



KŪPAʻA KAUAʻI
PULLING TOGETHER

STYLE GUIDE

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STYLE GUIDE USAGE

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of Kupa'a Kaua'i. Please contact Nalani Kathleen Kaauwai Brun regarding usage of any logo or brand related material.

CONTACT INFORMATION

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KUPA'A KAUA'I

Kupa'a Kaua'i is a symbol of Kaua'i's local recovery effort from COVID19. The logo and slogan reflects the resilience, strength and aloha spirit of Kaua'i's people.

THE BRAND



ABOUT THE LOGO

The Kupa'a Kaua'i canoe logo was developed to represent unity, striving, and paddling together to a common goal.

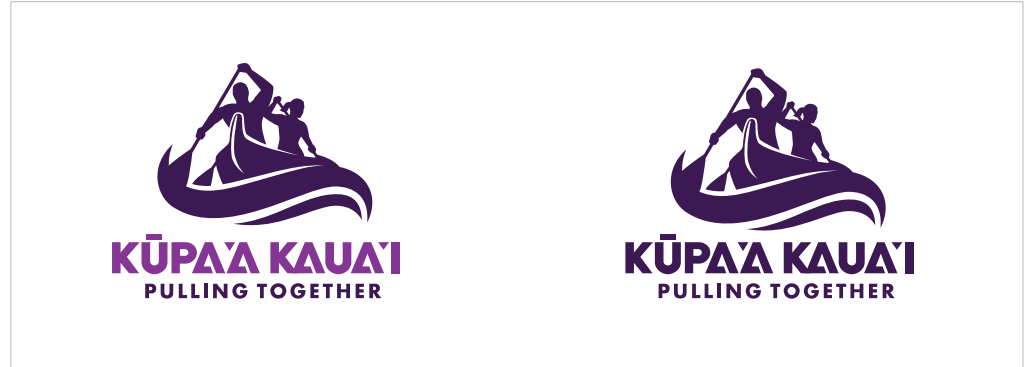
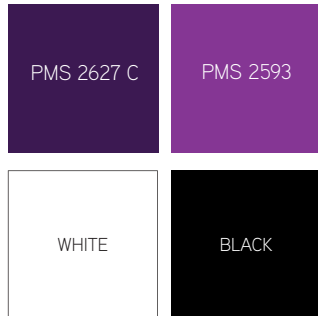


KŪPAʻA KAUAʻI
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PRIMARY LOGO

This is the Kupa'a Kaua'i primary logo. It may be used on applications that require a primary vertical orientation. This version should only be used as the Primary logo. A black or white version of this logo may also be used if necessary.

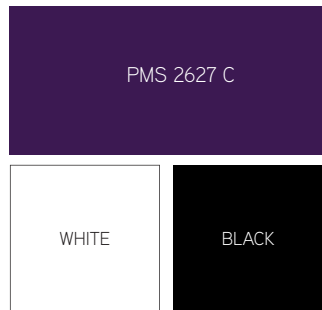
When it must be used as a single color use it in the colors below: Dark Purple: PMS 2627 C, Light Purple: PMS 2593, White and Black.



LOGO MARK

This is the Kupa'a Kaua'i logo mark. It may be used on applications that require a vertical orientation without any type. This version should only be used as the logo mark. A black or white version of this logo may also be used if necessary.

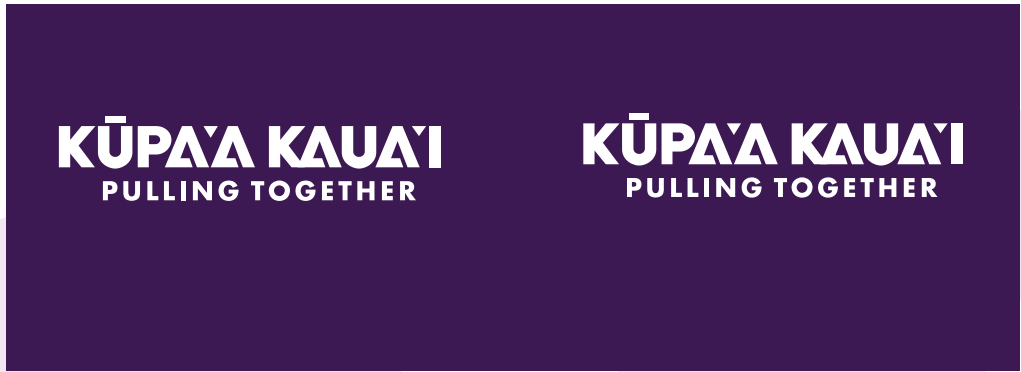
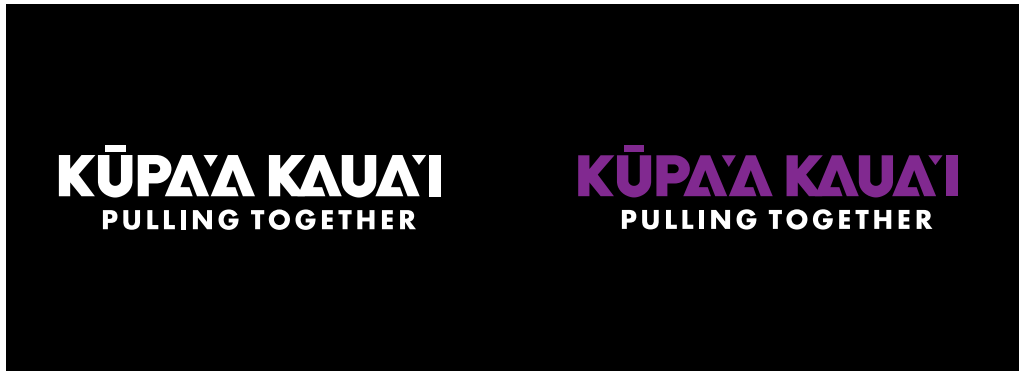
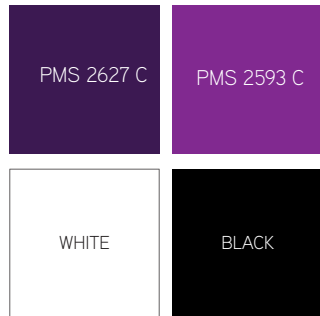
When it must be used as a single color use it in the colors below: Dark Purple: PMS 2627 C, White and Black.



LOGO TYPE

This is the Kupa'a Kauai logo type. It may be used on applications that require just a logotype. This version should only be used if the vertical version cannot be optimally applied. A black or white version of this logo may also be used if necessary.

When it must be used as a single color use it in the colors below: Dark Purple: PMS 2627 C, Light Purple: PMS 2593 C, White and Black.



PROTECTED AREA

The protected area around the primary and secondary logos ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype.

The depth of the protected area is equivalent to "X" which is the height of "Kupa'a Kauai."

GUIDELINES

- The primary logo should not be combined with any other font or logotype
- The primary logo should only be combined with the primary or secondary designated font
- The logotype and logo should only to be scaled uniformly as directed in this guide



USAGE SPECIFICATIONS

Please take these principles into consideration when using the logo. If you have any questions regarding usage please see contact information on page 1.



DO NOT
manipulate the logo colors



DO NOT
rearrange the logo elements



DO NOT
change the specified logotype



DO NOT
distort the logo elements



DO NOT
combine logo elements
or non consented brands



DO NOT
rearrange any of the logotype



DO NOT
alter the orientation of the logo



DO NOT
overprint on the logo



DO NOT
change the scaling of logo elements

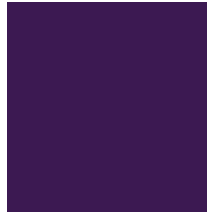
COLOR PALETTE

This is the official colors of Kupa'a Kaua'i's brand, identity, images, symbols and marks.

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CYMK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color.

This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

PANTONE 2627 C



CMYK

C: 84%
M: 100%
Y: 32%
K: 35%

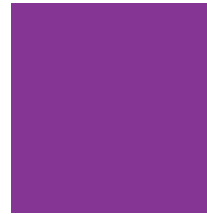
RGB

R: 61
G: 17
B: 82

WEB

#3D1152

PANTONE 2593 C

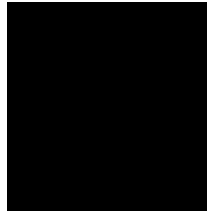


C: 57%
M: 94%
Y: 0%
K: 0%

R: 134
G: 51
B: 153

#863399

BLACK



C: 0%
M: 0%
Y: 0%
K: 100%

R: 0
G: 0
B: 0

#000000

WHITE



C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

#FFFFFF

TYPOGRAPHY

These are the Kupa'a Kauai designated fonts. They may be used on applications that require text in relation to Kupa'a Kauai's identity.

When it must be used as a single color use it in the colors below: Dark Purple: PMS 2627 C, Light Purple: PMS 2593, White and Black.

HEADER FONT

FONT: FUTURA STD BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SUB HEADER FONT

FONT: FUTURA STD HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY FONT

FONT: FUTURA STD LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z