

BRAND GUIDELINES





Founded in 1998 Mokulele Flight Service, Inc., doing business as Mokulele Airlines, Inc., is an American commuter airline based in Kona on the Big Island of Hawaii.

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LOGO | COLOR | TYPOGRAPHY | IDENTITY USAGE

This document presents basic guidelines for the correct usage of the graphic elements of Joomla's identity, in order to create high quality, visually stunning communication materials.

LOGO

History | Concept | Clear Space | Minimum Size | Applications

* HISTORY

Its been 17 years we used our old logo, and finally we changed to a much brighter, simpler and memorable logo. The logo still has the Plumeria but in its simple, abstract and modern avatar. The brighter new red shows the passion is deep within our culture and passion for our customers.



1998



2015

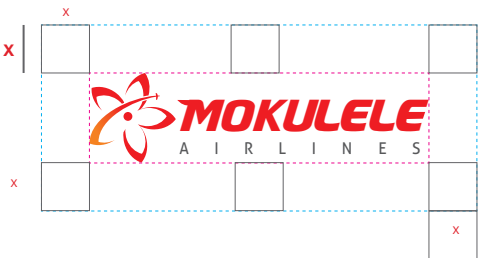
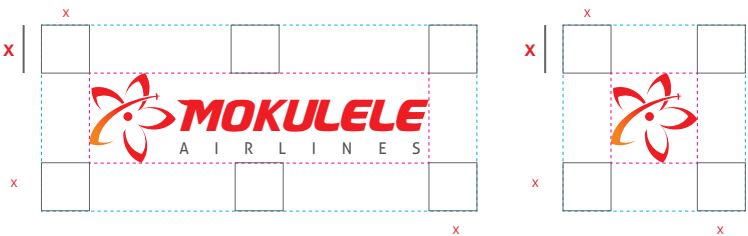
* CONCEPT

The new logo for Mokulele Airlines shows a bright red color flower also known as Plumeria in Hawaii. The concept shows an abstract representation of Plumeria and an airplane going towards the right, symbolizing growth and forward and aggressive thinking of Mokulele Airlines.



* CLEAR SPACE

The clear space around the logotype on all sides should be equal to the height of the letters for maximum legibility and impact.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Blue indicates Clear Space. The blue area must be kept free of other elements. Outside white area indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

LOGO

History | Meaning | Clear Space | Minimum Size | Applications

* APPLICATIONS

The company logo is an important and valued graphic element and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding. Always use master artwork when reproducing any logo design internally or externally. The logo should never be recreated under any circumstances.

When reproducing any logo elements, only the original high resolution or vector graphic files should be used - logos should not be taken from this document. If you need to adjust the size of the logo to fit in a restricted space, the scale of the logo (not the dimensions) must be adjusted to fit. The easiest way to resize the logo and maintain the correct proportions is to drag the double arrow at the corners to the required size.
Never adjust the height or width of the image independently.

If our logo is to be used by another organisation for marketing purposes then insist that they use our master artwork when reproducing any logo design.

WRONG: (TO THE RIGHT)
DON'T CHANGE ICON'S POSITION
DO NOT ADD GRADIENTS
DON'T STRETCH OR DISTORT
DON'T CHANGE FONTS OR COLOURS
DO NOT ADD BACKGROUND PICTURES

CORRECT



COLOR

Palette

* PALETTE

This color is a warm and positive color associated with our most physical needs and our will to survive. It exudes a strong and powerful masculine energy.

Red is energizing. It excites the emotions and motivates us to take action.

It signifies a pioneering spirit and leadership qualities, promoting ambition and determination.

It is also strong-willed and can give confidence to those who are shy or lacking in will power.

MAIN COLOR

#ED1C24 R: 237 G: 28 B: 36 C: 0 M: 100 Y: 100 K: 0

SECONDARY COLOR

#F58220 R: 245 G: 130 B: 32 C: 0 M: 60 Y: 100 K: 0

SECONDARY COLOR

#58595B R: 88 G: 89 B: 91 C: 0 M: 0 Y: 0 K: 80

TYPOGRAPHY

Fonts Used | Primary Font | Secondary Font

* MOKULELE

The word Mokulele is a custom made (edited version of MASQUE)
we wanted to create a unique identity for us hence the modifications of “M” and double “E’s”

MASQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()-=+

72 pt.

LOREM IPSUM

24 pt.

***LOREM IPSUM
DOLOR SIT***

18 pt.

***DOLORE MAGNA
ALIQUA. UT ENIM AD
MINIM VENIAM***

14 pt.

***LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPI-
SCING ELIT***

10 pt.

***LOREM IPSUM DOLOR SIT AMET, CON-
SECTETUR ADIPISCING ELIT, SED DO
EIUSMOD TEMPOR INCIDIDUNT UT
LABORE ET DOLORE MAGNA ALIQUA***

7 pt.

***DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM,
QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI
UT ALIQUIP EX EA COMMODO CONSEQUAT.***

TYPOGRAPHY

Fonts Used | Primary Font | Secondary Font

* ALLER - UPPERCASE

The Font used for AIRLINES is ALLER

ALLER REGULAR - UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()-=+

72 pt.

LOREM IPSUM

24 pt.

LOREM IPSUM
DOLOR SIT AMET.

18 pt.

DOLORE MAGNA ALIQUA.
UT ENIM AD MINIM VENIAM
CONSECTERTUR AMET.

14 pt.

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT

10 pt.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA
ALIQUA

7 pt.

DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO
CONSEQUAT.

TYPOGRAPHY

Fonts Used | Primary Font | Secondary Font

* ALLER - LOWER CASE

The Font used for AIRLINES is ALLER

ALLER REGULAR - UPPERCASE

abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

72 pt.

lorem ipsum

24 pt.

lorem ipsum dolor
sit amet.

18 pt.

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consectetur amet.

14 pt.

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labore et dolore magna aliqua

7 pt.

dolore magna aliqua. ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.