



STYLE GUIDE

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STYLE GUIDE USAGE

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of Kealakehe High School. Please contact Kealakehe High School regarding usage of any logo or brand related material.

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KEALAKEHE HISTORY

Kealakehe High opened its doors in August 1997, welcoming its first 9th grade class (2001), with a student enrollment of 407 students. Currently, the enrollment hovers around 1,600 (9th-12th grade).

The school is in the district of Kona on the island of Hawai'i and is built on 50 acres of land located in the Kealakehe "ahupua'a". The "ahupua'a" is an ancient Hawaiian land division system which contained strips of land that extended from the mountain to the sea.

Located in West Hawaii, Kealakehe serves a geographic district approximately 40 miles wide, encompassing the communities of Kailua-Kona, Holualoa, Waikoloa, and Puako and is the largest geographic school district in the state. Five schools, including Kealakehe High, Kealakehe Intermediate, Kealakehe Elementary, Holualoa Elementary, and Kahakai Elementary, form the membership of the West Hawai'i Area Complex. There is a "superintendent" who oversees this complex with each school having a Principal. Mr. Wilfred Murakami, Principal, has been at Kealakehe since its doors opened in 1997.



PRIMARY LOGO - 1 COLOR



PMS 2746

PMS 299

BLACK

WHITE

PRIMARY LOGO - 2 COLOR



PMS 2746

PMS 299

BLACK



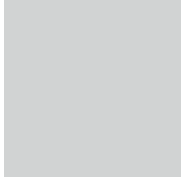
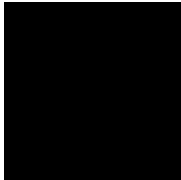

WHITE

PMS 427

COLOR PALETTE

This is the official colors of Kealakehe Athletic brand identity, images, colors, and marks.

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

PANTONE 2746	CMYK	RGB	WEB
	C: 100% M: 97% Y: 4% K: 0%	R: 16 G: 30 B: 142	#101E8E
PANTONE 299			
	C: 55% M: 16% Y: 15% K: 0%	R: 113 G: 177 B: 200	#00A0DF
PANTONE 427			
	C: 17% M: 12% Y: 13% K: 0%	R: 208 G: 210 B: 211	#D0D2D3
BLACK			
	C: 0% M: 0% Y: 0% K: 100%	R: 35 G: 31 B: 32	#000000
WHITE			
	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	#FFFFFF

USAGE SPECIFICATIONS

Please take these principles into consideration when using the logo. If you have any questions regarding usage please see contact information on **page 1**.



DO NOT manipulate the logo colors



DO NOT rearrange the elements of the logo



DO NOT change the specified logotype



DO NOT distort the logo elements



DO NOT affiliate logo with non consented brands



DO NOT combine undesignated logo elements



DO NOT alter the orientation of the logo



DO NOT overprint on the logo element



DO NOT scale elements of the logo

UNIFORMS

