
HAWAII ENERGY

Brand Guidelines

FOR MEDIA PARTNERS



April 12, 2021



BRAND GUIDELINES

Table of Contents

0 Introduction

1 Messaging

1.1 Brand Promise

1.2 Brand Pyramid

2 Design Elements

2.1 **Logo**

2.1.1 Logo & Wordmark

2.1.2 Primary Logo

2.1.3 Name Usage

2.1.4 Logo Usage

3 Photography

3.1 Photography

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.

In all mediums—publications, websites and advertising—layout, color, and typography are orchestrated to impart a unified “signature.” This publication includes a description of the logo and guidelines for its use, as well as the appropriate use of photography.

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

OUR 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, it 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 we probably have with friends, family and business associates.

When we tell the story successfully, our audience will understand the core mission and be able to describe Hawai'i Energy in their own words.

Start simple:

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

Begin to tell the story:

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

Give them reasons to believe:

We educate island families and businesses about the many, lasting benefits of clean energy.

We encourage and reward practical, everyday energy-saving decisions.

We can save money, grow our economy, and reduce the demand for electricity and foreign imports.

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

HAWAII 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 at hawaiienergy.com/media-room. Please do not alter the signature artwork or colors. Designated Pantone® color is for spot color applications. See Pantone guide for accurate color matching.



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 should be treated as one unit; the proportion and spacing of the elements should not be altered in any way. If you have a usage where you would like to use the symbol alone, please request permission.



2.1.2

PRIMARY LOGO

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. A more detailed white version of the Pluggy icon can be used on colored backgrounds when there is ample contrast.



White Background




Colored Background

2.1.3

NAME USAGE

Neither the Hawai'i Energy name or logo may be used in any other organization name, product name, service name, program name, domain name, or website title without express written consent from Hawai'i Energy.

To ensure proper usage, contact angela@strykerweiner.com.

 <p>EFFICIENCY MATTERS</p>	<p>Hawai'i Energy TODAY</p>
<p>Lorem ipsum dolor sit amet Hawai'i Energy.</p>	<p>Lorem ipsum dolor sit amet Hawai'i Energy elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.</p>

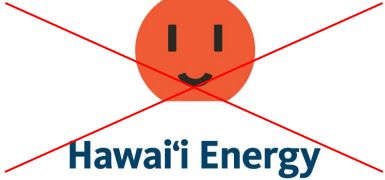
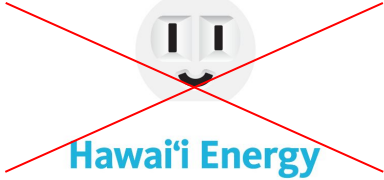
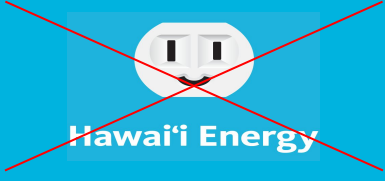

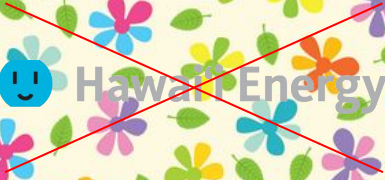
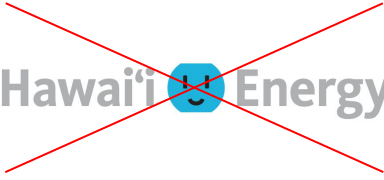
ADDITIONAL GUIDANCE

- Always display the words "Hawai'i Energy" in the same font size and style as the text surrounding it
- Always capitalize the words "Hawai'i Energy" except when part of a web address
- Include the 'okina whenever possible when writing out "Hawai'i Energy"
- Do not pluralize the Hawai'i Energy name, abbreviate it as "HE" or use it as a verb
- Do not use the logo or wordmark instead of the words "Hawai'i Energy" in copy of any kind

2.1.4

LOGO USAGE

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.

 <p>Hawai'i Energy</p> <p>The logo should only be used in brand approved colors.</p>	 <p>Hawai'i Energy</p> <p>Do not use the white logo on a light colored background, pattern or photo.</p>
 <p>Hawai'i Energy</p> <p>Do not alter the proportions of the logo (squish or stretch).</p>	 <p>Hawai'i Energy</p> <p>Do not use the logo on high contrast/busy photos.</p>
 <p>Hawai'i Energy</p> <p>Do not use the logo over unapproved patterns.</p>	 <p>Hawai'i Energy</p> <p>Do not alter the placement or size of the icon or wordmark.</p>

SECTION 3

Photography

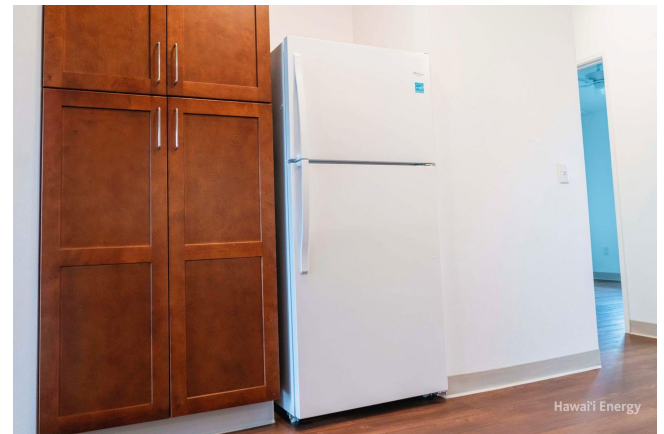
These are guidelines for the use of brand photos available from the Hawai'i Energy media website.

3.1

PHOTOGRAPHY

Photo assets may be downloaded from Hawai'i Energy at hawaiienergy.com/media-room. Any use of these assets must be accompanied by a photo credit and removal of the watermark is strictly prohibited.

If you would like to request other photos and/or videos, please email angela@strykerweiner.com.



Mahalo.

For questions regarding use of brand elements, please contact angela@strykerweiner.com.



Wall-To-Wall Studios

1128 Nuʻuanu Avenue, Suite 203

Honolulu, HI 96817

808.566.0880

www.walltowall.com