



# Brand Guidelines

---

A guide to the Alaka'i O Kaua'i identity system.



# Logo

---

The logo family, rationale, and extensions.

# Logo Family

All good branding systems contain a multitude of logo options that can be used to achieve maximum legibility in a wide range of branding and design applications.



**ALAKA'I  
O KAUA'I  
CHARTER SCHOOL**

**ALAKA'I  
O KAUA'I  
CHARTER SCHOOL**

**ALAKA'I  
O KAUA'I  
CHARTER SCHOOL**

# Color

---

The Alaka'i O Kaua'i color palette, rationale, and color values.

# Color Palette

The Alaka'i O Kaua'i color palette consists of 5 colors. The primary color palette consists of two main school colors, which are purple and green. The secondary color palette includes three supporting colors: yellow, orange, and seafoam.

Included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

	100%		Color Codes: RGB 94/47/138 CMYK 79/99/5/1 HEX 5E2F8A
	80%		
	60%		
	40%		
	20%		
	100%		Color Codes: RGB 9/124/63 CMYK 88/27/100/15 HEX 097C3F
	80%		
	60%		
	40%		
	20%		
	100%		Color Codes: RGB 244/208/111 CMYK 4/16/67/0 HEX F4D06F
	80%		
	60%		
	40%		
	20%		
	100%		Color Codes: RGB 246/136/33 CMYK 0/56/99/0 HEX F68821
	80%		
	60%		
	40%		
	20%		
	100%		Color Codes: RGB 159/216/209 CMYK 37/0/20/0 HEX 9FD8D1
	80%		
	60%		
	40%		
	20%		

# Type

---

Typography system and font usage.

# Alaka'i O Kaua'i Typography

---

We use Brandon Text as the main typeface for all collateral and design. Brandon Text comes in 12 different font weights all within the same typeface, creating a vast amount of design flexibility. Brandon Text should be utilized for all print materials and body copy.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Please ensure you are using the correct typefaces and they are installed on your hardware.

## Brandon Text

---

Aa

abcdefghijklmnopqrstuvwxyz  
0123456789

**Aa**

**abcdefghijklmnopqrstuvwxyz  
0123456789**

Aa

abcdefghijklmnopqrstuvwxyz  
0123456789

**Aa**

**abcdefghijklmnopqrstuvwxyz  
0123456789**

Aa

abcdefghijklmnopqrstuvwxyz  
0123456789

**Aa**

**abcdefghijklmnopqrstuvwxyz  
0123456789**

# Secondary Elements

---

Elements that will support the brand identity and give you more design flexibility.



# Secondary Elements

---

This pattern can be utilized in any print or digital materials. These graphics reflect traditional Kapa artwork. The Kapa inspired pattern can be used in its entirety for a background texture or used in sections to frame information and accent materials.



# Applications

---

When you mix it all together in the right way, the executions look like this.



