



Marketing Presentation



LEEWARD Advantage *Marketing Presentation*



LEEWARD ADVANTAGE CAMPAIGN



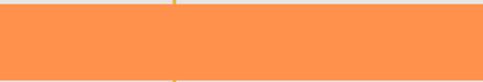


Slogan

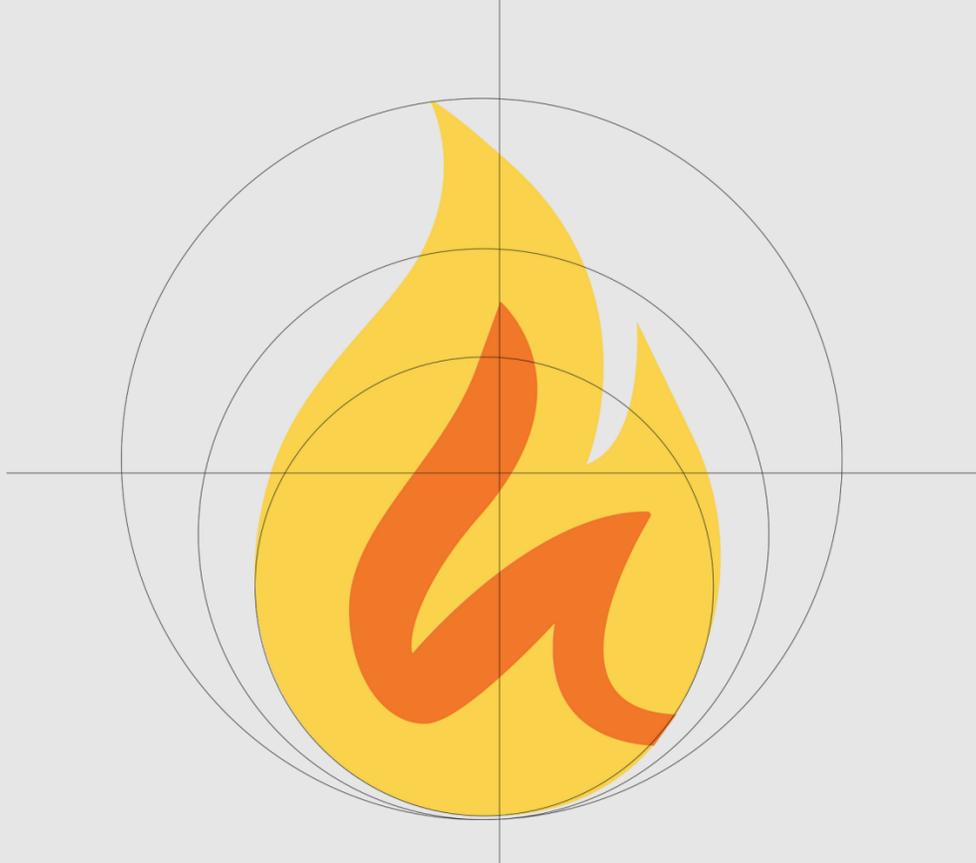


“

Thrive where you belong”



LEEWARD ADVANTAGE CAMPAIGN



Introduction to Our Story



Our Story

Leeward Advantage is rooted in the Student Success pillar of our Strategic Plan and inspired by the theme of growth. This internal campaign highlights how Leeward fosters an environment where students can thrive academically, personally, and professionally. The logo reflects this journey: the burning flame and torch echo the symbol of enlightenment and knowledge found in the University of Hawai'i system logo, while the ulu (breadfruit) leaf symbolizes nourishment, support, and abundance. The shapes of the letters L and A subtly form a shark fin, tying in Leeward's identity and representing strength, forward motion, and resilience. Together, these elements reflect how Leeward helps students take root, rise with confidence, and thrive.

LEEWARD ADVANTAGE CAMPAIGN



Marketing Presentation



Target Audience



Students

Seek clarity and ease in navigating the college experience

Value: Simplified communication, supportive services, and visual consistency

Goal: Build trust, engagement, and retention through clear messaging and relatable visuals

Message Focus: “*This is for You!*” helping them feel seen, supported, and informed

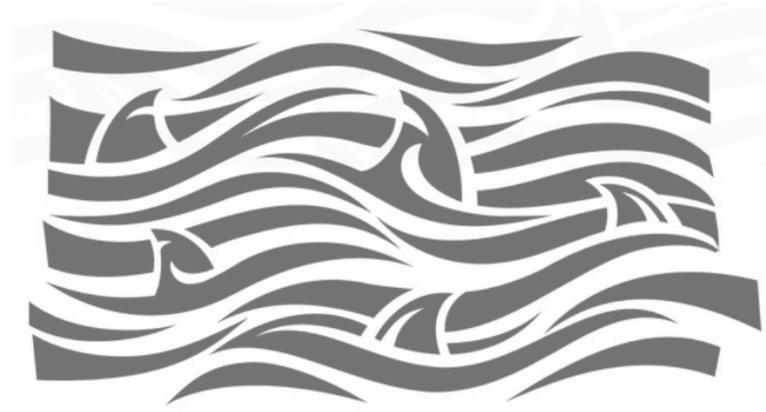
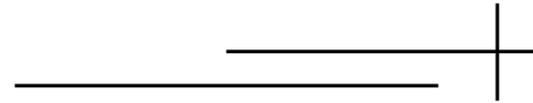
Faculty & Staff

Frontline Guidance and support students daily

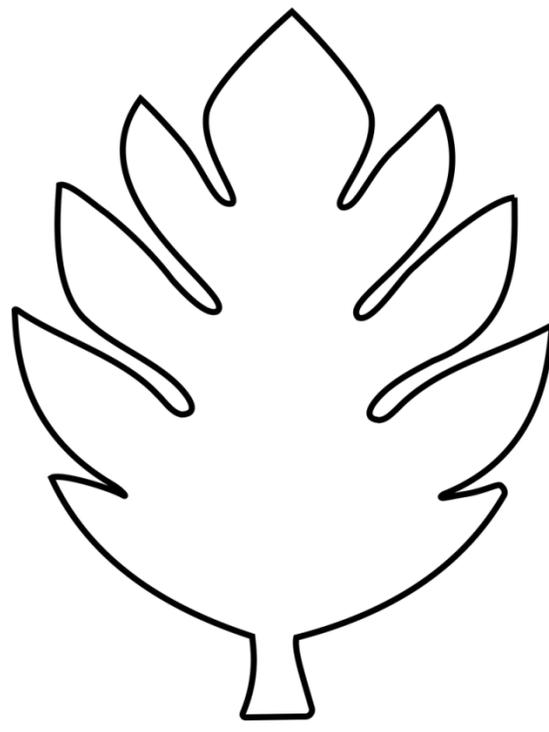
Value: Consistent tools, templates, and messaging that save time and reduce confusion

Goal: Empower staff to reinforce Leeward’s identity and enhance student experience

Message Focus: “*We’re in this together*” align internal teams with branding for stronger impact



THE CONCEPT of Our Logo



ULU LEAF

NOURISHMENT, SUPPORT, GROWTH



UH FLAME + SHARK FIN

UH FLAME - KNOWLEDGE, GUIDANCE, ENLIGHTENMENT

SHARK FIN - STRENGTH, MOTION, CONTINUITY



THE SPECTRUM of Our Logo

Marketing Presentation



#033D68



#F3772B



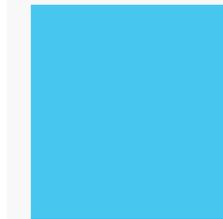
#AACC43



#EB2F93



#FAD34D



#47C7F0



#9E509F

Color Palette

The Leeward Advantage color palette, curated with input from a panel of students, features vibrant hues across the full spectrum of the rainbow. Each color was thoughtfully selected to reflect the energy, creativity, and resilience that define the student journey. Rooted in the Student Success pillar and inspired by the broader values of our Strategic Plan—including Equity, Community, and Innovation—this vibrant palette brings visibility, unity, and purpose to the brand. It visually embodies our message to students: Thrive where you belong.



LEEWARD ADVANTAGE CAMPAIGN



Typography of Logo

LEEWARD
Advantage

Digital Fonts

For digital applications, web-safe versions or specific web fonts are designated to ensure consistent rendering across various browsers and devices.



A a

Margin

A a

Garet

A a

Beach Resort

Primary Typeface

“Margin” balances personality with readability and is used for all headlines, subheadings, and key messaging across the Leeward Advantage campaign.

The secondary typeface

Garet is chosen for its modern, geometric feel and clean readability, making it ideal for body copy, paragraphs, and detailed information across all Leeward Advantage materials.

The accent typeface

Beach Resort is chosen for its casual, island-inspired style that adds warmth and personality to the campaign. It’s ideal for accent text, quotes, and callouts, providing contrast while supporting Leeward Advantage’s approachable and student-friendly tone.



LOGO VARIATIONS





STORY BEHIND Our Brand

Key Messaging

Leeward Advantage is about growth.
We empower students to take root, rise, and thrive—academically and beyond.

Our Brand Personality

Supportive. Uplifting. Grounded in purpose.
We're a steady guide, here to help students grow with confidence and clarity.





Signage



Leeward Library
The Leeward advantage

QUIET
MINDS,
LOUD
FUTURE.
WHERE
FOCUS
FINDS YOU.

0:31 3:35

||

YOUR CSMPUS OHANA

LEEWARD HUI OHANA

SUPPORT FOR STUDENT PARENTS

Donations, resources, & care for your growing family.

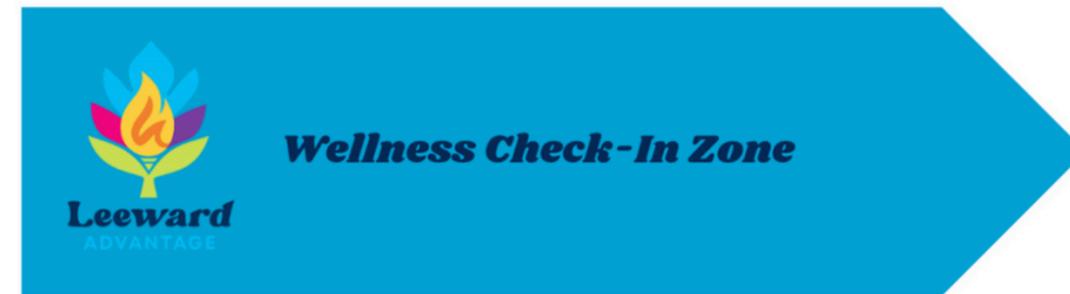
Find more information at reallygreatsite.com

Start Here

YOUR PATH TO
SUCCESS STARTS
AT THE
WELCOME CENTER!



Signage





Lower Level Map

SIGNAGE PLACEMENT

LOWER LEVEL



Student Health Center AD 223

Disability Services Office LC 213

Hui Ohana

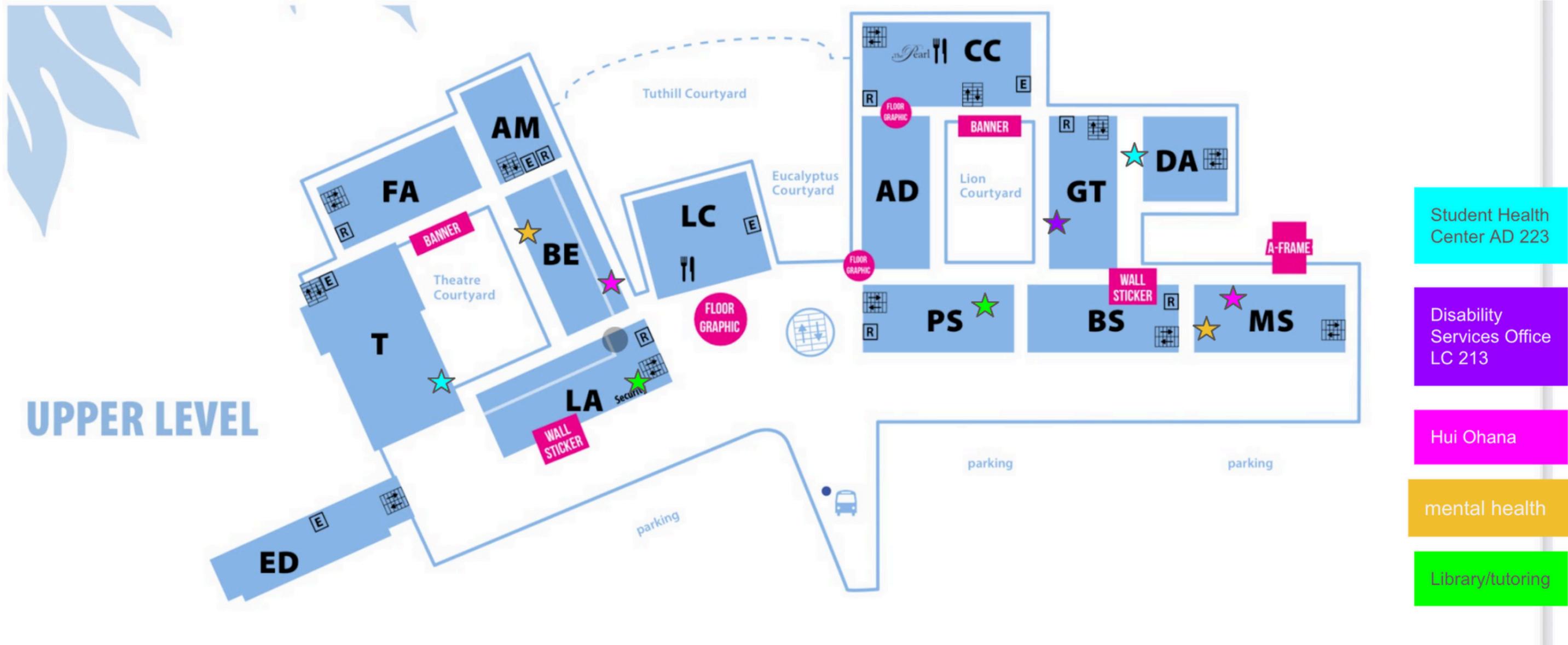
mental health

Library/tutoring



Upper Level Map

SIGNAGE PLACEMENT





Map

SIGNAGE PLACEMENT



- EMERGENCY CALL BOX**
All emergency boxes are located on LOWER FLOORS.
- BUILDINGS WITH LOWER FLOOR ONLY**
- VISITOR PARKING**
- RESTROOM**
- ALL GENDER RESTROOM**
- ELEVATOR**
- ADA PARKING**
- STAIRWAY**
- DINING**

- Student Health Center AD 223
- Disability Services Office LC 213
- Hui Ohana



SOCIAL MEDIA Guidelines

Social Media Profile Standards

Our messaging revolves around empowering student, faculty and staff success. This is the foundation of how we communicate the purpose and impact of The Leeward Advantage.

Content Strategy

Our social media content focuses on educational insights, community engagement. Every post should add value or spark conversation.





Promotional tools & Channels

- Social Media Campaign (1 or 2 of these per week, or more if possible)
 - Weekly spotlights on different student success resources.
 - Short video testimonials from students who have benefited from the resources.
 - Interactive posts (polls, quizzes, “Did You Know?” facts).
 - Instagram Reels & TikTok-style videos showcasing services in action.

SCHEDULE

MON

- Services/resources

TUES

- student spotlight

WED

- story polls

THUR

- Julius posts

FRI





Content thru Promo



Drive-By Karaoke

Concept: You roll up in a golf cart or walk around with a karaoke mic and offer passing students the chance to sing one line from a song in exchange for... a prize or a flyer.

- Themes: “Sing for Snacks,
”

Wrong Resource Answers Only

Concept: Man-on-the-street interviews asking students “Where do you go for free tutoring?” Can only give wrong answers

- “The vending machine?” “My dreams?” “Professor’s DMs?”
- End with: “Actually, it’s right here 📍 The Learning Resource Center”

Library whisper, interviews

Intro whisper:

“We’re in the library... asking Leeward students the real questions. W——hisper edition. Let’s go.”

Q1:

“What’s your current stress level... 1 being nap time, 10 being crying in the bathroom?”

Overlay text: Mental Health Center is open. No appointment n——eeded.

Q2:

“Be honest. Do you actually know where the tutoring center is?”

O——verlay: It’s in the Learning Commons. You should go.

Q3:

“How long have you been here?”

Since yesterday



Extending BRAND'S REACH

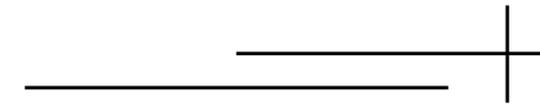
DIGITAL INTERFACES

Our website and all digital interfaces must reflect our brand guidelines in terms of layout, colors, typography, and imagery.

MARKETING MATERIALS

All marketing collateral, both print and digital, must adhere to the defined brand guidelines. Use approved templates and design elements to ensure uniformity.





Events & Activities

- Spring Rolls & Success Plans
- Tea & Tutoring
- Ramen & Resources” Night
- Paint Your Path” + Student Stories Wall





LEEWARD
Advantage

Mahalo
for listening.

