Athletics Logo Family and Graphic Standards

The new University of Hawai‘i at Hilo Vulcans logo family was designed for the athletics department and sports teams, for use in publications, on uniforms and apparel, and its web presence. This guide has been designed to provide detailed standardized usage guidelines for the UH Hilo Vulcans graphic style. By following these guidelines, a uniform recognition and awareness of the logos will be created and important legal protection of the registered trademarks will be upheld.

This guide has been produced to help the UH Hilo community promote our University athletics with pride and consistency. It does not attempt to address every possible situation. Rather, it provides general principles and guidelines while emphasizing the benefits consistent in the way we present the UH Hilo Office of Intercollegiate Athletics in printed and other visual communication.
The concept behind the logo

Establishing a relationship with the original Vulcans logo, the letter “V” has been updated by the use of Serpentine, a bold, contemporary display font designed in 1972. Representing the fire from the volcano and Vulcan, the Roman god of fire, the red flame erupting from the “V” also symbolizes enlightenment. Within the flame a “pe’a” or Hawaiian canoe sail reminds us that ancient Polynesians migrated to Hawai’i on double-hulled voyaging canoes centuries ago. The art of voyaging and navigation remains a unique treasured cultural heritage in our island communities today.

Besides being the colors of the University of Hawai’i at Hilo, red and black is used because of its many symbolic meanings. Red denotes fire, lava, strength, and courage. Black, the color of volcanic rock, is the color of authority and power.

The logo designed for the University of Hawai’i at Hilo Vulcans is simple, bold, dynamic, and memorable. It reflects our connection to the Hawaiian culture and unique volcanic environment, while exemplifying the athletic department’s commitment to the development of the total student athlete, embracing high expectations and achievement in the classroom and on the playing field or court.

Primary UH Hilo Vulcan Athletics Logo

The “Fire and Sail” Vulcan athletic logo shall be used as the primary at home logo for all official UH Hilo Athletic Department marketing, promotional merchandising, publications and web identification. Although the logo was designed to be used as a stand alone mark, it should always be accompanied by clearly designated affiliation to the University of Hawai’i at Hilo Vulcan(s) [Athletic Program].

The “Fire and Sail” logo and following UH Hilo Athletic Department brand designs are meant to serve as alternate identity marks for the University of Hawai’i at Hilo. All official or business communications must bear this affiliation.
Secondary logos

The secondary or alternate logos can be used in most occasions in place of the primary “Fire & Sail” logo. These logos, pictured below and on the facing page includes: the “Vulcans” logotype, the “Flaming H” logo, and the “Hawai‘i Hilo” logotype. When selecting a secondary logo to use, consider the application and whether the audience is familiar with the University of Hawai‘i at Hilo and Vulcan Athletics. See page 6-12 for color and configuration options.

The “Vulcans” logotype is highly appropriate for merchandise, spirit items, and marketing collateral. This configuration may be used when institutional identity is required.

The “Flaming H” logo replaces all previous versions of letterform logos. It has been designed to complement the new visual identity standards and will provide for consistency with the new look. The main purpose of this logo is to identify the location of our university when competing away from home. This logo may appear on athletic uniforms and other merchandise. This logo should never be used in situations that would be considered official.

All secondary logos are subject to the same color reproduction and usage guidelines as the primary logo. Color reproduction and usage guidelines can be found on pages 6-12 of this manual.
The “Hawai‘i Hilo” logotype has been designed to complement the new visual identity standards and will provide for consistency with the new look. The main purpose of this logotype is to identify the location of our University when competing away from home. This logotype may appear on athletic uniforms and other merchandise. It should never be used in situations that would be considered official. There are 3 standard configurations of the “Hawai‘i Hilo” logotype. Any other configuration must be approved by the UH Hilo Office of Intercollegiate Athletics. The logotype may be reduced and enlarged proportionately as needed but the elements may not be changed or rearranged.

A - Linear version - equal emphasis
B - Stacked version - Hilo emphasis
C - Arched version - equal emphasis
Usage Guidelines - Primary “Fire & Sail” logo

Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Usage Guidelines - Vulcans logotype

Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Usage Guidelines - H logo

Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Usage Guidelines - Hawai‘i Hilo logotype

Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Element Combinations

Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Do not use scanned, re-created, re-proportioned or otherwise modified versions of any of the Vulcans athletic logo family elements.
Color Reproduction

The official colors of all Athletics logos and the University of Hawai‘i at Hilo is UHH black and UHH red. No other colors may be substituted. Colors in logos must be used as they are presented. No other color variations are permitted.

<table>
<thead>
<tr>
<th>Pantone Colors (PMS)</th>
<th>UHH Red</th>
<th>UHH Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 485</td>
<td>PMS 485</td>
<td>PMS Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Process Color (CMYK)</th>
<th>UHH Red</th>
<th>UHH Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>100M; 81Y</td>
<td>100M; 81Y</td>
<td>100% Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web Colors (Hexadecimal)</th>
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<th>UHH Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>D81E05</td>
<td>D81E05</td>
<td>000000</td>
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</tbody>
</table>

4-color process printing
In a 4-color process layout, the logo must always appear in the process color variation of UHH black and UHH red.

2-color spot printing
In a 2-color spot layout, the logo must always appear in the Pantone Matching System (PMS) variation of UHH black and UHH red.

1-color printing
1 color layouts must always be in 100% UHH red or 100% black. Use white when reversing a logo out of a background.
Clear space

Allow for separation of the logo from all other elements, as well as the edge of the page. White space is an important component for identifying the university. Always try to maintain a “no-print” zone that surrounds the logo, using elements of the logo for measurement.

Minimum size

Allow for separation of the logo from all other elements, as well as the edge of the page. White space is an important component for identifying the university. Always try to maintain a “no-print” zone that surrounds the logo, using elements of the logo for measurement.

Staging
Space the width of the right leg of the “V” (shown above) must be observed to the right and below the logo. 1/2 the width must be allowed to the left and above the logo.

Minimum size of proportionate reproduction
The logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear smaller than the size shown above.
Incorrect Usage

To better facilitate correct logo usage, following illustrations provide examples of incorrect usage. These or any other adaptations of incorrect logo usage not found in this section, and that fall outside of the defined Usage Guidelines, are strictly prohibited.

Do not use versions of the logo obtained from the Web, or from scanning previously printed materials. Contact UH Hilo Graphic Services for more information and assistance.
Incorrect Usage

- As part of a pattern
- Over a photograph
- Logo from the Web
- Font substitution
- Rotated logo
- Stretched/skewed logo
The New Face of UH Hilo Vulcan Athletics

As part of the University of Hawai‘i at Hilo identity system, the UH Hilo Athletics logo plays a special role in identifying Athletics programs, events, and departments.

The new Athletics logo is part of the University’s identity and is to be used only in association with Athletics. University communications and marketing collateral should always bear the official UH Hilo logo and with materials that are primarily about Athletics, the materials should be co-branded with the UH Hilo Athletics logo. It is important to follow both the UH Hilo standards and this manual when using and placing these logos.

For more information and assistance

If there are applications needed that are not covered by these guidelines, contact UH Hilo Graphic Services at the address below for assistance and approval of the usage before producing such applications. In all cases, consider the usage and how it might affect the image of UH Hilo. Use of the UH Hilo Athletics logo in any way that will represent the University in a negative or unfavorable fashion is strictly prohibited.

University of Hawai‘i at Hilo Graphic Services
200 W. Kawili Street
Hilo, Hawai‘i 96720-4091
Phone: (808) 974-7571
Email: yugawa@hawaii.edu

Office of Intercollegiate Athletics
200 W. Kawili Street
Hilo, Hawai‘i 96720-4091
Phone: (808) 974-7520
Fax: (808) 974-7711
http://vulcans.uhh.hawaii.edu/

University of Hawai‘i
External Affairs and University Relations
Collegiate Licensing
2444 Dole Street, Bachman 109H
Honolulu, Hawai‘i 96822
Phone: (808) 956-2114
Email: uhlicens@hawaii.edu