



— • IDENTITY GUIDELINES • —

CONTENTS

Logo Elements	1
Logo Colors	2
Color Usage	3
Sizing	4
Borders	5
Proper Usage	6
Improper Usage	7
Typography	8
Contact	9

LOGO ELEMENTS



Vertical

Letterforms: Museo 900

Tagline: Antenna Bold



Horizontal

Letterforms: Museo 700

Tagline: Antenna Bold

LOGO COLORS



.....
PMS 376 C
CMYK 53/0/96/0
RGB 122/184/0
HEX 7AB800



.....
PMS 320 C
CMYK 100/0/30/2
RGB 0/154/166
HEX 009AA6



.....
PMS 151 C
CMYK 0/55/100/0
RGB 255/121/0
HEX FF7900



.....
PMS 1925 C
CMYK 0/98/46/0
RGB 22/4/81
HEX DC0451



.....
CMYK 0/0/0/90
RGB 65/64/66
HEX 414042

COLOR USAGE



.....
Color



.....
Black



.....
White Knockout

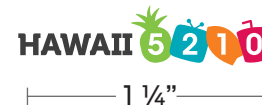
LOGO SIZING



.....

Vertical

The vertical version of the logo should not be sized smaller than 3/4" in width.



.....

Horizontal

The horizontal version of the logo should not be sized smaller than 1 1/4" in width.

SIZE RELATIONS



.....

Vertical

The 5th pineapple leaf should “point” to the corner of the H in “Hawaii”.



.....

Horizontal

The top and bottom of “Hawaii” should line up with the numbers in the logo.

LOGO BORDERS



.....
Vertical



.....
Horizontal

The logo should always have a minimum border on all sides equal to $\frac{1}{4}$ the height of the logo.

PROPER USAGE



Vertical Version A



Vertical Version B
With Tagline



Horizontal Version A



Horizontal Version B
With Tagline

IMPROPER USAGE



Distort

Do not distort or disproportionately resize the logo.



Modify Colors

Do not modify the colors of the logo.



Distracting Pattern

Do not place the logo on a pattern that will dominate the logo.



Rearrange

Do not reposition or resize the letterforms in any way.

SENTINEL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

SENTINEL SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

SENTINEL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

ANTENNA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

ANTENNA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

ANTENNA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz .,:;"
1234567890 !@#\$%^&*()

CONTACT

HAWAII 5210

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