



KONA BRAND STORY

BRANDING

Kona Brewing Co. is a beer brand. But it is not just a symbol for products. It is a business that has yielded finely crafted beers from a small brewery manned by dedicated brewers. It has built comfortable and welcoming pubs that feature great food paired with great beer and friendly service. It has brought the spirit of paradise and aloha to the mainland US, vicariously transporting beer drinkers to a special place on earth.

This book is the complete story of what Kona Brewing Co., the brand, stands for in communities throughout Hawaii and on the mainland.

The brand story is not just how a business was started and what it makes, it is about what it contributes to the culture of our society that resonates with consumers. A brand is coveted for the values it represents in the mind and heart of the buyer. Kona Brewing Co., is a brand worth coveting.



PLACE

Kona Brewing was established in 1992 with the desire to reflect the truly special character and vitality of Hawaii, the Big Island and the cultural past and present of the islands. We define culture as personal creative expression that conveys place, community, and life experiences.

The culture of Kona and Hawaii is a way of life, not a postcard, theme or fantasy.

Kona Brewing Company embraces the rough edges of real life on the islands which ground ourselves in the present and rejuvenate our spirits for the future. Kona Brewing Co. is a fixed part of the landscape that locals and discerning tourists wear as both a badge of Hawaii and their personal experiences on the islands.



ENVIRONMENT



The Kona Brewing Co brand connects and engages with the consumer's love and vision of Hawaii as an unspoiled, pristine paradise. This is the safe entry into the brand because it is familiar.

Kona believes strongly that the natural environment is what makes Hawaii special and must be protected.

A sense of place and environment inspired the company's identity and each of the beer names and images. Kona Brewing originated in this place and captures the color, texture, diversity and lushness of the environment.

The brand has its foundation in the natural landscape of Hawaii.



CULTURE

Kona Brewing Company brings real meaning to every element and expression

of the brand and teaches the consumer about the culture and history of

Hawaii, the Aloha spirit and the island environment. The brand also reflects

culture of Hawaii today in its modern form with a mix of people and influences

such as surfing, environmentalism, spirituality, dance, music and art.

Ultimately, Kona seeks to inspire consumers to recognize the uniqueness,

history, cultural heritage and current character of the places they live.

Not only to value Hawaii, but the places they call home and to inspire them

to protect their local community from destruction and homogenization.



COMMUNITY

A respect for place leads to community. Kona Brewing Company's heart and soul comes from having a place in the community. It is not enough to just make and serve great beer. Kona Brewing's integrity as a company comes from nurturing relationships with other businesses, civic leaders, residents, visitors and our employees.



Wherever Kona does business, whether on the islands, mainland or overseas, we seek a place in the fabric of the local community by engaging in a real relationship with our customers.

Everyone is a guest in our home when they visit the brewery and pubs. And when we visit new places, we bring gifts, show our sincere appreciation and openly share all that we have to offer. This is what makes us different.



INTEGRITY



Everyone says they have quality and integrity. Kona Brewing takes this idea very seriously and seeks to redefine these terms with an authentic spirit. Our intention is to make beers with character and consistency through the use of the best ingredients and best methods in beer making.

Our ales and lagers make the promise of handcrafted quality and must deliver on that promise with every beer. No compromises.

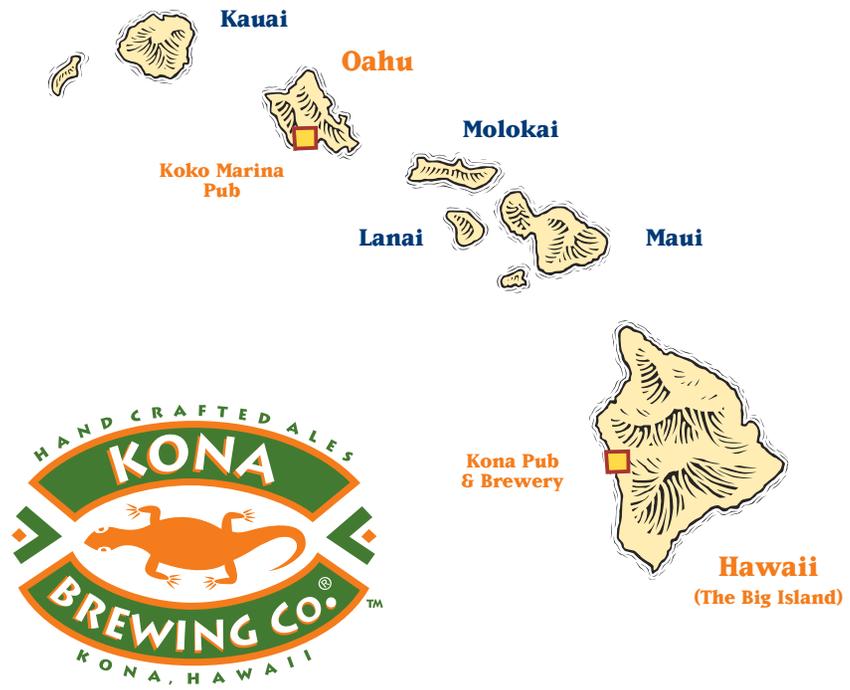
Our pubs are a place to gather with friends and family, to be nurtured with excellent food and drink and to recover our spirit for life.

This is our home, ohana, and every person is a guest. No compromises.

Off the islands, Kona Brewing Co., our representatives, our beers and our customers are ambassadors for our brand.

Each new person to the brand should experience our respect for local culture, environment, community and integrity. No compromises.





KONA BRAND CHARACTERISTICS:

Easygoing

Vibrant

Energetic

Unconventional

Friendly

Respectful

Gracious

Thoughtful

Generous

Connected

Engaged





OUR STORY MADE VISUAL

VISUALIZATION

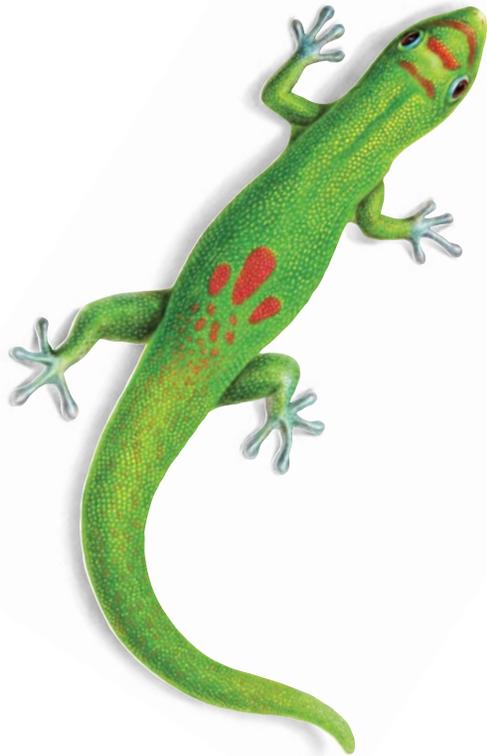
Because Kona's image is based on the native history, natural environment, current culture and local community, there is an authentic and unpolished character that yields a vibrant energy, honesty and freshness to the brand.

Once the customer connects with the brand sense of place (Hawaii), a youthful spirit and bold expressive attitude comes through.



The gecko image in the logo, the primitive petroglyphs (all of which depict a live action), graphic pattern borders inspired by Polynesian tattoos, strong color palette, and real lava rock texture combine together to communicate the story of the Kona Brewing Co. brand.





Brand Elements: Gecko

The gecko is an important symbol to the brand. Inspired by the Hawaiian belief in the Amuakua (protective spirits), this lizard is considered to bring good fortune to those who find one living in their home.

By having a gecko on each bottle of beer and pint glass we wish good fortune to all of our customers.





Brand Elements: Petroglyphs

Each Kona brew is assigned an icon that illustrates the name of the beer.

Ancient cultures all over the world told stories through icons or petroglyphs. On the Big Island, petroglyphs were carved into the hardened lava flows and would typically depict, hunting, sport, birth and death.

Inspired by this pictorial language of the Big island, Kona Brewing has our own petroglyphs that depict the spirit of each of the beers and the place that inspired the brand.



Brand Elements: Tattoo Patterns

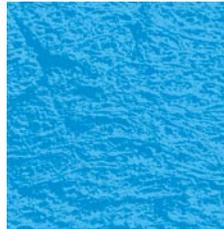
At the bottom of each label sits a unique pattern based on tattoos worn by Hawaiians in the past. These patterns are part of storytelling where each mark is a symbol for an animal, the environment, or an action.



Each beer in the Kona Brewing Co. family has an original tattoo that is used as a secondary symbol for the beer.

Fire Rock Pale Ale has a repeat of alternating triangles that symbolize heaven and earth intertwined. **Longboard Lager** has a stylized pattern of kelp leaves symbolizing the transition from land to sea.

Big Wave Golden Ale has a repeat of fishing hooks as a symbol of the occupation of fishing for food for the village. The Kona brand also has a universal tattoo pattern of alternating chevrons and diamonds playing off of the logo and details of the labels.



Brand Elements: Lava Texture

The rough lava, or `ā`ā lava, is a distinctive kind of heavily textured rock that serves as the background for each of the Kona petroglyphs. The lava texture is given different coloring for each beer to help differentiate one from another in the line at a glance.

This lava texture illustrates the rough, volcanic side of the lush island environment, conveying a raw and unpolished feeling to the brand.

It helps to make the brand real and interesting.





Brand Elements: Color Palette

The Kona Brewing color palette offers a range of natural and bright colors.

Each beer has its own palette of colors with a dominant color leading the consumer to recognize "their" beer. Longboard is red, Fire Rock is yellow, Big Wave is blue and so on.

The color palette evokes a tropical landscape of rich, saturated hues. The boldness of color are a point of distinction which contributes a wild and lively character to the brand.



◆ Fire Rock®
PALE ALE

◆ Longboard®
LAGER

◆ Big Wave™
GOLDEN ALE

Brand Elements: Typography

Kona uses two type faces in the brand identity program: **Matrix** (regular, bold, and script) and **LITHOS** (roman and bold). Both font families are meant to be distinctive and to contrast each other. The Lithos has an old-world island look with simple quirky forms. The Matrix is modern and angular. But they both share a common characteristic in that they feel chiseled and cut.

As a design element, type is as expressive as any image in the composition.

Kona's typography standards are to be maintained diligently to protect the integrity and recognition of the brand.

Just as there should be no substitute for our Fire Rock volcano image, there should never be substituted font or type face used in the brand program.



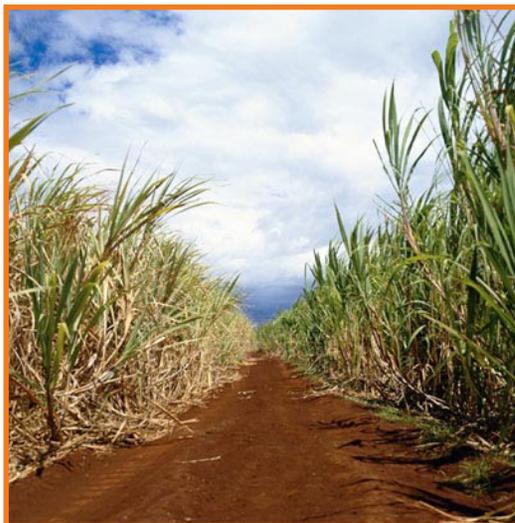


Brand Elements: Materials

Uniqueness of materials used in the pubs, pos materials and packaging are key components in the brand. For example, recycled papers in combination with non-wood based material like the 50% sugar cane paper we use are specified whenever possible for our marketing materials. Soy based inks are specified in printing. Salvaged wood from old building and non-toxic paints are used in the pubs.

Kona Brewing Co. is deeply concerned about disposable nature of our products and marketing materials.

We believe that we may not use the land as inspiration without talking measures to protect our natural resources and to act responsibly.



DISCOVERY

Kona Brewing is a brand that is found through discovery - the opportunity to learn more over time and peer into the details for the meaning of the brand.

That sense of discovery is built into every aspect of the brand. Like pushing back the overgrown jungle and discovering an unspoiled oasis.

This approach takes time and careful consideration, but the reward is a more memorable brand that customers understand and embrace as a symbol of what they value.

