

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Kahuina and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT move the icon.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.
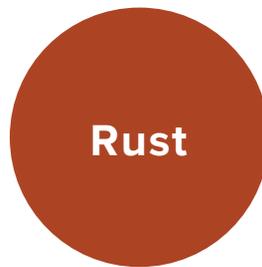
DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

COLOR PALETTE

Kahuina's primary colors are rust and clay. These colors may be used on branded collateral for consistency and brand appeal.

Rust

Clay

PMS 1675

CMYK: c5 m83 y100 k27

RGB: r169 g67 b30
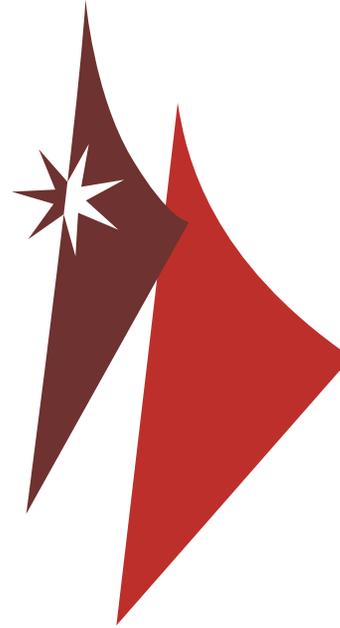
Hex# A9431E

PMS 410

CMYK: c22 m33 y27 k60

RGB: r116 g102 b97

Hex# 746661

Lamakū

LAMAKŪ

AT KAHUINA

LOGO VARIATIONS

The logo variations are shown here. Use the appropriate version (Stacked or Horizontal) according to the type of application. Please note: the "Stacked" logo is the primary logo to use in most instances.

Logo files for 4-Color process (CMYK), 1-Color (White) and 1-Color (Black) are available. The 1-Color (Black) logo is for limited use when full color printing is not an option.

4-Color Process

1-Color (Black)

1-Color (White)

CLEAR SPACE & MINIMUM SIZE

Clear Space: A minimum of 0.375 inches of clear space needs to surround the logo to separate it from other elements, such as logos and symbols. This area, referred to as the area of non-interference, will preserve the visual impact and legibility of the logo.
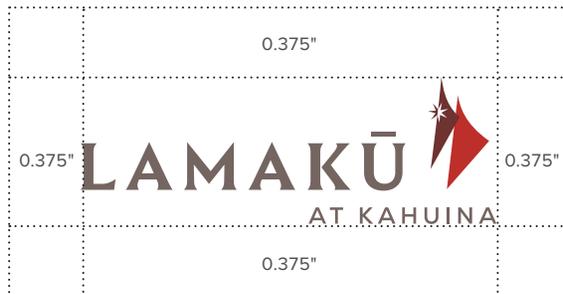
Minimum Size: The minimum size of the Lamakū logo is shown below. The minimum size allows for maximum legibility at a small scale.

Clear Space around the logo is a minimum of 0.375".

The minimum size of the logo is 1".

Clear Space around the logo is a minimum of 0.375".

The minimum size of the logo is 1.5".

LOGO USE ON COLOR

When using the Lamakū logo, background colors on which the logo appears must be carefully considered. A colored version of the logo can be used over light backgrounds with low color saturation. On darker backgrounds, the 1-color white logo may be used for maximum legibility.

If the logo is used over a non-solid background (like a photograph, pattern or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast. Image quality and contrast must be considered.

4-Color logo on a white background

4-Color logo on a color background

1-Color (Black) logo on a color background

1-Color (White) on a black background

LOGO USE ON COLOR

If the logo is used over a non-solid background (like a photograph, duotone image or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast.

Special care must be given to the logo placement over a photograph. Image quality and contrast must be considered.
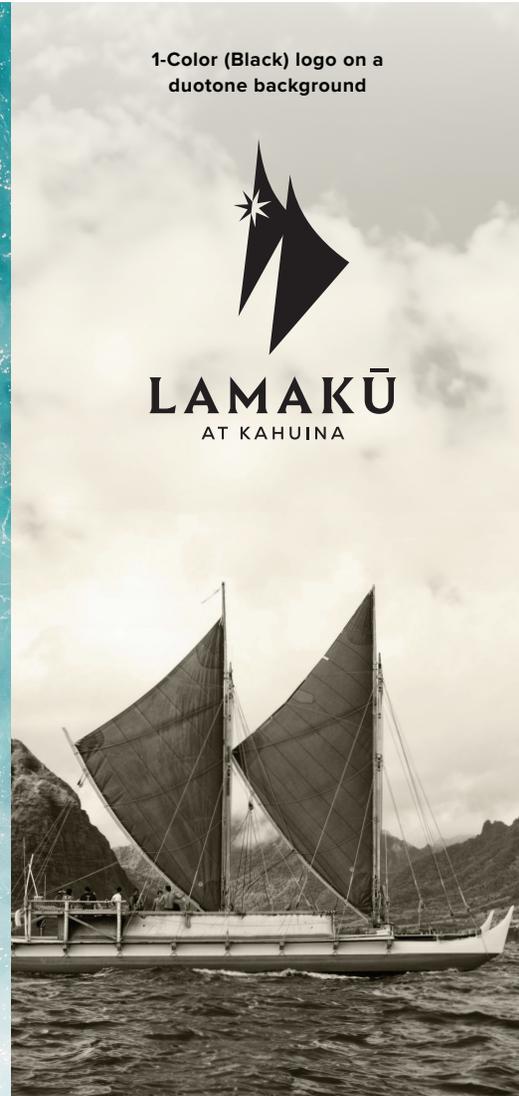

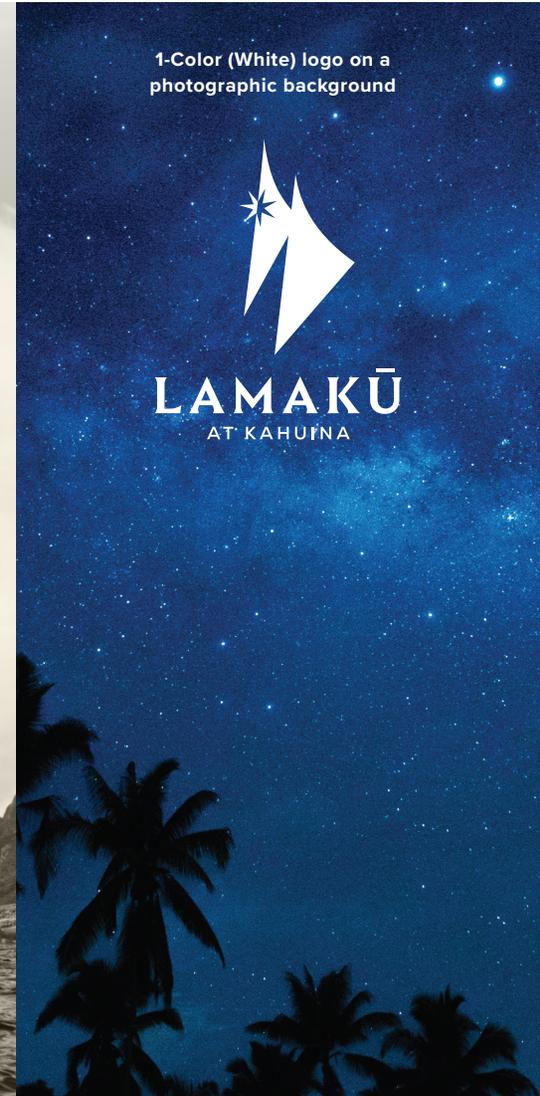**4-Color logo on a duotone background**

4-Color logo on a photographic background

1-Color (Black) logo on a duotone background

1-Color (White) logo on a photographic background

IMPROPER USES (STACKED)

The logo represents the identity of Lamakū and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT colorize the logo in colors other than the colors used in the original logo.

PROPER USE Always use original logo without alterations.

DO NOT alter logo (i.e. deleting the star burst).

PROPER USE Always use original logo without alterations.

DO NOT scale disproportionately.

PROPER USE Scale proportionally (equal change on both axes).

IMPROPER USES (STACKED)

The logo represents the identity of Lamakū and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.

DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

DO NOT move the icon.

PROPER USE Always use original logo without alterations.

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Lamakū and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT colorize the logo in colors other than the colors used in the original logo.

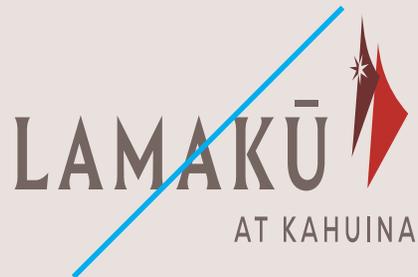**PROPER USE** Always use original logo without alterations.

DO NOT alter logo (i.e. deleting the star).

PROPER USE Always use original logo without alterations.

DO NOT scale disproportionately.

PROPER USE Scale proportionally (equal change on both axes).

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Lamakū and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT move the elements of the logo.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.

DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

COLOR PALETTE

Garnet

Red

Clay

PMS 7629

CMYK: c23 m87 y73 k61

RGB: r109 g51 b50

Hex# 6D3332
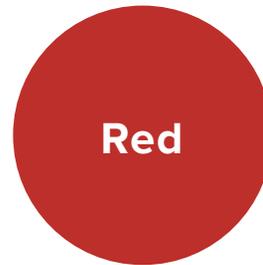
PMS 7620

CMYK: c0 m95 y94 k28

RGB: r183 g49 b44
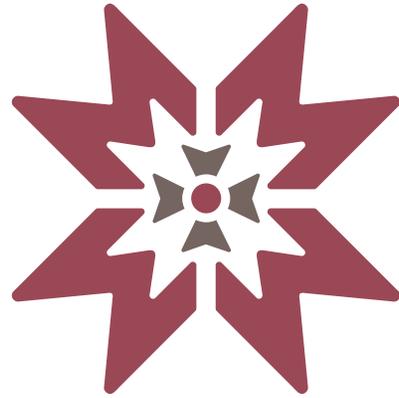
Hex# B7312C

PMS 410

CMYK: c22 m33 y27 k60

RGB: r116 g102 b97

Hex# 746661

Māmalu

LOGO LOCKUP

LOGO VARIATIONS

The logo variations are shown here. Use the appropriate version (Stacked or Horizontal) according to the type of application. Please note: the "Stacked" logo is the primary logo to use in most instances.

Logo files for 4-Color process (CMYK), 1-Color (White) and 1-Color (Black) are available. The 1-Color (Black) logo is for limited use when full color printing is not an option.

**4-Color Process**

1-Color (Black)

1-Color (White)

CLEAR SPACE & MINIMUM SIZE

Clear Space: A minimum of 0.375 inches of clear space needs to surround the logo to separate it from other elements, such as logos and symbols. This area, referred to as the area of non-interference, will preserve the visual impact and legibility of the logo.

Minimum Size: The minimum size of the Kūʻaimeki Marketplace logo is shown below. The minimum size allows for maximum legibility at a small scale.
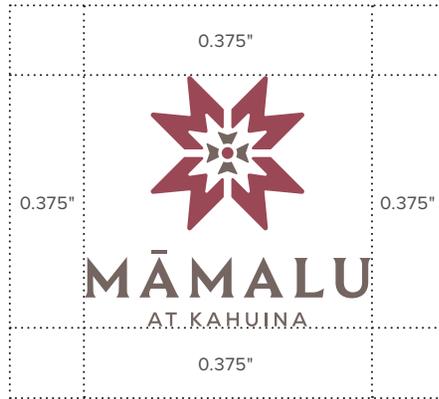
Clear Space around the logo is a minimum of 0.375".

The minimum size of the logo is 1".

Clear Space around the logo is a minimum of 0.375".

The minimum size of the logo is 1.5".

LOGO USE ON COLOR

When using the Māmalu logo, background colors on which the logo appears must be carefully considered. A colored version of the logo can be used over light backgrounds with low color saturation. On darker backgrounds, the 1-color white logo may be used for maximum legibility.

If the logo is used over a non-solid background (like a photograph, pattern or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast. Image quality and contrast must be considered.

4-Color logo on a white background

4-Color logo on a color background

1-Color (Black) logo on a color background

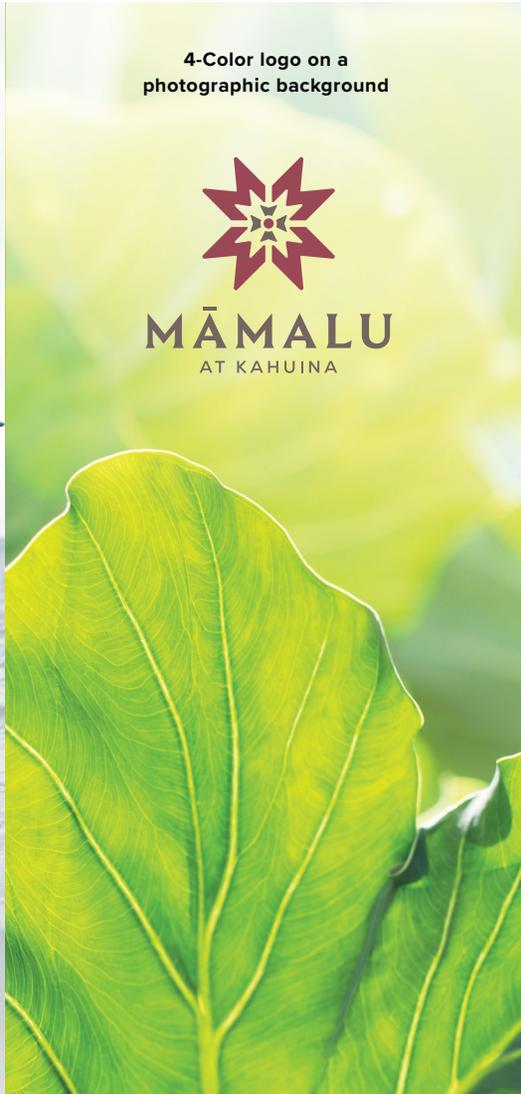**1-Color (White) on a black background**

LOGO USE ON COLOR

If the logo is used over a non-solid background (like a photograph, duotone image or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast.

Special care must be given to the logo placement over a photograph. Image quality and contrast must be considered.

4-Color logo on a duotone background

4-Color logo on a photographic background

1-Color (Black) logo on a duotone background

1-Color (White) logo on a photographic background

IMPROPER USES (STACKED)

The logo represents the identity of Māmalu and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

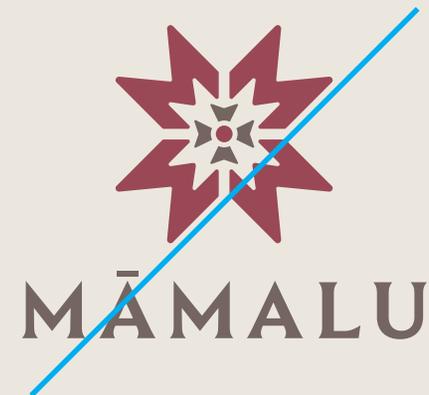Below are several examples of improper uses of the logo.

DO NOT colorize the logo in colors other than the colors used in the original logo.

PROPER USE Always use original logo without alterations.

DO NOT alter logo (i.e. deleting part of the logotype).

PROPER USE Always use original logo without alterations.
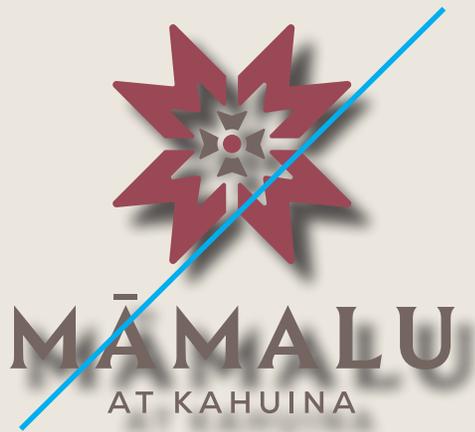

DO NOT scale disproportionately.

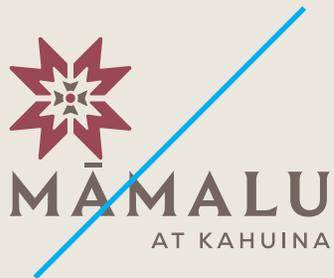**PROPER USE** Scale proportionally (equal change on both axes).

IMPROPER USES (STACKED)

The logo represents the identity of Māmalu and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.

DO NOT move the elements of the logo.

PROPER USE Always use original logo without alterations.

DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Māmalu and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

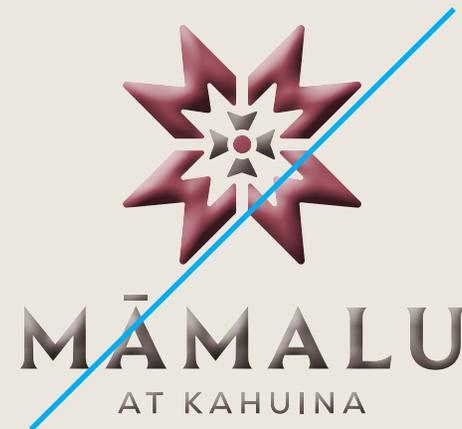Below are several examples of improper uses of the logo.

MĀMALU
AT KAHUINA

DO NOT colorize the logo in colors other than the colors used in the original logo.

PROPER USE Always use original logo without alterations.

MĀMALU
AT KAHUINA

DO NOT alter logo (i.e. scaling the icon).

PROPER USE Always use original logo without alterations.

MĀMALU
AT KAHUINA

DO NOT scale disproportionately.

PROPER USE Scale proportionally (equal change on both axes).

MĀMALU
AT KAHUINA

IMPROPER USES (HORIZONTAL)

The logo represents the identity of Māmalu and should be used consistently and with integrity. The elements that make up the logo should never be tweaked or manipulated.

Below are several examples of improper uses of the logo.

DO NOT add a drop shadow. Legibility is compromised.

PROPER USE Always use original logo without alterations.

DO NOT rotate the logo.

PROPER USE Always use original logo without alterations.

DO NOT move the elements of the logo.

PROPER USE Always use original logo without alterations.

DO NOT add special effect to the logo (i.e. faux emboss).

PROPER USE Always use original logo without alterations.

COLOR PALETTE

Māmalu's primary colors are dusk rose and clay. These colors may be used on branded collateral for consistency and brand appeal.

Dusk Rose

Clay

PMS 696

CMYK: c17 m82 y42 k40

RGB: r152 g72 b87

Hex# 984857

PMS 410

CMYK: c22 m33 y27 k60

RGB: r116 g102 b97

Hex# 746661