
HAWAII ENERGY

Brand Guidelines

For Clean Energy Allies



UPDATED: February 5, 2018



BRAND GUIDELINES

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SECTION 0

Introduction

The Hawai'i Energy graphic identity standards provide a foundation for clear and consistent communication of the brand's identity. Adhering to common standards ensures that the brand's communication is clear and consistent throughout all applications.

All mediums—publications, websites, advertising, signage, letterhead, or business cards—layout, color, and typography are orchestrated to impart a unified “signature.” This publication includes a description of the new logo and guidelines for its use including official colors and typefaces, as well as the appropriate use of the brand logo.

SECTION 1

Messaging

Our brand is more than a name or a logo. The brand is the overall feeling that an audience attaches to our communication efforts, our locations and our customer experience.

1.1

**HAWAI'I ENERGY'S
BRAND PROMISE**

At the heart of every brand platform is the brand promise.

It's WHY we do WHAT we do for our target audiences.

Also for internal use only, and is the benchmark by which all communications moving forward should be measured.

We promise to get
Hawai'i on the fast track
to 100% clean energy.

1.2

THE BRAND PYRAMID

This is the Hawai'i Energy Core Messaging Pyramid. It's typical of the kinds of conversations you'll probably have with friends, family and business associates.

When you tell the story successfully, your partners and friends will understand the core mission and be able to describe Hawai'i Energy in their own words.

Start simple:

Hawai'i Energy promises to get Hawai'i on the fast track to 100% clean energy.

Begin to tell the story:

Hawai'i Energy makes it *easy* for everyone in Hawai'i to play their part in the clean energy movement.

Give them reasons to believe:

Hawai'i Energy educates island families and businesses about the many, lasting benefits of clean energy.

Hawai'i Energy encourages and rewards practical, everyday energy-saving decisions.

Hawai'i Energy can save money, grow our economy, and reduce the demand for electricity and foreign imports.

1.3

APPROVED MESSAGING AND TEXT REFERENCES

In text, Clean Energy Allies may choose from the following approved messaging to describe themselves:

- A Clean Energy Ally of the Hawai'i Energy Program
- [COMPANY NAME] is a Clean Energy Ally of the Hawai'i Energy Program
- We are a Clean Energy Ally of the Hawai'i Energy Program
- Clean Energy Allies extend the reach of the Hawai'i Energy Program by helping to deliver energy-saving incentives, education and other direct Program benefits to electric customers.

DO NOT use the following phrases to describe yourself:

- Partner with/Partner of the Hawai'i Energy Program
- Selected by/Awarded by the Hawai'i Energy Program

1.4

PRACTICAL APPLICATIONS FOR LOGO AND MESSAGING USAGE

The Hawai'i Energy Approved Messaging and Logo:

1. Can only be used or displayed when it is accompanied by the clear identification of the Clean Energy Ally and only in the following circumstances:
 - a) In flyers, brochures or retractable paid advertisements that appear in broadcast or print media, such as newspapers and magazines, circulated either to the public at-large or to trade organizations or similar groups;
 - b) In displays used for presentations in trade shows; and
 - c) On the Clean Energy Ally's website.

2. Must NOT be used or displayed:
 - a) In the pages of any non-retractable directory (e.g., telephone books);
 - b) On any business or identification cards, letterheads, printed forms or other materials used by the Clean Energy Ally UNLESS provided advanced written approval by Hawai'i Energy;
 - c) On any vehicle used by the Clean Energy Ally or its employees, agents or contractors UNLESS provided advanced written approval by Hawai'i Energy; or
 - d) On the clothing of its employees, agents or subcontractors; or
 - e) In a way that would mislead or tend to mislead anyone as to the nature of its relationship with Hawai'i Energy or would represent or tend to represent the Clean Energy Ally as an employee, agent, partner, joint venture, affiliate or representative of Hawai'i Energy;
 - f) As an incorporation of the Clean Energy Ally's corporate or commercial name or into any trademark, service mark, trade name or logo.

1.5

RIGHT TO AUDIT

Hawai'i Energy may periodically perform random audits of the Clean Energy Ally's materials to ensure compliance with these requirements. If an item is selected for review, Hawai'i Energy will contact you directly. In the event of non-compliance with regards to the use of the Approved Messaging and Logo or if it is deemed by Hawai'i Energy that its Approved Messaging and Logo is misused, the Clean Energy Ally must immediately retract all references to Hawai'i Energy at the Clean Energy Ally's cost. Further, Hawai'i Energy reserves the right at its sole discretion to take other actions as necessary.

SECTION 2

Design Elements

These are the tools that help build our brand. Used consistently, these elements will strengthen the communication, understanding and impact of the brand.

2.1

HAWAI'I ENERGY'S LOGO & WORDMARK

Hawai'i Energy's graphic identity program was launched in October of 2009, with the introduction of a new name (Hawai'i Energy) and graphic identity (logo and wordmark). The graphic identity combines the positive outlook of Hawai'i Energy and its commitment to improving energy awareness. The identity forms the foundation upon which the entire graphic identity program is built.

The identity program is designed to be flexible enough to meet Hawai'i Energy's need to reach all audiences, while creating a strong brand presence in Hawaii's communities. Hawai'i Energy's use of the identity guidelines is integral to building public awareness and support for its mission.

The signature artwork is available to download in several file formats and color versions. Please do not alter the signature artwork or colors. Designated Pantone® color is for stationery and business card and other spot color applications. See Pantone® guide for accurate color match.



Hawai'i Energy

2.1.1

LOGO & WORDMARK

Hawai'i Energy has two primary identifiers—the brand's logo and the brand's wordmark. Each identifier uses the brand's full name **Hawai'i Energy**. The logo or wordmark should appear on all Hawai'i Energy affiliated applications.

Hawai'i Energy's logo consists of the wordmark plus its symbol. The logo can appear in one of two ways—horizontal or stacked. The logo should be treated as one unit. The proportion and spacing of the elements should not be altered in anyway. If you have a usage where you would like to use the symbol alone, please request permission from Wall-to-Wall Studios.



Space
(Width of the "H")

2.1.2

**PRIMARY LOGO:
HORIZONTAL**

Hawai'i Energy's logo has two different versions, a simple blue Pluggy icon for white backgrounds and instances where the logo is printed in a limited number of colors. As well, a more detailed white version of the Pluggy icon can be used on colored background when there is ample contrast.

The horizontal version of the logo should be used when space demands.



White Background



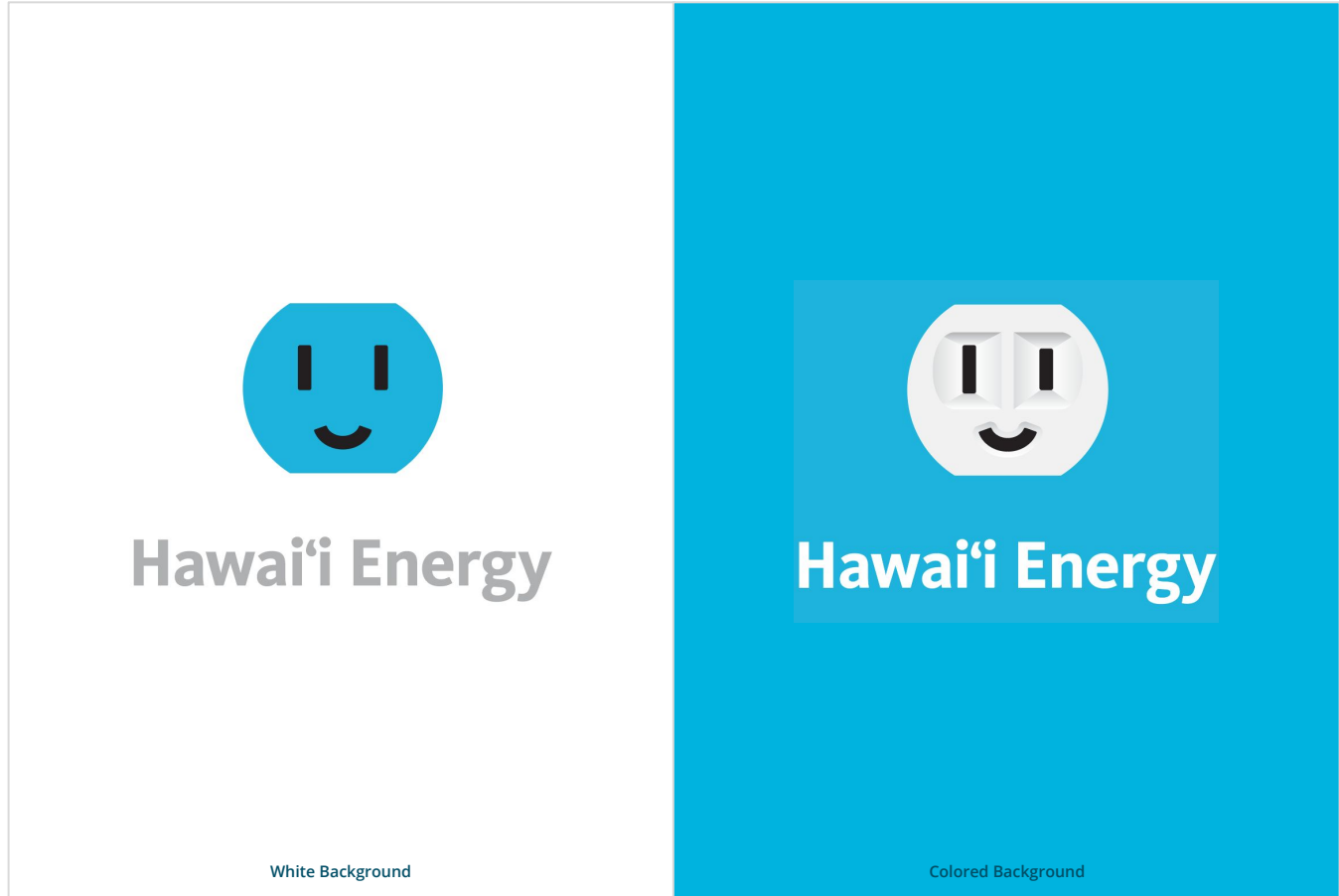
Colored Background

2.1.3

**PRIMARY LOGO:
VERTICAL**

Hawai'i Energy's logo has two different versions, a simple blue Pluggy icon for white backgrounds and instances where the logo is printed in a limited number of colors. As well, a more detailed white version of the Pluggy icon can be used on colored background when there is ample contrast.

The vertical version of the logo should be used when space demands.



2.1.4

OTHER LOGO VARIATIONS

Hawai'i Energy's wordmark consists of the brand's full name. It should also be treated as one unit. The proportion and spacing of the elements should not be altered in any way. The wordmark is typeset in Kievit and should not be set in any other typeface.

For publications using 2+ colors, the colors should be Hawai'i Energy Blue, and Black.

For 1 color applications, Black should be used.

Wordmark: The wordmark should always appear in either Hawai'i Energy Blue or Black.



Hawai'i Energy

Wordmark - White Background



Hawai'i Energy

Wordmark - Dark Background



Hawai'i Energy

Two Color Logo - White Background



Hawai'i Energy

Two Color Logo - Dark Background



Hawai'i Energy

One Color Logo - White Background



Hawai'i Energy

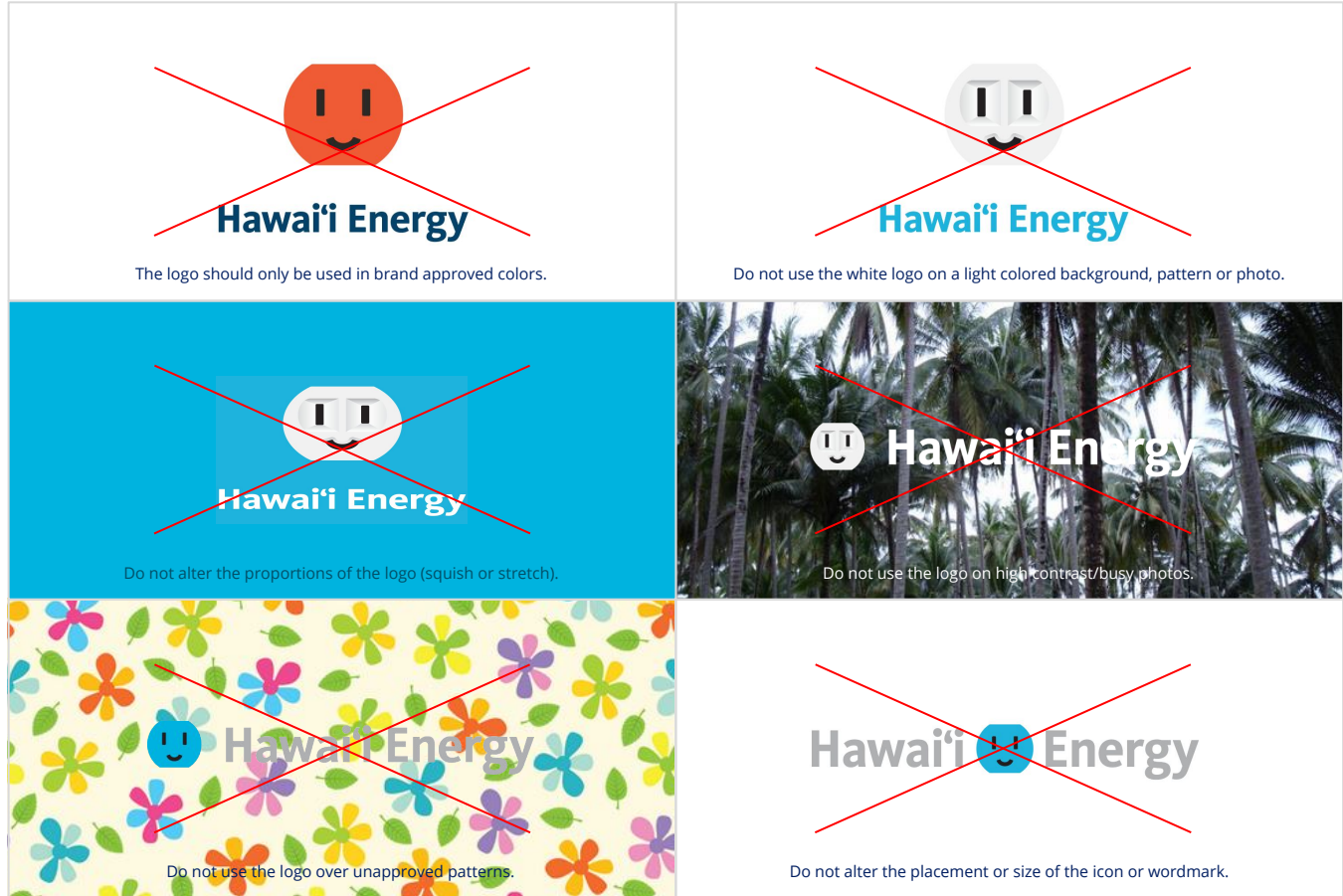
One Color Logo - Dark Background

2.1.5

LOGO USAGE

Logo: The official logo colors are Hawai'i Energy Blue (PMS 306 C), Medium Grey (PMS Cool Grey 7) and Black. These colors should be used in all applications of the logo. For 4-color publications, the CMYK conversion should be used for its colors. For screen/web applications, the RGB conversion should be used.

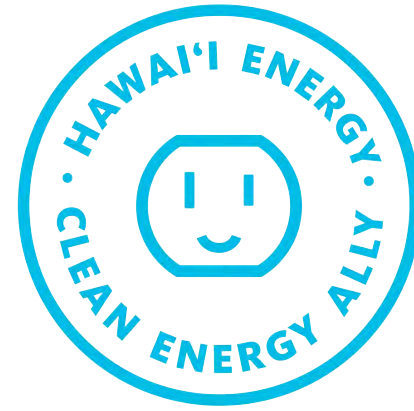
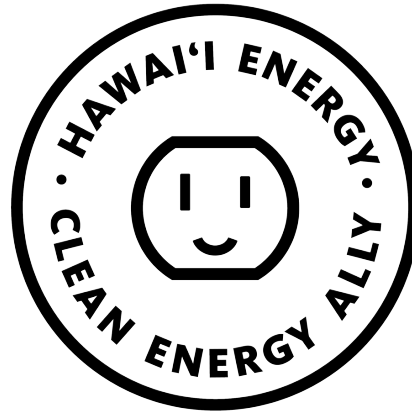
The supporting colors were developed for usage on marketing materials that require a larger family of colors to complement the primary colors.



2.1.6

CLEAN ENERGY ALLY LOGO

You may use the Hawai'i Energy Clean Energy Ally logo in lieu of the Hawai'i Energy logo in your marketing efforts. Choose from either the black and white or color logo. Upon request to hawaienergy@leidos.com, the logo will be provided to you in JPG format. If you need the logo in another format, please specify.



2.2

BRAND COLORS

Logo: The official logo colors are Hawai'i Energy Blue (PMS 306 C), Medium Grey (PMS Cool Grey 7) and Black. These colors should be used in all applications of the logo. For 4-color publications, the CMYK conversion should be used for its colors. For screen/web applications, the RGB conversion should be used.

The supporting colors were developed for usage on marketing materials that require a larger family of colors to complement the primary colors.

Primary Brand Colors



HAWAI'I ENERGY BLUE
PMS 306
C:72 M:7 Y:5 K:0
R:0 G:179 B:223
#00B3DF



MEDIUM GREY
PMS Cool Grey 7
C:0 M:0 Y:0 K:37
R:174 G:176 B:178
#AEB0B2



DARK BLUE
PMS 3025
C:100 M:27 Y:18 K:56
R:0 G:76 B:102
#004C66



ELECTRIC YELLOW
PMS 393
C:6 M:0 Y:55 K:0
R:244 G:240 B:144
#F4F090



BLACK
PMS Black
C:30 M:30 Y:30 K:100
R:0 G:0 B:0
#000000



LIGHT GREY
PMS Cool Grey 1
C:4 M:2 Y:4 K:8
R:223 G:225 B:223
#DFE1DF

Supporting Brand Colors

Mahalo.

For questions regarding use of brand elements, please contact:



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