



UNIVERSITY of HAWAII®  
**LEEWARD**  
COMMUNITY COLLEGE

CREATIVE SERVICES  
**STYLE GUIDE**

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# INTRODUCTION

## **Creative Services & Managing Our Brand**

At Leeward CC, the Creative Services department provides communications, marketing, graphic design and public relations services for the College.

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.

Visual materials, in both print and electronic form, convey the identity of the College. In an increasingly competitive environment, an institution’s visual identity must be distinctive, unique, and consistent. It’s how the world identifies and recognizes us. The purpose of this style guide is to provide a means to achieve and maintain a consistent visual identity, which is our top priority.

# IDENTITY ELEMENTS

Graphics used to support and perpetuate the identity of Leeward CC include usage of the official seal and signature, along with a small variety of supplemental graphics that were created specifically for the college. These graphics include variations of 'ulu (breadfruit) leaf glyphs and patterns along with a shark fin and wave pattern that was thoughtfully created through collaboration with Leeward CC's Kīpuka, Native Hawaiian Center at Pu'uloa.

## LEEWARD CC OFFICIAL SEAL & SIGNATURE

### When should the updated seal be used?

The 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 Creative Services for assistance).



### 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. 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.



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



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### Official Ink Colors:

Please do not alter the signature artwork or colors. Designated Pantone® color is for stationery and business cards, and other spot color applications. See Pantone® guide for accurate color match. Contact Creative Services for assistance with color matching and appropriate process color selection for ink or digital printing.



**PANTONE® 279 C**



**Black**



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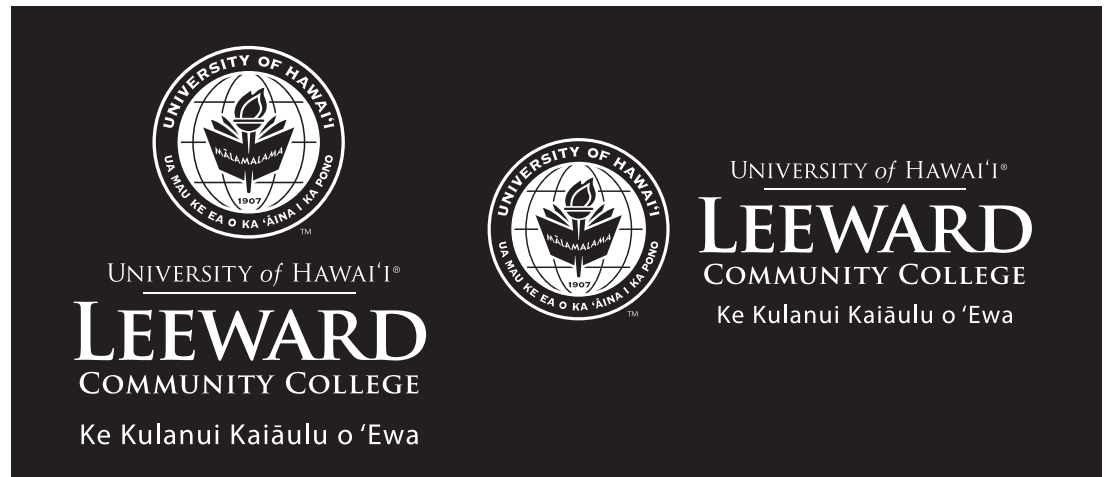
This version of the logo with white behind the seal is widely used by campuses, and is also acceptable.

### Can I download the signature?

Faculty and staff may download the [Leeward 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. When using the Leeward signature, please adhere to the guidelines in the [UH Graphics Standards](#).

### TM & ® symbols

The University of Hawai'i seal should always contain the TM symbol. The University of Hawai'i should always contain the ® symbol.



## INCORRECT USAGE

### 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.
- 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.

#### NO stretching or distorting.

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#### NO screening any part of the logo.



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#### NO altering signature.



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#### NO altering colors.



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#### NO drop shadows.

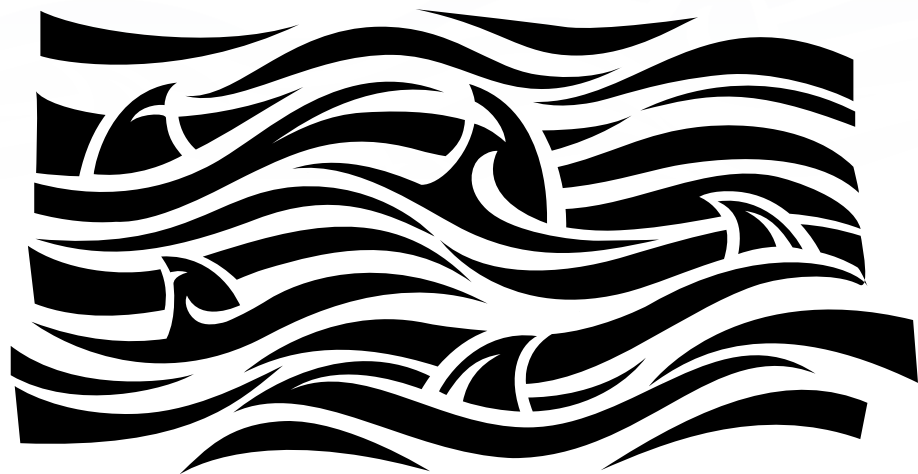


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#### NO boxing or framing the logo.



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## SECONDARY GRAPHIC ELEMENTS

Programs, departments, services or other areas of the college may have a secondary graphic element if there is a compelling need for one.

Graphics of this nature should not appear near or compete with the Leeward Community College logo (exceptions are made at the discretion of Creative Services).

Per the UH Graphic Standards, “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.”

Secondary graphic elements are developed and approved by Creative Services. One example, which has been approved for general use in campus collateral, is a shark fin pattern (as shown to the right). This graphic represents the protective presence of the shark goddess, Ka’ahupāhau, and her companions, ever-present, in constant motion, watching over Pu’uloa. This design was inspired by Kumu Momi Kamahale and illustrated by the Osaki Creative Group.

At the discretion of the Creative Services Department, various ‘ulu leaf graphics (examples to the right) may also be used.

Please contact the Creative Services Department if you would like access to any of these graphics.



# COLOR

Color is an integral aspect of everyday life. It's a fundamental part of our visual language and we use color as a natural indicator of who we are and how we relate to the region we serve.

## PRIMARY PALETTE

The primary color palette uses Leeward Blue (PANTONE® 279 C), black, white, and gray as an extension of the school and the community we inhabit. These colors, which represent trust, wisdom and stability, are intended to portray us as we are — a highly sophisticated and progressive educational organization. The core color palette should be used on all college communications if applicable.

At the discretion of the marketing office, different shades and tints of the Leeward Blue (PANTONE® 279 C) may be used. See example to the right.

CMYK: 72.37.0.0  
RGB: 58.141.222  
HTML: 418FDE



PANTONE®  
279 C

CMYK: 0.0.0.100  
RGB: 44.42.41  
HTML: 2C2A29



BLACK

CMYK: 0.0.0.0  
RGB: 39.18.2  
HTML: FFFFFF



WHITE

CMYK: 73.63.48.33  
RGB: 69.74.87  
HTML: 454B57



GREY



## SECONDARY PALETTE

To add an energizing visual interest to the primary color palette, a secondary palette of varying shades and tints of greens, tans, and beige may be used (examples shown to the right). These colors are inspired by, and represent, the beautiful natural elements of Hawai‘i – plants, earth, sand, etc. – and will compliment the primary palette with a feeling of warmth, growth, and tranquility.



CMYK: 72.44.89.40	CMYK: 48.31.81.8	CMYK: 30.17.55.0	CMYK: 34.20.62.1	CMYK: 30.14.54.0	CMYK: 10.7.36.0	CMYK: 6.8.30.0	CMYK: 5.15.38.0	CMYK: 16.28.69.0
RGB: 60.85.48	RGB: 137.143.82	RGB: 184.189.137	RGB: 176.181.123	RGB: 184.193.139	RGB: 231.223.175	RGB: 240.227.186	RGB: 241.214.166	RGB: 217.179.104
HTML: 3c5530	HTML: 898f52	HTML: b8bd89	HTML: b0b57b	HTML: b8c18b	HTML: e7dfaf	HTML: f0e3ba	HTML: f1d6a6	HTML: d9b368

# WRITING STYLE

In general, preferred University of Hawai‘i style follows *The Chicago Manual of Style*. For the comprehensive style guide, please view the [University of Hawai‘i style guide](#). This guide details the proper usage of abbreviations and acronyms, honorifics, time, etc. For phone and fax numbers, our style is as follows: (808) 455-0531 (area code in parenthesis, space, seven-digit number with a dash after the first three digits).

In regards to the designation and usage of campus names, the guide states the following: Use the full name on first reference. University of Hawai‘i–West O‘ahu contains an en dash (see dash) or, if using a typewriter, a hyphen. In subsequent references for UH Hilo, UH Mānoa, UH West O‘ahu and UH Maui College, the acronym form (UH) may be used. Do not use an en dash, hyphen or the word “at” in the acronym form. **In general use the acronyms only as adjectives; HawCC, LCC and similar acronyms should never be used in external communications.**

For further examples of the University of Hawai‘i’s writing style, refer to [University of Hawai‘i News](#) articles.

When writing copy for Leeward CC, please also keep in mind the [proper usage](#) of the ‘okina and kahakō when including Hawaiian words. These are two very important diacritical markings used in the Hawaiian language. Incorrect usage, or omission, means the word is misspelled, or it changes the meaning. Another commonly used resource is the [Wehewehe Wikiwiki](#) site, which functions as an online Hawaiian-English dictionary.

# TYPOGRAPHY

Our typography approach supports the overall brand experience—bold and relevant.

The following typefaces are authorized for use in Leeward Community College signage and business systems, and are recommended for use in publications and other communication documents. At the discretion of the Creative Services department, supplemental typefaces may be selected for use in communication materials.

## USING MYRIAD PRO

### Using Myriad Pro Black

Myriad Pro Black is used primarily for headlines, titles and primary messaging throughout all materials.

### Using Myriad Pro Regular

Myriad Pro Regular is used for all sub headlines and on occasion, body copy in selected print media when there is limited use of text.

## USING TRAJAN

Trajan is the official font used in the nameplate of the university/campus signature. It is suitable for use as a complimentary font for display text and headlines. It is not meant to be used for large bodies of copy.

## EDUCATION PROGRAM

[www.leeward.hawaii.edu/teach](http://www.leeward.hawaii.edu/teach)

Becoming a teacher is one of the most rewarding careers you can choose.

Aspire to inspire.

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Kulanui o Hawai'i  
Ke Kulanui Kaiaulu o 'Ewa

**KE ALA NU'UKIA | VISION**

'O ke Kulanui Kaiaulu o 'Ewa, he kula kia i ka ho'ona'auao a he kūpa'a ho'i i ka holomua a ka haumāna ma nā 'ano like 'ole.

Leeward Community College is a learning-centered institution committed to student achievement.

**KA NU'UKIA | MISSION**

Ma ke Kulanui Kaiaulu o 'Ewa, alu like mākou ma ka mālama a me ke kipaipai i nā haumāna. Kōkua 'ia nā haumāna ma ka huli a loa'a kā lākou mau pahuhopu ma o nā polokalamu hana no'ēau laulā a me nā polokalamu 'oihana pākōlea like 'ole. Paipai 'ia nā haumāna i ka lilo i hoa maka'āinana pono ma ke kaiāulu, ma ke aupuni, a ma ke kau'āina. Kāko'o 'ia nā pahuhopu ho'ona'auao a nā haumāna a pau me ke kūpa'a nō ho'i i nā 'oiwi Hawai'i.

At Leeward Community College, we work together to nurture and inspire all students. We help them attain their goals through high-quality liberal arts and career and technical education. We foster students to become responsible global citizens locally, nationally, and internationally. We advance the educational goals of all students with a special commitment to Native Hawaiians.

**NĀ KAHUA HANA | CORE VALUES**

Kaiāulu • Kāko'o a Hō'ihi i nā kākā like 'ole • Kūpono • Kūākea  
Community • Diversity and respect • Integrity • Open access

**ADOBE GARAMOND FAMILY**

**Using Adobe Garamond Pro Bold**

Adobe Garamond Pro Bold is used primarily for sub headlines within body copy.

**Using Adobe Garamond Pro Regular**

Adobe Garamond Pro Regular is used primarily for body copy in all materials and publications.

**Using Adobe Garamond Pro Italic**

Adobe Garamond Pro Italic should be used sparingly within body copy for emphasis.

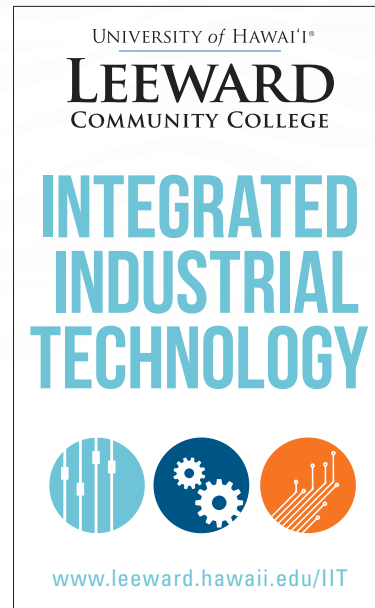
## USING SUPPLEMENTAL TYPEFACES

The following supplemental typefaces (there should be free versions online) are authorized for use in marketing materials but primarily as headers and accents only, with the purpose of adding visual hierarchy and interest. They are not to be used for large bodies of copy:

**Auckland Script Free, Bebas Neue, Baksoda, Better Times, Have Heart One, and Heartsoul**

Bebas Neue, a condensed sans serif font, is a good choice for headlines and titles, while the handwritten fonts such as Better Times and Have Heart One are good for emphasizing individual words or a short phrase.

Our main website and intranet use the Google Fonts, Raleway (for headings) and Nunito (for subheads and body copy). **These are meant for our website, only, and not for use in marketing materials.**



# STATIONERY

## BUSINESS CARD AND STATIONERY APPLICATIONS

### What is the official design?

The UH system stationery 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. If you are in need of any of these items you may place orders through [CRDG Marketing and Publication Services](#).

### Can I use color?

Stationery and business cards can be produced in black or two-color (black plus the designated campus or system color). For any questions regarding use of color in official stationery and documents please contact Creative Services.



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The Office of the Chancellor  
Marketing and Graphics



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Office of the Chancellor  
Marketing and Graphics  
96-045 Ala Ike, BE 225  
Pearl City, Hawaii 96782



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**Tomi Rivera**  
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96-045 Ala Ike, BE 225 Pearl City, Hawaii 96782

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Email: [tomi@hawaii.edu](mailto:tomi@hawaii.edu)  
Website: [www.leeward.hawaii.edu](http://www.leeward.hawaii.edu)

# UNIT & PROGRAM NAMEPLATES

**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.

For schools, colleges, departments and programs wishing to develop design themes and elements (including use of color and graphic images) to provide continuity to their print and electronic communication, they may do so but only through development and implementation with UH Communications. Please contact Creative Services to initiate this process so we can ensure that any design elements created are in proper conjunction with the official seal and/or signature.

Examples shown to the right are nameplates that Creative Services have developed and are approved for general use. Please contact [Creative Services](#) to request the digital files for a nameplate you would like to use.

LEEWARD COMMUNITY COLLEGE™

**AUTOMOTIVE TECHNOLOGY**

LEEWARD COMMUNITY COLLEGE™

**AUTOMOTIVE  
TECHNOLOGY**

LEEWARD COMMUNITY COLLEGE™

**DISABILITY SERVICES OFFICE**

LEEWARD COMMUNITY COLLEGE™

**DSO**  
**DISABILITY SERVICES OFFICE**



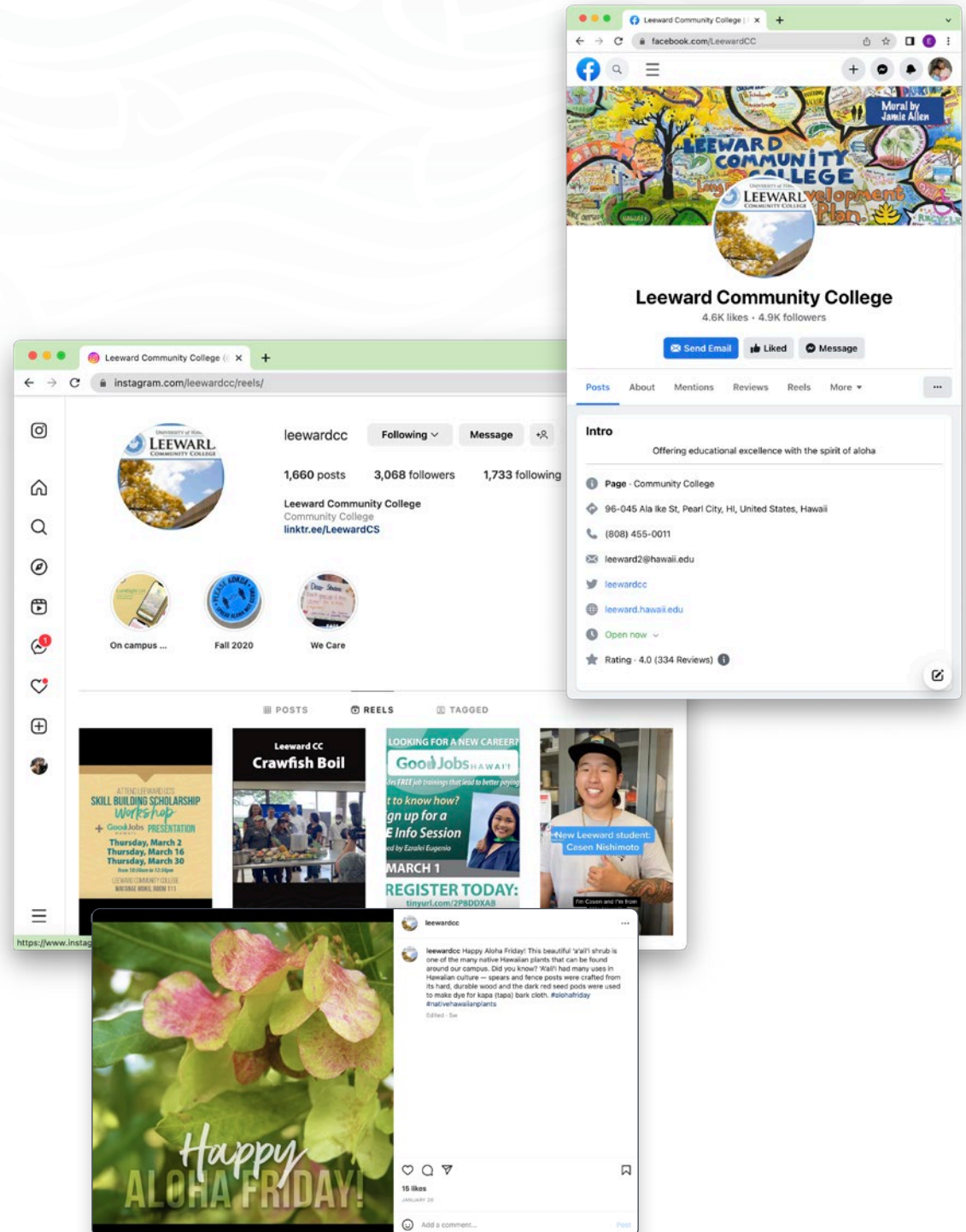
# SOCIAL MEDIA

The College has established accounts across the main social media platforms and we encourage all employees to follow us and engage with our followers.

While we discourage the creation of new accounts that are linked to Leeward, there are instances where this may be beneficial. The UHCC System adopted a [policy for social media](#) use, that we supplement with our own policies and recommendations. Visit Creative Services on the Leeward Intranet for details and how to submit a request.

Follow @LeewardCC on these platforms:

- **Instagram**
- **Facebook**
- **Twitter**
- **TikTok**
- **Flickr**
- **YouTube**
- **LinkedIn**







*Mahalo*

**for taking the time to view our Style Guide.**

We hope this enables you to understand the importance of maintaining our visual brand and assist the College with upholding these standards across all mediums.

If you need assistance, please contact:

**Tad Saiki**

*Marketing Specialist*

Room BE 225

[tads@hawaii.edu](mailto:tads@hawaii.edu)

(808) 455-0531