

Pagoda Hotel

— INTEGRATED BRAND CAMPAIGN

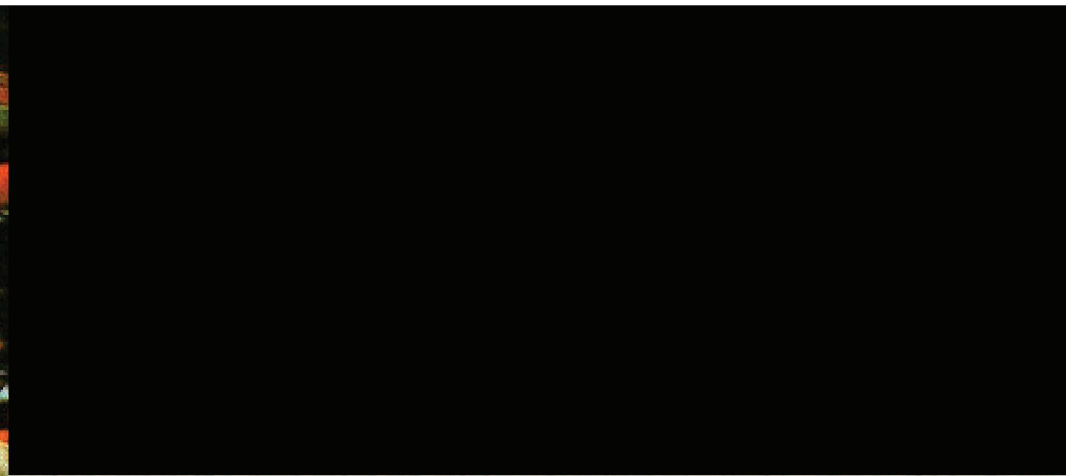
Opened in Honolulu in 1964, featuring a pagoda, Japanese garden and koi pond fed by a natural spring, The Pagoda Hotel & Restaurant has become a local icon, having played host to a generation of world-class rock and jazz musicians and celebratory family gatherings. The new owners came to our agency for a brand audit and identity refresh, one that leverages its central location in what has evolved to be the Koreatown of Honolulu.

The new custom wordmark is inspired by jogakbo – a style of traditional Korean patchwork where small pieces of fabric are patched together to create a larger textile. It is a nod to both the historic Korean influence of the Ke‘eaumoku neighborhood, and the diversity of Honolulu. A brand pattern is built from the abstracted patchwork logotype. Famous for its koi pond and Japanese garden, spot illustrations feature koi characters, pagodas, and playful local references to add another layer of charm to the brand.

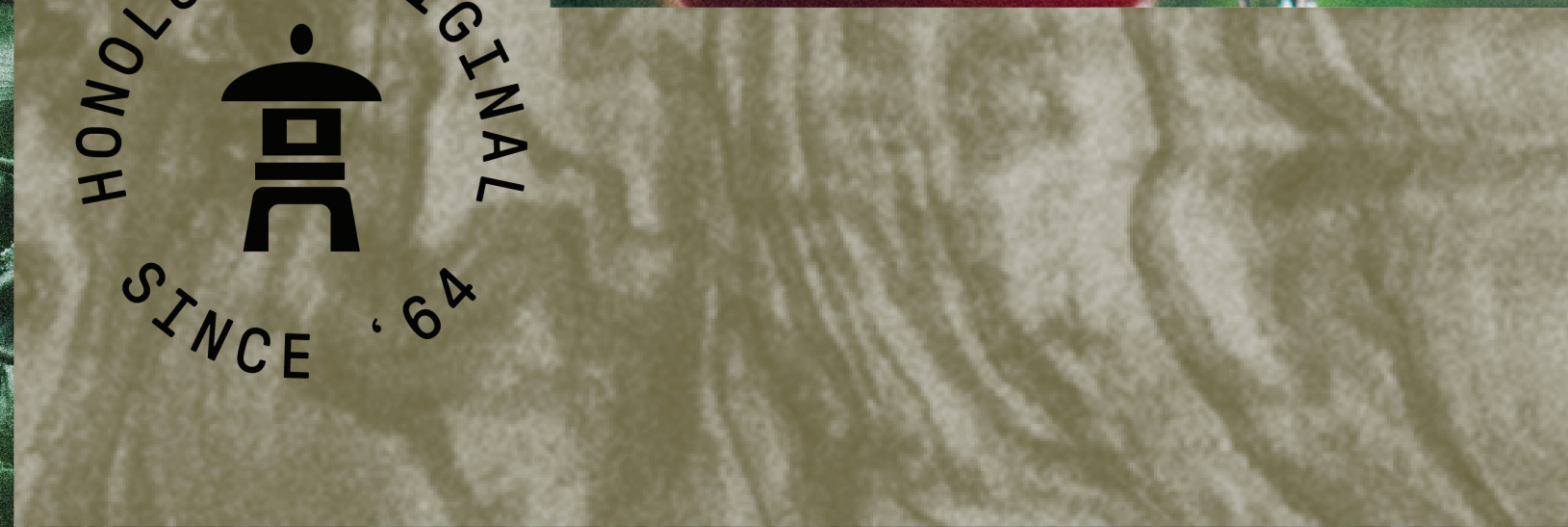
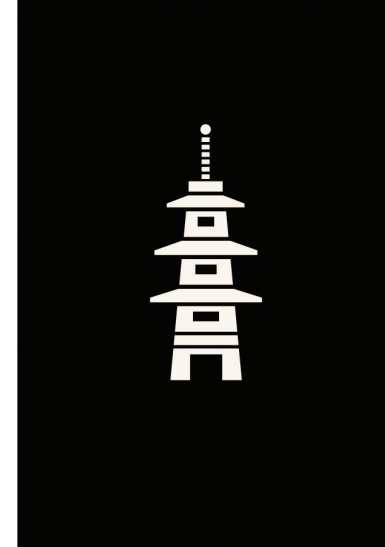
We developed brand guidelines including tips for setting it apart from Waikiki beach resorts supplementing vintage photos with new urban lifestyle photography featuring unique angles, film grain, motion blur and depth of field.



MEET ME
AT THE
PAGODA

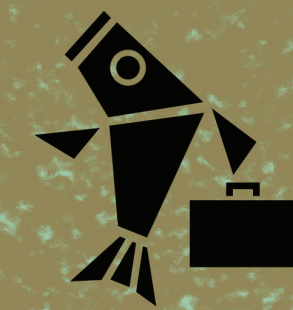


Delightfully familiar,
yet totally unexpected

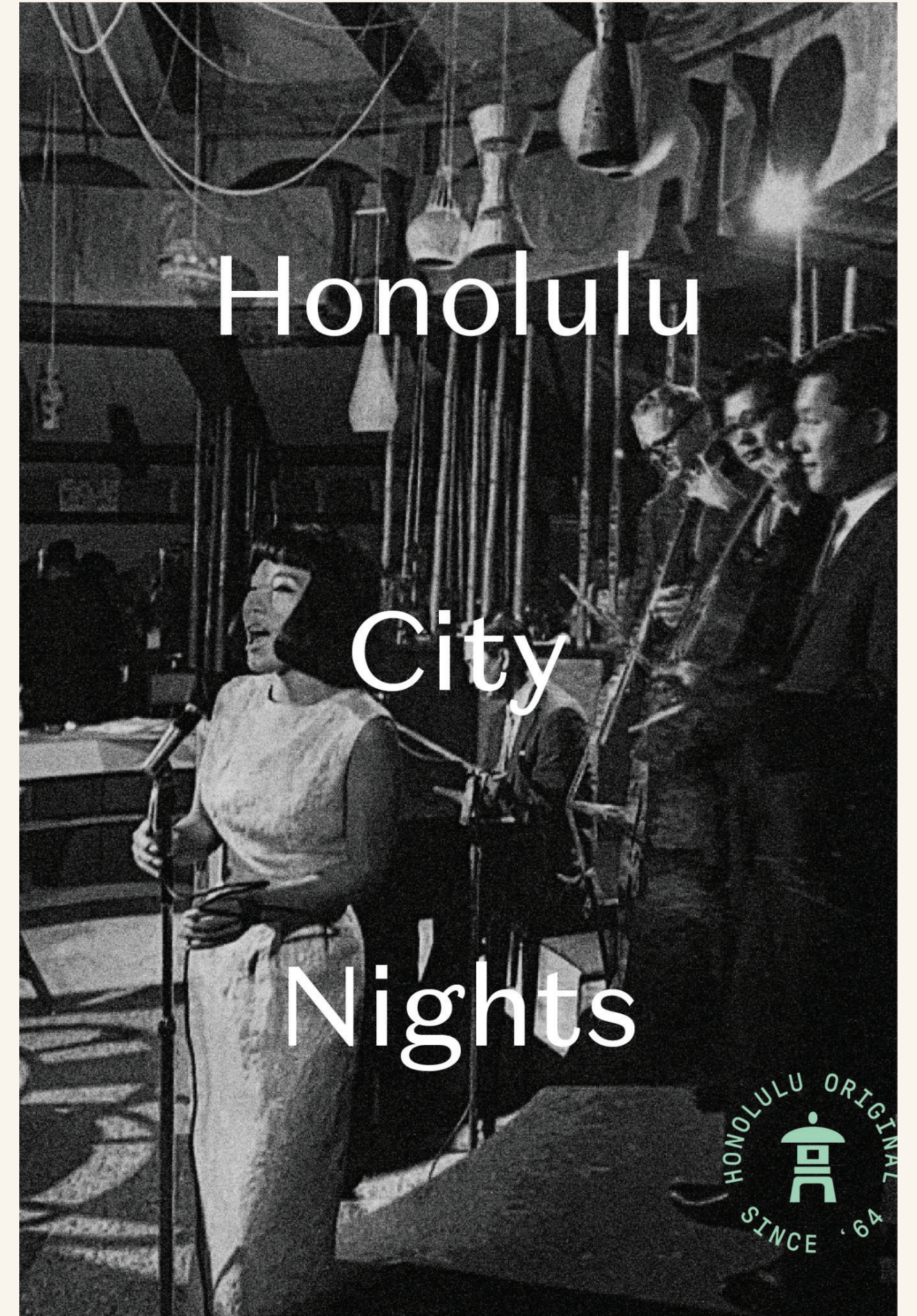
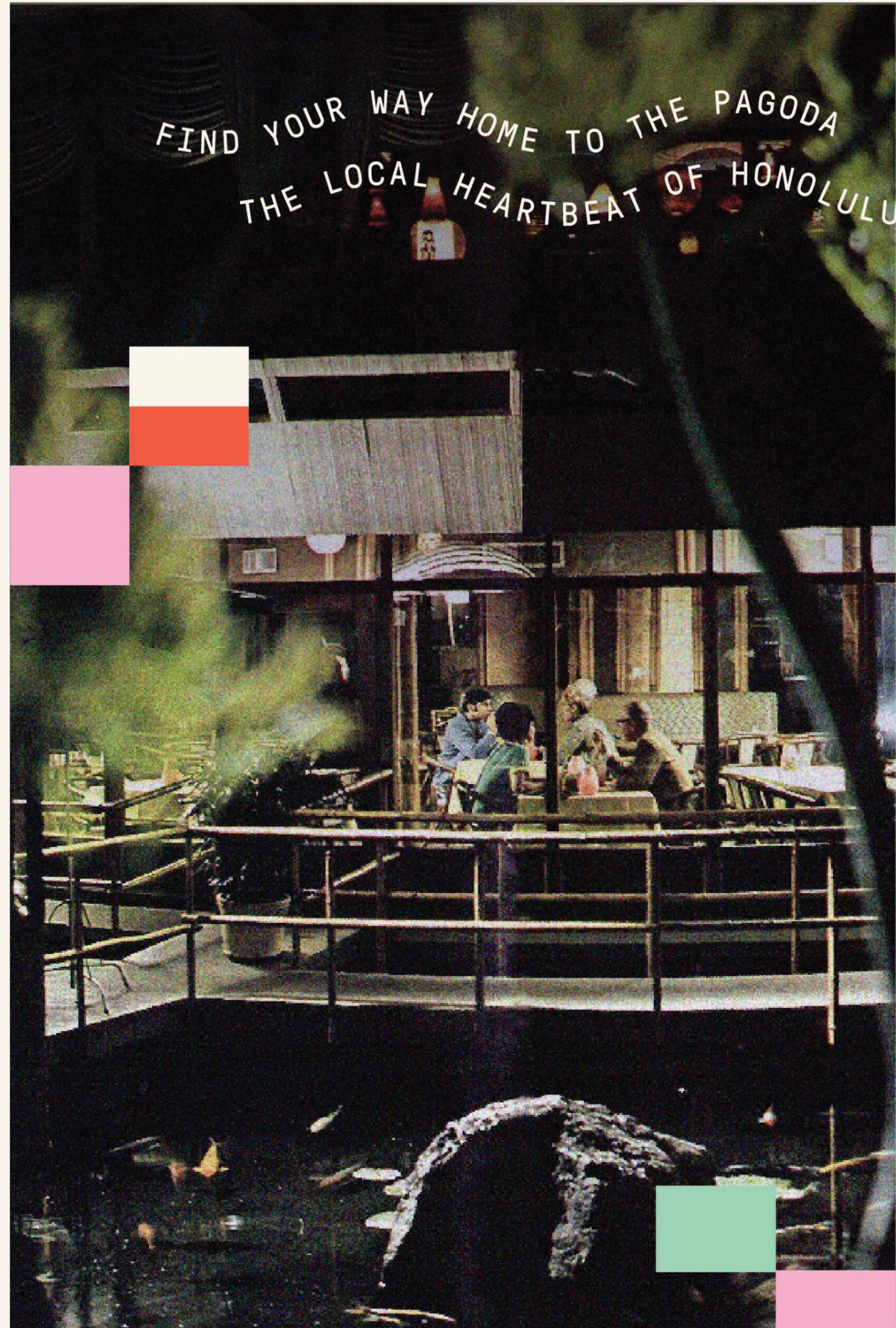


NOTHING LIKE IT ANYWHERE

HOWZIT,



HONOLULU





LUCKY YOU

PAGODA

PAGODA
THE PAGODA HOTEL



PERIOD

PERIOD

PERIOD

PERIOD

PERIOD

PERIOD

PERIOD



NOTHING LIKE IT ANYWHERE



COCKTAILS UNDER THE STARS



HOWZIT,
HONOLULU



A PLACE FOR  MANY STORIES

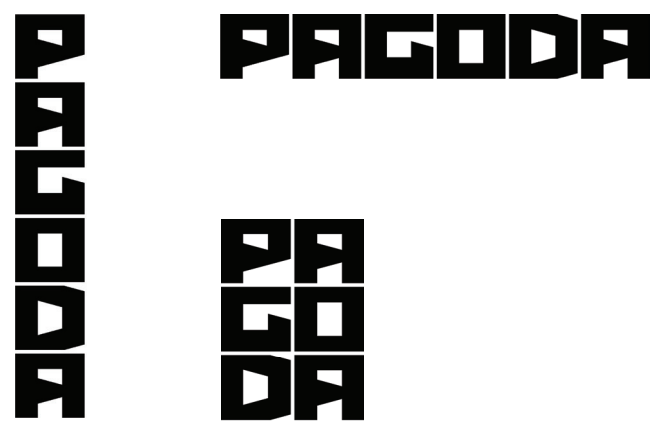


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Logo

PRIMARY LOGO FAMILY

For flexibility across different applications, the modular wordmark is available in horizontal, vertical and stacked configurations.



2.1b

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Typography

WEB ALTERNATE FONTS

Proza Libre Medium
Proza Libre is the suggested alternate for headline copy, when Domaine Sans Text is unavailable.
[Proza Libre is an open-source font](#) available for free through Google Fonts.

Roboto Mono Regular
Roboto Mono may be used in place of Pressura Mono.
[Roboto Mono is an open-source font](#) available for free through Google Fonts.

3.2

A Honolulu Icon

FIND YOUR WAY HOME TO THE PAGODA

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Color

COLOR PALETTE

The primary and secondary brand colors were developed for usage on the majority of external branded materials to maintain a cohesive look and feel.

Tertiary colors can be used as accents to enhance and extend the brand palette when more hues are needed.

CMYK builds shown are for coated applications. Consult the Pantone website or a swatch book for corresponding uncoated values.

Primary	Secondary	Tertiary
Black #000000 R=0 G=0 B=0 C=100 M=61 Y=32 K=96 Pantone Black 6	Copper #918758 R=145 G=135 B=88 C=32 M=23 Y=67 K=23 Pantone 4238C	Red #FF593F R=255 G=89 B=63 C=0 M=80 Y=79 K=0 Pantone 2027C
Cream #F9F3EA R=249 G=243 B=234 C=1 M=3 Y=7 K=0 Pantone 9043C	Taupe #8583A5 R=181 G=179 B=165 C=28 M=20 Y=20 K=1 Pantone 421C	Pink #FAB1CE R=250 G=177 B=206 C=3 M=29 Y=0 K=0 Pantone 2365C
	Patina #9FD5B8 R=159 G=213 B=182 C=40 M=0 Y=29 K=0 Pantone 337C	

4.1

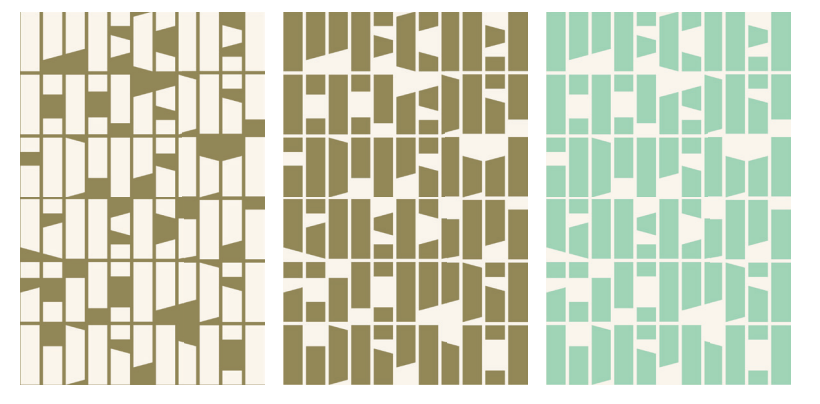
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Graphic Elements

PATTERN

The signature brand pattern is comprised of abstracted letterforms from the logo.

This pattern works best against a contrasting primary brand color.



5.1

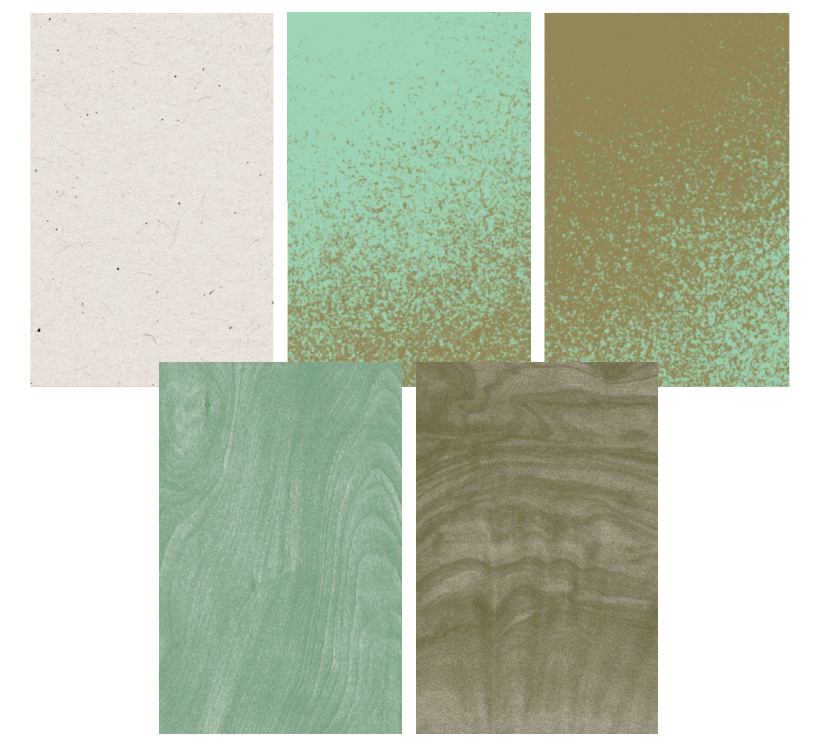
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Graphic Elements

TEXTURE

Rice paper texture, two copper patina textures, and two duotone wood grain textures can be layered under other graphic elements, blocks of color, or sections of type.

When applied throughout the identity, these natural textures complement the hotel's interior design and lend the brand a warm, inviting feel.



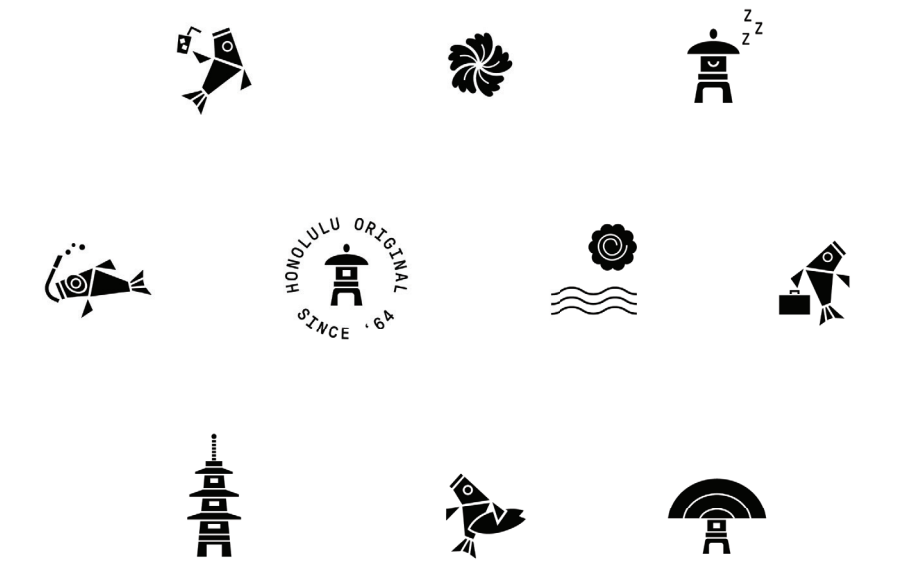
5.2

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Graphic Elements

ILLUSTRATION

Spot illustrations of koi characters, pagodas, and playful local references add another layer of charm to the brand.



5.3

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Graphic Elements

PHOTOGRAPHY

Lifestyle photography helps keep things fresh and contemporary.

To reinforce the brand as the deeply local heartbeat of Honolulu, select photos that have an urban feel, with unexpected perspectives. Film grain, motion blur and depth of field lend dimension.

Example photos shown here are for reference only.




5.4

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Sample Applications

MERCHANDISE

Suggested application of brand elements for demonstration purposes only.



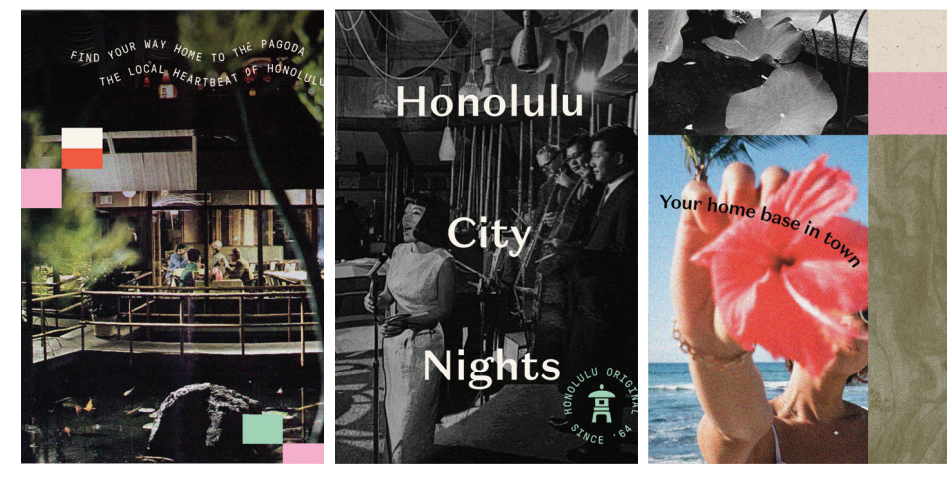
6.6

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Sample Applications

POSTERS

Suggested application of brand elements for demonstration purposes only.



6.7

Delightfully familiar,
yet totally unexpected

GATHER,
CELEBRATE
& TALK STORY

A HONOLULU CLASSIC

FIND YOUR WAY HOME TO THE PAGODA

MEET ME AT
THE PAGODA

CARPY DIEM

HNL NO KA OI

A LOCAL
LEGEND

