



Office Kit

GUIDE 2023

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# Hawai'i Life Office Experience

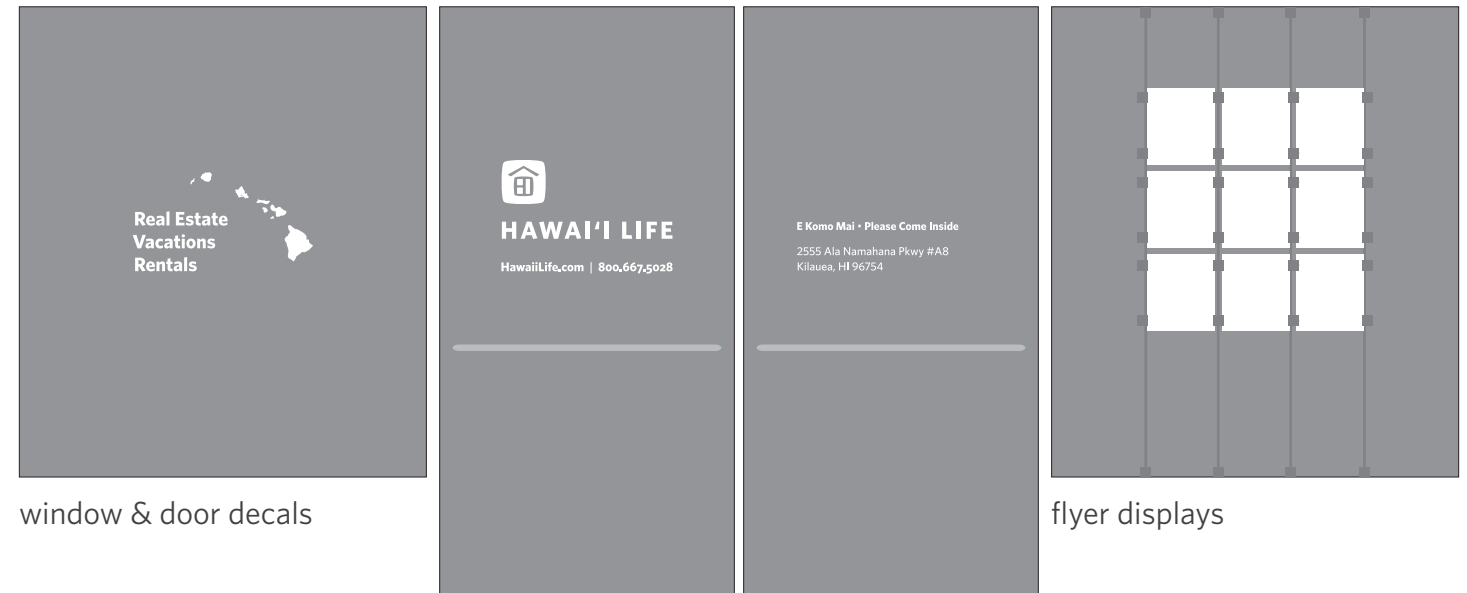
1. From the roadway (exterior overhead sign)
2. From the outside (windows and doors)
3. When you walk inside lobby (icon, welcome poster, floormat, flyers, wall art)
4. When you walk around (wall art, HLMO art, posters)

## Objectives

- Brand recognition across all HL locations
- Unified style elements that convey quality
- Pre-set layouts and materials sized for a given installation
- Design team will supply vector/print files

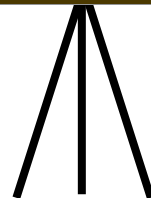


exterior signage

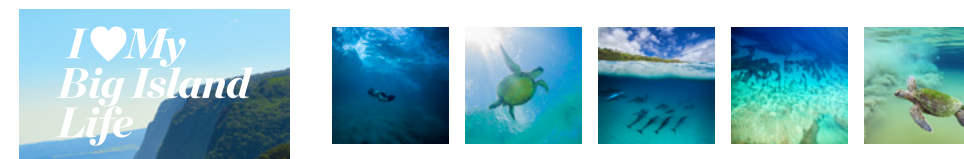


window & door decals

flyer displays



lobby elements: logo icon, welcome poster, floormat, wall art



Hawai'i.Life.Style. otherwise known as the H.L.M.O.

We are Hawaii Life. Empathize. People are Precious. HL Style. Simplify. Smile. Originality. Work. Integrity. Grateful. Momentum.

interior elements: HLMO wall decal, maps, lifestyle art, posters, prints



# Hawai'i Life Exterior Signage

## Considerations

- Lighting for night time view
- Security, make it hard to steal or damage signs
- Sizing can be determined by placing mock ups in photos or on-site

## Vendors

- Source local vendors if possible to include installation or compare with preferred vendors below if local vendors not available.
- Chromagraphx - Oahu (shipping to other islands)
- Hybrid Designs Tai - Oahu (shipping to other islands)
- Lets Go Banners - Big Island (free shipping to other islands)
- ArtSigns - Canada (shipping to all islands)



## Sign Layout and Base Sizes



36" x 24" large sign



16" x 16" logo sign



46" x 11" horizontal sign





# Exterior Signage Styles

## Dimensional Lettering on Brown (preferred)

### Lettering/Artwork

- Raised, dimensional layered vinyl/acrylic lettering artwork in white

### Brown Panel

- 1 or 2 sided (hanging) vinyl, acrylic, corian or recommended material
- Brown finish to match pantone 7533C
- Rounded Corners to match listing signs
- Weatherproofing finish for UV and elements exposure
- Thickness at least 1" for a wall mount installation, 2" for hanging signs

## Alternative Vinyl PVC (flat)

- Flat vinyl signs for quick solutions, directories and inserts
- Logo will be cut out of high performance vinyl (more durable than print)
- 1/8" - 1/4" PVC
- Hanging 2-sided or flush mount to exterior

## Dimensional Lettering Wall Mounted

### Lettering/Artwork

- Raised cut acrylic or dimensional lettering (brown) applied directly to exterior
- Metal Pan Letters, Logo icon is metal pan with push through acrylic
- Logo mark & Hawaii Life should be pantone 7533 C
- Flush or Stud Mounted directly to exterior
- LED lit direct and/or indirect lighting, halo lighting option for select locations





# Exterior Signage Logo Options

## STANDARD HAWAI'I LIFE LOGO



## LOGO WITH REAL ESTATE | RENTALS | VACATIONS DESCRIPTOR





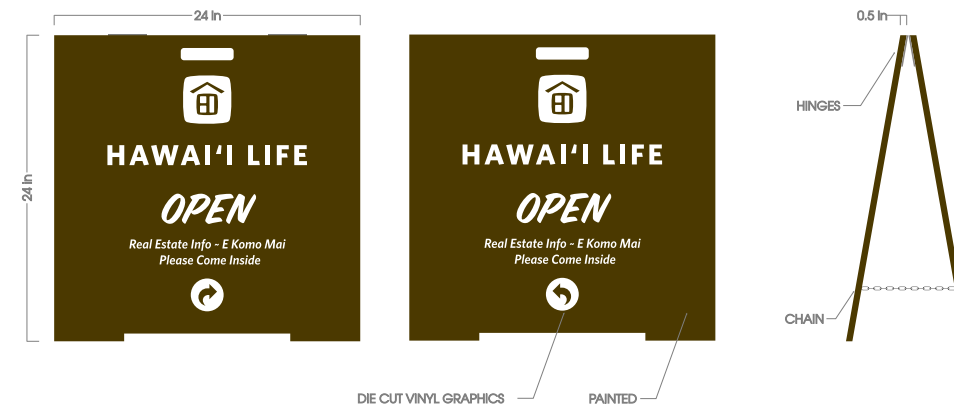
# Hawai'i Life Exterior Signage

## Office Open A-Frame Sign

- 2 Sided sandwich style sidewalk sign with handle and directional arrows
- 24" x 24"
- Brown with white lettering (preferred) ~\$380
- Vinyl or Acrylic on wood for dry, covered locations ~\$280

### Vendors

- John Allen Signs - Big Island (shipping to other islands)
- Office Sign Company (wooden signs)





# Door Treatments

## Vinyl Decals

### Design

- Hawai'i Life left aligned stacked logo with URL and phone number (white)
- E Komo Mai welcome message with office address (white, blue accents if complimentary)

### Material

- Premium vinyl material custom cut to logo/artwork
- Weather and water resistant
- Installed on exterior doors

### Vendors

- Use local Sign or Print Shop

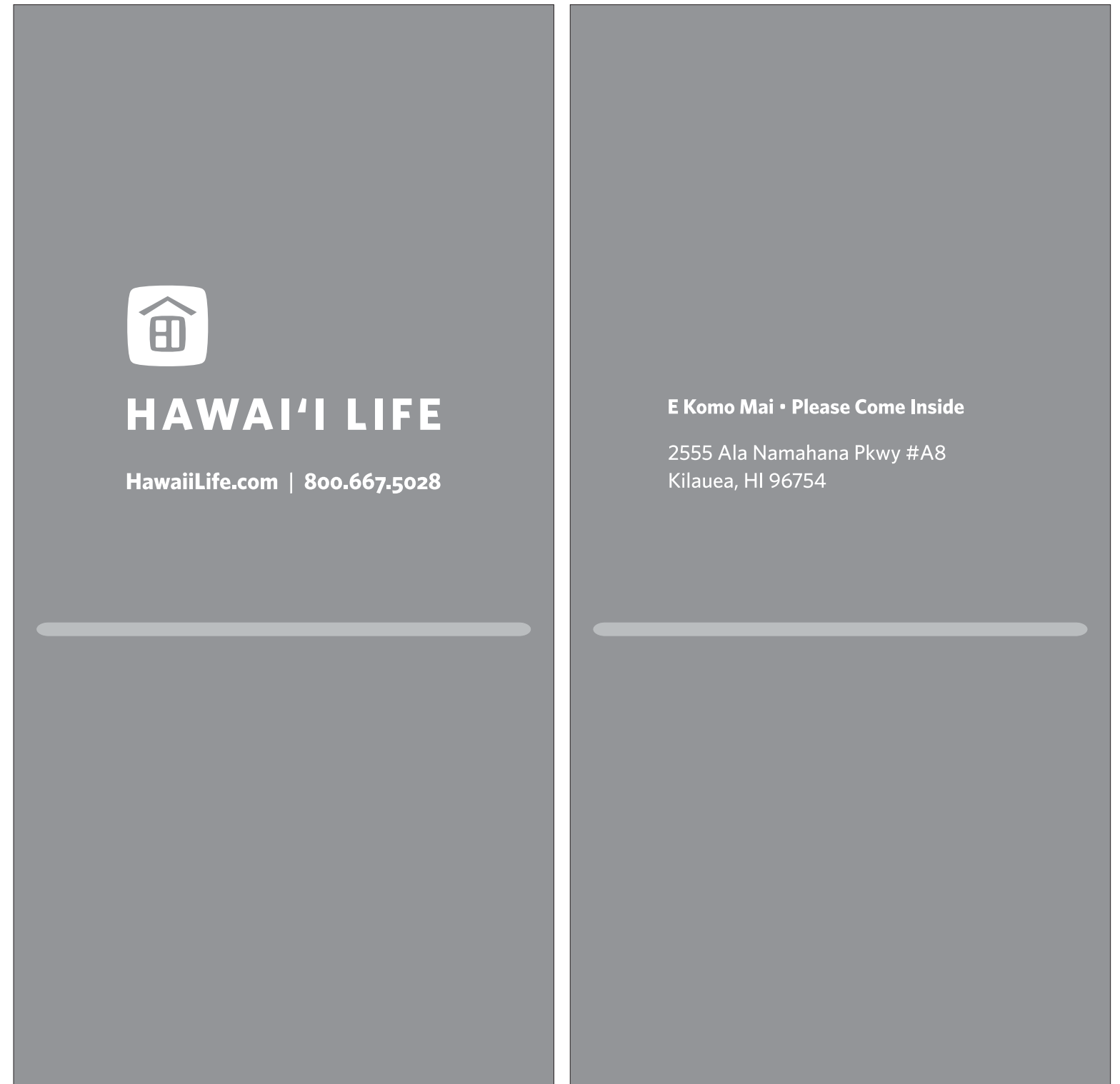


**HAWAI'I LIFE**

**HawaiiLife.com | 800.667.5028**

**E Komo Mai • Please Come Inside**

2555 Ala Namahana Pkwy #A8  
Kilauea, HI 96754





# Window Treatments

## Vinyl Decals

### Design

- Various HL informational and/or friendly promo messaging:
  - Hawaii Real Estate Lives Here
  - Islands Url graphic
  - I Heart my <Island> Life
  - Icon or islands with "RRV"
- White with small blue accents

### Material

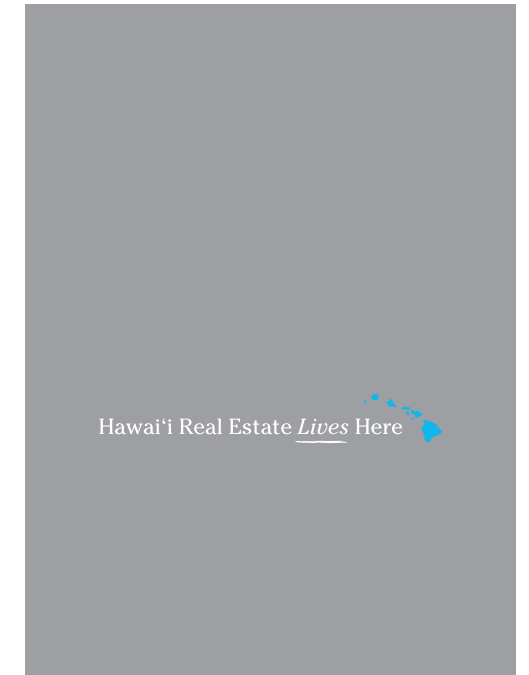
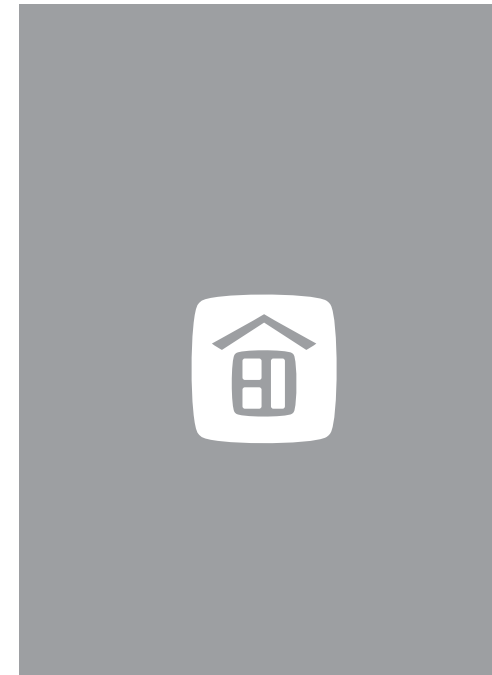
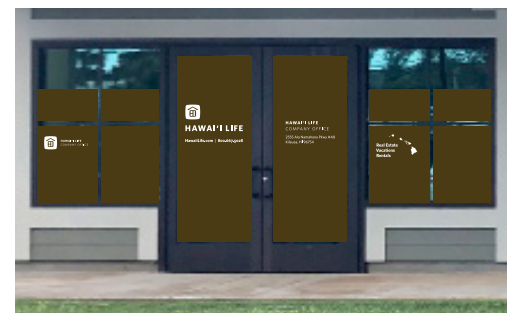
- Premium vinyl material custom cut to logo/artwork
- Weather and water resistant
- Installed on exterior doors

### Vendors

- Use local Sign or Print Shop

## Perforated Vinyl

- **Use perforated window signs (aka one way vision) to highlight new promotions or advertisements or create privacy**
- Outside application
- Oneway vision from inside to outside







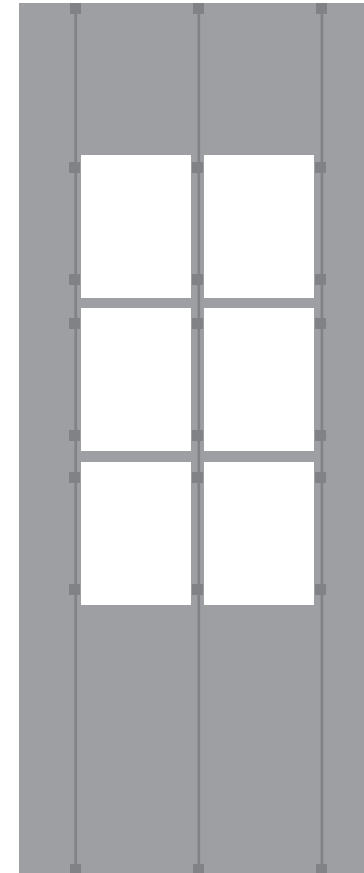
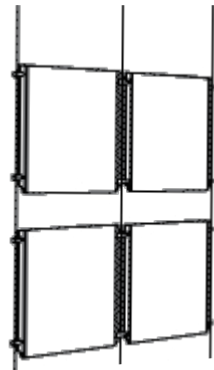
# Flyer Promo Display System

## Flyer Display System

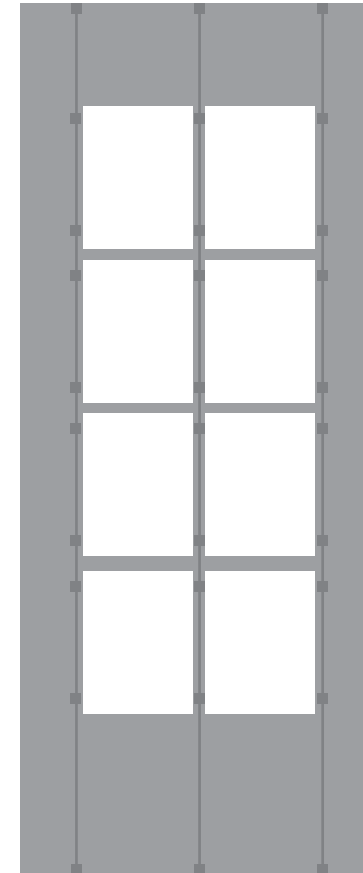
- **Display:** Display cable suspended window display kit. Upscale look that is easily customized or re-configured to hold various print sizes. Display is installed on the inside or outside of the window.
- **Display content:** mix of property info listing flyers, area hot sheets with relevant market data, promotions, etc.
- **Lighting:** LED Light Pockets are available

### Vendors

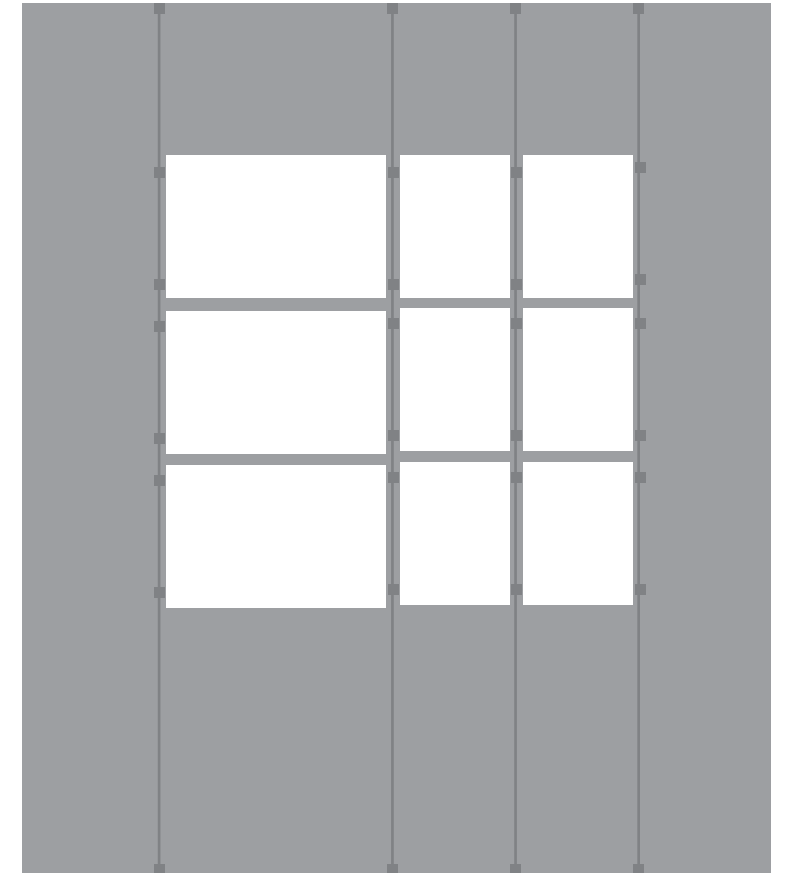
- Nova Displays



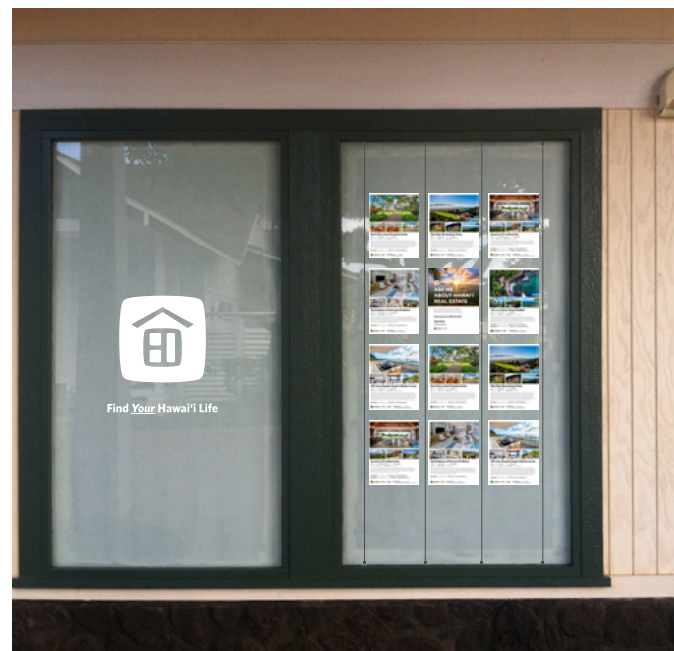
QTY(6) 8.5" x 11" Displays



QTY(8) 8.5" x 11" Displays



QTY(3) 11" x 17" Displays + QTY(6) 8.5" x 11" Displays





# Welcome Icon

## Dimensional Logo Icon

- Brown logo with white inset (preferred) or white logo icon with brown inset depending on installation wall.
- Dimensional Acrylic, Corian, Expanded PVC or recommended material
- ~1/2" thick, color matched, direct print CMYK on top or painted to match HL colors
- Stud or flush mounted
- Consider if backlighting is appropriate for location

### Vendors

- Source local vendors if possible to include installation or compare with preferred vendors below if local vendors not available.
- ArtSigns - Canada (shipping to all islands)
- Chromagraphx - Oahu (shipping to other islands)
- Hybrid Designs Tai - Oahu (shipping to other islands)
- Lets Go Banners - Big Island (free shipping to other islands)



*\*White icon for dark wall installations.  
Note we are moving away from blue inset color*



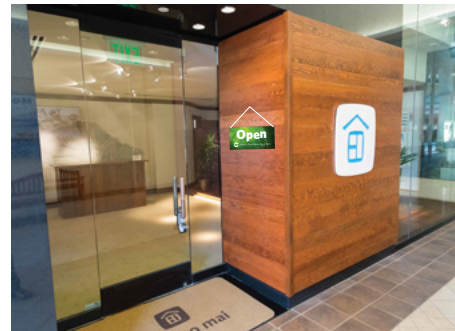
# Welcome Mat

## E Komo Mai Custom Doormat

- E Komo Mai (Welcome, Please Come Inside) artwork
- Artwork size 33" x 18"
- 3x5 Luxury Berber Inlay
- Color: Black Tux / Fawn
- Non-Skid Backing
- Ask to remove border
- Order from [personalizeddoormats.com](http://personalizeddoormats.com)

### Vendors

- The Personalized Doormats Company







# HLMO Wall Art

## Hawai'i Life Style Wall Decal

- Hawaii.Life.Style HLMO graphic
- Printed custom cut Vinyl + installation
- Wall must be smooth, non-textured

### Vendors

- Source local vendors if possible to include installation or compare with preferred vendors below if local vendors not available.
- Chromagraphx - Oahu (shipping to other islands)
- Lets Go Banners - Big Island (free shipping to other islands)



# Hawai'i.Life.Style. otherwise known as the H.L.M.O.

**We are Hawai'i Life.**  
And so we have an obligation to understand this place, the culture and people.

**Empathize.**  
Listen. Be present. Walk a mile.

**People are Precious.**  
Build positive relationships and a family spirit.

**HL Style.**  
Hawai'i Life has its own style. We love good design. We strive for beauty, quality and functionality in all elements of our company.

**Simplify.**  
Seek paths and solutions that are light and efficient. Minimize waste.

**Smile.**  
The results are instant, contagious and powerful.

**Originality.**  
Create original ideas and solutions. Look beyond our industry.

**Work.**  
Hone your craft. Work smart. Research. Deliver. Represent.

**Integrity.**  
Be honest. Trustworthy. Reliable. Humble.

**Grateful.**  
Support people and causes in an authentic manner. Fill someone's cup. Say "mahalo."

**Momentum.**  
We are more like a movement than a corporation.





# HLMO Wall Posters

## Wall Poster or Print (optional)

- Hawaii.Life.Style HLMO vertical graphic
- Foam core installed with 3M double sided tape
- White or Brown Dimensional Acrylic stud mounted

### Vendors

- Source local vendors if possible to include installation or compare with preferred vendors below if local vendors not available.
- Chromagraphx - Oahu (shipping to other islands)
- Hybrid Designs Tai - Oahu (shipping to other islands)
- Lets Go Banners - Big Island (free shipping to other islands)
- Office Sign Company - Mainland



DIMENSIONAL

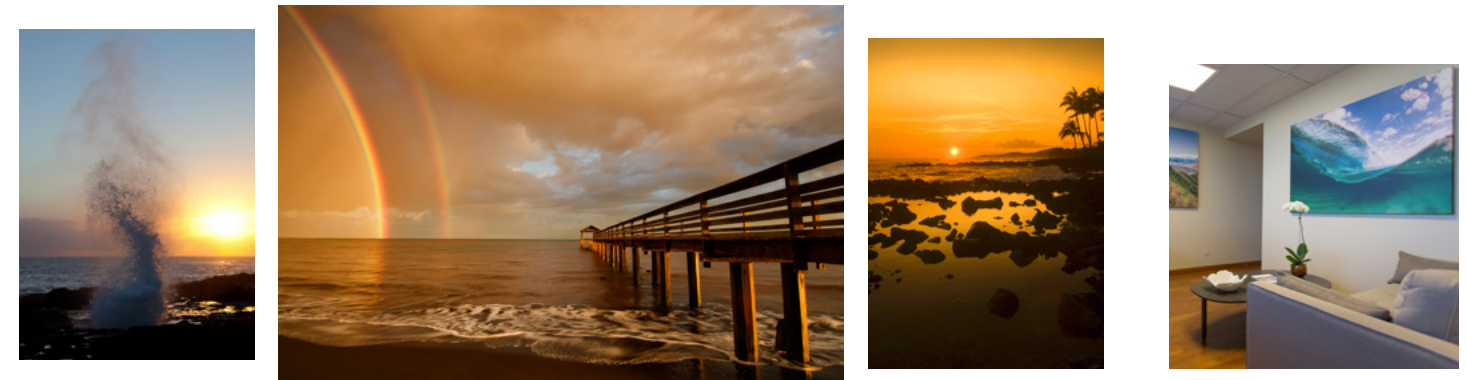
PRINTED



# Interior Wall Art

## Wall Prints

- Maps, Aerials, HLMO, I Heart or Welcome messaging
- Color themes (Bluegreens, Warmreds etc)
- Black and whites
- Macro/Micro
- Historical



## Canvas Gicle Prints

- Accent Photo Art, best presented in a theme of colors or style
- Various sized single sided prints made from Canvas stock material, laminated with EcoShield Liquid Satin Coating on face, stretcher bars & frame

### Vendor

- Chromagraphx - Oahu (shipping to other islands)



## Aluminum Prints

- Accent Photo Art, best presented in a theme of colors or style
- 16'-20+' Glossy Silver Aluminized or White Matte Photo with 3/4" wall float

### Vendor

- Aluminize.com

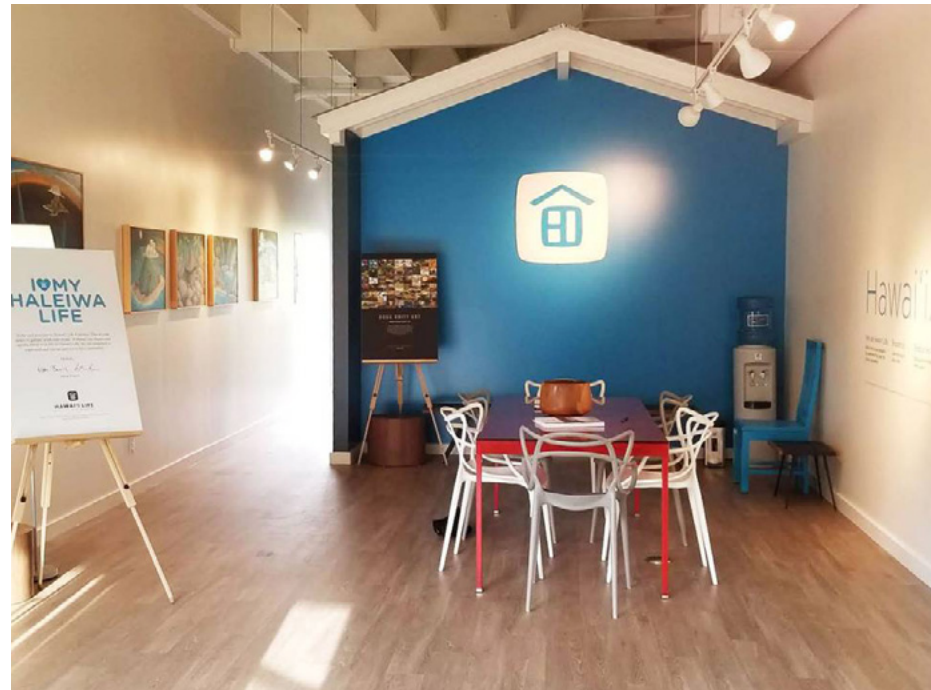




# Interior Wall Treatments

## Full Wall Paint (optional)

- Blue paint on accent wall
- HL Blue (pantone 298)
- Paint formula match







# Interior Wall Treatments

## Full Wall Decal (optional)

- I Heart with lifestyle imagery, Maps
- Full wall graphic + installation
- Phototex (Peel & Stick) .006mil Fabric Paper Removable
- Usually in 3+ panels with 1/4" overlap
- Wall must be smooth, non-textured

### Vendors

- Source local vendors if possible to include installation or compare with preferred vendors below if local vendors not available.
- Chromagraphx - Oahu (shipping to other islands)





# Office Communications

## Various Signs and Decals

- Message specific to office needs
- Door hangers, parking signs, bathroom directions

### Vendors

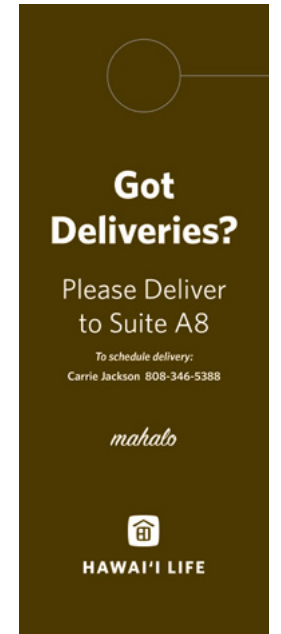
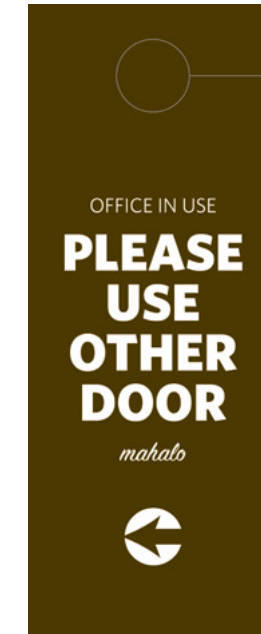
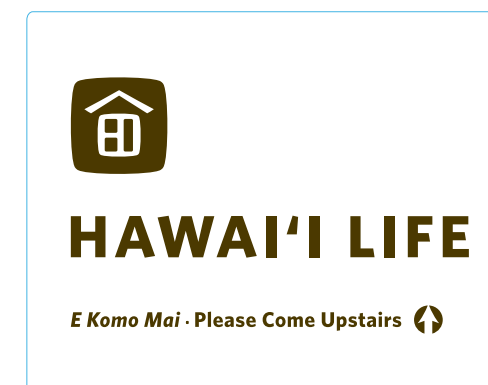
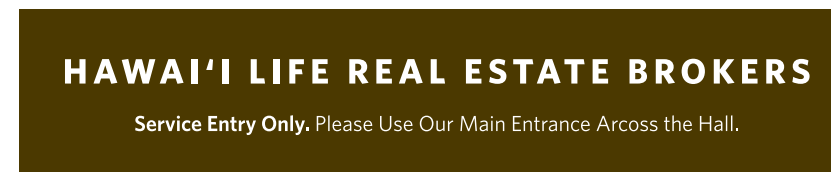
- Use local Sign or Print Shop

## Door/hanging signs

- Office open, Agent on Duty, E Komo Mai messaging
- Removable, clear or colored acrylic or vinyl
- Hooks or suction holders for hanging

### Vendors

- Use local Sign or Print Shop
- Office Sign Company (door hangers)



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# Mahalo

For artwork or questions, please contact the  
Hawai'i Life Create Team at [create@hawaiilife.com](mailto:create@hawaiilife.com)



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