



**BRAND IDENTITY GUIDE**

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This is a reference guide for using the **Ho'ōla Nā Pua** logo. The guidelines in this booklet are meant to maintain the integrity of the logo and, by extension, the brand.



## HO'OLA NA PUA MISSION STATEMENT

**Renewal for trafficked girls through health, education, advocacy, and reintegration.**

## THE LOGO

- The four flower petals around the girl in the logo are meant to symbolize the 4 pillars of the brand: **health, education, advocacy, & reintegration.**
- The overall flower suggests new life and hope.
- The negative space of the flower suggests a starfish to remind of the story of saving one starfish at a time.
- The dot in the middle of the symbol also suggests a Pearl to be relevant to the two sub-brands, "PEARL" & "STARFISH".

## LOGO VERSIONS

All versions shown are included in the logo package in all standard file types.



### PRIMARY COLOR VERSION

*To be used in majority of the branding.*



### ICON VERSION

*To be used as an avatar on twitter, facebook or where creatively icon is needed.*



### MONOTONE VERSION

*Only to be used when a monotone/colorless logo is required (such as a FAX).*

## SUB-BRAND LOGOS

All versions shown are included in the provided logo package.



### PRIMARY COLOR VERSION

*To be used in majority of the branding.*

### ICON VERSION

*To be used when icon alone is needed.*

### MONOTONE VERSION

*To be used in when monotone version required.*

## PILLAR LOGOS

All versions shown are included in the logo package in all standard file types.



**PRIMARY COLOR VERSIONS**  
*To be used in majority of the branding.*



**ICON ALONE VERSIONS**  
*To be used when icon alone is needed.*

## LOGO PADDING



The logo must be presented at least the height and width of the “O” from any other design element. This padding makes sure the logo is not crowded against another design element, protecting the logo's modern and clean look.

## MINIMUM SIZE

### Full Logo



*1" (72 px) For web or print.*

### Icon



*0.25" (16 x 16 px) For web or print.*



## PROPER USAGE



## IMPROPER USAGE



*No stretching/skewing.*



*No changing colors.*



*No changing icon/type size ratios.*



*No placing logo on mid-tone background.*



*No rotating logo.*



*No adding dropshadow.*

## BRAND COLORS

These are the primary colors to be used throughout the brand. The designer can be creative in using the colors.

**Black Sand**

Hex #383638  
CMYK 65, 58, 57, 37  
Pantone Black 7 C

**Ocean Teal**

Hex #00b2ac  
CMYK 76, 4, 39, 0  
Pantone 3265 C

**Dark Purple**

Hex #63406b  
CMYK 67, 83, 32, 17  
Pantone 7665 C

**Lime Green**

Hex #acc684  
CMYK 36, 8, 61, 0  
Pantone 577 C

**Red Orange**

Hex #e5604c  
CMYK 5, 77, 73, 0  
Pantone 171 C

**Light Purple**


Hex #cc75b6  
CMYK 18, 65, 0, 0  
Pantone 2375 C


**Mango**


Hex #e89a41  
CMYK 7, 44, 85, 0  
Pantone 1365 C


## LOGO TITLING DETAILS


 HO'OLA NĀ PUA ————— *Customized Gotham Medium  
Tracking +120*


 PEARLS —————

 STARFISH —————

 HEALTH —————

 EDUCATION —————

 ADVOCACY —————

 REINTEGRATION —————

————— *Gotham Medium  
Tracking +80*

## COMPLIMENTARY TYPEFACES

The **GOTHAM CONDENSED** and **PROXIMA NOVA** font families were chosen as complimentary typefaces. **Gotham Condensed** pairs with the Gotham font used in the logo titles but adds some energy and offers more efficient horizontal spacing for the headers. **Proxima Nova** is a geometric style Sans Serif that is similar to Gotham, but is a little distinct to keep the logo titles potent.

### GOTHAM CONDENSED BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

### PROXIMA NOVA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

## TYPOGRAPHY STYLING

Consistent headings and typography usage adds a stability and trust to the brand.

### HEADING A

Gotham Condensed Bold | 26pt | Light Purple | All Caps

### HEADING B

Proxima Nova Bold | 14pt | Charcoal | All Caps

### Heading C

Proxima Nova Bold | 12pt | Black Sand

### Body/Content Type

Proxima Nova Regular | 12pt | Black Sand

### *Credits/Notes Type*

Proxima Nova Light Italic | 8 pt | Black Sand

## MAKING IT HAPPEN

*Jon Smith | 2016.09.25*

### MISSION

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

**How did it happen?** It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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*Example*

The **HO'OLA NA PUA** brand will require upkeep and maintenance. Please monitor all collateral design and be firm about keeping a consistent feel across all media.

If you have any questions, feel free to contact Josiah Jost of Siah Design at [contact@siahdesign.com](mailto:contact@siahdesign.com).

