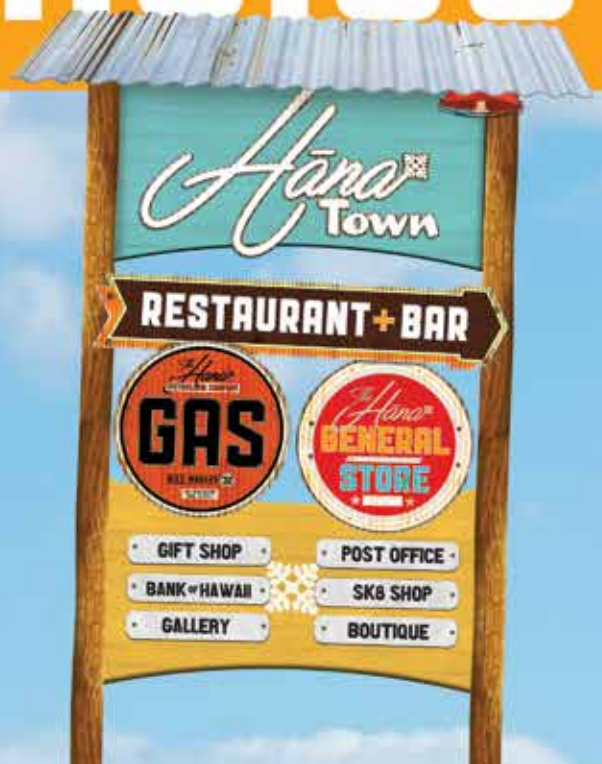


Hāna Town

BRAND BASICS



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The Hana Town logo, along with the support logos, signage and materials, are symbols of our commitment to authenticity, visitor experience, and hospitality. To support our strong visual identity, it is essential to use the Hana Town in the colors and formats specified in these guidelines.

basic logo usage & guidelines

Hana Town logotype



Supporting "Town" type

basic logo usage & guidelines

The Hana Town logo is available in a variety of formats, offering flexibility and creativity.

The composition of the core logotype necessitates certain size restrictions, requiring an alternate type treatment, and are found in the following pages.

primary logo usage

full color logo treatment



black and white - positive treatment



reversed out - on color or photo



Logotype usage should always include "Town" unless script is used as a part of a business logo or some retail items.

alternative material usage

When possible, logos can be produced using other materials that support an authentic and local feel. Materials such as weathered wood, tin, or other applicable surfaces should be used.



font and color usage







color usage

Beyond the core logo palette, an expanded selection of colors may be used in backgrounds and other areas to bring energy and emphasis to various Maxvantage communications.

primary color palette

	PMS 185 CMYK 0/100/81/4		PMS 137 CMYK 0/42/100/0		PMS 306 CMYK 81/3/5/0
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secondary color palette

	PMS 382 CMYK 29/0/100/0		PMS 3262 CMYK 71/0/33/0		PMS COOL GRAY 8 CMYK 0/1/0/43
	PMS 186 CMYK 0/100/81/4		PMS 124 CMYK 0/28/100/6		PMS 1655 CMYK 0/63/91/0

font usage

A variety of fonts are available within this palette, however Public is the preferred font for collateral, supporting signage and headline design.

PUBLIC / HEADLINES
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PUBLIC GOTHIC SQUARE
PUBLIC GOTHIC CIRCULAR

secondary font palette

In order to allow for flexibility and authenticity, many other fonts can be used, so long as they preserve the spirit of the original look and feel.

additions

signage for individual businesses
town maps/guides
identity materials: PPT, letterheads, etc
street signs
wearables
etc

As the identity, its applications and businesses evolve, so will this living document.