Logo Suite

Logo files are available on request via brandid@ohcra.com.

OHCRA logo family

The OHCRA logo depicts paddlers in a Hawaiian Koa Canoe strengthening OHCRA's commitment to preserving the sport of Hawaiian Koa Canoe Racing in the State of Hawaii.

E Lau Hoe logo

The E Lau Hoe logo shall be used when referring specifically to the E Lau Hoe race. The colors of the logo mimic that in the Na Wahine O Ke Kai logo representing the women of OHCRA.

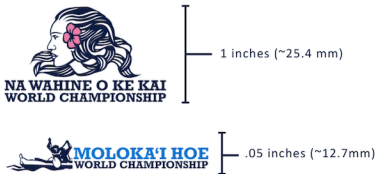### Molokai Hoe logo family

Na Wahine O Ke Kai logo family

The Molokai Hoe and Na Wahine O Ke Kai logo family comes in both a dual color and single color vertical or horizontal image. The color logos will be primary with use of the single color logos when color is not available. Midnight blue is used in all logos to represent the Kaiwi channel. Ocean blue is used in the Molokai Hoe logo to represent the akua Kanaloa while pink is used to represent the akua Hina.

Print minimum sizes

1 inches (~25.4 mm)

.05 inches (~12.7mm)

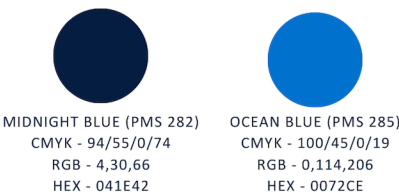### Digital minimum sizes

96 pixels

48 pixels

Clear space

Required 2x clear space. 1x= width of first the letter of the larger word within each logo family. (ie "O" in OHCRA, "M" in Molokai, "N" in Na.)
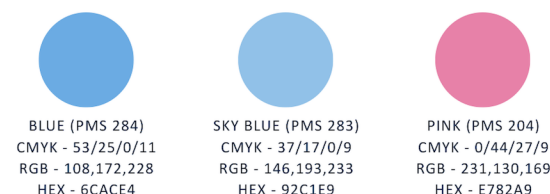
Separating graphic and wordmark

As long as minimum size requirements are followed, the graphic can be separated from the wordmark and scaled on its own. Remember to include the wordmark in the viewing area.
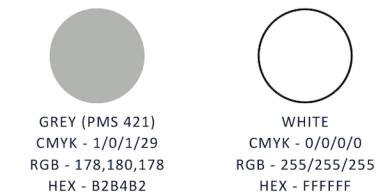
Color Breakdowns

Primary

MIDNIGHT BLUE (PMS 282)
CMYK - 94/55/0/74
RGB - 4,30,66
HEX - 041E42

OCEAN BLUE (PMS 285)
CMYK - 100/45/0/19
RGB - 0,114,206
HEX - 0072CE

Secondary

BLUE (PMS 284)
CMYK - 53/25/0/11
RGB - 108,172,228
HEX - 6CACE4

SKY BLUE (PMS 283)
CMYK - 37/17/0/9
RGB - 146,193,233
HEX - 92C1E9

PINK (PMS 204)
CMYK - 0/44/27/9
RGB - 231,130,169
HEX - E782A9

Neutral

GREY (PMS 421)
CMYK - 1/0/1/29
RGB - 178,180,178
HEX - B2B4B2

WHITE
CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFF

Color Proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

Typography

Name and Use	**Rockwell Bold Condensed** will be used for all titles and headings. Calibri Standard family is used to clearly and objectively communicate information.
Weights	Regular or **Bold** for heads and subheads. Regular for body copy. **Bold** or *Italic* for emphasis.
Cases	Upper- and lowercase or ALL CAPS. Sentence case, **NOT** title case.

Colors

Preferred:
Midnight Blue

When necessary:
Black

Use sparingly:
Ocean Blue
White
Secondary colors

RESTIRCTED DIGITAL USE

When Calibri is unavailable in digital situations, use Arial. In addition, use Arial in external, customizable pieces.
Calibri should be available on OHCRA computers.
If not, email brandid@ohcra.com.