

OUR
BRAND ESSENCE IS...

Belonging

We strive to create a place of belonging, where everyone is seen, heard, and deeply known. Belonging is a sensibility—that feeling we all get when we're understood and offered the generosity of spirit that leads to health and wellness.

Belonging is rooted in togetherness, grounded by love, and sustained by looking out for one another. We offer a safe space, where respect, inclusion, compassion, and empathy shape the way we provide care.

This is a place where patients, families, and caregivers alike feel kinship and acceptance, and every dimension of one's care is informed by how we've gotten to know and understand them.

OUR
BRAND PILLARS

We stand for...

Superlative,
signature care.

We deliver exceptional, distinctive healthcare that considers each patient's individual condition, unique character, and personal life context.

A commitment to
improvement.

We strive to better our patient's lives through the best possible care; to strengthen our community through ideas and action; and to improve our own culture by challenging ourselves to reach, learn, and grow.

A people-first
approach.

Animated by the spirit of Ohana, we put patients at the center and we model a culture of healing, care, and belonging for our West Hawaii community.



**WEST
HAWAII**
REGION



KOHALA
HOSPITAL



KONA
COMMUNITY HOSPITAL

Our new logos were inspired by symbolism found within Polynesian artwork.

The triangle has multiple inspiration and interpretations, including:

- Shark's teeth—strength, protection, and guidance
- The sails of voyaging canoes—the values and unity of the Hawaiian people

We refined these shapes to help demonstrate that Kona Community Hospital and Kohala Hospital are one—part of the West Hawaii Region. The double triangle in the WHR logo specifically evokes a double-sailed canoe—testament to what is possible through teamwork, collaboration, daring, and bravery.

OUR
COLOR PALETTE

Inspired by the natural environment of Hawaii.

These colors were chosen to reflect the unity of WHR, while also providing distinction between Kona Community Hospital and Kohala Hospital. Both Kohala and Kona have unique colors that represent their distinct identities.

BLACK ROCK

PUMICE

TEAL (BLUE SEA)

TERRA (EARTH)

GOLD (SUN)