



UNIVERSITY of HAWAII®
MĀNOA

ENROLLMENT MANAGEMENT



Our Belief Statement

The University of Hawai'i at Mānoa is among the nation's leading land-, sea-, and space- grant universities. Grounded in the traditional values of our host culture, we strive for excellence in teaching, research, and community engagement, while promoting environmental sustainability and human justice.

Enrollment Management is committed to:

- Providing outstanding student services through the enrollment process including admissions, financial aid, and registrar.
- Successfully attract, admit, enroll, and retain a desirable student body for The University of Hawai'i at Mānoa
- Promoting The University of Hawai'i at Mānoa and the pursuit of higher education
- Playing a leadership role in the development and equipping of our students with the skills and knowledge to be productive citizens of the community, our state, and the world

Tone & Voice

The tone and voice of The University of Hawai'i at Mānoa is authentic, innovative, unique, inspiring, and welcoming. It embodies the spirit and essence of the University that stems from our purpose and principles. Designed to flex and adapt to suit the varied audiences, it will leave a lasting and memorable impression.

TONE

"Make Mānoa Yours" is the inviting tone throughout all messaging. Through the art of mo'olelo (storytelling), "Make Mānoa Yours" captures the one-of-a-kind experience, intrinsic to our location, which cannot be replicated anywhere else in this world

VOICE

We engage with our varied audiences through conversation that is comfortable and natural, educational and professional. We are passionate, people-oriented, and determined to make a positive impact.

Typography

Headline

Secondary

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CAPTIONS & CREDITS

Headline

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Case: Sentence
Color: Black, Manoa Green or Knockout
Tracking: 0
Kerning: Manual

Secondary Headline

Font: Wedding Chardonnay
Case: Sentence
Color: Black, Manoa Green or Knockout
Tracking: 0
Kerning: Manual

Body copy

Font: Helvetica Neue LT Std 45 Light
Case: Sentence
Color: Black, Knockout or Charcoal
Tracking: 0
Kerning: Manual

Captions & Credits

Font: Helvetica Neue LT Std 57 Condensed
Color: Black, Charcoal or Knockout
Tracking: 50
Kerning: Manual

Typography

Helvetica Neue LT STD

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0123456789

Helvetica Neue LT STD 45 Light
Helvetica Neue LT STD 57 Condensed

Wedding Chandonnay

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Intro

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INTRO HEAD B ŪC BASE

Intro Script L Base

Color Palette



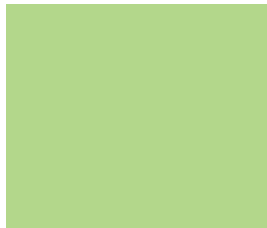
Manoa Green

Pantone® 3435
C100 M0 Y81 K66
R0 G80 B47
HEX# 00502f



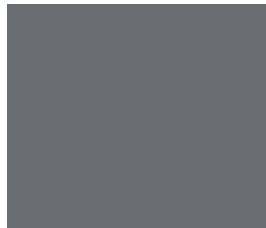
Kelly Green

Pantone® 348
C100 M0 Y85 K24
R0 G135 B82
HEX# 008751



Light Green

Pantone® 367
C32 M0 Y59 K0
R180 G216 B139
HEX# adff69



Charcoal

Pantone® 432 U
C0 M0 Y0 K85
R70 G76 B80
HEX# 464C50



Black

Pantone® 179-15 U
C0 M0 Y0 K95
HEX# 282829

Graphic Pattern

As a thriving land-, sea-, and space- grant university, the graphic pattern infused throughout the designs is unique to our brand and sets us apart from our competition. It is a visual element that weaves the storytelling component throughout our messaging.



Photography

Our brand relies on photography that reflects and reinforces our purpose and principles. It supports the unique storytelling experience conveyed through our messaging.



Branded Examples



**LOREM SET
IPSUM DOLOR**

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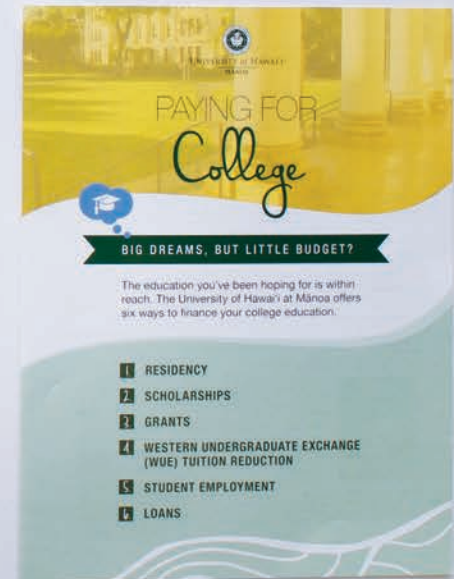
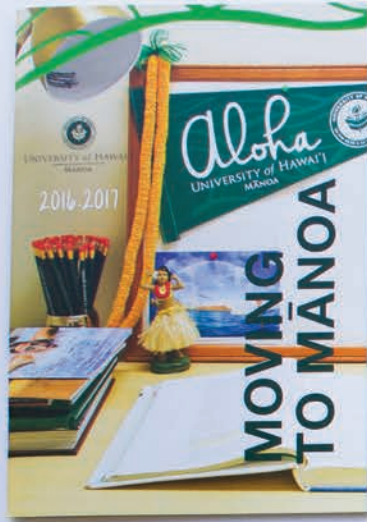
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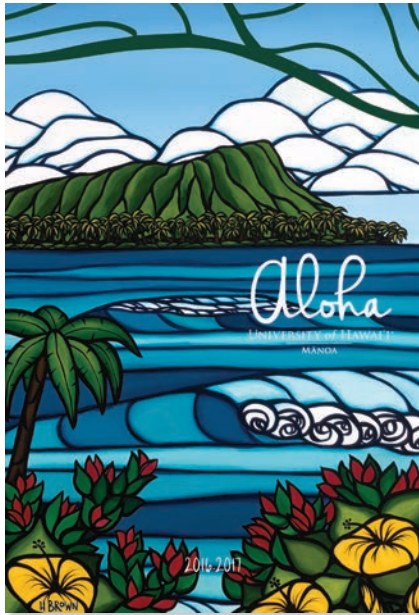
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Mānoa a'e o nā lāhina a pau he ole o he hanaha.
Above all nations is Hawaii.

FOUNDED 1907

LOCATION Honolulu, Oahu, HI

OFFICE TYPE Research, Academic, & Professional (College level)

UN ADO. CLASS SIZE 23 Undergraduate, 25 Upper Division

STUDENT TO FACULTY RATIO 16:1
% OF FACULTY WITH PH.D. 85%

STUDENT DIVERSITY

- 38,000+ Student
- 22.7% Caucasian
- 18.7% Asian Hawaiian
- 14.5% Multiracial
- 12.0% International
- 1.9% Hispanic
- 1.6% African American
- 11.4% Underrepresented
- 11.4% American Indian or Alaska Native

RESEARCH FUNDING With research funding totaling over \$300 million annually, the University of Hawaii is one of the nation's largest academic drivers after health care and the military.

TOP 1.5% 1341 Schools in nationally ranked among the top 1.5% of nearly 14,000 universities in the world.

Student Characteristics 2016

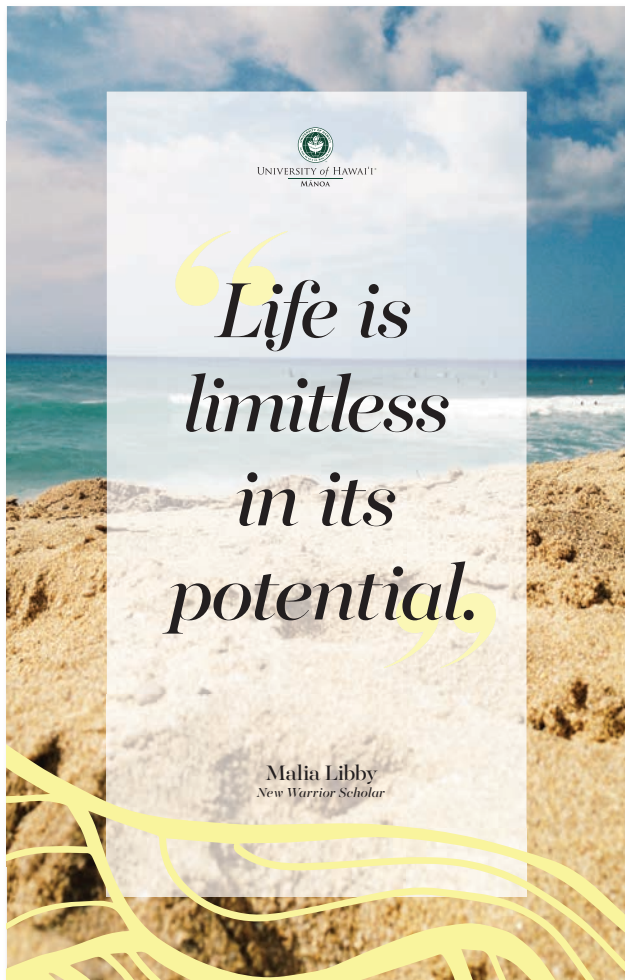
- Hawai'i In-State
- Over 50 States, U.S., National
- International
- Countries & Regions Represented
- Top 25% in H.S.
- 5% Female
- 45 Avg. H.S. GPA
- 1447 Avg. SAT Scores
- 0.554 Total Fall 2016 Enrollment





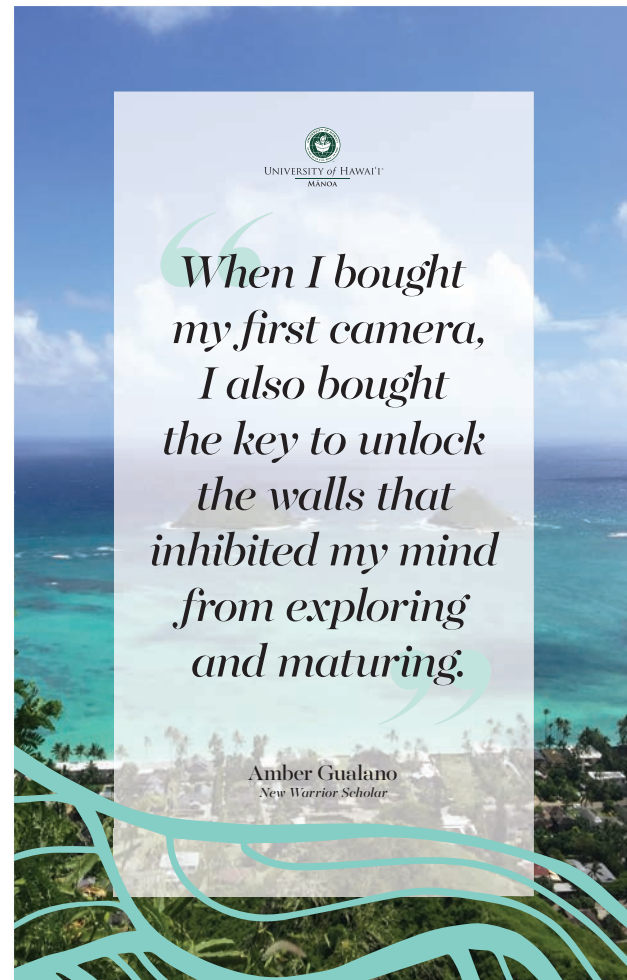
*“Friends...
provide
comfort and
enjoyment
for each
chapter of
life.”*

Dillon Korman
New Warrior Scholar



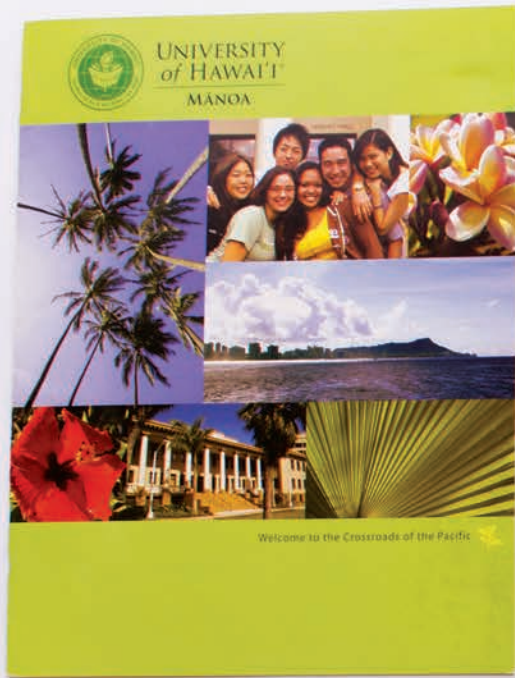
*“Life is
limitless
in its
potential.”*

Malia Libby
New Warrior Scholar



*“When I bought
my first camera,
I also bought
the key to unlock
the walls that
inhibited my mind
from exploring
and maturing.”*

Amber Gualano
New Warrior Scholar



Before

After

It's more than just money; scholarships at UH Mānoa have given me the opportunity to learn, grow, and chase my dreams.

LEAH MIYASATO
University of Hawai'i at Mānoa
Regents Scholar, 2014



Investing In Your Future

The education you've been hoping for is within reach. The University of Hawai'i at Mānoa proudly announces over \$1.5 million in scholarship opportunities for local high school seniors and transfer students for Fall 2017.

SCHOLARSHIP	AWARD AMOUNT	GRADE POINT AVERAGE (GPA)	SAT SCORE	ACT SCORE	FRESHMAN OR TRANSFER APPLICANT	APPLICATION DEADLINE
REGENTS	Full tuition* + \$4,000/year stipend + \$2,000 travel grant	3.5	1380	29	Freshman	January 15, 2017
CHANCELLOR'S	\$10,000/year	3.5	1300	25	Freshman	January 15, 2017
DOCTOR OF MEDICINE	Full tuition*	3.8	1200 & 18 Writing	27	Freshman	December 1, 2018
MĀNOA ACADEMIC MERIT	\$2,000/year	3.5	1200	23	Freshman	Automatic scholarship**
PRESIDENTIAL	Full tuition*** + \$4,000/year stipend + \$2,000 travel grant	3.7			Transfer	January 15, 2017

*Full tuition for four (4) years.
**UH Mānoa admissions applications must be submitted by March 1, 2017 for consideration
***Full tuition for two (2) years

To learn more, visit hawaii.edu/fas/info/scholarships.php, email manoa.scholarships@hawaii.edu or call the Office of Admissions, 808-956-8975.



#makemanoyours

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MĀNOA

ART & DESIGN

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Professional Designs

Learn more about our professional designs... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Photorealistic Newspaper Mockup

High Resolution Brand Identity Mockups

HONOLULU

Star Advertiser

FRIDAY

Amazon Mockups and Templates by Zippypixels

Professional Designs PSD Mockups by Zippypixels

LOREM IPSUM

Lorem ipsum dolor sit amet.

Layered

11D Branding Presentations

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Brand Identity Mockups

Learn more about our brand identity mockups... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Learn more about our professional designs... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Layered

Learn more about our layered designs... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Welina Mānoa

Begin your journey in Hawai'i.



Mānoa at a Glance

Founded 1907	Accreditation Western Association of Schools and Colleges (WASC)	Degrees 100 Bachelor's 85 Master's 58 Doctoral
Enrollment 18,845 13,669 Undergraduate 5,176 Graduate	Student to Faculty Ratio 13:1	

Student Characteristics 2015



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#makemanoajour.

PICTURED: THE MĀNOA REC CENTER (PHOTO CREDIT: JOSE MAGNO)
The University of Hawai'i at Mānoa is an equal opportunity affirmative action institution.



UNDERGRADUATE / GRADUATE / LAW / MEDICINE / CONTINUING EDUCATION / RESOURCES / SEARCH

Aloha

Wēlina Mānoa! Refresh your mind. Engage your spirit.
Expand your horizons at our world-class university. Make
Mānoa Yours.

APPLY NOW

LEARN MORE



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