



Hawai'i Island
HIV/AIDS
Foundation

OUR IDENTITY

By Michael Gifford / Presented by LJ Bates III
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ELEMENTS OF A BRAND

- **Name:** The word or words used to identify the company, product, service, concept
- **Logo:** The visual trademark that identifies the brand
- **Tagline:** 'The Quicker Picker Upper' is associated with Bounty; 'Can you hear me now' is an important part of the Verizon brand
- **Shapes:** The distinctive shape of the Coca-Cola bottle or the Volkswagen Beetle are trademarked elements of those brands
- **Graphics:** The dynamic ribbon is also a trademarked part of Coca-Cola's brand
- **Color:** Owens-Corning is the only brand of fiberglass insulation that can be pink
- **Sounds:** A unique tune or set of notes can 'denote' a brand: NBC's chimes are one of the most famous examples

VISUAL BRAND IDENTITY

- The recognition and perception of a brand is highly influenced by its visual presentation
- A brand's visual identity is the overall look of its communications
 - Effective visual brand identity is achieved by the **consistent** use of particular visual elements to create distinction, such as specific *fonts, colors, and graphic elements*
 - At the core of every brand identity is a brand mark, or **logo**

WORDMARK VS. NAME

The style of an organization's *name* is not necessarily the same as its *wordmark* (aka logotype)



BRANDS EVOLVE

- Many brands transform over time for a variety of reasons
- Cumbersome names often contract to an acronym or a portmanteau
 - International Business Machines to **IBM**
 - American Telephone and Telegraph Corporation to **AT&T**
 - Cooking Util Company to **Cutco**

Northern Telecom

Minnesota Mining and Manufacturing Company

Federal Express

Hassenfeld Brothers

Kyoto Ceramics

Service Games of Japan

Lexington Marketing

Southern Pacific Railroad Internal Communications

Nippon Sangyo

Government Employees Insurance Company

Continental Oil Company

The National Biscuit Company

Cowpland Research Laboratory

The Texas Company U.S.A.

Standard Oil

Nippon Kogaku

Integrated Electronics

Queensland and Northern Territory Aerial Services

American Oil Company

Konishiroku Kogaku

Adolf (Adi) Dassler

Semi-Automatic Business Research Environment

Rudolph Dassler (Ruda)

NORTEL

3M



FedEx

SEGA



LEXMARK



GEICO



Nikon



Sabre

CASE STUDY

Shell



1900



1904



1909



1930



1948



1955



1961



1971



1995



1999

CASE STUDY

Starbucks



1971



1987



1992



2011

CASE STUDY

Hawai'i Island HIV/AIDS Foundation



19XX-20??



20XX-2011



2012+

HIHAF RE-IMAGINED ...

LETTERHEAD

- Modern, sophisticated, clean design
- Fonts/colors just as important to brand identity as logo itself
- Incorporates all branding/campaign elements
- Logo
- Tagline
- Motto



Hawai'i Island
Hihaf
HIV/AIDS Foundation

- Teach.
- Test.
- Treat.
- Triumph.

Members of the Board

David Michael Fero
President and Chairman

Scott Masters
Secretary

Nicholas Sutton
Treasurer

Lester John Bates III

Michael Gifford

David T. Karl

Kate Mulligan

Martin Rathbun

Todd Swaggarty

October 22, 2011

Montgomery Burns
3456 Century St.
Springfield, NJ 12345

Dear Mr. Burns:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ultrices nibh sit amet velit auctor nec hendrerit magna interdum. Maecenas eleifend, sem id consequat semper, mauris tellus aliquet ante, aliquam feugiat elit metus tempor dolor. Curabitur et lorem diam. Aliquam placerat placerat quam, sed egestas turpis laoreet eu. Sed massa tellus, rutrum sed pretium id, fringilla ut lorem. Aenean nec libero nec ipsum tempor volutpat eget ut eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec feugiat commodo nisi facilisis elementum.

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www.hihaf.org

Homer Simpson
President

Pupukahi i holomua ▶ Unite to move forward

BUSINESS CARD

Pupukahi i holomua ▶ Unite to move forward



Hawai'i Island
Hihaf
HIV/AIDS Foundation

Homer Simpson
Executive Director

- ♦ Teach.
- ♦ Test.
- ♦ Treat.
- ♦ Triumph.

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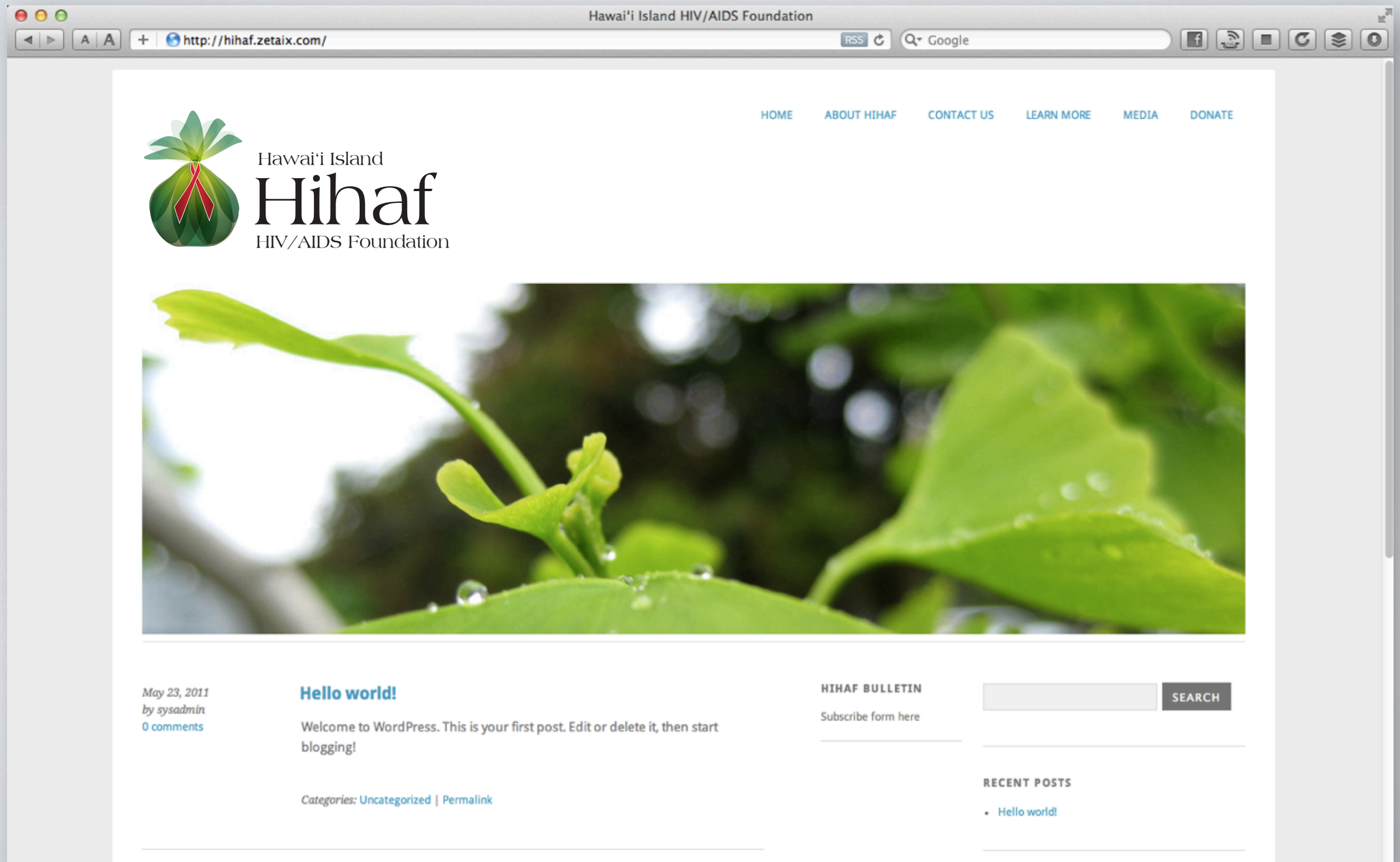


Hawai'i Island
Hihaf
HIV/AIDS Foundation

Over 20 years of caring for the Big Island

- All staff and board members should have cards to promote our image and values consistently
- All staff and board members should have a hihaf.org email address, and use it to correspond with stakeholders

WEBSITE



OTHER MEDIA

- Banners
- Advertisements
- Brochures
- Receipts
- Social media
- Promo items
- Videos
- Presentations



Hawai'i Island
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HIV/AIDS Foundation

TO-DO

- Refine new logo and sample stationery
- Create one-color version of logo
- Prepare style guide for new brand identity
- Establish comprehensive communication plan



Hawai'i Island

Hihaf

HIV/AIDS Foundation

Pupukahi i holomua ▶ **Unite to move forward**