

THE BRAND STORY OF

The
HAWAIIANTM
ISLANDS



Once travelers learn
the unique story of Hawai‘i,
they will know why it is one of the
most special places
on the planet.

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History

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THE HISTORY OF VISITORS COMING TO HAWAI‘I

Roughly 1,500 years ago, Polynesians with only the stars to guide them sailed over 2,000 miles in canoes, perhaps the greatest feat of ocean navigation in history, to migrate to the Hawaiian Islands. Then, just a few centuries ago, Western contact brought new waves of people and tremendous change to these islands. It wasn't until late in the 19th century that the idea of tourism first took root, with early promoters of Hawai'i as a dream destination relying on tactics that still resonate today: using the latest in imagery and storytelling to communicate Hawai'i's appeal.

1860s

The dawn of tourism as Kīlauea volcano attracts adventure travelers

1872

The Hawaiian Hotel opens at the corner of Hotel and Richards streets in downtown Honolulu

1901

The Moana hotel opens in Waikīkī, which would become the epicenter of Hawai'i tourism

1950s

Tourism emerges as Hawai'i's biggest industry, and in 1959 Hawai'i becomes the 50th U.S. state

1978

The Hawai'i State Constitutional Convention reinstates Hawaiian an official language, once again

2013

The Mālama Honua Worldwide Voyage begins, showcasing Hawaiian navigation mastery and the need to care for Island Earth

2020

Mālama Ku'u Home movement begins amidst the COVID-19 pandemic

1865

Hawai'i's first hotel, a grass structure known as Volcano House, built on the rim of Halema'uma'u Crater

1886

King Kalākaua invites U.S. yachtsmen to race to his kingdom across the Pacific, establishing the Transpac as one of the world's premier ocean races

1945

Tourism resumes after WWII, with a million service people who spent time in Hawai'i popularizing the destination

1960s

Native Hawaiian Renaissance gives voice to a much-needed perspective on many aspects of Hawai'i, including tourism

1998

The \$350 million Hawai'i Convention Center opens

2018

Just under 10 million tourists visit Hawai'i, breaking the record

Mālama Ku‘u Home

A State of Mind and a Call to Action

Human beings have an inherent capacity to feel rooted to and responsible for their home. This foundational principle is embedded in our individual being and collective DNA. In *‘ōlelo Hawai‘i* (Hawaiian language) we call this state of mind Mālama Ku‘u Home, or caring for my beloved home, and therefore our beloved home.

Mālama Ku‘u Home is also a call to action, because if we are committed to caring for the place we call home, all of us must do our part to realize the promise of regenerative tourism: seeking to balance the economics of tourism with the wellbeing of our communities, natural resources and culture.



Mālama Hawai‘i

To care for and give back to Hawai‘i

What does it look like to care for the place we call home, Hawai‘i? Our fragile ecosystems, distinctive wildlife, unique ways of life and vibrant communities full of *aloha* need the support and commitment of everyone, visitor and resident alike, if we are to halt and reverse unsustainable practices and more widely instill the regenerative values and behaviors of the native culture that has flourished in Hawai‘i for millennia.

We can all find and learn ways to *mālama*, to care for and give back to Hawai‘i. This promises a more enriching form of regenerative tourism. Because when every visitor learns to *mālama* Hawai‘i, it benefits the health and well-being of this place, improves the lives of residents and deepens the experience of visitors.

Identity

Living Culture

Our Home

Brand Pillars

Mindful Visitors

Challenges

We Perpetuate our Living Culture.

What makes Hawai'i special is not just its beaches, its mountains, its valleys, its flora or its fauna. In fact, the land and its people in and of themselves don't define Hawai'i. The organizing principle of the Hawaiian culture, the thing that makes Hawai'i unlike any other place in the world, is the relationship between its people and the land from which they come.

A large, dark silhouette of a person's head and shoulders in profile, facing right. The person appears to be wearing a traditional Hawaiian headdress with feathers. The background is a soft, out-of-focus light, possibly from a window with curtains.

This is our Culture. This is our Home.

It's in the way we do and say things. The values and traditions we honor. The natural beauty that surrounds us and the stories behind their splendor. The perpetuation of our indigenous culture, its rich history and the diversity we celebrate. Above all, our focus on the importance of relationships and connectedness.

BRAND PILLARS

Natural Resources

Respect for Our Natural & Cultural Resources

Dedicate resources to programs that enhance and support Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience.

Hawaiian Culture

Support Native Hawaiian Culture & Community

Ho'oulu (grow) the uniqueness and integrity of the Native Hawaiian culture and community through genuine experiences for both visitors and residents.

Community

Ensure Tourism & Communities Enrich Each Other

Work to make sure residents and local communities benefit from tourism by supporting programs valued by the community and aligned with the destination's brand and image; informing both residents and visitors of these programs and events; strengthening relations between residents and visitors; and forming partnerships to build a resilient tourism workforce and community.

Brand Marketing

Strengthen Tourism's Contributions

Take the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai'i's unique cultures, diverse communities, and natural environment; and supports Hawai'i's economy.

Under the goal for each Pillar, this plan establishes several objectives and specific milestones or measures for tracking success. The Pillars are intended to support an integrated destination management system, with four overall Key Performance Indicators (KPIs), representing the most important ways Hawai'i Tourism Authority will be accountable to our stakeholders:

- Resident Satisfaction
- Average Daily Visitor Spending
- Visitor Satisfaction
- Total Visitor Spending

ATTRACTING MINDFUL VISITORS

Our efforts will help to attract a new kind of visitor, one who recognizes that travel means participation in a community that they are welcomed into for a short time because, like all members of the community, they contribute—not just economically, but socially, environmentally and even spiritually, giving something of themselves to help the local community maintain its integrity and advance its goals.

Invitation

To sustain the positive benefits of tourism, we need to attract mindful visitors by sharing the values which shape our behavior, by promoting the locations, activities, cuisines and adventures that are positive for both visitors and Hawai'i. We are inviting anyone willing to experience our culture and to respect the people who perpetuate it as well as the land they treasure.



OUR CHALLENGES

The Hawaiian Islands have been and remain a dream locale for travelers to visit and for destination managers to promote. But what about the people who live here, the Native Hawaiians who created the culture that makes this place unique and the local residents who call these islands home?

It is important to recognize two challenges affecting them that have emerged over the course of tourism's growth.

Accurate Representation

From a Native Hawaiian perspective, advertising representations of Hawai'i have room for improvement.

Native Hawaiian culture should be shared in a way that accurately reflects its dignity, sacredness and centrality to our ways of life.

Managed Tourism

The negative impacts of too many or disrespectful visitors, unleashed and amplified by disruptive forces like social media and illegal vacation rentals, have led to a reconsideration of the role of tourism promoters. The growth of tourism has become a global concern and Hawai'i is not immune. It threatens our environment and culture and creates friction with local residents.

That's why The Hawaiian Islands are leading the way in enlarging our efforts from destination promotion to destination management, to ensure that the negative impacts of tourism are minimized and the benefits are shared as broadly as possible. Tourism must be about making life better for our residents and our communities first and foremost.

We are not just another tropical archipelago.

The Hawaiian Islands brand and the individual island brands differentiate our island state from other destinations, using distinct experiences and emotional aspects of each island as well as the brand elements that are common across the Hawaiian Islands.

Authentic Culture

The Meaning of “Aloha”

Hawaiian Culture

Culture is not Entertainment

Orthography - Language and Spelling

Customs & Traditions

Hula

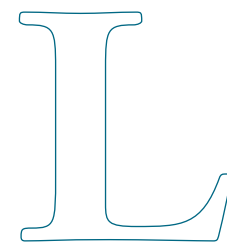
Cultural Sites & Icons

Lei, Flora & Wildlife



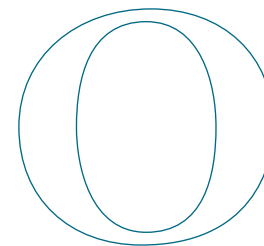
Akakai

Kindness expressed with a feeling of tenderness



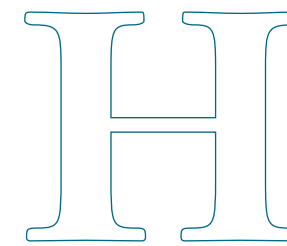
Lōkahi

Unity (unbrokenness) expressed with a feeling of harmony



‘Olu‘olu

Agreeable (gentle) expressed with a feeling of pleasantness



Ha‘aha‘a

Humility expressed with a feeling of modesty



Abonui

Patience expressed with a feeling of perseverance

While *aloha* can mean both hello and goodbye, its full significance is more profound than a simple salutation—as delineated in the writings of Aunty Pīlahi Pākī. She was a teacher, community leader and living treasure who championed the spirit of *aloha*. Together with Alvin Shim, Aunty Pīlahi wrote and achieved passage of The Aloha Spirit Law, Hawai‘i Revised Statutes §5-7.5, as traits of character for its people and a way of life.

HAWAIIAN CULTURE

To communicate the true beauty of the Hawaiian Islands – our culture, heritage and people – we all need to understand that beneath the surface and beyond the stereotypes, this place is someone’s home. The Hawaiian Islands’ Native Hawaiian culture is rich and diverse. It is a culture full of *aloha*, storytelling, embracing and caring for the land, and proud, fun-loving people. A successful, regenerative tourism industry in Hawai‘i respects our home and honors Hawai‘i’s culture, our people and our history, continues to protect our natural environment and engages our local communities. While people from all over the world representing different cultures have contributed to making Hawai‘i a top visitor destination, Native Hawaiians and the indigenous culture are what make Hawai‘i unique and different from other destinations around the world.

For more information on specific Hawaiian cultural topics and issues, consult the Hawai‘i Tourism Authority’s Ma‘ema‘e Toolkit:
hawaiiitourismauthority.org/programs/hawaiian-culture/maemae-program



Culture is not entertainment.

A problem arises when entities that present or promote the destination are not properly informed or in contact with cultural practitioners.

Cultural misrepresentation at trade shows and hosted meals is a common problem, as is the failure to provide payment or honorariums to cultural practitioners. Without their perspective, it's easy to distort a cultural practice. For example *bula*, like many indigenous dance forms, is a natural draw for visitors who want to experience the art and culture of a place. But the sacredness of the dance can become lost while more entertaining elements—the costume, the athleticism—are over-emphasized.

The misrepresentation of *bula* from elsewhere in Polynesia—such as Tahiti, Fiji or Samoa—as Hawaiian *bula* is a common problem that has plagued visitor industry portrayals of Hawai'i, to the extent that many visitors don't know the difference. That result is not just a failure of cultural portrayal - it is destructive to the cultural practice itself and harmful to Native Hawaiian people. The problem with the dominance of entertainment images is that they establish narrow stereotypes and limited ideas about a culture.

Events like the Merrie Monarch Festival are crucial in keeping real *bula* alive in today's world. Similarly, representing Hawaiian culture from a Native Hawaiian perspective is the best way to communicate not only accurately, but with the dignity and reverence it is owed—and that we must inspire in visitors.



ORTHOGRAPHY - LANGUAGE AND SPELLING

Hawaiian and English are official languages of the state.

Proper use of the Hawaiian language includes the use of the *‘okina* (which represents a glottal stop—a consonant) and the *kabakō* (a macron used to indicate long vowels.)

The *‘okina* and the *kabakō* distinguish many words, and without this orthography, word definitions change.

Examples:

ono (a fish) is different from *‘ono* (delicious)
kau (to place) is different from *kāu* (your)

Hawaiian pī‘āpā (alphabet)

A (‘ā), E (‘ē), I (‘ī), O (‘ō), U (‘ū), H (hē), K (kē), L (lā), M (mū), N (nū), P (pī), W (wē), ‘ (*‘okina*)

Abbreviation of Hawaiian Words

Hawaiian words should not be abbreviated. For example, it is Kamehameha Day, not Kam Day; and *mabimabi*, not “mahi.”

Dictionary

We use the *Hawaiian Dictionary: Hawaiian-English, English-Hawaiian Revised and Enlarged Edition* by Mary Kawena Pukui and Samuel Elbert as standard reference, supplemented by *Māmaka Kaiāo: A Modern Hawaiian Vocabulary* for contemporary vocabulary. These resources can be accessed through hilo.hawaii.edu/wehe.

Markings

‘Okina – (a consonant) make sure the *‘okina* is shown as a single open quote (‘), not an apostrophe (’).

Kabakō – the macron indicating a long vowel in Hawaiian language, as in ā, ē, ī, ō, ū. The *‘okina* and *kabakō* are to be used in all communication in print and digital.

Hawaiian as an Adjective

Hawaiian is an anglicized word and does not use an *‘okina*. When referring to people, “Hawaiian” only refers to people of Native Hawaiian ancestry. Residents of the state do not refer to themselves as “Hawaiian” unless they are, in fact, of Hawaiian descent. People of other racial extractions who live in Hawai‘i are referred to as Hawai‘i residents, locals or *kama‘āina*.

Hawaiian Words in English Copy

In general, set Hawaiian words (except for proper place names) in italics to distinguish them from English (i.e., The visitors were greeted with *aloha*).

Place Names

Place names are unique to the Hawaiian Islands and are a way to connect the present to the past. Hawaiian place names are preferred over their English nicknames and should be displayed as “Lē‘ahi (Diamond Head)”.

Plurals in Hawaiian Language

English plural forms are not used for Hawaiian words. For example, the plural for *lei* is not “leis.” A few Hawaiian words referring to people have unique plural forms that are marked with a *kabakō* [i.e., *wahine/wāhine* (woman/women), *kupuna/kūpuna* (grandparent/grandparents), *makua/mākua* (parent/parents)].

Possessives

When making a Hawaiian word possessive, the word keeps its diacritical marks. For example, Hawai‘i’s, and O‘ahu’s.

Proper Names of Businesses

Encourage proper Hawaiian language orthography even if the businesses or other organizations do not use them in their own materials or logos. However, please maintain trademarks.

CUSTOMS & TRADITIONS



Ahupua‘a (Traditional Resource Management)

Island ecosystems were so important to early Hawaiians that they observed a system of taboos to govern day-to-day life, with natural resource management at its core. For example, during spawning season for a particular fish, taking that fish was *kapu* (forbidden). Nearshore fishery management systems continue in parts of Hawai‘i today, evidence of Hawaiians' love and care for the land.

Aloha Friday

With both long-time and cutting edge designers creating stylish, attractive patterns - in stark contrast to the garish stereotypes - *aloha* wear is common, particularly on Fridays, in a less formal type of interaction in a business setting. Aloha Friday is an appropriate theme at trade shows and other gatherings.

Talk Story

A pidgin term for sharing stories or discussing topics of interest with a friend or relative.

“Ancient” Hawaiian Practices

Cultural practices are best portrayed as heritage – with roots in the past but continuing in modern Hawai‘i. Instead of referring to them as ancient, which implies that they are no longer observed, consider alternative terms like historic or traditional.

“Big Kahuna”

Kahuna means priest, sorcerer or expert, a rank bestowed to masters of engineering, architecture, medicine and cultural practices after many years of training and practice. Disrespectful references to *kahuna*, especially terms like “Big Kahuna,” are inappropriate.

Heiau

Heiau are sacred temples in Hawaiian culture that come in different shapes and sizes, ranging from small stone platforms to complex structures extending hundreds of feet. Whether located in relatively inaccessible regions or populated areas, *heiau* are not necessarily marked, so any unknown structures should be treated with respect and mass visitation to them should not be encouraged.

Humor and Wordplay

It is inappropriate to use Hawaiian words or values in humor or wordplay. (i.e., “*Aloha* means great tee times,” or “*Kama‘āina* means discounts.”)

CUSTOMS & TRADITIONS (cont.)

Haole

Once understood to be any person or thing not of Native Hawaiian origin, today refers more specifically to people of Caucasian ancestry in a sensitive but not derogatory way.

Neighbor Islands

The islands apart from O‘ahu are sometimes referred to as “Outer Islands,” which suggests they are distant or remote; a better label is “Neighbor Islands,” which can refer to any island without offense, or simply refer to each island by name. The word interisland is spelled as a single word and means to travel between the eight main islands.

Other Polynesian Cultures

Do not confuse or mix Hawaiian cultural representations with those of other Polynesian cultures.

Responsible Image Use

Do not depict sites that are generally inaccessible to visitors, dangerous or require illegal access through private property. Approved visual assets are available at no cost to qualified entities through Hawai‘i Tourism Authority’s Knowledge Bank, at barberstock.com/hawaii.

Traditions

While it may seem natural to portray traditions as having a singular reality for all Hawaiians, different communities, practices or families often have their own distinct version, sometimes conflicting with others. Instead of a singular tradition, present information with the words “one tradition...” (i.e., One tradition places the birthplace of the *bula* on Moloka‘i).

About Hawaiian Place Names

Hawaiian names incorporate landscape features, observations of weather and natural phenomena, and stories both legendary and contemporary. It honors the people and place to use the correct name. While many designations given in modern times may be used in some cases, modern buildings or designations should never erase the history of a place. See *Place Names of Hawai‘i* by Mary Kawena Pukui, Samuel Elbert and Esther Mo‘okini (available online at hilo.hawaii.edu/wehe). Avoid inappropriate nicknames.

Giving Hawaiian Names

Hawaiian names are incredibly powerful and should only be given by those knowledgeable in ‘*ōlelo Hawai‘i* (Hawaiian language) and naming protocol.

Surfing

Known in Hawaiian as *he‘e nalu* (wave sliding), surfing originated as a favorite pastime of the ancient Hawaiians before Western contact. Popularized worldwide by Duke Kahanamoku in the early 20th century, modern surfing’s birthplace is on O‘ahu, where you can find waves ranging from perfect for beginners at Waikīkī to massive Vans Triple Crown of Surfing Competition-worthy conditions on the North Shore. When referring to places famous for big surf, copy should portray it as an activity for experienced or professional surfers, which visitors can watch. If a surf spot has an English nickname, use the Hawaiian place name first and then add the optional English nickname, for example: “*Pe‘ahi*, popularly known as Jaws.”

HULA

Hula is the traditional dance of Hawai'i. The chants and songs of *bula* preserve Hawai'i's history and culture. Dances often depict things such as Hawaiian legends, the achievements and deeds of royalty, the beauty of nature, or love. *Hula kabiko* is often referred to as traditional *bula* used in ceremony and protocol, and *bula 'auana* is often referred to as modern *bula*, and more for entertainment purposes. This distinction, however, incorrectly minimizes the differences between the two and overlooks other important distinctions.

Hula is most commonly misrepresented by use of images of other Polynesian cultural dances. Make sure your images of *bula* are authentic and accurate.



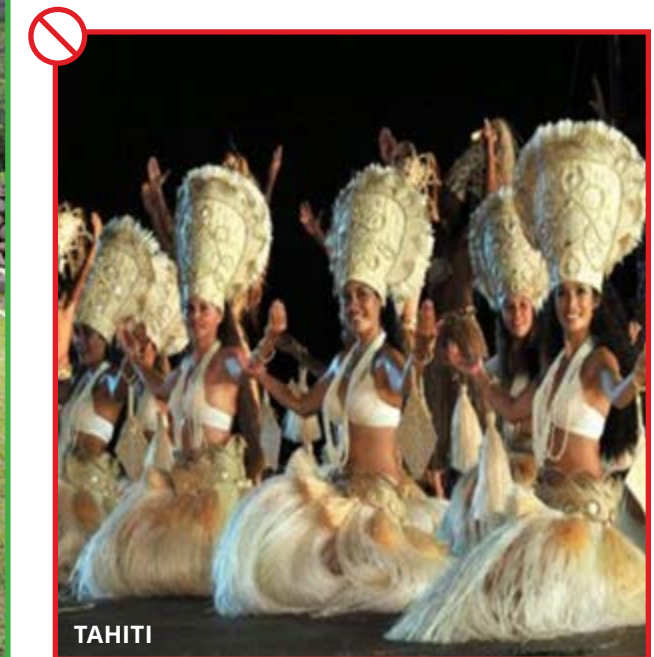
SAMOA



HAWAI'I: HULA KAHIKO



HAWAI'I: HULA 'AUANA



TAHITI

CULTURAL SITES

Like many indigenous groups, Native Hawaiians find landscapes imbued with power and meaning for their association with events of creation or history, plant or animal resource-gathering or ceremonial or spiritual practices. Cultural sites are frequently referenced out of context or are depicted without explanation of their cultural and historical significance. It is encouraged to promote the importance of respecting these sites.



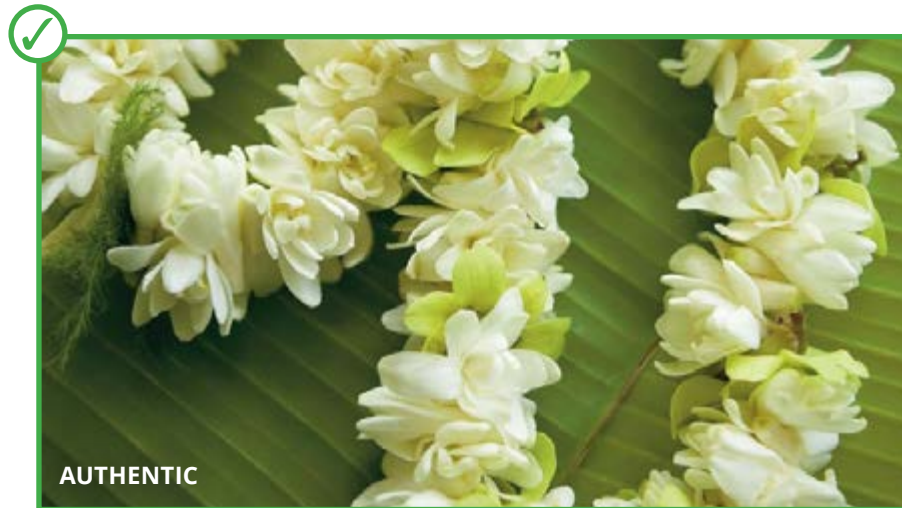
CULTURAL ICONS

Ki'i (not to be confused with tiki, a Māori word) means image or statue in Hawaiian. These symbols represent Hawaiian deities, ancestors and family guardians that are highly significant in Native Hawaiian belief. *Ki'i* are often portrayed in a disrespectful/cartoonish manner and are sometimes incorrectly referred to as tiki or idols. *Ki'i* should not be used in promotional materials except within representation of sacred Hawaiian cultural sites, such as a *heiau*, or place of worship, like Pu'uhonua O Hōnaunau on the island of Hawai'i and/or the Bishop Museum on O'ahu.



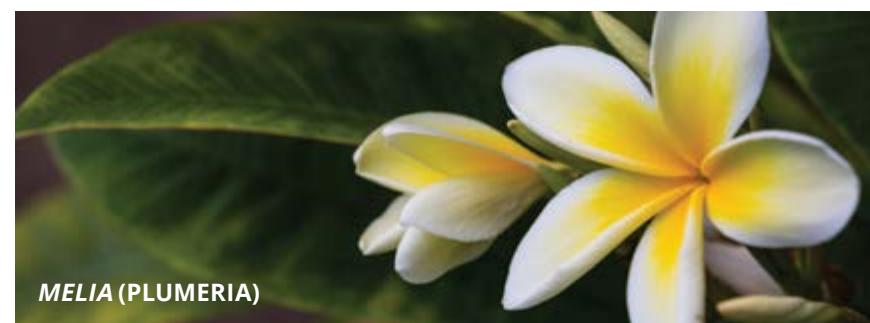
LEI

Whenever possible, feature *lei* – the singular and plural form of the Hawaiian word meaning garland – made of fresh materials gathered on the Hawaiian Islands. (i.e., *melia*/plumeria, *pakalana* or *pīkake*). *Lei* may also include the use of seeds, shells, feathers or nuts (*kukui* nut, or candlenut). Many *lei* in Hawai‘i are made of imported materials, such as the common purple and white orchid *lei*. Avoid portraying imported or artificial *lei*, as well as those that utilize endangered plants, or plants under current threats like the ‘*ōhi‘a* tree and its *lehua* blossoms.



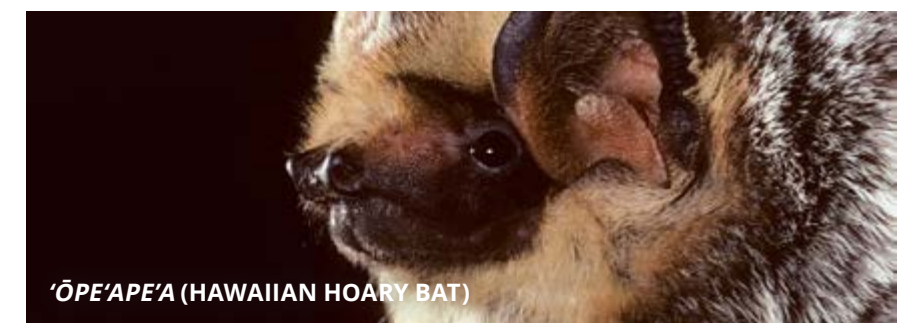
FLORA

Some plants are endemic to the Hawaiian Islands and not found naturally anywhere else in the world. Many were brought by early Polynesians, while others were imported over two centuries. Prominent in legend and song, flora provide names to children, appear in the designs of *aloha* attire, and adorn the hair. Use images of flora that are commonly found in Hawai‘i.



WILDLIFE

Hawai‘i has an unusually high proportion of endemic species and many of them are endangered. The only terrestrial mammal native to Hawai‘i is the ‘*Ōpe‘ape‘a* (Hawaiian Hoary Bat). All other species here were introduced by humans. Use indigenous Hawaiian wildlife with a preference for endemic and indigenous species when promoting Hawai‘i. We ask that you not encourage behavior that brings visitors in close contact with Hawai‘i wildlife, and do not show images of people too close.



Brand Voice

Tone

Unique Positioning

What to Avoid

OUR BRAND TONE

Our tone should reflect our brand personality, especially these key elements: natural and authentic.

Natural

Our personality is relaxed, informal and easygoing, so we should strive to sound natural and conversational, describing the wonder of experiencing this place without selling.

Authentic

We must present the islands, the essence of *aloha* and especially the native and local cultures in a way that is true, with the reverence and respect they deserve. When we accurately portray the real Hawai'i, ideally with native perspectives and voices, our insightful and inspirational personality shines through.

UNIQUE POSITIONING

We will stand out against other destinations when we show that we are...



Authentic:
of undisputed origin;
genuine.

Steer away from the cliché ideas of Hawai'i and remain authentic - featuring real *bula*, *lei*, and cuisine - to honor and perpetuate Hawaiian and local culture.

Cultural:
the 'way of life' of groups
of people, meaning the
way they do things.

Our authentic culture and *aloha* spirit is what sets Hawai'i apart from the rest of the world. We need to highlight our way of life for visitors to see and follow.

Kuleana:
collective privilege and
responsibility.

We are conscious about sustaining our culture and our land, which is directly related to Hawaiian culture and beliefs. We want our visitors to see and follow our example, from buying local to taking care of the land.

Unique:
being the only one of its
kind; unlike anything else.

From its culture to people, landscape to food, diversity to the welcoming spirit, Hawai'i is a destination unlike any other. Not only Hawai'i as a whole, but each individual island holds unique characteristics that we need to share.

Natural:
relaxed, informal,
easygoing.

There is a reason we are one of the happiest places in the world according to the Gallup Well-Being Index, Wallethub and many other studies. We have an open-hearted culture that goes hand in hand with the spirit of *aloha* embedded in every part of us. We like to take things easy, relax and go with the flow, and travelers will have an even better experience if they respect and adopt our behavior while visiting.

Insightful:
having a deep
understanding.

We want visitors to know that we care deeply about our culture, our people and our land. We will intrigue and inspire our visitors to be eager to learn more about Hawai'i.

UNIQUE POSITIONING

We will stand out against other destinations when we show that we are...



Welcoming:
sociable,
easy to talk to.

Ours is a community that loves to "talk story," we welcome diversity and listen with an open mind and heart, especially when visitors reciprocate in kind.

Informed:
in-tune with our
environment.

We are connected to the authentic culture of Hawai'i. It's not just sandy beaches - we provide context and meaning that connects back to the rich history. For example, maintaining fishponds (the original aquaculture) and practicing wayfinding (reading nature to find our way).

Unforgettable:
memorable,
indelible.

The breathtaking views, unique culture and spirit of hospitality make Hawai'i impossible to forget.

Caring:
behaving in a pleasant,
kind way toward others.

At the center of all that is Hawai'i, there is *aloha*, a reciprocal value. The heart of our people is what makes Hawai'i the unique, friendly place that it is.

Contemporary:
modern and related to
present time.

With deep connections to our culture and history, Hawai'i still continues to evolve and remain modern with amazing nightlife, restaurants, art, music and events.

WHAT TO AVOID

To maintain our unique position, we need to avoid appearing to be...



Cliché/Kitschy: anything that has become trite or commonplace through overuse.

Avoid using clichés and overused Hawai'i stereotypes like plastic *lei* and *bula* skirts, premixed mai tai, loud *aloha* shirts and cheesy *lū'au*.

Familiar: commonly or generally known or seen.

We don't want to be seen as just another part of the U.S. without our own unique culture, or as just another sun, surf and sand destination.

Unsafe/Dangerous: full of danger or risk.

We don't want visitors to feel unsafe while staying in Hawai'i, and should avoid portrayals of burglary/robbers, homeless, drugs, sharks and getting lost in forests. Instead, we should encourage safe practices like staying on marked trails, heeding posted signs, etc.

Dishonest: not honest; untrustworthy; misleading.

We don't want to come off as dishonest in our marketing, using photos and copy that don't properly represent the islands.

Disrespectful: showing disrespect; lacking courtesy or esteem.

We don't want to misuse or misrepresent the Hawaiian culture, language, land or people. Use the Ma'ema'e Toolkit for resources to properly represent Hawai'i.

Hostile: not friendly, warm, or generous; not hospitable.

We want visitors to feel like they are welcome here, not like they are unwanted or that Hawai'i is full of unwelcoming locals.

Irresponsible: said, done or characterized by a lack of a sense of responsibility.

Avoid portrayals of over-development and uneducated tourists; we do not want to be seen as ruining paradise or welcoming overtourism for strictly economic gains.

Island Brands

Statewide Messaging

Individual Brand Personalities

Kaua'i

O'ahu

Moloka'i

Lāna'i

Maui

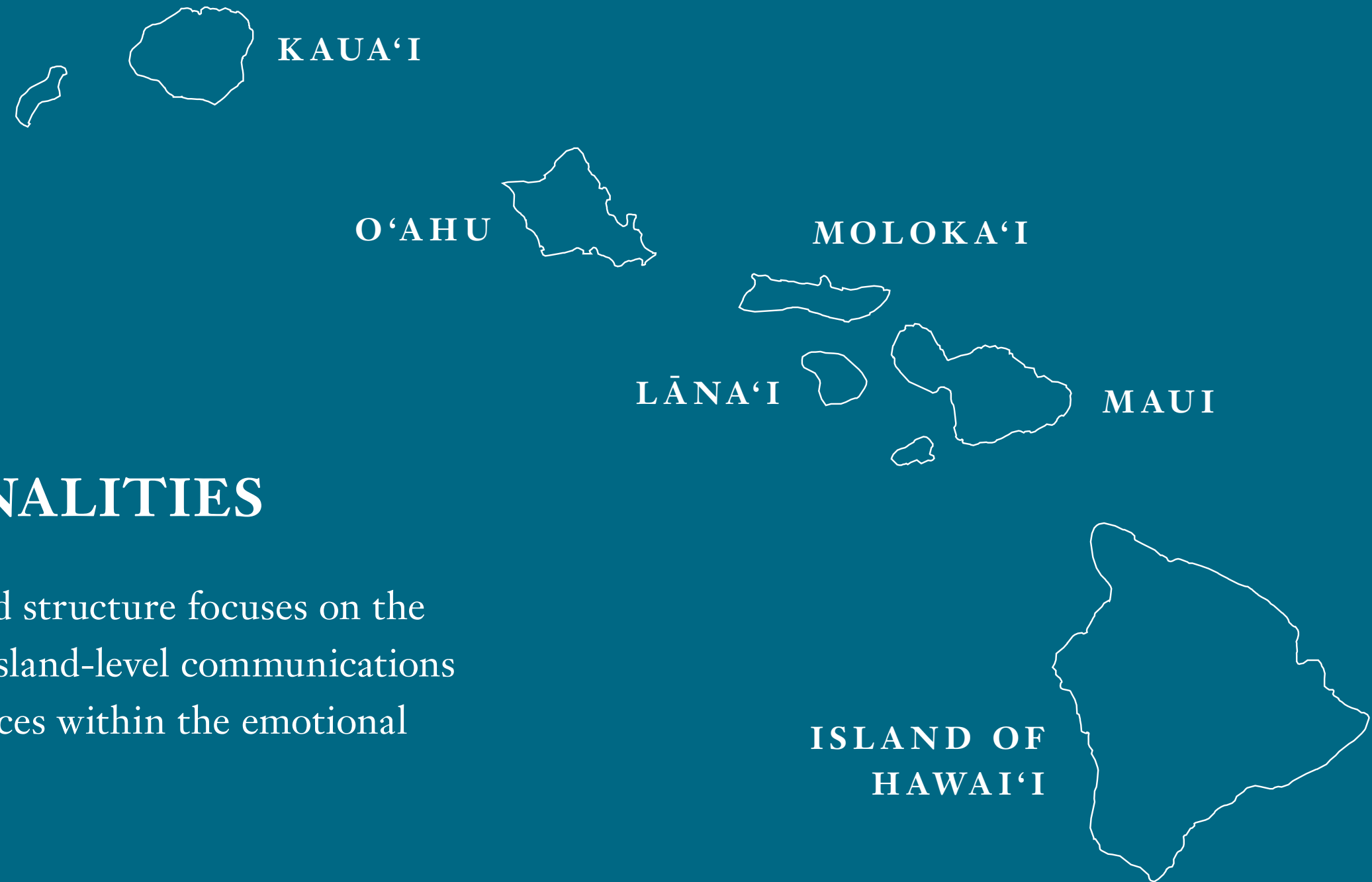
Island of Hawai'i

A large sea turtle, likely a Hawaiian monk seal, is shown swimming in clear, deep blue water. The turtle is positioned on the left side of the frame, facing right. Its head is slightly above the water surface, and its front flipper is extended upwards. The turtle's shell is a mix of dark brown and lighter, yellowish-brown tones, with distinct scutes. The background is a gradient of blue, suggesting a deep, clear ocean.

STATEWIDE MESSAGING

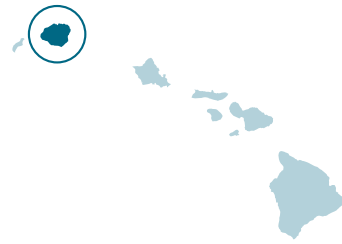
Six unique Hawaiian Islands. Unending opportunities to Mālama Hawai‘i - to have an even more amazing experience by helping to regenerate the natural beauty, environment and culture of Hawai‘i.

From crystal blue waters to stunning green cliffs and black sand beaches, Hawai‘i’s wealth of natural beauty is not just a spectacular backdrop for your trip, but a chance to contribute to the flourishing of the distinctive islands, people and culture that come alive when you selflessly give of yourself. Delve a little bit deeper and you’ll discover not just a thriving food scene, timeless culture and breathtaking natural wonders, but also vibrant communities that long for visitors to truly care about Hawai‘i and take part in long-standing efforts to *mālama*.



INDIVIDUAL BRAND PERSONALITIES

The Hawaiian Islands brand structure focuses on the unique feel of each island. Island-level communications present distinctive experiences within the emotional context of each island.



KAUA'I

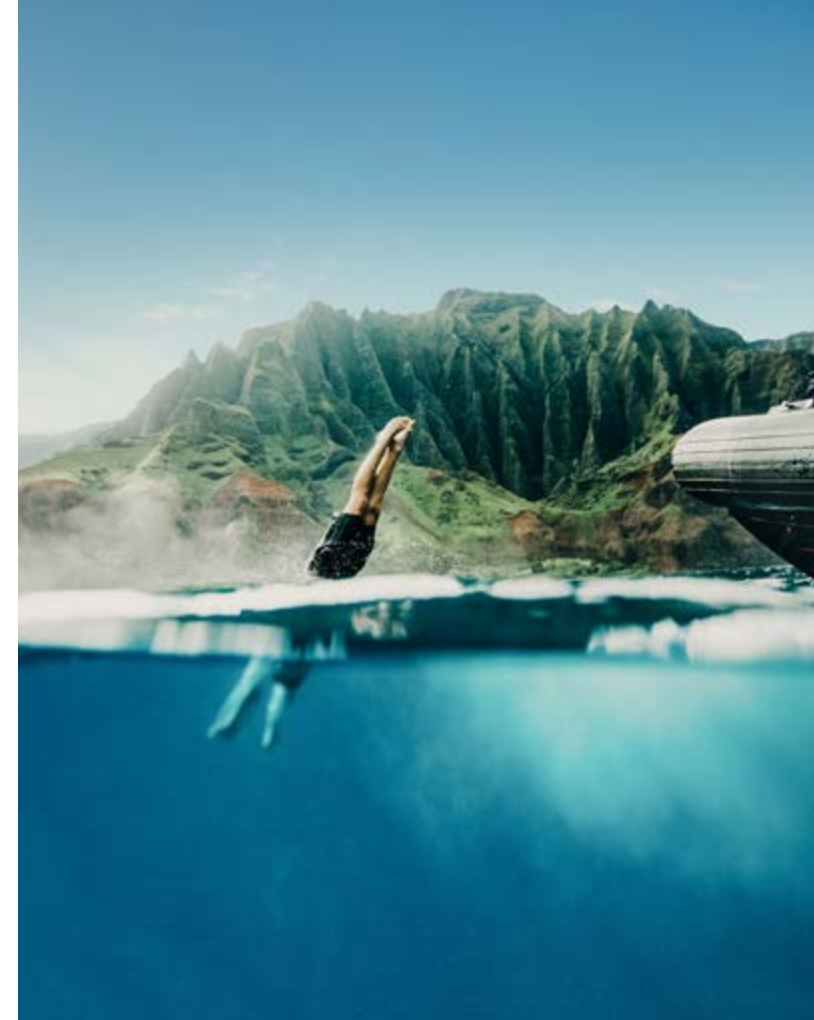
Lush. Idyllic. Peaceful. Serene.
Immersed in Nature. Endless Shades of Green.*

VISITOR PROFILE

Guests to Kaua'i are attracted to nature and the island's peaceful, immersive environment. They travel to escape the busyness of life and have less interest in urban experiences or crowds. They tend to prefer relaxation, rejuvenation, and don't want to feel pressured to "see all the sights."

BRAND MESSAGING

"Rejuvenating" is a word often used to describe Kaua'i and its immersive natural beauty. The raw energy of the soaring cliffs along the emerald Nāpali Coast. The expansive vistas of the Waimea Canyon. And the soothing ripples of the Wailua River winding through the forest. The northernmost and greenest of the Hawaiian Islands is a place to put down your phone and forget about your worries. Breathe deep. Unwind. And rediscover a special connection to nature on this beautiful, tropical island.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



O'AHU

Energy. Vibrant. Contemporary.
Iconic. Cosmopolitan Town and Country.*

VISITOR PROFILE

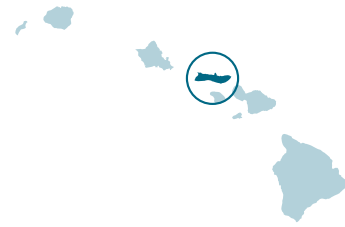
Guests to O'ahu are active travelers. They're highly engaged, and relax by having fun. They've done their research and are determined to check off their to-do list. They enjoy and prioritize experiences in nature, culinary discoveries, historic landmarks, shopping, nightlife and festivals.

BRAND MESSAGING

This is where culture meets creativity. In the lively center of the Hawaiian Islands, luxury and leisure, excitement and adventure can all be found in just the right proportion to suit you. O'ahu is famous for iconic Waikiki Beach, Pearl Harbor and the surfing mecca on the North Shore, but there's much more to this storied destination. From festivals that celebrate Hawaiian culture to major events at the pinnacle of sports and entertainment, there's always something to do. Even disappear, into the lush tropical beauty that abounds from mountain to ocean. Discover the next food trend before it goes global, from the up-and-coming chefs and mixologists staking O'ahu's claim as a culinary capital. And schedule some free time on your itinerary, when you can go with the flow and soak in the buzz and energy of O'ahu.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



MOLOKA'I

Rustic. Rugged. Unspoiled. Natural. Old Style Hawai'i.
Community. Simpler Life. Authentic.*

VISITOR PROFILE

Guests to Moloka'i want to learn about, understand and experience a simpler way of life. A life that is rustic, unspoiled, rugged and reminiscent of "Old Style" Hawai'i.

BRAND MESSAGING

Natural and rustic, Moloka'i remains true to its island roots. Where visitors can experience old-style Hawai'i and feel the Hawaiian culture and *aloha* spirit permeate from the central town of Kaunakakai to the rugged wilderness on a guided trek through revered Hālawa Valley. Explore the glorious North Shore Pali Coast to see the tallest sea cliffs in the world and take in some of the islands' most remarkable views. Or discover Pāpōhaku Beach, one of Hawai'i's largest white sand beaches. Here, it's all about savoring the simple things in life.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



LĀNAʻI

Quiet. Historic. Tightly knit small town.
Restorative. Unforgettable.*

VISITOR PROFILE

Guests to Lānaʻi want to discover the historic and cultural heritage of the places they visit and have a positive impact on the community. They appreciate the deeper story that lies beneath the surface, and prefer the quaint, mom and pop authenticity and genuine relationships fostered in a small town on an untouched island.

BRAND MESSAGING

From Native Hawaiian traditions that leap from the storied landscape to colorful and communal vestiges of the proud pineapple capital of Hawaiʻi's Plantation Era, Lānaʻi is saturated in heritage and history. And it rewards patience and planning. Like its tree-lined vistas subtly obscured by heavenly mist, the depth of Lānaʻi's appeal lies beneath the surface, awaiting to enrich the experience of visitors who know there's always more than meets the eye. The historic town square and quaint, locally-owned shops and restaurants of Lānaʻi City are home to countless tales of a community built on timeless Hawaiʻi values. Where the unforgettable Lānaʻi spirit shines through for guests who embrace the relaxing pace of life and want to return home changed by the kindness and *aloha* they encountered while visiting the quiet island of Lānaʻi.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



MAUI

Laid Back. Leisurely. Social Interaction.
Friendly. Not Contrived. Discovery. Small Towns.*

VISITOR PROFILE

Guests to Maui seek variety, choice and spontaneous adventures. They enjoy nature in a passive, civilized way, preferring soft adventures like lying on the beach and meeting local artisans. Most of all, they believe enjoying a vacation shouldn't be work—too much planning turns them off.

BRAND MESSAGING

Maui is where larger-than-life experiences meet small town charm. This is the best of both worlds, offering a unique blend of sophistication and simplicity. Taste the fresh bounty produced year-round by the farms and lush gardens surrounding the quaint communities of Upcountry Maui. Wind down your day at Haleakalā National Park to witness an epic sunset from the top of the world. Or simply lounge pool-side at a luxurious resort, from Kapalua to Wailea. From friendly folks to picturesque landscapes, there's no end to the unique welcome you'll find on Maui.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



ISLAND OF HAWAI'I

Living Culture. Accessible. Active. Exploration.
Saturated Blues/Greens/Blacks. Boundless. Volcanoes.*

VISITOR PROFILE

Guests to the island of Hawai'i are active and adventurous with an insatiable curiosity. They seek unique and unusual adventures they can't get anywhere else. They're interested in history, culture and natural wonders that create the "experience of a lifetime." They also like the idea of having "trips" within their vacation.

BRAND MESSAGING

Take a road trip on the youngest and largest of the Hawaiian Islands. Nearly twice as big as all of the other Hawaiian Islands combined, the island of Hawai'i's sheer size and diversity are awe-inspiring. You can see some of the most pivotal sites in Native Hawaiian history and visit a volcano, all while traveling through all but four of the world's different climate zones. From the crystal blue waters of Kona and Kohala Coast to the black sands of Punalu'u to the lush botanical gardens and waterfalls of the Hāmākua Heritage corridor. There is so much more to see and do on this rich, storied island that invites exploration and adventure.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.

Brand Assets

Logo

Graphic Palette

Pattern

Typography

Photography

LOGOMARKS

STATEWIDE

- 1a Hand-crafted typeface
- 1b Gradient bar



ISLAND-SPECIFIC

- 2a Island identifier
- 2b Gradient bar
- 2c "One of the HAWAIIAN ISLANDS"



PRIMARY LOGOS

These are the official primary logos of The Hawaiian Islands. The Hawaiian Islands logo should be used for statewide and multi-island uses, and the island-specific logos should be used only when one island is represented.

Whenever possible, the 4-color versions are preferred in all communication materials. In the event that a 1-color version is required, utilize the black or white alternative.

DO NOT:

- Alter the marks in any way.
- Separate the text from the gradient bar.
- Add words, shapes or any other new elements to the mark.
- Replace the typeface with any other typeface.
- Modify the size of the text in relationship to the gradient bar.

Statewide and Multi-island Logo



Island-specific Logos



SECONDARY LOGOS

These are the official secondary logos of The Hawaiian Islands. Please use this version of the logos for island-specific purposes when ad units are too small for the readability of “One of the HAWAIIAN ISLANDS” on the primary logos. Whenever possible, the 4-color versions are preferred in all communication materials. In the event that a 1-color version is required, utilize the black or white alternative.

DO NOT:

- Alter the marks in any way.
- Separate the text from the gradient bar.
- Add words, shapes or any other new elements to the mark.
- Replace the typeface with any other typeface.
- Modify the size of the text in relationship to the gradient bar.

Island-specific Logos

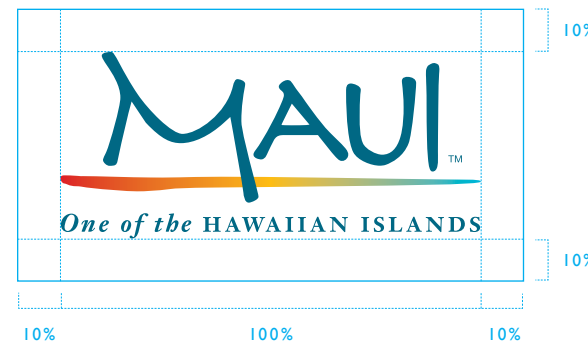
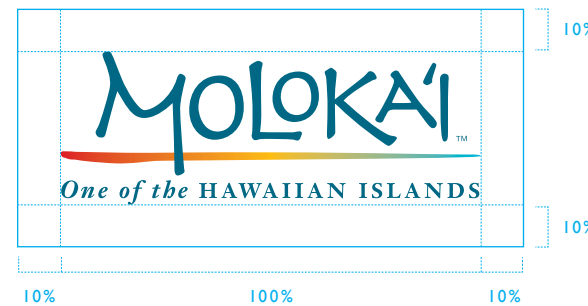
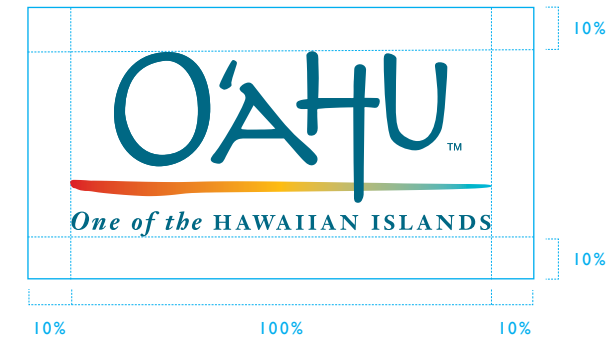


PRIMARY LOGO USAGE

CLEAR SPACE

The clear space of the statewide and island-specific logos (primary and secondary) is **10%** of the overall width of the logo.

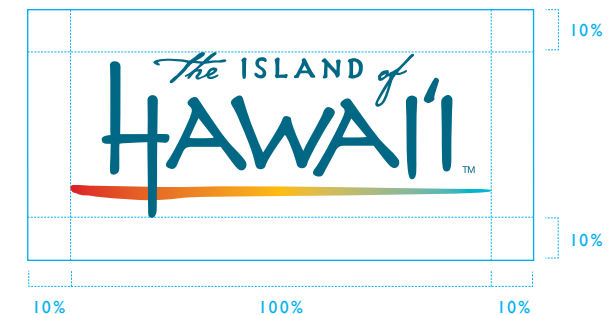
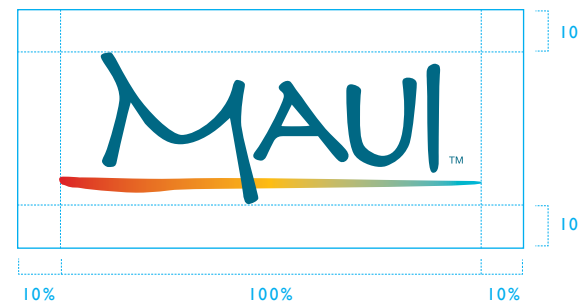
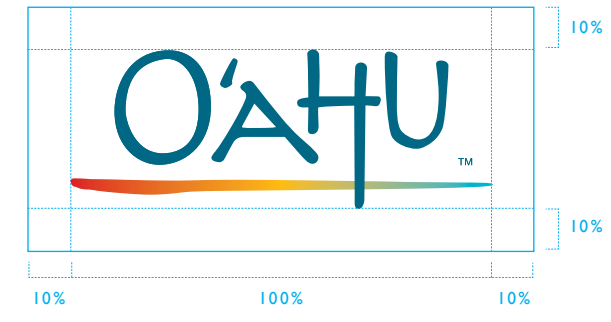
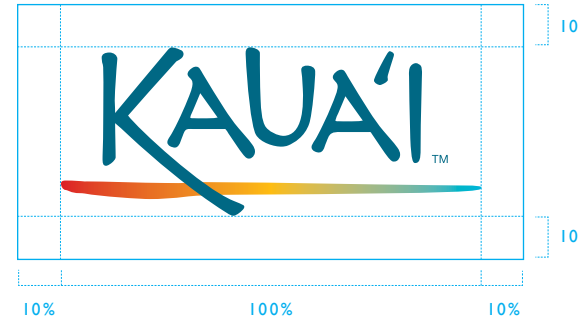
These guidelines apply to both the positive and reversed out versions.



SECONDARY LOGO USAGE

CLEAR SPACE

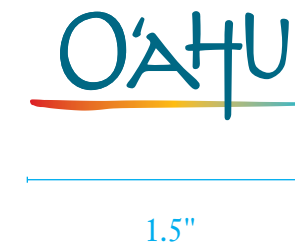
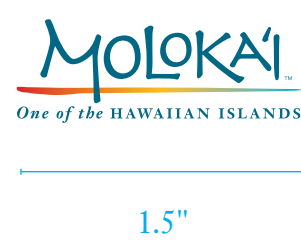
The clear space of the statewide and island-specific logos (primary and secondary) is **10%** of the overall width of the logo.



LOGO USAGE

These minimum size guidelines apply to both the positive and reversed out versions.*

PRINT 1.5"



DIGITAL 80px



* Please take into consideration final output of logo size especially for large format signage such as a booth or sponsorship banner.

LOGO USAGE



Primary logo on white background.



Reversed logo on photo with sufficient contrast.



Do not remove the gradient bar.



Do not change the brand colors.



Do not apply a gradient.



Do not stretch or skew the logo vertically or horizontally.



Do not add a drop shadow, bevel, or any effects to the logo.



Do not alter the transparency.



Do not alter color fills.



Do not rotate or tilt.



Do not apply strokes/outlines.



Do not add any graphic elements.



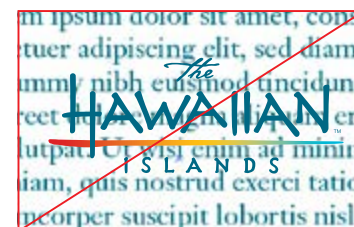
Do not use reversed logo on linen background.



Do not use full color logo on a photo if the contrast available does not provide sufficient legibility.



Do not use full color logo on a color.

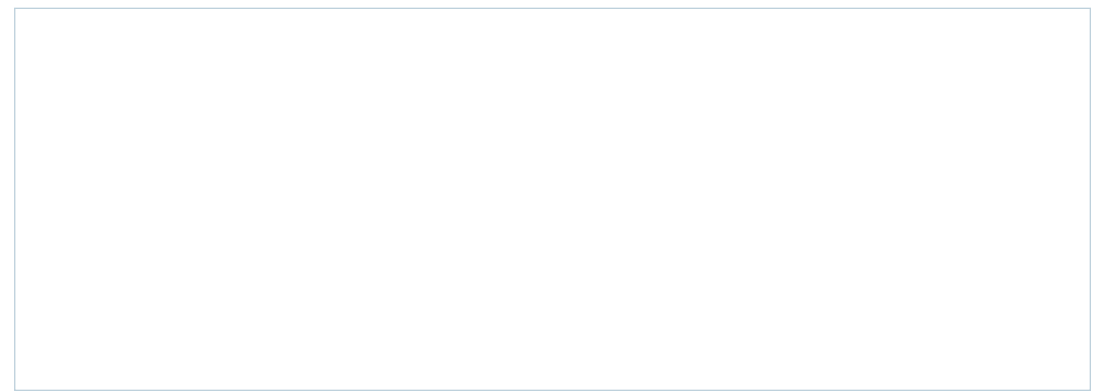
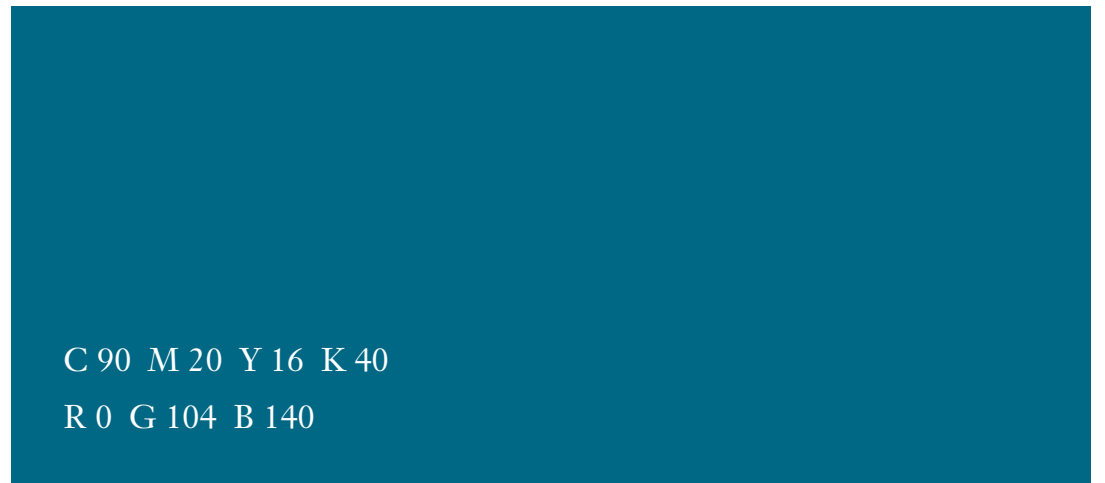


Do not overlay logo on copy.



When using PNGs or JPGs make sure that they are the appropriate resolution for the application.

GRAPHIC PALETTE



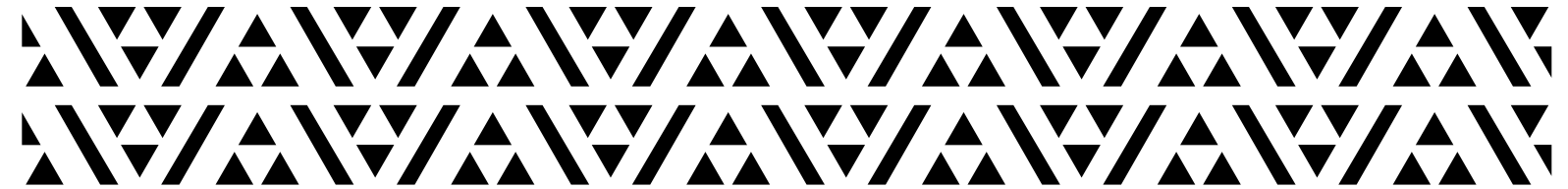
In most brand guidelines you would find a palette of colors to use as needs arise, however in Hawai'i our colors are best reflected in nature. So, we have provided a set of textural photographs that represent the sea, sky and land to be used sparingly as accent color blocks.

PATTERN

These geometric patterns are inspired by designs imprinted on traditional Hawaiian bark cloth, known as *kapa*. Each pattern has a unique meaning that represents Hawai‘i’s culture and natural beauty. The tighter, closer *nibo* (triangular/teeth-shaped) patterns symbolize protection, while the zig zag patterns symbolize the influx of people gathering and coming together.

Using traditional patterns, even with a more modern and simplistic design, helps to keep our assets authentic. However, it’s important to use the patterns sparingly as they can become repetitive and distracting.

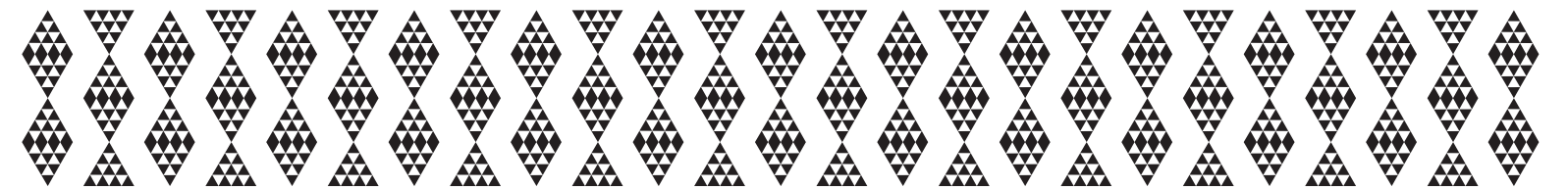
A - MALU



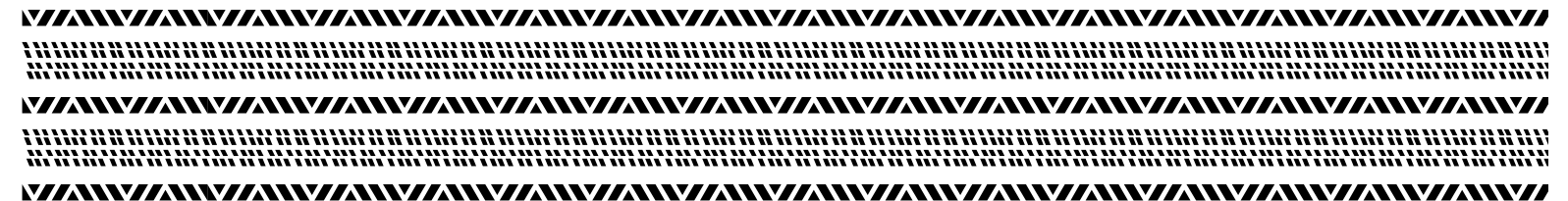
B - HUAKA'I



C - LAUNA



D - HĀNAI



Patterns can be used horizontally or vertically.

TYPOGRAPHY

Legibility is crucial when typesetting text in all print and digital materials. A combination of brand fonts are utilized throughout the brand layouts and contain the *‘okina* and *kabakō* as needed.

- **Orthography:** The correct use of Hawaiian language is important in print, offline, banners, video material and text overlay, and all digital platforms, including social media. The *‘okina* and *kabakō* not only change the pronunciation, but the meaning of the word they are used in.

The *‘okina*, or glottal stop, is a consonant that breaks the sound between the vowels it is placed between (a‘a, a‘e, a‘i, a‘o, a‘u). *The kabakō*, or macron, elongates the sound of the vowel it is placed over (ā, ē, ī, ō, ū).

For example, *lanai* means “stiff-backed,” a *lānai* is a porch or a patio, while Lāna‘i refers to the island.

- **Hawaiian Words:** Italicize all Hawaiian words except proper nouns and include their meaning in parentheses if it’s not made clear in context.

HEADERS/HEADLINES/BODY COPY

Janson Text LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890

CALL TO ACTION/URLS

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890

HEADERS/HEADLINES/BODY COPY ALTERNATE (When Janson Text Lt Pro is not available)

Gentium Plus

CALL TO ACTION/URLS ALTERNATE (When Open Sans is not available)

Arial Unicode MS

PHOTOGRAPHY

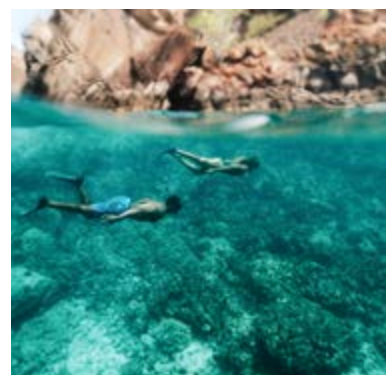
Photography is critical in marketing destination brands. When selecting images, choose photos that are evocative, spontaneous, exotic and above all, capture an authentic moment.

- Images must reflect the correct island (do not use a Kaua'i image for a Maui ad).
- Images must be shot in Hawai'i.
- Images should not be flipped, skewed or otherwise altered in a way that renders them visually inaccurate.
- Natural beauty is one of The Hawaiian Islands' brand pillars, so images should not be over-edited or colorized.

KNOWLEDGE BANK

Knowledge Bank is the digital asset library available to all marketing contractors in an effort to help promote The Hawaiian Islands.

Visit hawaii.barberstock.com or contact knowledgebank@hvcb.org for additional assistance.



PHOTOGRAPHY PILLARS



Breathtaking
Landscapes



Authentic
Culture



Local
Cuisine



Soft
Adventure

PHOTOGRAPHY TO AVOID

AVOID:

- Contrived, posed, clichéd images.
- Images of people in dangerous situations
- Too close to endangered species or harassing wildlife.
- Depicting lava flows that do not reflect current conditions.
- Stacked rocks.
- Artificial or plastic *lei*.
- Non-native plants or animals.
- Dangerous or sensitive cultural sites.
- Anything that may be sensitive to local people, culture and customs.

Please reference the Ma'ema'e Toolkit, which can be downloaded here:

HawaiiTourismAuthority.org/programs/hawaiian-culture/maemae-program



Brand Application

Guidelines

Video Content

Web

Social Media

GUIDELINES

- For any consumer-facing materials, please reference us as: The Hawaiian Islands. When it's referenced as our brand we capitalize the "T" in The. Do not italicize.
- For information on how to best promote Hawai'i, please refer to the Sensitive Destinations, Activities, Laws and Best Practices links below.

[MAP >](#)

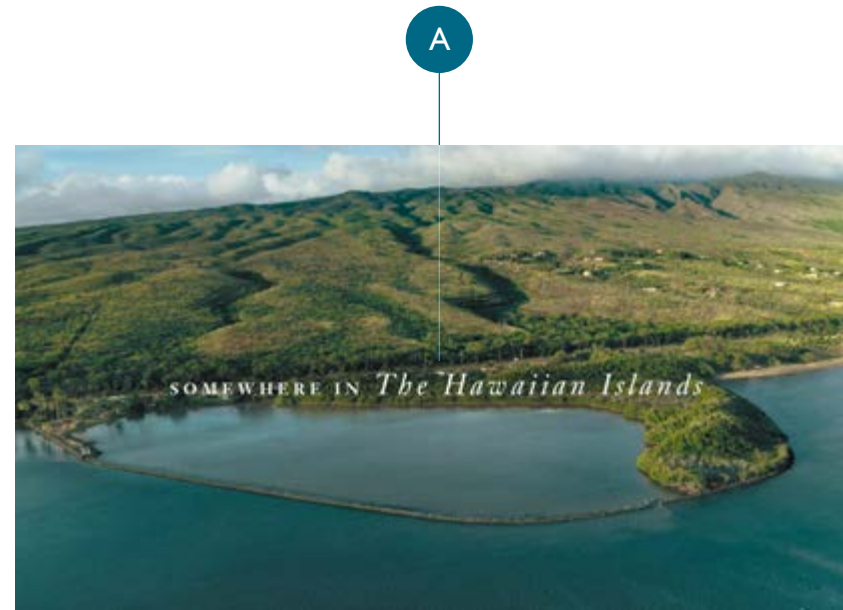
[LIST >](#)



VIDEO CONTENT

When producing video, text appearing on supers should be set in Janson typeface except call to action. Size is at the discretion of the art director. Videos should include proper Hawaiian orthography.

- A** All text set in Janson except CTA.
- B** In the end, if the video is statewide or represents multiple islands, use The Hawaiian Islands logo over the video. If the video represents one island, use the primary island-specific logos.
- C** CTA should be placed below the logo in Open Sans.

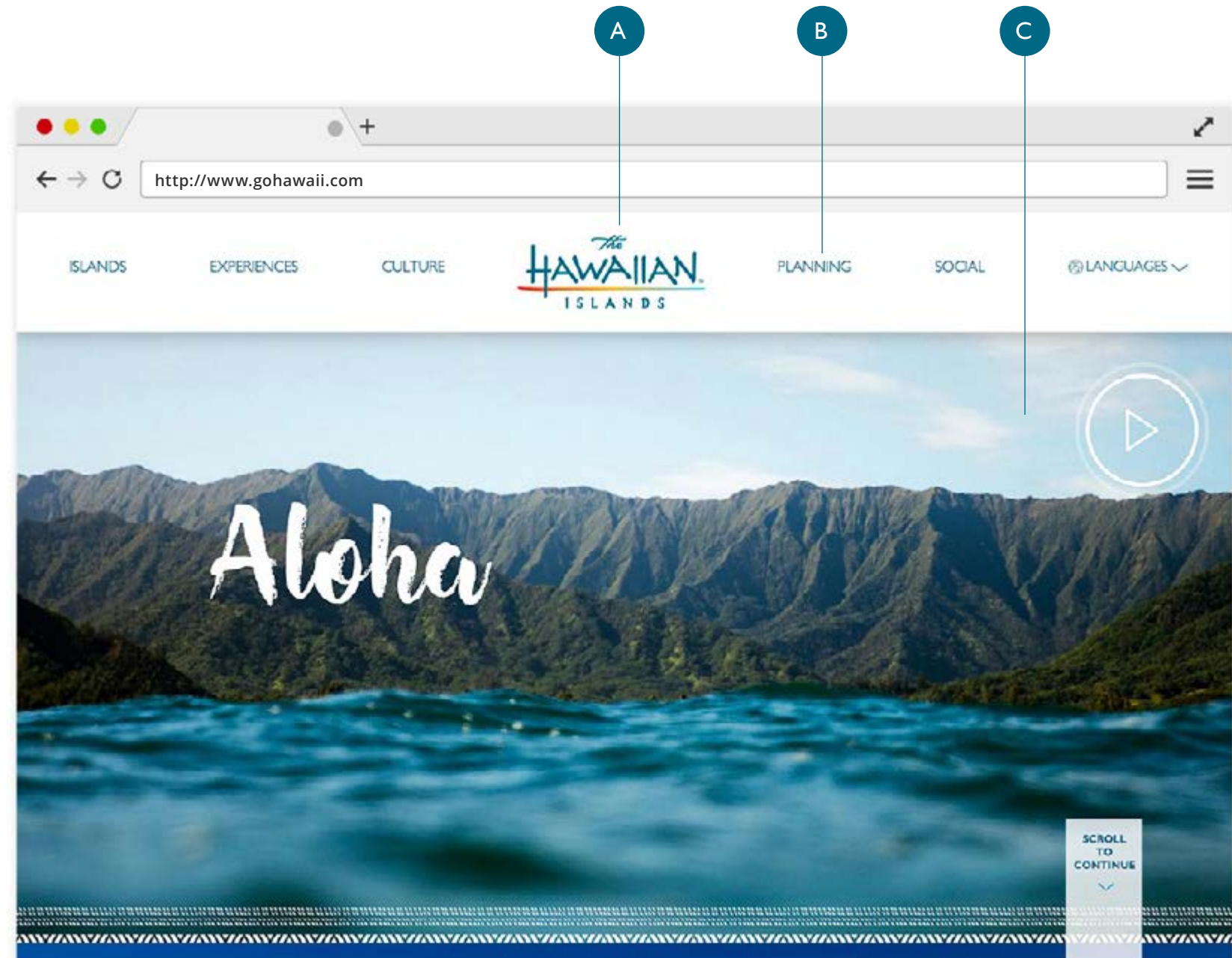


WEB

Use Hawaiian orthography for digital executions.

- A** Logo is centered on the top of the screen.
- B** Use Arial Unicode MS if Janson web font is not available.
- C** Scenic photo/video is used as a backdrop for the content in a similar fashion to the print ads. Type should be legible on this backdrop.

List as gohawaii.com or gohawaii.com/malama, etc. Use all lowercase with no http or www (should not be GoHawaii.com or www.GoHawaii.com or http://www.gohawaii.com).



SOCIAL MEDIA

Social media is a primary storytelling outlet. When posting on any social platform, the following four elements are typically included:

- A Imagery:** Use island-specific images/videos when appropriate, and feature authentic, genuine and real moments that provide a sense of place that's uniquely Hawai'i.
- B Locations:** Include location (e.g., island name or specific location) while considering current safety, overcrowding or partnership sensitivities.
- C Post Copy:** Use island-specific copy when appropriate.
- D Hashtags:** All brand hashtags should be title case. Use #MālamaHawai'i and #MālamaKu'uHome as primary hashtags followed by the island-specific hashtags. Include hashtags with and without Hawaiian orthography as needed.

Tagging: Always include island tag (e.g., @oahuvb) if the image or post contains tagable users, tag or mention them for appropriate credit.

User-Generated Content (UGC): Image and videos should adhere to photography guidelines and always credit the photographer.



ACCOUNTS

Statewide

facebook.com/hawaii
 instagram.com/gohawaii
 twitter.com/gohawaii
 youtube.com/gohawaii
 @gohawaii (TW and IG)
 @hawaii (FB)

Kaua'i

facebook.com/kauaivisitorg
 @kauaidiscovery (TW and IG)

O'ahu

facebook.com/oahuhawaii
 @oahuvb (TW and IG)

Maui

facebook.com/visitmaui
 @mauivisit (TW and IG)

Moloka'i

facebook.com/molokaivisitorg
 @seemolokai (TW and IG)

Lāna'i

facebook.com/visitlanai
 @visitlanai (TW and IG)

Island of Hawai'i

facebook.com/islandofhawaii
 @hawaiiisland (TW)
 @theislandofhawaii (IG)

HASHTAGS

#MālamaHawai'i #MalamaHawaii
 #MālamaKu'uHome #MalamaKuuHome
 #VisitKaua'i #VisitKauai
 #VisitMoloka'i #VisitMolokai
 #VisitMaui
 #VisitO'ahu #VisitOahu
 #VisitLāna'i #VisitLanai
 #VisitIslandofHawai'i #VisitIslandofHawaii

Questions?

Mahalo for doing your part to responsibly promote and perpetuate the Hawaiian Islands.
If you have any questions, please contact marketing@hvcb.org.

SOURCES

<https://www.frommers.com/destinations/hawaii/in-depth/history>

<https://hdnpblog.wordpress.com/historical-articles/tourism-in-hawaii>

<https://www.uscpublicdiplomacy.org/blog/tourism-and-hawaiian-culture-curse-and-opportunities>

<https://www.hvcb.org/corporate/history.htm>

<http://files.hawaii.gov/dbedt/visitor/sustainable-tourism-project/drafts/Native-Hawaiian-Impact-Report.pdf>