



UNIVERSITY  
of HAWAII®  
SYSTEM

# Graphics Standards

*One voice can enter 10 ears, but 10 voices cannot enter one ear.*

– Leone Levi

*The University of Hawai'i System brand promise is built on the values and strengths that each of our programs, colleges and universities have in common. These characteristics ... bring our brand to life visually.*

*We must all live the brand.*

– Brand Strategy Group

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Creative Services

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## CONTENTS

Introduction.....	3
<b>Why a graphics standards manual?</b>	
<b>What is the authority for this manual?</b>	
<b>To whom do the standards apply?</b>	
<b>Are there exceptions to the rules?</b>	
<b>How do graphic standards relate to marketing?</b>	
<b>What is the UH brand promise?</b>	
The University of Hawai'i seal .....	4
<b>What is the origin of UH's seal?</b>	
<b>Why use the seal?</b>	
<b>Can the official seal still be used?</b>	
<b>When should the updated seal be used?</b>	
<b>How should the seal be used?</b>	
The University of Hawai'i signature .....	5
<b>What is the signature?</b>	
<b>How is color incorporated?</b>	
<b>Are there restrictions in using the signature?</b>	
<b>Can I download the signature?</b>	
<b>Which signature do I use?</b>	
UH System signature .....	7
UH Mānoa signature.....	8
UH Hilo signature .....	9
UH West O'ahu signature .....	10
Hawai'i CC signature .....	11
Hawai'i CC Palamanui signature.....	12
Honolulu CC signature .....	13
Kapi'olani CC signature.....	14
Kaua'i CC signature .....	15
Leeward CC signature.....	16
Maui CC signature .....	17
Windward CC signature .....	18
UH Community Colleges.....	19
UH Education Centers.....	20
Business cards and stationery applications....	22
<b>What is the official design?</b>	
<b>What are the procedures for ordering?</b>	
<b>Can I use color?</b>	
<b>What is the recommended letter formatting?</b>	
<b>What about other correspondence?</b>	
Other applications .....	30
<b>Does the signature have to appear on other materials?</b>	
<b>Are certain type fonts required?</b>	
<b>What about use on the Web?</b>	
HTML color guide.....	31
Alternate and secondary marks.....	32
<b>When are alternate marks allowed?</b>	
<b>Are there other exceptions?</b>	
<b>What about secondary identity marks?</b>	
<b>What marks are permitted?</b>	
Licensing and registration.....	34
<b>What is the ® in the UH signature?</b>	
<b>Why have a licensing program?</b>	
<b>What qualifies as a University of Hawai'i trademark?</b>	
<b>When must the trademark symbol be used?</b>	
<b>Why use licensed vendors?</b>	
Other requirements .....	35
<b>Is the EEO/AA statement required?</b>	
<b>Are there other considerations?</b>	
<b>What about Hawaiian diacriticals?</b>	

## INTRODUCTION

### Why a graphics standards manual?

Thousands of people see materials representing the University of Hawai'i and its campuses each day—correspondence, publications, websites, exhibits, merchandise, etc. Together, these representations build an identity that symbolizes who we are and what we do.

A cohesive signature program reinforces the university's stature locally, nationally and internationally. Correct and consistent use of the signature by all university units builds market equity for all parts of the university. Moreover, it authenticates and distinguishes the user. Inconsistent and/or poorly executed visual representations create confusion for the public, diminish the institution's integrity and can actually dilute the university's ability to legally protect its identity.

Consider this analogy provided by Educational Marketing Group Vice President Prescott Coleman: Which has more reach—thirty 1,000-watt radio stations or one 30,000-watt radio station?

This graphics standards manual identifies the seal and signature of the university and governs its use on university stationery and business cards. It provides guidelines for proper UH identification on other publication materials and licensing rules governing the use of the university's name and seal on products. This guide also covers appropriate use of affiliated identity marks.

### What is the authority for this manual?

The updated version of the UH seal with accompanying typographic signature were developed in 2006. The seal and accompanying graphics standards were

reviewed by the Council of Chancellors and instituted by UH President David McClain effective May 15, 2007.

### To whom do the standards apply?

All UH campuses, colleges, schools, departments, programs, offices, etc.

### Are there exceptions to the rules?

Yes, but they are very limited. (See section on alternate marks.) As a general rule, all academic units and department-related research units must use the seal and/or respective system or campus signature for official correspondence and within external publications.

### How do graphic standards relate to marketing?

The visual representation of an institution, through nameplates and publications, conveys that institution's promise of value to its audience. Built on the institution's values and strengths, the brand promise is the expression of what differentiates the institution from others.

### What is the UH brand promise?

Adopted in 2002 after extensive consultation throughout the UH system, the UH brand promise is this: We provide a balance of educational excellence and real world experience in a unique environment that is Hawai'i.

## THE UNIVERSITY OF HAWAI'I SEAL

### What is the origin of UH's seal?

The University of Hawai'i 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‘āina 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 ‘āina, or land, from which first kalo (taro) and then the first human sprang.

In a March 6, 2000 directive, President Kenneth Mortimer established campus variations of the UH seal for all official UH stationery and business cards.

The 2006 update was developed to modernize the seal in a manner that reflects its history, spirit and global perspective while providing a readable version for modern print, electronic and product applications. It returns to a single UH version of the seal paired with campus-unique colors and signatures.

### Why use the seal?

It is one of the University of Hawai'i's strongest emblems. It lends authority and authenticity to any communication on which it appears.

### Can the official seal still be used?

The 1946 version is reserved for very formal applications only (e.g., diplomas). Consult External Affairs and University Relations on proposed use.



### When should the updated seal be used?

The 2006 seal should be included on any UH System or campus communication that reflects the university's mission or administration, including printed materials, presentations, websites, merchandise items and signage.

### How should the seal be used?

The seal may be used alone or in conjunction with the signature (see next section). If used alone, the seal can be

- used in black or the respective system/campus color. (If another color is used for design reasons, avoid colors associated with other campuses.)
- screened as a background element.
- reversed.

But never, *ever*

- stretch or distort the dimensions.
- alter elements within the seal.
- use smaller than 5/8 inch on publications or 1/4 inch on merchandise.
- enlarge to a size that compromises graphic integrity. (Contact External Affairs and University Relations for assistance.)

## THE SIGNATURE

### What is the signature?

The signature is a graphic element comprised of two parts—a nameplate (typographic rendition) of the university/campus name and an underscore, accompanied by the UH seal. The UH Mānoa signature is shown here as an example. System and campus signatures follow. Both vertical and horizontal formats of the signature are provided. The signature may also be used without the seal on communications where the seal cannot be clearly reproduced, space is limited or there is another compelling reason to omit the seal.

### How is color incorporated?

When using the University of Hawai'i signature system, only the underscore and seal in its entirety should be used in the specified two-color scheme. When using the signature alone, only the underscore should appear in its specified color.

### Are there restrictions in using the signature?

Yes. Do not

- alter the signature artwork, colors or font.
- alter the placement or proportion of the seal respective to the nameplate.
- stretch, distort or rotate the signature.
- box or frame the signature or use over a complex background.

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MĀNOA



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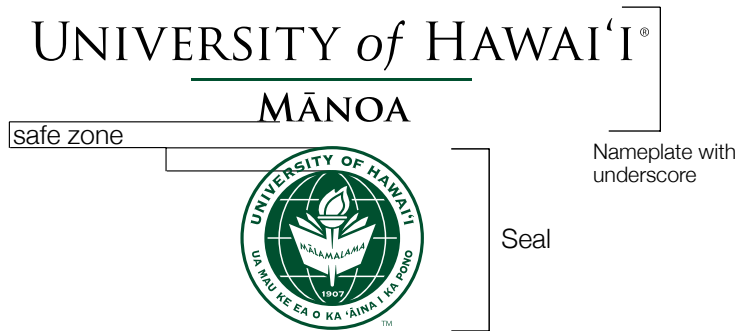


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MĀNOA

- screen the signature or run type over it.
- introduce drop shadows or other filters.

The seal may be centered below or above the nameplate or to the left of the nameplate. The “safe zone” indicates the appropriate amount of space between the two elements. This space reflects the “rim,” the area from the outer edge of the seal to the edge of the globe.

Consult External Affairs and University Relations—Creative Services with questions or requests for exceptions.



## Can I download the signature?

Faculty and staff may download the appropriate system or campus signature for use on publications promoting official university programs or activities. You must log in with a UH user ID. Use of the signature is governed by state ethics laws and university regulations concerning stationery/business cards and licensing (see following sections).

## Which signature do I use?

The UH System signature is used for system administration offices and systemwide programs. Campus-based or administered schools, departments and programs should use the signature of the home campus. University of Hawai'i Centers should use the signature of the administering campus. Consult External Affairs and University Relations for guidance. Signatures for the system and each campus appear on the following pages.

**Usage Guidelines:  
Official ink colors**

**PMS 872 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

Use Pantone® 126 for non-metallic applications.

Consult External Affairs and University Relations—Creative Services with questions or requests for gold foil stamping.

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SYSTEM



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**Usage Guidelines:**  
**Official ink colors**

**PMS 3435 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**Usage Guidelines:  
Official ink colors**

**PMS 485 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

UNIVERSITY of HAWAII®  

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HILO



UNIVERSITY of HAWAII®  

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HILO



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HILO



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HILO

**Usage Guidelines:**  
**Official ink colors**

**PMS 187 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

Use Pantone® 95-1 for process color applications.

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WEST O'AHU



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of HAWAI'I®  
WEST O'AHU



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of HAWAI'I®  
WEST O'AHU



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WEST O'AHU

**Usage Guidelines:  
Official ink colors**

**PMS 221 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**HAWAI'I**  
COMMUNITY COLLEGE



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**HAWAI'I**  
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**HAWAI'I**  
COMMUNITY COLLEGE

**Usage Guidelines:  
Official ink colors**

**PMS 221 and black**

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<sup>®</sup> color is for stationery and business card and other spot color applications. See Pantone<sup>®</sup> guide for accurate color match. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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HAWAII COMMUNITY COLLEGE  
**PĀLAMANUI**



UNIVERSITY of HAWAII<sup>®</sup>  
HAWAII COMMUNITY COLLEGE  
**PĀLAMANUI**



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HAWAII COMMUNITY COLLEGE  
**PĀLAMANUI**

**Usage Guidelines:**  
**Official ink colors**

**PMS 322 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**HONOLULU**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**HONOLULU**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**HONOLULU**  
COMMUNITY COLLEGE

**Usage Guidelines:  
Official ink colors**

**Pantone Reflex Blue  
and black**

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<sup>®</sup> color is for stationery and business card and other spot color applications. See Pantone<sup>®</sup> guide for accurate color match. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**KAPI'OLANI**  
COMMUNITY COLLEGE



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**KAPI'OLANI**  
COMMUNITY COLLEGE



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**KAPI'OLANI**  
COMMUNITY COLLEGE

**Usage Guidelines:  
Official ink colors**

**PMS 2665 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

UNIVERSITY of HAWAII®  
**KAUA'I**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**KAUA'I**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**KAUA'I**  
COMMUNITY COLLEGE

**Usage Guidelines:**  
**Official ink colors**

**PMS 2727 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**LEEWARD**  
COMMUNITY COLLEGE



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**LEEWARD**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAI'I®

**LEEWARD**  
COMMUNITY COLLEGE



**Usage Guidelines:  
Official ink colors**

**PMS 3025 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**MAUI COLLEGE**



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**Usage Guidelines:**  
**Official ink colors**

**PMS 376 and black**

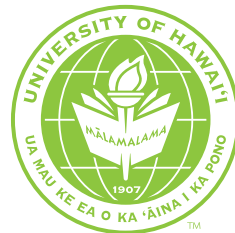
The signature artwork is available to [download](#) in several file formats and color versions. Please do not alter the signature artwork or colors.

Designated Pantone® color is for stationery and business card and other spot color applications. See Pantone® guide for accurate color match. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

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**WINDWARD**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**WINDWARD**  
COMMUNITY COLLEGE



UNIVERSITY of HAWAII®  
**WINDWARD**  
COMMUNITY COLLEGE

**Usage Guidelines:  
Official ink colors**

**PMS 872 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.

This signature is provided for collective marketing and recruitment materials only. The Office of the Vice President for Community Colleges and reporting units use the UH System signature for business cards and stationery.

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**COMMUNITY COLLEGES**



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**COMMUNITY COLLEGES**



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**COMMUNITY COLLEGES**



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**COMMUNITY COLLEGES**

## Usage Guidelines: Official ink colors

### PMS 872 and black

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.



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EDUCATION CENTERS



UNIVERSITY  
of HAWAII®  
EDUCATION CENTERS



UNIVERSITY CENTER, KAUA'I  
A UNIVERSITY of HAWAII® EDUCATION CENTER



UNIVERSITY CENTER, KAUA'I  
A UNIVERSITY of HAWAII® EDUCATION CENTER



UNIVERSITY CENTER, MAUI  
A UNIVERSITY of HAWAII® EDUCATION CENTER



UNIVERSITY CENTER, MAUI  
A UNIVERSITY of HAWAII® EDUCATION CENTER



UNIVERSITY CENTER, WEST HAWAII  
A UNIVERSITY of HAWAII® EDUCATION CENTER



UNIVERSITY CENTER, WEST HAWAII  
A UNIVERSITY of HAWAII® EDUCATION CENTER

## Usage Guidelines: Official ink colors

**Leeward, Wai'ane PMS 2727 and black  
Maui, Hāna PMS 3025 and black  
Maui, Lahaina PMS 3025 and black  
Maui, Lāna'i PMS 3025 and black  
Maui, Moloka'i PMS 3025 and black  
Hilo, North Hawai'i PMS 485 and black**

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. Contact Creative Services or your campus or unit graphic artist for assistance with color matching and appropriate process color selection for ink or digital printing.



**LEEWARD COMMUNITY COLLEGE, WAI'ANAE**  
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**LEEWARD COMMUNITY COLLEGE, WAI'ANAE**  
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**MAUI COLLEGE, HĀNA**  
A UNIVERSITY of HAWAII<sup>®</sup> EDUCATION CENTER



**MAUI COLLEGE, HĀNA**  
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**MAUI COLLEGE, LAHAINA**  
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**MAUI COLLEGE, LĀNA'I**  
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**MAUI COLLEGE, MOLOKAI**  
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**MAUI COLLEGE, MOLOKAI**  
A UNIVERSITY of HAWAII<sup>®</sup> EDUCATION CENTER



**UNIVERSITY OF HAWAII<sup>®</sup> AT HILO, NORTH HAWAII<sup>®</sup>**  
A UNIVERSITY of HAWAII<sup>®</sup> EDUCATION AND RESEARCH CENTER



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## **BUSINESS CARD AND STATIONERY APPLICATIONS**

### **What is the official design?**

The UH stationery system and business card design incorporates the department, program or office information with the respective system or campus signature, and only the official design can be produced at university expense. Individual use of the university name, seal or signature on stationery or business cards is prohibited unless authorized and designed according to the university's procurement procedures.

### **What are the procedures?**

Procedures for ordering stationery and business cards are contained in the Office of Procurement and Real Property Management circular. Information is available at <http://www.hawaii.edu/offices/eur/stationery.html>.

### **Can I use color?**

Stationery and business cards can be produced in black or two-color (black plus the designated campus or system color). Examples follow.



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UNIVERSITY of HAWAII®  
**WINDWARD**  
COMMUNITY COLLEGE

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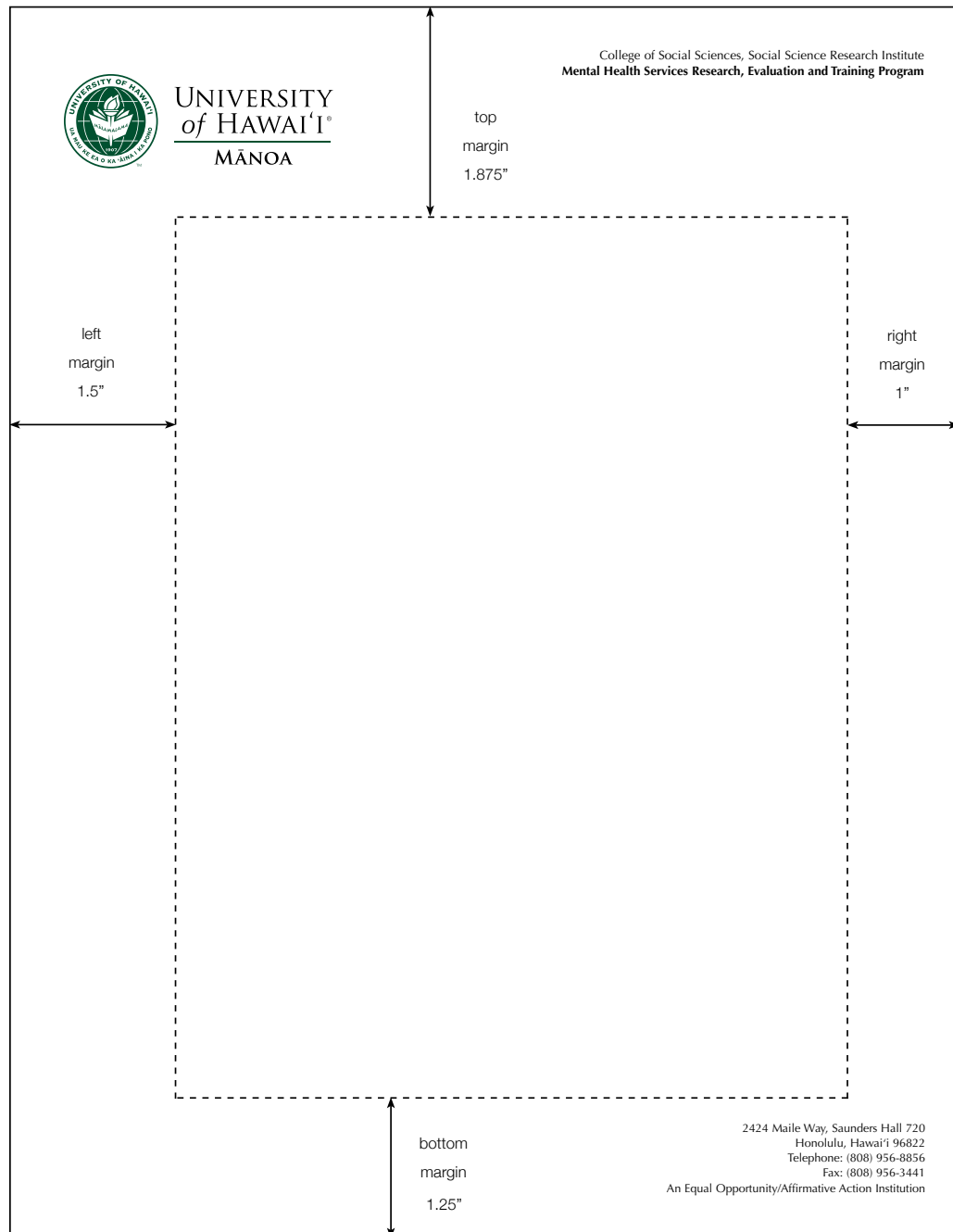
2424 Maile Way, Saunders Hall 720  
Honolulu, Hawai'i 96822  
Telephone: (808) 956-8856  
Fax: (808) 956-3441

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## STATIONERY FORMATTING





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College of Social Sciences, Social Science Research Institute  
**Mental Health Services Research, Evaluation and Training**  
2800 Woodlawn Drive, Suite 120, Honolulu, HI 96822

#10 Regular Envelope



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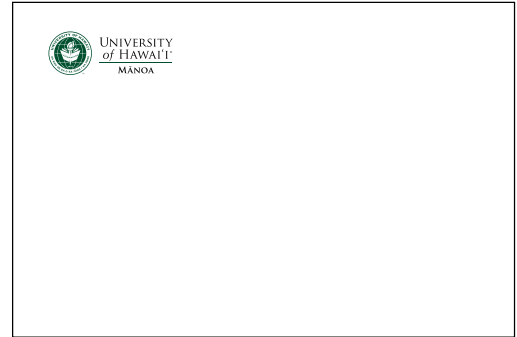
SYSTEM

**External Affairs and University Relations**  
2444 Dole Street, Honolulu, HI 96822

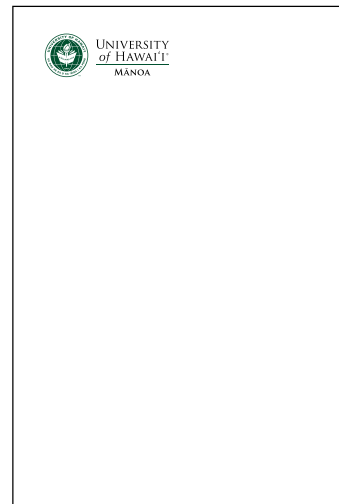
#10 Regular Envelope

## OTHER CORRESPONDENCE

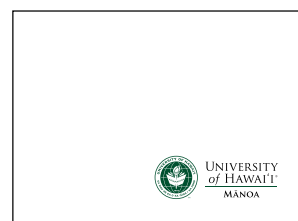
Consult Creative Services for assistance with memo sheets and note cards.



vertical memo sheet



horizontal memo sheet



invitation/notecard



invitation/notecard

## OTHER APPLICATIONS

### Does the signature have to appear on other materials?

All publications, websites, presentations, etc. representing a University of Hawai'i school, department, program or office must indicate that the unit is part of the university. This can be done with the seal and/or signature or a tag line (e.g., "A program of the University of Hawai'i" or "Provided as a public service by the University of Hawai'i.")

The sample provided here is not required placement, but an example of possible solutions. Placement can be subtle and secondary provided the viewer does not have to search to find the information. Consult External Affairs and University Relations for advice.

### Are certain types fonts required?

No, but the following fonts are recommended for printed communication materials to provide continuity:

Optima  
Zapf Humanist

### What about use on the Web?

Websites must identify programs as part of the UH System and/or its campuses. This is easily accomplished by using the seal and/or signature. The marks should be used at a resolution that downloads quickly without compromising graphic integrity. Contact External Affairs and University Relations for assistance.

## College of Engineering



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MĀNOA

Units are not restricted to campus signature colors, but are encouraged to adopt them as appropriate. Pantone® recommended HTML colors follow:

UH Mānoa	PMS 3435	024731
UH Hilo	PMS 485	DA291C
UH West O'ahu	PMS 187	A71930
Hawai'i CC	PMS 221	91004B
Honolulu CC	PMS 322	00747A
Kapi'olani CC	PMS Reflex Blue	002395
Kaua'i CC	PMS 2665	716FB3
Leeward CC	PMS 2727	3D7EDB
Maui CC	PMS 3025	005172
Windward	PMS 376	7AB800
System	PMS 872	B3995D

## **ALTERNATE AND SECONDARY MARKS**

### **When are alternate marks allowed?**

Requests to use alternate signatures or logos must be made in writing and transmitted via the respective chancellor or vice president to the associate vice president for external affairs and university relations. The request must state the exceptional circumstances that warrant deviation from the university signature system. The following criteria will be considered:

- Does the entity constitute an independent public attraction and/or and commercial operation that has established historical equity in its insignia? This exception does not apply to units whose primary purpose is delivery of credit or non-credit training.
- Is the entity a non-degree-granting, independent research unit that has historical equity in and widespread recognition of its identity mark?
- Is the unit named for a major benefactor whose gift stipulates provisions for an identity program?
- Is the unit a major programmatic entity administered jointly with another institution or agency? This exception does not apply to centers established to pursue specific investigations nor those funded, but not jointly operated by extramural agencies.
- Is the entity a campus NCAA athletic program?

NOTE: Although excepted from using the official signature, these units must identify themselves as part of the University of Hawai'i on all printed and electronic materials. Units not specifically identified here as exceptions must request permission from the associate vice president for external affairs and university relations before establishing a joint or alternate identity mark and must submit the mark for review before using it.

### **Are there other exceptions?**

Independent but UH-affiliated organizations develop their own signatures (e.g., UH Foundation, UH Alumni Association, Research Corporation of the University of Hawai'i).

### **What about secondary identity marks?**

Individual unit logos are not allowed. Although the drive to “have our own identity” is pervasive, proliferation of such marks dilutes the university’s integrity and creates confusion on the part of the public.

This doesn’t mean everything has to look alike. Schools, colleges, departments and programs may develop design themes and elements, including use of color and graphic images, to provide continuity to their print and electronic communication. External Affairs and University Relations can assist units in developing and implementing appropriate design elements in conjunction with the official seal and/or signature.



## What alternate and affiliated identity marks are permitted?

Use of these marks is governed by the respective units or agencies and should be used only in relation to, and with the permission of, those entities. (E.g., the athletics mark is not appropriate on materials related to academic programs.) All alternate marks are subject to licensing regulations.

NCAA athletics programs  
UH Hilo Athletics  
UH Mānoa Athletics



Quasi-commercial operations  
‘Imiloa Astronomy Center  
Lyon Arboretum  
UH Press  
Rain\*Bow\*Tique  
Waikīkī Aquarium



Benefactor directed  
Shidler College of Business



Independent research organizations  
Cancer Research Center of Hawai‘i  
Institute for Astronomy



Jointly administered programs  
Hawai‘i State Center for Nursing  
International Pacific Research Center  
Joint Institute for Marine and Atmospheric Research



Related independent organizations  
Research Corporation of UH  
UH Foundation  
UH Alumni Association



## LICENSING AND REGISTRATION

### What is the ® in the UH signature?

The mark indicates that the University of Hawai'i name and affiliated names, marks and designs are registered trademarks. Increasingly, universities across the country are registering their trademarks and applying the ® to all uses of their names, in publications as well as on commercial products.

### Why have a licensing program?

The licensing program regulates and protects the commercial use of the university's name and identifying marks locally, nationally and internationally. It stimulates public awareness of the university's identity and ensures that products bearing university marks are of high quality and reflect positively on the institution.

### What qualifies as a University of Hawai'i trademark?

Any name, mark, logo, insignia, seal, design, word, letters or symbols that have come to be associated with the university, even those that don't specifically include the words "University of Hawai'i," are subject to licensing. Commercial use is restricted to official licensees. Examples include University of Hawai'i; UH; campus, college and school names and abbreviations; athletic department symbols, names and nicknames; buildings and building names; any other symbols, designs, artwork, words or groups of words that have come to be associated with the university or its campuses.

### When must the trademark symbol be used?

The ® must be used with the university signature or tagline on communication, recruiting, informational and promotional publications. Products or merchandise must carry the trademark symbol and be produced by licensed vendors, whether for internal use (e.g., department t-shirts) or for sale.

### Why use licensed vendors?

Licensed vendors pay for the right to reproduce items bearing the university names and marks. They have made a commitment to abide by university standards and pay royalties that support university scholarships. Unauthorized use of the university indicia may be judged an infringement of trademark ownership, for which the unauthorized user may be required to pay damages to the trademark owner.

For a list of licensed vendors and more information about the licensing program, see the licensing webpage [http://www.hawaii.edu/offices/eur/licensing\\_info.html](http://www.hawaii.edu/offices/eur/licensing_info.html).

## **OTHER REQUIREMENTS**

### **Is the EEO/AA statement required?**

Publications, websites, advertisements and other materials should carry an abbreviated statement that the University of Hawai'i is an equal opportunity/affirmative action institution. Catalogs and similar documents should carry the full EEO/AA policy statement. See discussion in the University of Hawai'i Style Guide <http://www.hawaii.edu/styleguide>.

### **Are there additional considerations?**

Publications should carry a statement indicating they are available in alternate form for people with print disabilities. Consult with the KOKUA office at Mānoa or the EEO representative at other campuses on how this can be accommodated if requested. Invitations and event notices should provide a contact number for individuals with disability access concerns.

### **What about Hawaiian diacriticals?**

The University of Hawai'i strongly encourages the correct use of the 'okina and kahakō in Hawaiian words. See the discussion of Hawaiian language in the University of Hawai'i Style Guide, <http://www.hawaii.edu/styleguide>.