



Identity Style Guide

Principals and Elements of the Wai Momi Medical Center Visual Identity

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Our Brand: Introduction and Mission

Creating a cohesive brand identity is much more than a logo and tagline; it's a consistent look, feel and voice that seamlessly communicates a unified message. It defines our presence within our industry and differentiates us from competitors. Brand also expresses our vision and intensifies awareness of our attributes and goals.

As a health care provider, we have to establish credibility and trust with a diverse audience of individuals with varying needs. This makes the consistency of our brand and its message crucial within the medical community and the community at large.

The graphic standards and messaging guidelines we're defining will reinforce the strong commitment to patient care, medical research and academic training for which Wai Momi Medical Center is renowned. This branding also promotes our mission to continually expand these essential areas with an unwavering standard of excellence.

As our presence remains unified, so will our relationships with patients, the community and donors.

The guidelines in this manual will help to reinforce Wai Momi Medical Center's Mission:

Wai Momi is a caring, compassionate hospital offering distinct services to everyone and strives to continue growing in service to the community.

Logo: Acceptable Use

The Wai Momi Medical Center master logo represents the signature of the hospital in all communications. An approved electronic logo file, containing the exact color preparation for each type of reproduction is available from Wai Momi Medical Center. Contact the Communications Department at (808) 553-8538 for complete directions for obtaining approved logo files.

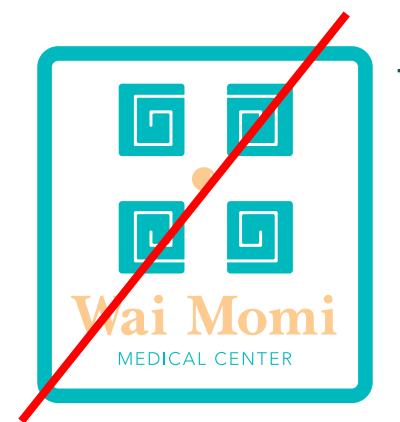
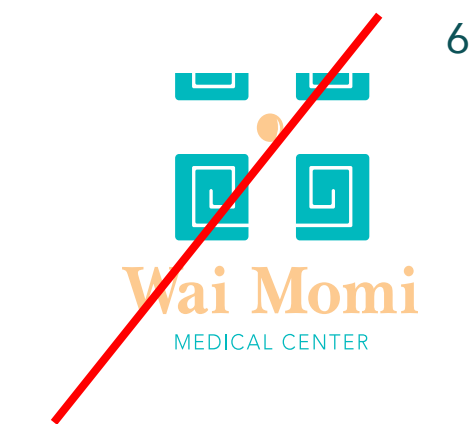
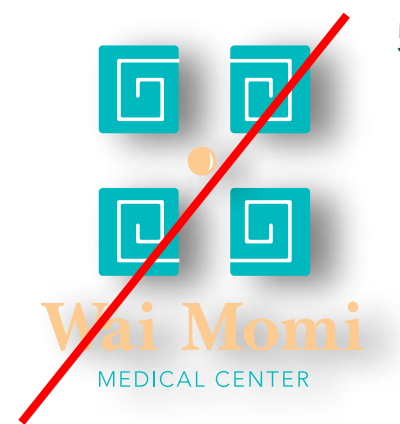
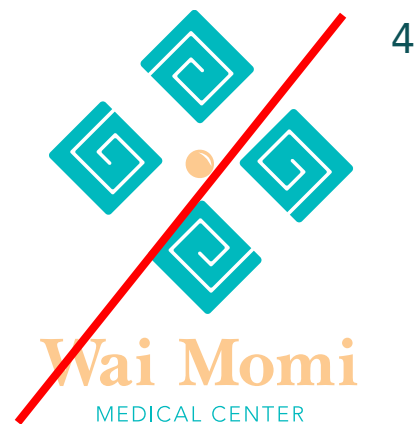
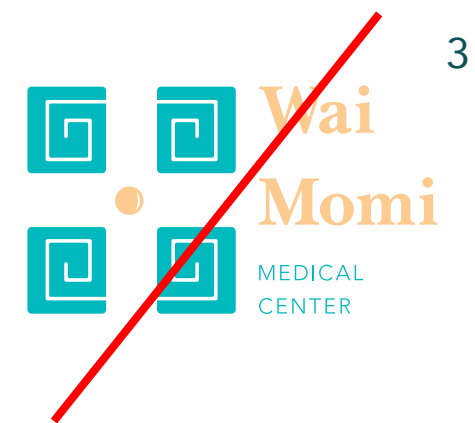
See below for examples of proper and improper use. Notice that use of the logo always and only includes the symbol and wordmark in the lockup as shown below. The symbol and wordmark may not be used separately, unless using symbol as a super graphic (see page 7, “Acceptable Use of Symbol as Super Graphic”).



[download logo file](#)

Logo: Unacceptable Use

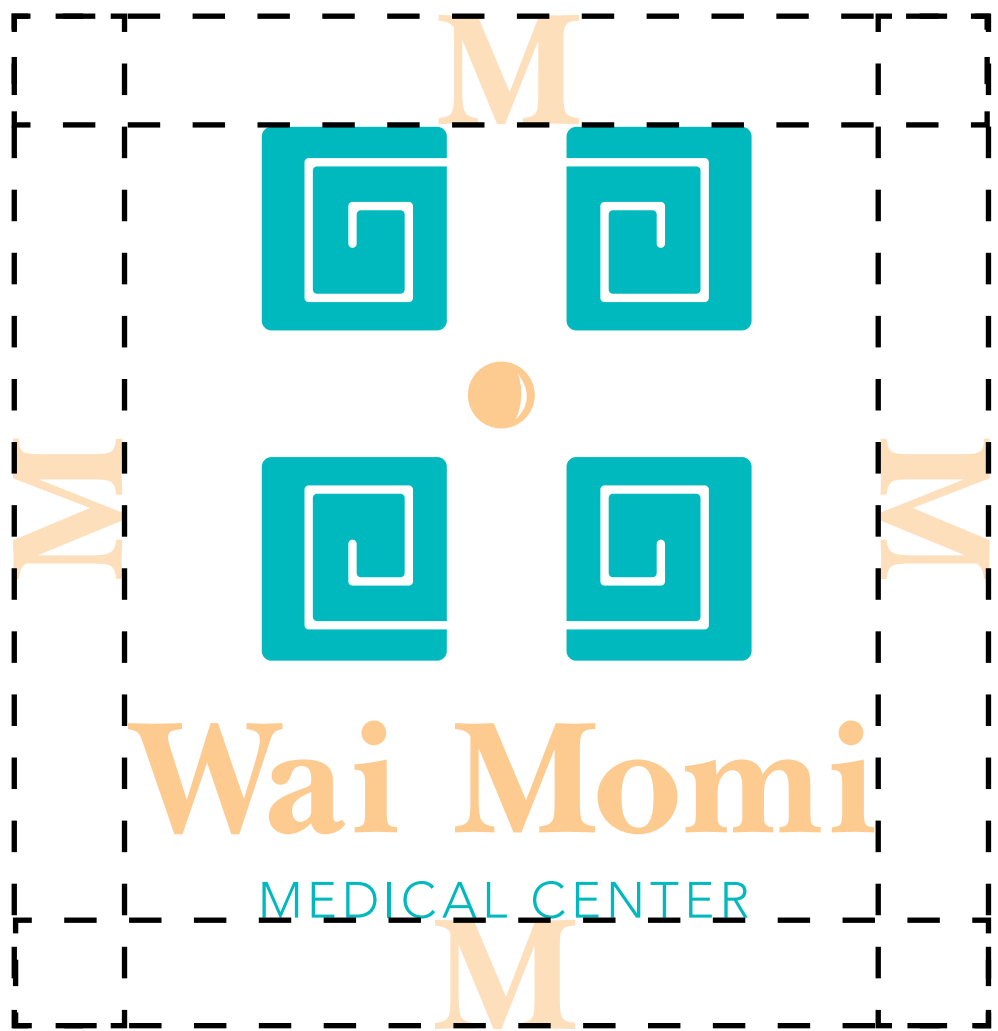
The Wai Momi Medical Center logo should never be revised. Never change the colors of the symbol or wordmark (1). Never change the typeface of the wordmark (2). Never rearrange the positioning of the lockup elements (3). Do not reproduce the lockup—or the individual wordmark or symbol at varying angles (4). Never add effects to the logo, such as drop shadows or outlining (5). Never crop any portion of the logo (6). Do not enclose the logo in a box or any other shape (7).



Logo: Clear Space and Minimum Size

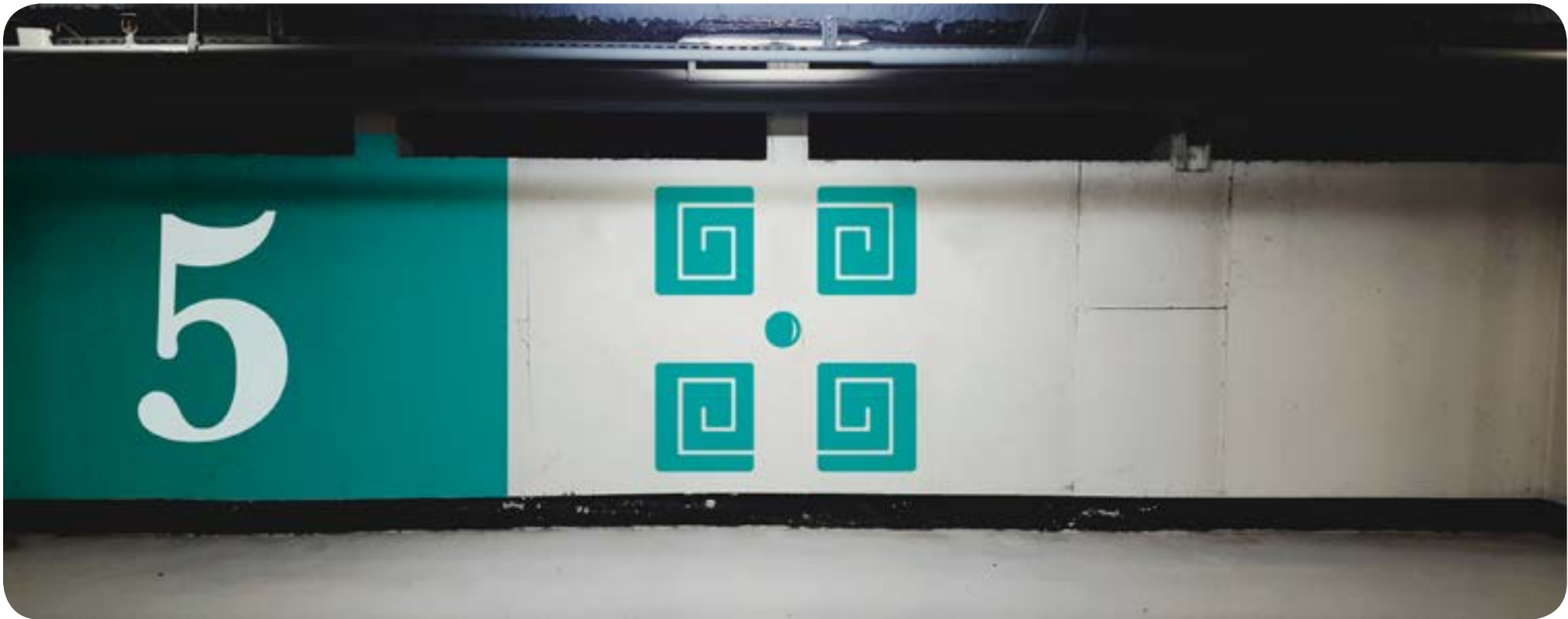
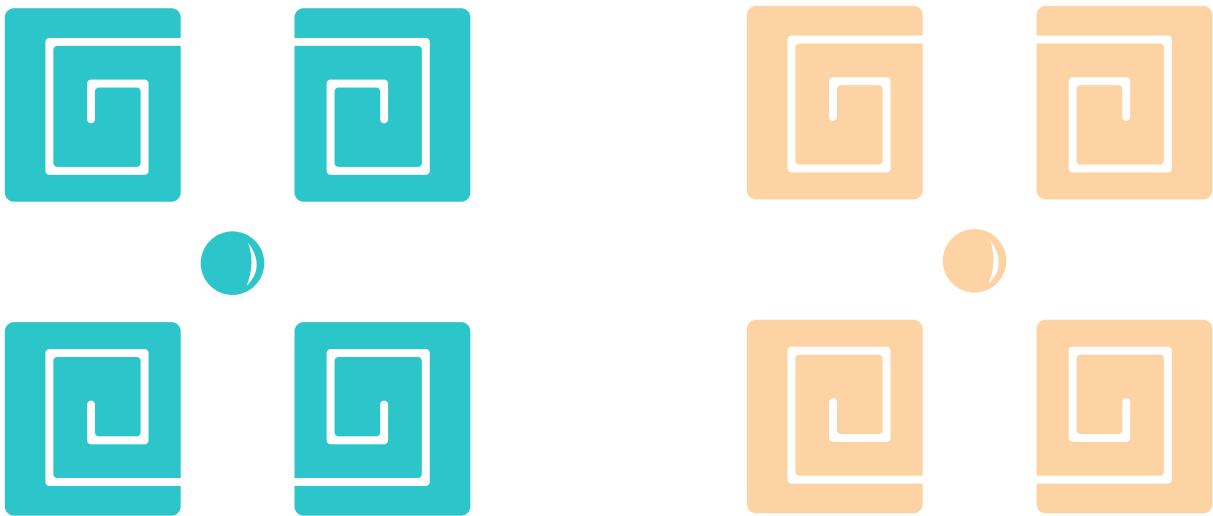
The Wai Momi Medical Center logo has been designed to ensure maximum visibility and legibility. Be aware of clear space requirements: the minimum space that must be maintained around the logo. Be sure the area is even and free from any interfering images and/or graphics. The clear space must be maintained around the logo in every case. It can be measured by taking the height of the capital “M” in Wai Momi of the logo.

The minimum width of the logo in print materials is 1.5”. Measure the width from the edge of the “W” in Wai to the “i” in Momi. Never recreate the logo independently. You must use digital art available from Wai Momi Medical Center (see page 4).



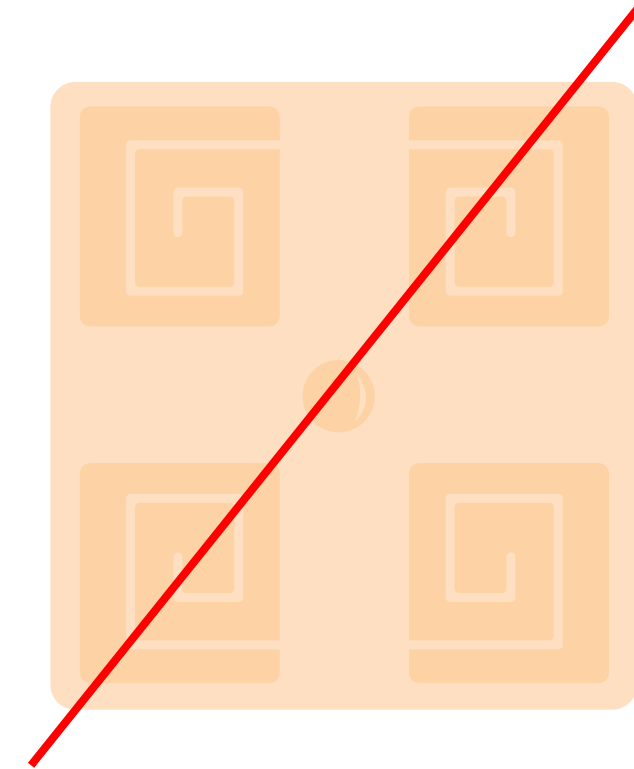
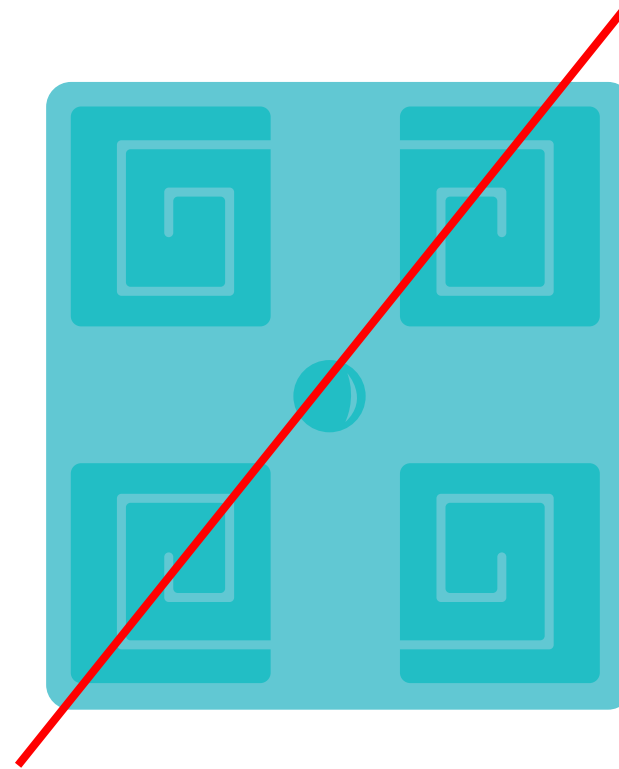
Logo: Acceptable Use of Symbol as Super Graphic

The symbol of the Wai Momi Medical Center logo may be used as a super graphic on white or colored backgrounds. For white backgrounds, the super graphic must be a tint between 7% and 20% of the primary colors **PMS 7467** and **PMS 156** only. For colored backgrounds, the color of the super graphic and of the background must be the same. In print applications, the graphic should be at a 10% increase in tint for coated stock vs. uncoated tint, (ie. 20% coated, 15% uncoated) while the background color must be at 100%.



Logo: Unacceptable Use of Symbol as Super Graphic

The symbol of the Wai Momi Medical Center logo should never be reproduced in a different color than the color used for the background. The symbol should always be brighter than the background. There should never be more than a 30% tint difference between the background color and the symbol color.



Logo: Use with Sub-Brands (Departments and Units)

The Wai Momi Medical Center brand has been designed to incorporate a descriptor line of various kinds directly under the normal logo lockup. Sub-brand applications should never to be reproduced without the appropriate descriptor line. The use of a specific descriptor line will depend upon which service line, department, or unit is being represented. Please note that each descriptor is the same size as the “Medical Center” descriptor. Match typography specifications and spacing with these examples. These sub-brand applications and their correct use must also be followed within stationery systems, as shown on [page 16](#).



Color Usage

The Wai Momi Medical Center brand relies on the consistent use of a select palette of across all communications. This diligence makes the content recognizable and supports the desired branding of the medical center. These colors create a clean, fresh image, allowing audiences to connect with the communications efforts and are key elements in communicating the hospital's personality. Having primary and supportive palettes also allows communications to match both corporate and individual department needs.

Colors: Primary

Our primary color palette is made up of PMS (Pantone® Matching System) colors. These colors should be prepared for specific kinds of reproduction based on the ink mixture and electronic formulas listed below.

It should be noted that electronic documents (such as Microsoft Word, PowerPoint and WordPerfect) should incorporate the RGB scale (Red, Green and Blue). The CMYK scale (Cyan, Magenta, Yellow, and Key) should be used for print. The hexadecimal values (#) should be incorporated for website design.



C: 97 R: 0
M: 0 G: 163
Y: 30 B: 173
K: 0

#: 00A3AD



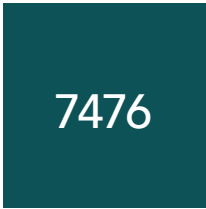
C: 0 R: 239
M: 23 G: 190
Y: 49 B: 125
K: 0

#: EFBE7D

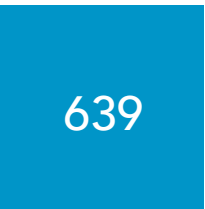
Colors: Supportive

Along with the primary colors, supportive colors are used in marketing, signage and communications. This family of colors is to be used as an accent in conjunction with the primary colors to provide depth and versatility.

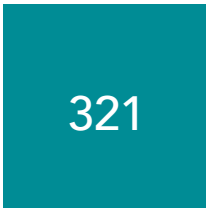
The supportive palette maintains an overall warmth without being harsh or overpowering. Each color works on its own or can be combined with other colors from the palette to create a look and feel particular to a piece. Supportive colors must always be taken from this approved palette. The supportive colors are not authorized for use within the Wai Momi Medical Center logo.



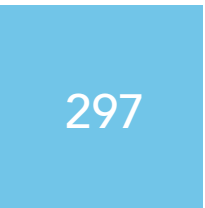
C: 89 R: 13
M: 22 G: 82
Y: 34 B: 87
K: 65
#: 0D5257



C: 99 R: 0
M: 1 G: 149
Y: 5 B: 200
K: 5
#: 0095CB



C: 96 R: 0
M: 3 G: 140
Y: 35 B: 149
K: 12
#: 008C95



C: 52 R: 113
M: 0 G: 197
Y: 1 B: 232
K: 0
#: 71C5E8

Typography: Print

The fonts of Wai Momi Medical Center for print media are ITC New Baskerville Std (Bold), and Avenir. The fonts were chosen for readability, strength, timelessness, and for their compatibility between the families. Only these fonts can be used for all materials. ITC New Baskerville Std (Bold) is to be used as the Logo text “Wai Momi” and headlines. ITC New Baskerville Std (Bold) is to be used as subheads and tag lines.

The Avenir family is to be used as the Logo text “Medical Center” and body copy in publications and printed materials. Avenir can be used as an alternate for ITC New Baskerville Std as text in publications and is to be used as text in all forms created by the hospital. Use only the Avenir and Baskerville type styles listed below.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman
Book Oblique
Medium

ITC New Baskerville Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
Bold Italic

Typography: Web

The fonts of Wai Momi Medical Center used in print, ITC New Baskerville Std (Bold) and Avenir, are also available for website design are ITC The fonts were chosen for readability, strength, timelessness, and for their compatibility between the families. Only these fonts can be used for all materials. ITC New Baskerville Std (Bold) is to be used as the Logo text “Wai Momi” and headlines. ITC New Baskerville Std (Bold) is to be used as subheads and tag lines.

The Avenir family is to be used as body copy in publications and printed materials. Avenir can be used as an alternate for ITC New Baskerville Std as text in publications and is to be used as text in all forms created by the hospital.

Use only the Avenir and Baskerville type styles listed below. Use only the Helvetica Neue type styles listed below. The site’s CSS should appoint the following font family structure to the <BODY> tag (for site-wide implementation): “font-family: Avenir, Arial, sans-serif;”

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman
Book Oblique
Medium

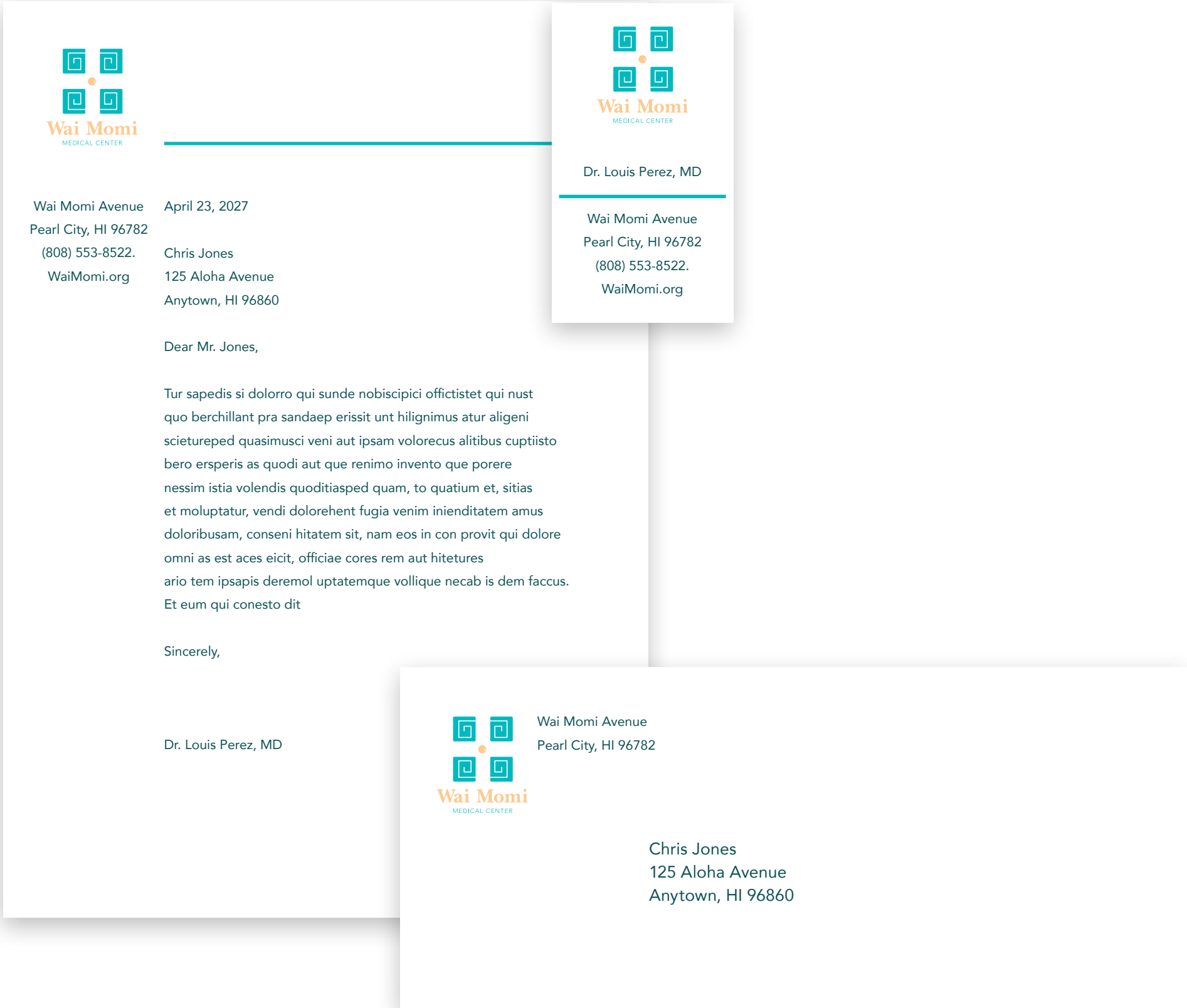
ITC New Baskerville Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
Bold Italic


Stationery System: Corporate

The stationery system, letterhead, business cards and forms are some of the most fundamental and widely used exposures of the Wai Momi Medical Center brand. Consistent application of the logo, color, positioning, typography, paper stock and word processing will ensure a high standard of quality in continued recognition of the brand. The illustration demonstrates proper placements and specifications for the corporate stationery system.



Stationery System: Departments and Units

Individual department and unit stationery systems change very little from the corporate stationery system design shown on the previous page. The extra descriptor line is added along with appropriate address and other contact information. The illustration shows the additions, their positions, and typography specifications. For more details, [see page 9’s discussion on sub-branding.](#)



Intensive Care

Wai Momi Avenue
Pearl City, HI 96782
(808) 553-8522
WaiMomi.org

April 23, 2027


Chris Jones
125 Aloha Avenue
Anytown, HI 96860

Dear Mr. Jones,

Tur sapedis si dolorro qui sunde nobiscipici officistet qui nust
quo berchillant pra sandaep erissit unt hilignimus atur aligeni
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et moluptatur, vendi dolorehent fugia venim inienditatem amus
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omni as est aces eicit, officiae cores rem aut hitetures
ario tem ipsapis deremol uptatemque vollique necab is dem faccus.
Et eum qui conesto dit


Sincerely,

Dr. Louis Perez, MD



Dr. Louis Perez, MD
Intensive Care

Wai Momi Avenue
Pearl City, HI 96782
(808) 553-8522.
WaiMomi.org



Wai Momi Avenue
Pearl City, HI 96782

Chris Jones
125 Aloha Avenue
Anytown, HI 96860

Uniform Styles and Design

The brand of Wai Momi Medical Center is central to all of the uniforms and is a design which remains constant. Changes for differentiation between medical and staff designations are made within the clothing style and base colors, as shown on this page and the following.



Uniform Styles and Design continued ...



Vehicle Graphics

All emergency vehicle graphics will be handled by Wai Momi Medical Center through our own vendor when the vehicles are purchased. No department or unit of Wai Momi is authorized to undertake vehicle revisions or remodels. For your information, the following pages show vehicle wrap graphics incorporating the required emergency markings and the Wai Momi Medical Center branding and identity.

Ambulances



Helicopters



Visual Identity and Tone

In conjunction with the Wai Momi Medical Center logo, color palette and typography, a distinctive Wai Momi voice helps support and enhance our brand. The ways in which we express ourselves, both visually and with words, should maintain a personal, humanistic feel.

The Wai Momi tone should convey trust, strength and compassion in every piece. Maintaining this tone builds a steadfast relationship with internal audiences, as well as with patients and the community. Avoid jargon and complex medical terminology when communicating with an audience primarily consisting of patients.

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Contact Information and Questions

For more information, please contact
Communication and Public Affairs at
(808) 553-8561 or the Wai Momi Foundation
at (808) 553-8522.

