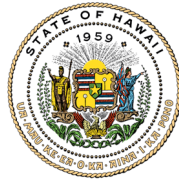


SUNSHINE LAW MEETING



HAWAI'I STATE ETHICS COMMISSION

State of Hawai'i · Bishop Square, 1001 Bishop Street, ASB Tower 970 · Honolulu, Hawai'i 96813

NOTICE OF MEETING OF THE HAWAI'I STATE ETHICS COMMISSION

Commissioners:

Wesley Fong, Chair

Beverley Tobias, Vice-Chair • Robert Hong • Cynthia Thielen • Roderick Becker

Date: March 19, 2025

Time: 9:00 a.m.

Location: Zoom Videoconference or Phone:

Videoconference: [Join Zoom Meeting](https://us06web.zoom.us/j/85891962269?pwd=UU4ch rVD6Ti4EUw4m4nLjcWa0piA.1)
[https://us06web.zoom.us/j/85891962269?pwd=UU4ch
rVD6Ti4EUw4m4nLjcWa0piA.1](https://us06web.zoom.us/j/85891962269?pwd=UU4ch rVD6Ti4EUw4m4nLjcWa0piA.1)

Phone: + 1(719) 359-4580 or +1 (253) 205-0468

Phone passcode: 170653

Meeting ID: 858 9196 2269

Passcode: V4qHQr

Public Meeting Location:

Hawai'i State Ethics Commission Conference Room
1001 Bishop Street
American Savings Bank Tower, Suite 970
Honolulu, Hawai'i 96813

Pursuant to Hawai'i Revised Statutes section 92-3.7, the State Ethics Commission will meet remotely using interactive conference technology. The public may either attend the meeting in person, at the public meeting location above, or participate remotely by using the above Zoom meeting information. If participating remotely, please mute your phone/device except while testifying. If the Commission's videoconference connection is lost during the meeting, please visit the Commission's website (www.ethics.hawaii.gov) for more information, including reconnection information.

Public meeting materials for this meeting are available on the Commission's website at www.ethics.hawaii.gov.

AGENDA

CALL TO ORDER

I. Consideration and Approval of the Minutes of the February 19, 2025 Meeting

Attachment 1: Sunshine Law Meeting Minutes of the February 19, 2025, Hawai'i State Ethics Commission Meeting

II. Directors' Report

1. Education / Training Report

Attachment 1: 2025 Training Schedule

2. Guidance and Assignment Statistics – February 2025

Attachment 2: 2025 Guidance and Assignment Statistics / Website Traffic

3. Miscellaneous Office Projects / Updates

III. Discussion of Media Reports Concerning Ethics or the Ethics Commission Since the Last Meeting

IV. Proposed Ethics Commission Logo Update and Brand Guidelines

Attachment 1: Brand Guidelines

V. 2025 Legislative Matters

The new bills of interest introduced in 2025 are described briefly below. The blue house or senate bill number is a clickable hyperlink that goes directly to the bill language online. If the hyperlink does not work, bills can be looked up at “capitol.hawaii.gov” by typing the bill number in the box near the top of the window.

Budget

- [HB 1440 HD1](#). This bill proposes appropriations to cover the operational expenses of several key legislative bodies and offices, including the Legislature, the Auditor, the Legislative Reference Bureau, the Ombudsman, and the Ethics Commission. The proposed allocation to the Commission exceeds the requested amount by about 5%. As of March 11, 2025, HB1440 has been transmitted to the Governor.
- [HB 1439](#). This bill proposes appropriations to cover public employment cost items and cost adjustments for employees of the Senate, House of Representatives, and various legislative service agencies. As of March 11, 2025, this bill has passed the house and has been referred to the Senate Committee on Ways and Means.

Commission Procedures

- [HB 411](#). This bill proposes establishing uniform provisions for assessing administrative penalties under the State Ethics Code and the Lobbyist Law. The bill aims to create a streamlined process for the State Ethics Commission to impose administrative penalties for minor violations, thereby enhancing the efficiency and consistency of enforcement actions. As of March 11, 2025, this bill passed the house and was referred to the Senate Committee on Judiciary.
- [SB 289](#). Same measure as above. As of March 11, 2025, this bill passed the senate and referred to the House Committee on Judiciary and Hawaiian Affairs. A hearing is set for March 12, 2025.

Lobbyist Law

- [HB 412 HD1](#). This measure broadens the definition of "lobbying" in the state lobbying law to encompass specific communications with high-level government officials concerning procurement decisions. Additionally, it establishes certain presumptions regarding testimony provided by a lobbyist and potentially renders certain contracts voidable when entered into in violation of the state lobbying law. This measure passed the House and is pending before the Senate Committee on Government Operations and Senate Committee on Judiciary.

- [HB 413](#). This bill clarifies the administrative oversight of statutory restrictions concerning prohibited lobbyist contributions during the legislative session. It also specifies that the regular or special sessions in which lobbyist contributions are banned are periods when both houses of the legislature are in session. As of March 11, 2025, this measure passed the house and is pending before the Senate Committee on Judiciary and Senate Committee on Ways and Means.

Nepotism

- [SB 1545](#). This bill repeals language in the code of ethics that exempts the Legislative Branch from prohibitions against nepotism in public employment. As of March 11, 2025, this measure passed the senate and is pending before the House Committee on Legislative Management and the House Committee on Judiciary and Hawaiian Affairs.

Criminal

- [SB 283 SD1](#). This measure establishes enhanced criminal bribery penalties for public servants where the value of the gift exceeds \$50,000 or where there have been three or more acts of bribery. As of March 11, 2025, this passed the senate and is pending before the House Committee on Judiciary and Hawaiian Affairs.

- VI. *Akana v. Hawai'i State Ethics Commission and Daniel Gluck*, Civil No. 18-1-1019-06 (JHA); *Akana v. Hawai'i State Ethics Commission*, Civil No. 19-1-0379-03 (JHA); *State of Hawai'i, Ethics Commission v. Rowena Akana*, Civil No. 20-1-0453 (BIA)

Discussion of case status.

The Hawai'i State Ethics Commission may convene an executive session pursuant to Hawai'i Revised Statutes section 92-5(a)(4) to consult with the Commission's attorneys and/or the Department of the Attorney General on questions and issues pertaining to the Commission's powers, duties, privileges, immunities, and liabilities.

VII. Adjournment

Public Testimony

Anyone wishing to testify may do so during the meeting or may submit written testimony in advance of the meeting by email (info.ethics@hawaii.gov), facsimile (fax) (808-587-0470), or U.S. postal mail (State Ethics Commission, 1001 Bishop Street, American Savings Bank Tower, Suite 970, Honolulu, Hawai'i 96813). Public testimony must be related to an item on the agenda, and the testifier must identify the item to be addressed by the testimony. Pursuant to Hawai'i Revised Statutes section 92-3 and Hawai'i Administrative Rules section 21-1-6(c), oral testimony is limited to three minutes per testifier per agenda item, subject to the reasonable discretion of the Chair.

Auxiliary Aid or Accommodation Due to a Disability

If you require an auxiliary aid or accommodation due to a disability, please contact the State Ethics Commission at (808) 587-0460 or email the Commission at info.ethics@hawaii.gov as soon as possible, preferably at least 48 hours prior to the meeting. Last-minute requests will be accepted but may be impossible to fill.

Upon request, this notice is available in alternate/accessible formats.

SUNSHINE LAW MEETING
AGENDA ITEM I

CONSIDERATION AND APPROVAL OF THE MINUTES OF THE
FEBRUARY 19, 2025 MEETING

Attachment 1: Sunshine Law Meeting Minutes of the February 19, 2025
Hawai'i State Ethics Commission Meeting

SUNSHINE LAW MEETING
MINUTES OF THE HAWAI'I STATE ETHICS COMMISSION

STATE OF HAWAI'I

Date: February 19, 2025

Time: 9:00 a.m.

Location: Hybrid meeting held via Zoom video and audio conference

Recorded video available at

https://ethics.hawaii.gov/category/commissionmeetings/comm_videos/

Public Meeting Location

Hawai'i State Ethics Commission Conference Room

1001 Bishop Street

American Savings Bank Tower, Suite 970

Honolulu, Hawai'i 96813

Present: State Ethics Commission Members

Wesley F. Fong, Chair (present in the conference room)

Beverley Tobias, Vice Chair (via video conference)

Robert Hong, Commissioner (via video conference)

Cynthia Thielen, Commissioner (via video conference)

Roderick Becker, Commissioner (present in the conference room)

State Ethics Commission Staff

Robert D. Harris, Executive Director (present in the conference room)

Kee M. Campbell, Enforcement Director (via video conference)

Bonita Y.M. Chang, Compliance Director (via video conference)

Nancy C. Neuffer, Staff Attorney (via video conference)

Jennifer M. Yamanuha, Staff Attorney (via video conference)

Jodi L. K. Yi, Staff Attorney (via video conference)

Patrick W.C. Lui, Computer Specialist (via video conference)

Jared Elster, Investigator (via video conference)

Barbara A. Gash, Investigatory Analyst (via video conference)

1 Myles A. Yamamoto, Administrative Assistant (present in the conference
2 room)

3
4 Members of the Public

5 Chad Blair

6 Keith C.
7

8 **CALL TO ORDER (0:04)**
9

10 Chair Fong called the meeting to order at 9:00 a.m. Chair Fong, Vice Chair Tobias,
11 Commissioner Thielen, Commissioner Hong, Commissioner Becker, and Commission
12 staff were present. All Commissioners and staff participating via video or audio conference
13 confirmed no one was in the room with them at their respective remote locations.
14
15

16 **Agenda Item No. I: Consideration and Approval of the Minutes of the January 15, 2025**
17 **Meeting (1:30)**
18

19 Commissioner Thielen moved to approve the minutes from the January 15, 2025
20 meeting, which was seconded by Commissioner Hong. The motion passed with
21 Commissioners Fong, Tobias, Thielen, and Hong voting in favor, while Commissioner
22 Becker was excused.
23
24

25 **Agenda Item No. II: Consideration and Approval of the Minutes of the January 15, 2025**
26 **Executive Session Meeting (2:49)**
27

28 Commissioner Thielen moved to approve the minutes from the January 15, 2025,
29 Executive Session meeting, seconded by Vice Chair Tobias. The motion passed with
30 Commissioners Fong, Tobias, Thielen, and Hong voting in favor, while Becker was excused.
31
32

33 **Agenda Item No. III: Directors' Report (3:44)**
34

35 Compliance Director Bonita Chang reported that a custom ethics training was held
36 with the state Health Planning and Development Agency. A live training is also scheduled
37 in March. Staff is in the process of reviewing lobbyist registrations to ensure compliance
38 with training requirements. She reiterated that the priority is to update the training modules
39 to reflect current rules and legislation. Director Chang noted that the new lobbyist
40 legislative bill reporting feature will go live shortly. The first report will be due March 31
41 covering Jan. – Feb.

1
2 Commissioner Thielen asked if HECO is considered a lobbying organization. She
3 noted that during her tenure in the Legislature, HECO resisted the idea that they are
4 lobbyists. Director Chang replied that HECO has in-house lobbyists and believes that they
5 are properly registered. Executive Director Robert Harris noted that all lobbyist
6 registrations and reports are public information. Commissioner Thielen asked if staff could
7 confirm that HECO, Hawai'i Gas, wind, and solar advocates are registered.
8

9 Enforcement Director Kee Campbell reported that 21 new matters were opened and
10 25 closed in the month. He indicated that staff is looking at additional metrics that can be
11 reported from the new case management system.
12

13 Executive Director Robert Harris reported that the staff is engaged in refreshing the
14 Commission's logo. He noted that a graphic designer has been hired to assist with the
15 process. It is hoped that a draft of the logo will be presented at the next meeting. Director
16 Harris further reported that updating the blinds in the Commission's office is under
17 consideration.
18

19 Chair Fong asked how long the Commission has the art in its offices. Director Harris
20 replied that art can be changed every five years.
21
22

23 **Agenda Item No. IV: Proposed 2025 Ethics Commission Goals (11:25)**
24

25 Executive Director Harris discussed the proposed 2025 Ethics Commission goals.
26 He noted that the goals for 2025 are in addition to the Commission's usual mandated
27 functions.
28

29 The first goal is to enhance training programs, specifically the self-directed training
30 modules. He noted that this would include using scenario questions to teach people why a
31 particular answer is correct. Additionally, this goal would encompass using videos to
32 enhance both self-directed and live training. Lastly, staff would look to provide additional
33 communication and training follow-up.
34

35 The second goal is to revitalize commission communications. This goal includes
36 reviving the High Road Newsletter in a digital format and potentially adding a "question of
37 the month." Director Harris explained that this would provide an opportunity to address a
38 question that staff frequently receive publicly. Chair Fong inquired whether staff had
39 information regarding the readership of the High Road. Director Harris responded that
40 previous versions of the High Road were hard copies that were converted into a PDF
41 document, so there is no information about readership. He noted that future editions may

1 consist of a series of links to articles and information, allowing staff to see how many
2 people click to read a story. Chair Fong asked if emails would be sent to all employees.
3 Director Harris replied that the preference would be for employees and others to opt into
4 receiving communications after completing training.
5

6 Chair Fong noted that the county ethics commission has a "question of the month"
7 that briefly highlights an issue or rule. He mentioned that this is typically found on
8 employee pay stubs and suggested looking into it. Commissioner Becker remarked that
9 most state employees are paid via direct deposit, so they may not receive a pay stub.
10

11 The next goal is to enhance public outreach. Director Harris explained that, in
12 addition to the High Road, this would involve examining existing opportunities for staff to
13 partner to raise awareness.
14

15 The next goal is to strengthen public outreach. This includes revitalizing the High
16 Road and enhancing the metrics that can be communicated to the public.
17

18 Commissioner Becker asked what information about ethics and the commission is
19 provided to new employees when they are onboarded. Director Harris replied that staff can
20 review the materials pushed to new employees. He noted that in the prior administration, a
21 lot of information was given when an employee left service. He also noted that new
22 employees are informed of the ethics training requirements.
23

24 The final goal is to enhance accessibility and transparency. Director Harris noted
25 that the Commission Staff has included the Hawaiian translation of its name in various
26 materials. Other initiatives involve making the FAQs and forms more interactive to guide
27 people to the appropriate resource.
28

29 Chair Fong asked if there have been issues regarding departmental staff
30 responsiveness. Enforcement Director Kee Campbell replied that most issues stem from a
31 disagreement by complainants over the reasoning for closure rather than a lack of
32 responsiveness from staff.
33

34 Commissioner Hong made a motion to approve the proposed 2025 Commission
35 Goals, which was seconded by Vice Chair Tobias. The motion passed with Commissioners
36 Fong, Tobias, Thielen, Hong, and Becker voting in favor.
37

38 Commissioner Hong stated that a report on the 2025 goals would benefit the
39 Commission's evaluations. Director Harris responded that an update on the progress of
40 the Commission's goals would be incorporated into the annual reports.
41

1 **Agenda Item No. V: Discussion of Media Reports Concerning Ethics or the Ethics**
2 **Commission Since the Last Meeting (27:12)**

3
4 Executive Director Robert Harris reported on the following notable articles related
5 to ethics: coverage of various bills moving through the Legislature, a Civil Beat article
6 about the lobbyist law along with the changes that have been made and those proposed,
7 and another Civil Beat article mentioning the letter signed by Director Harris and Chair
8 Fong. This letter was sent to House and Senate leadership to remind members to review
9 their financial disclosures and ensure that the information regarding spouses and
10 dependent children is accurately reported.

11
12
13 **Agenda Item No. VI: 2025 Legislative Matters (28:48)**

14
15 Executive Director Harris reported that the Commission’s budget has passed the
16 Senate Ways and Means Committee, and he expects it to be approved by the full Senate
17 soon. He noted that the budget was increased by 5% compared to the initial submission.
18 He also indicated that he intends to use the increase to review the salaries of other state
19 and county employees to ensure that commission employee salaries remain competitive.

20
21 Chair Fong asked if any board and commission members are paid or receive
22 stipends for their service. Director Harris replied that he is only aware of OHA Trustees and
23 the Public Utilities Commission, who are paid and considered full-time state employees.

24
25 Director Harris reported that all of the Commission’s Bills (HB 411, HB 412, and HB
26 413) have passed the House and moved to the Senate. He noted that HB 412 was
27 amended.

28
29 Director Harris mentioned SB1545, a proposal to repeal the legislature’s exemption
30 to the Nepotism Law. The bill passed the Senate and moved to the House. Chair Fong
31 expressed his happiness that the Senate passed the repeal of legislative exemptions to the
32 nepotism law. Director Harris noted that testimony was submitted in support of this bill.

33
34
35 **Agenda Item No. VII: Evaluation of Executive Director Robert D. Harris (35:25)**

36
37 Chair Fong indicated that the Commission has finished its evaluation of Executive
38 Director Robert Harris. He also mentioned that Director Harris has requested a discussion
39 of the evaluation during the sunshine meeting.

1 Chair Fong reported that Executive Director Harris was evaluated in the following
2 areas: providing legal counsel, meetings and training, enforcement matters, relations with
3 the media, relations with the legislature, administration, and budget. Each category was
4 scored on a 10-point scale, and Director Harris's average score was 9.33.

5
6 Commissioner Becker noted that, during his short tenure as a commissioner, his
7 interactions with Director Harris have been good and professional.

8
9 Chair Fong remarked that the evaluation is a testament to the competence and
10 dedication of Director Harris.

11
12 Director Harris expressed gratitude to the Commission for the positive evaluation,
13 noting that it reflects the overall work of the Commission staff and serves as a testament to
14 their professionalism and quality.

15
16 Chair Fong also expressed his thanks to the staff for their work.
17
18

19 **Agenda Item No. VIII: Akana v. Hawai'i State Ethics Commission and Daniel Gluck,**
20 **Civil No. 18-1-1019-06 (JHA); Akana v. Hawai'i State Ethics Commission, Civil No. 19-1-**
21 **0379-03 (JHA); State of Hawai'i, Ethics Commission v. Rowena Akana, Civil No. 20-1-**
22 **0453 (BIA) (41:49)**

23
24 Executive Director Robert Harris reported that there are no updates.
25
26

27 **Agenda Item No. XI: Adjournment of Sunshine Law Meeting (43:01)**

28
29 At approximately 9:43 a.m., Vice Chair Tobias moved to adjourn the meeting, and
30 Commissioner Thielen seconded the motion. The motion passed, with Commissioners
31 Fong, Tobias, Thielen, Hong, and Becker voting in favor.
32

33 The meeting was adjourned at 9:44 a.m.

34
35 Minutes approved on _____.

SUNSHINE MEETING
AGENDA ITEM II

DIRECTORS' REPORT
March 19, 2025

1. Education / Training Report

Attachment 1: 2025 Training Schedule

2. Guidance and Assignment Statistics – February 2024

Attachment 2: 2025 Guidance and Assignment Statistics / Website Traffic

3. Miscellaneous Office Projects / Updates

<p style="text-align: center;">HAWAII STATE ETHICS COMMISSION</p> <p style="text-align: center;">2025 EDUCATION PROGRAM</p> <p style="text-align: center;">(Ethics Workshops and Presentations)</p>			
DATE	PRESENTATIONS	IN PERSON PARTICIPANTS	WEBINAR PARTICIPANTS
1/2/2025	WEBINAR: Lobbyists Law Training	0	25
1/10/2025	WEBINAR: Lobbyists Law Training	0	22
1/17/2025	IN PERSON: Ethics Refresher, Capitol House Members	46	0
1/23/2025	WEBINAR: General Ethics Training	0	18
2/10/2025	WEBINAR: Universal Access Advisory Council, Custom Advisory	0	24
3/5/2025	WEBINAR: General Ethics Training	0	3
5/8/2025	WEBINAR: General Ethics Training		
7/18/2025	WEBINAR: Ethics for State Board & Commission members		
8/6/2025	WEBINAR: General Ethics Training		
9/25/2025	WEBINAR: Ethics for State Board & Commission members		
10/22/2025	WEBINAR: General Ethics Training		
11/7/2025	WEBINAR: Ethics for State Board & Commission members		
TOTAL	12 Presentations	46 participants	92 participants

2025	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Year to date
Training statistics													
# of In-Person Trainings	1	0											1
# of People Trained In Person	46	0											46
# of On-Line Trainings (Self-Directed)	698	511											1,209
# of Lobbyists Law Trainings	180	62											242
# of Training Webinars	3	1											4
# of Participants in Training Webinars	65	24											89
Attorney of the Day													
	98	90											188
New assignments													
Advisory Opinion	0	0											0
Anti-Fraud	6	2											8
Complaint	21	20											41
Gifts/Invitations/Travel	46	33											79
Guidance	1	4											5
Judicial Selection Comm'n	2	4											6
Nepotism	0	0											0
Training Request	1	0											1
Record Request	0	0											0
Project/Other	9	3											12
Total	86	66	0	0	0	0	0	0	0	0	0	0	152
Closed Assignments													
Advisory Opinion	0	0											0
Anti-Fraud	2	5											7
Complaint	25	26											51
Gifts/Invitations/Travel	46	35											81
Guidance	1	5											6
Judicial Selection Comm'n	2	4											6
Nepotism	0	0											0
Training Request	4	1											5
Record Request	0	0											0
Project/Other	5	3											8
Total	85	79	0	0	0	0	0	0	0	0	0	0	164

SUNSHINE LAW MEETING
AGENDA ITEM III

DISCUSSION OF MEDIA REPORTS CONCERNING ETHICS OR THE ETHICS COMMISSION
SINCE THE LAST MEETING

No attachments.

SUNSHINE LAW MEETING
AGENDA ITEM IV

PROPOSED ETHICS COMMISSION LOGO UPDATE AND BRAND GUIDELINES

Attachment 1: Brand Guidelines

BRAND GUIDELINES

**HAWAI'I STATE
ETHICS COMMISSION**

*Komikina Ho'opono Kulekele
o Hawai'i Moku'āina*

Version 1.0

2025

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02

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01

INTRODUCTION

WHAT THIS DOCUMENT IS FOR

This document serves as a comprehensive guide to the Hawaii State Ethics Commission's visual identity and communication standards. It has been created to ensure consistency, professionalism, and clarity across all materials and interactions representing the Commission.

By following these guidelines, everyone involved—whether internal teams, external vendors, or collaborators—can present a unified and cohesive brand that reflects the Commission's core values of integrity, transparency, and trust.

Inside, you will find detailed instructions on how to use our logo, colors, typography, imagery, and tone of voice. These elements come together to create a visual and verbal identity that supports our mission to promote ethical conduct and public trust in government.

This document is intended to:

- Protect the integrity of the Hawaii State Ethics Commission's brand.
- Provide clear and practical usage instructions for all design and communication materials.
- Ensure that all visual and written content accurately reflects the Commission's mission and values.

Whether you are creating a report, designing a website, or preparing outreach materials, this guide will help you maintain consistency and professionalism in every aspect of our brand.



ABOUT US

The Hawai'i State Ethics Commission is the independent government body responsible for ensuring the ethical conduct of state officials and employees. By enforcing Hawai'i's ethics laws and providing guidance on ethical matters, we strive to uphold the principles of fairness, transparency, and accountability across all state operations.

Through a combination of education, oversight, and enforcement, we work to foster a culture of integrity in government. From addressing conflicts of interest to regulating lobbying activities and financial disclosures, our role is to protect public trust and ensure ethical practices in decision-making at every level.

Rooted in the unique cultural values of Hawai'i, the Commission serves as a resource for both government officials and the public, promoting ethical awareness and helping navigate complex ethical challenges with clarity and confidence.



OUR MISSION

To promote integrity, accountability, and trust in government by enforcing Hawaii's ethics laws, providing clear ethical guidance, and fostering a culture of transparency and fairness in public service.



OUR VISION

A government that inspires public confidence and trust through unwavering integrity, transparency, and ethical leadership, creating a foundation for a stronger, more accountable Hawai'i.



BRAND PERSONALITY

Professional and Trustworthy: Reflecting the organization's commitment to ethics and integrity.

Approachable and Supportive: Encouraging officials and the public to seek guidance without hesitation.

Transparent and Honest: Demonstrating openness in communication to build trust.

Culturally Respectful: Incorporating and honoring the unique values and traditions of Hawai'i.

TONE OF VOICE

Formal but Friendly: Striking a balance between professionalism and approachability.

Clear and Concise: Avoiding overly complex language while maintaining clarity.

Educational and Supportive: Providing guidance and information in an empowering and non-judgmental manner.

Culturally Sensitive: Respectful of Hawai'i's unique identity and diverse population.



02

LOGOS

PRIMARY LOGO

The primary logo is the cornerstone of the Hawaii State Ethics Commission's visual identity. It is a combination of the logomark and the logotype, working together to represent the Commission's commitment to integrity, transparency, and public trust.

Logomark: The seal reflects the official and authoritative nature of the Commission, rooted in Hawai'i's unique cultural heritage and values.

Logotype: The accompanying text ensures clarity and accessibility, featuring both English and Hawaiian names to honor the state's bilingual and multicultural identity.

This logo should be used in all official communications, ensuring consistent representation of the brand. Adhering to these guidelines will help maintain the logo's integrity across various applications.

Usage Guidelines

- Always use the logo in its original proportions and colors.
- Ensure the logo is placed on a clean, uncluttered background for maximum visibility.
- Avoid alterations to the logomark or logotype.

For more specific applications and variations, refer to the subsequent pages of this guide.

Logomark



Logotype

**HAWAI'I STATE
ETHICS COMMISSION**
*Komikina Ho'opono Kulekele
o Hawai'i Moku'āina*

SECONDARY LOGOS

The secondary logos offer flexibility for different formats and contexts while maintaining the integrity of the brand.

Variations

1. Vertical Lockup: For narrow, vertical spaces.
2. Badge: Ideal for stamps, seals, or compact designs.
3. Horizontal Lockup: Best for wide spaces like headers.
4. Vertical Lockup 2: An alternate vertical design.

Usage Guidelines

- Use each variation as appropriate for the layout.
- Keep proportions and spacing intact.
- Ensure visibility with sufficient contrast.

These variations ensure consistent branding across all applications.

Vertical Lockup



**HAWAII STATE
ETHICS COMMISSION**

*Komikina Ho'opono Kulekele
o Hawaii Moku'aina*

Badge



Horizontal Lockup



HAWAII STATE ETHICS COMMISSION

Komikina Ho'opono Kulekele o Hawaii Moku'aina

Vertical Lockup 2



HAWAII STATE ETHICS COMMISSION

Komikina Ho'opono Kulekele o Hawaii Moku'aina

EXCLUSION ZONES

The exclusion zone defines the minimum clear space around the logo to ensure its visibility and impact. This space should remain free of any text, graphics, or other visual elements to prevent clutter and maintain the logo's integrity.

For all variations of the logo—primary, secondary, and logomark—the exclusion zone is measured by the height of the "x" element, as illustrated. Adhering to these guidelines ensures the logo stands out and retains its professional appearance across all applications.

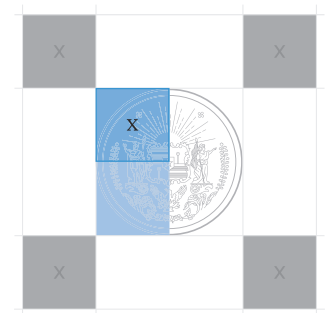
Primary logo



Secondary logo



Logomark



MINIMUM SIZE

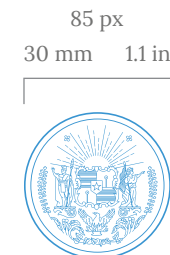
To ensure clarity and preserve the visual integrity of the Hawai'i State Ethics Commission's branding, the logo must adhere to the minimum size requirements outlined below:

Primary Logo: The primary logo, which includes the logomark and full text, should not be displayed smaller than 155 pixels (55 mm or 2.1 inches) in width.

Secondary Logo: For applications requiring a smaller format, the secondary logo, including the logomark with condensed text, should not be smaller than 80 pixels (28 mm or 1.1 inches) in width.

Logomark: The standalone logomark should not be used at a size smaller than 85 pixels (30 mm or 1.1 inches) in width.

Maintaining these size requirements ensures that the logo remains legible, professional, and effective across all digital and print mediums. Always check the resolution to avoid any distortion or

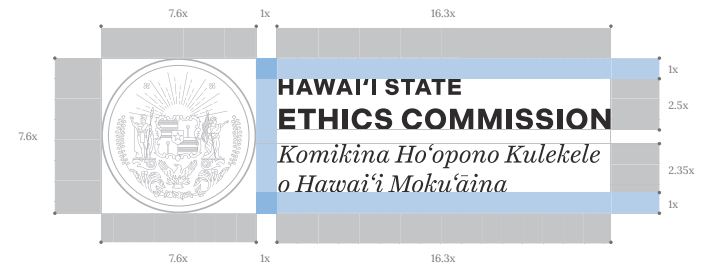


MEASUREMENTS

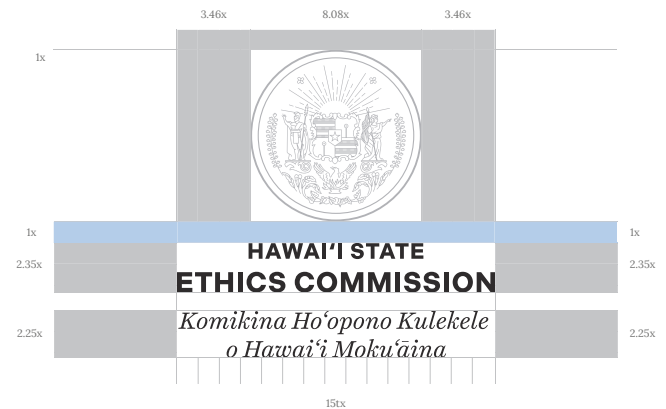
When applying our logo across large-scale formats such as murals, signage, or other expansive surfaces, it's crucial to maintain consistency and clarity in its presentation.

To ensure this, we've established clear guidelines on spacing between the logo's elements and surrounding content.

Primary logo



Secondary logo



INCORRECT USAGE



Do not squeeze



Do not stretch



Do not rotate



Do not extrude



Do not add shadow or glow



Do not reflect



Do not change colour



Do not outline



Do not edit shapes

03

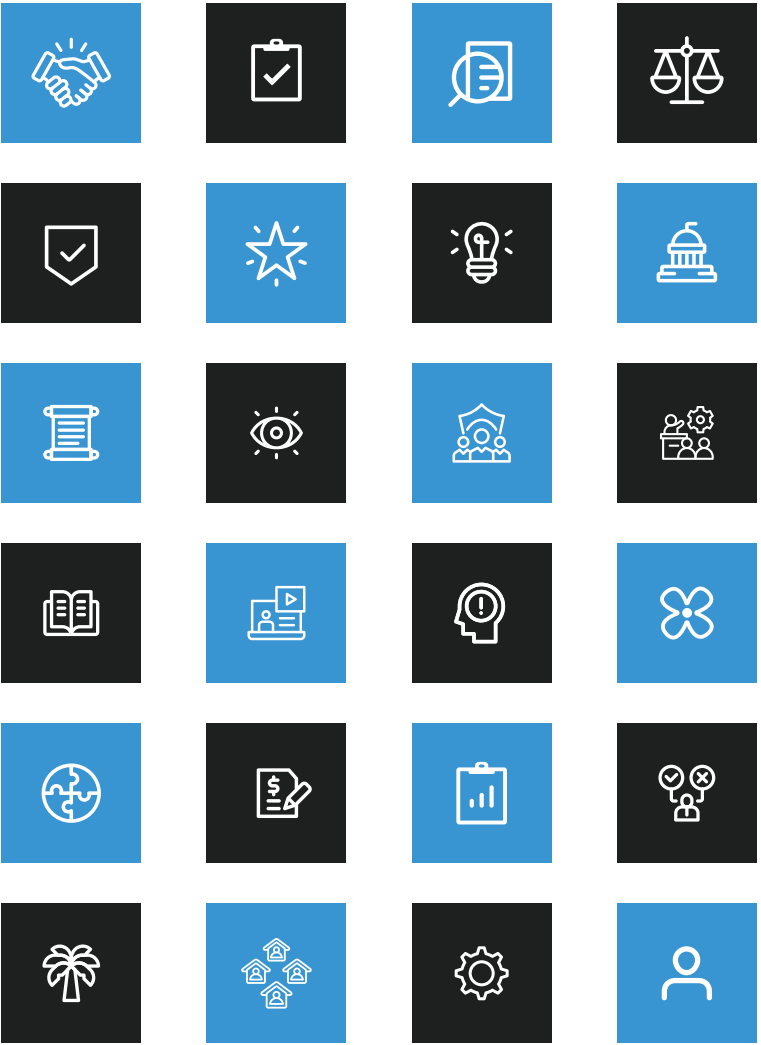
ICONOGRAPHY

ICONOGRAPHY

The iconography for the Hawai'i State Ethics Commission is designed to visually support its values and communication goals. These icons reflect the organization's commitment to integrity, professionalism, and cultural respect, ensuring consistency across all materials.

The icons are clean, modern, and universally recognizable. They are crafted with simplicity to ensure clarity and adaptability in both digital and print formats. Each icon serves a specific purpose, representing key themes such as ethics, governance, transparency, and Hawai'i's unique cultural identity.

This icon set can be used in presentations, reports, website designs, and other communication materials to enhance understanding and visual engagement.



04

COLORS

PRIMARY COLOUR PALETTE

The HSEC color palette is designed to embody the essence of our brand—bold, energetic, and approachable. Each color plays a distinct role in expressing our identity and creating a cohesive, impactful visual experience.

Midnight Grit reflects strength, resilience, and the determination that drives our community forward.

Power Surge symbolizes the energy, passion, and motivation we bring to every challenge.

Victory Glow adds a sense of optimism, celebration, and achievement to our visuals.

Iron Resolve provides a grounding, neutral balance, ensuring clarity and focus.

Soft Blush introduces warmth and approachability, softening the intensity of our core colors.

White represents simplicity, space, and the clarity that allows all other elements to shine.

This palette ensures versatility across digital and print media, delivering a dynamic and memorable brand presence in every application.

MIDNIGHT GRIT	HEX: 070707 RGB: 7, 7, 7 CMYK: 2%, 2%, 2%, 97%
POWER SURGE	HEX: E3000F RGB: 227, 0, 15 CMYK: 0%, 100%, 93%, 11%
VICTORY GLOW	HEX: FFD700 RGB: 255, 215, 0 CMYK: 0%, 16%, 100%, 0%
IRON RESOLVE	HEX: 333333 RGB: 51, 51, 51 CMYK: 0%, 0%, 0%, 80%
SOFT BLUSH	HEX: D1D5DB RGB: XXX, XXX, XXX CMYK: XX%, XX%, XX%, XX%

WHITE	HEX: FFFFFFFF RGB: 255, 255, 255 CMYK: 0%, 0%, 0%, 0%
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SHADES & TINTS

What are Tints and Shades?

Tints are created by adding white to a base color, making it lighter and softer.

Shades are created by adding black to a base color, making it deeper and more intense.

How are tints and shades used?

Tints are perfect for creating softer, more subtle elements, such as backgrounds, highlights, or secondary design elements.

Shades add depth, contrast, and emphasis, making them ideal for text, borders, or prominent features.

By using tints and shades effectively, we can maintain consistency while introducing variety and hierarchy to our designs. This ensures that every visual element aligns with our brand identity.

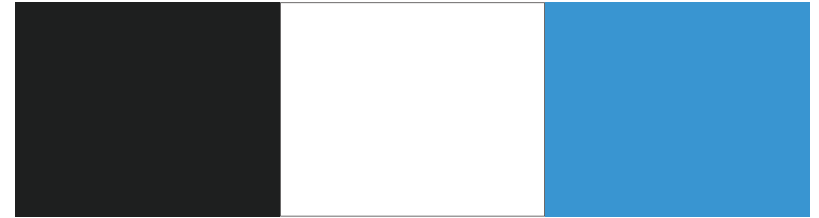
#070707	#193152	#442604
#3D3D3D	#225086	#74480F
#454545	#AF0510	#89580A
#4F4F4F	#2474D3	#A67102
#5D5D5D	#42A6EF	#D19E00
#6D6D6D	#2C8AE4	#FFD700
#888888	#070707	#FFF441
#B0B0B0	#FF5964	#FFE60D
#D1D1D1	#FFC1C5	#FFFD86
#E7E7E7	#FFDDDF	#FEFFC1
#F6F6F6	#FFF0F1	#FFFFE7

ACCEPTED COLOUR COMBINATIONS

This page outlines some of the accepted color combinations that represent the Bring Grit Coaching brand. These predefined combinations are carefully curated to ensure consistency and visual appeal across all brand materials. Each combination is designed to balance contrast, energy, and readability while maintaining the core identity of the brand.

These combinations should be used for digital, print, and promotional designs, ensuring the brand's message remains clear and impactful. By adhering to these combinations, the brand achieves a cohesive look that enhances recognition and professionalism.

Colour combination 1



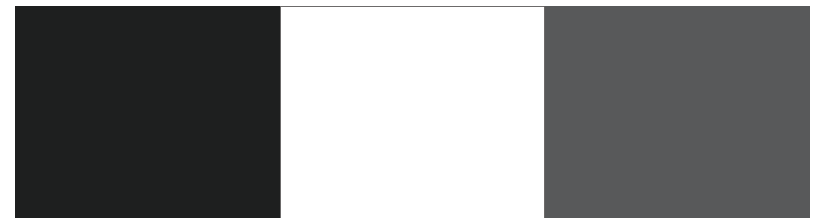
Colour combination 2



Colour combination 3



Colour combination 3



COLOUR APPLICATION

(logo)

Consistent and accurate usage of our logo colours is essential to maintain brand recognition and integrity across all platforms.

On dark and light backgrounds with minimal colour saturation, please use our primary light and dark colour logos to achieve highest contrast.

In other instances where our primary colour logo contrasts poorly with the background, please use our monochromatic White or Midnight Grit versions.

Colour application 1



Colour application 2



Colour application 3

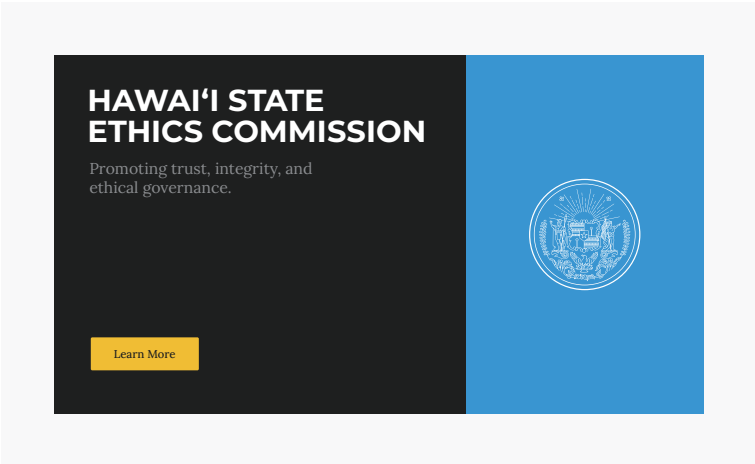


Colour application 4



COLOUR APPLICATION (digital)

Consistent color application across digital platforms ensures a unified and professional brand presence. The Hawai'i State Ethics Commission's digital materials, including social media graphics, web assets, and presentations, maintain a balance of clarity, authority, and accessibility. The primary colors are used to reinforce trust and credibility while ensuring readability across all devices.



COLOUR APPLICATION

(print)

The Hawaii State Ethics Commission's color palette is thoughtfully applied to all printed materials, ensuring consistency, professionalism, and clear visual identity. The colors are used to create a cohesive and recognizable design that reinforces the Commission's values and mission.



05

TYPOGRAPHY

PRIMARY TYPEFACE

The primary typeface for the Hawaii State Ethics Commission is Montserrat. This modern and versatile font is selected for its clean lines and excellent readability, ensuring professionalism and consistency across all communication materials.

The Montserrat typeface reflects the Commission's values of transparency, integrity, and approachability.

Montserrat

Headings 1

Aa

BOLD

**THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG**

0123456789

SECONDARY TYPEFACE

The secondary typeface for the Hawaii State Ethics Commission is Lora. This serif font complements the primary typeface by adding a touch of elegance and readability, making it suitable for longer text and formal communications.

Lora's timeless and refined design ensures a professional and approachable tone for all content.

Lora

Body

Aa

Regular

The quick brown fox jumps over
the lazy dog

0123456789

SIZING

Consistent type sizing ensures clarity and hierarchy across all brand materials. This page defines the appropriate sizes for headings and body text, creating a structured and professional look.

By adhering to these guidelines, we maintain a cohesive and easily readable visual identity throughout all communications.

H1 Heading 1 - Montserrat Bold 80pt

BGC

H2 Heading 2 - Montserrat Bold 50pt

BGC

H3 Heading 3 - Montserrat SemiBold 31pt

BGC

B1 Body 1 - Lora Regular 16pt

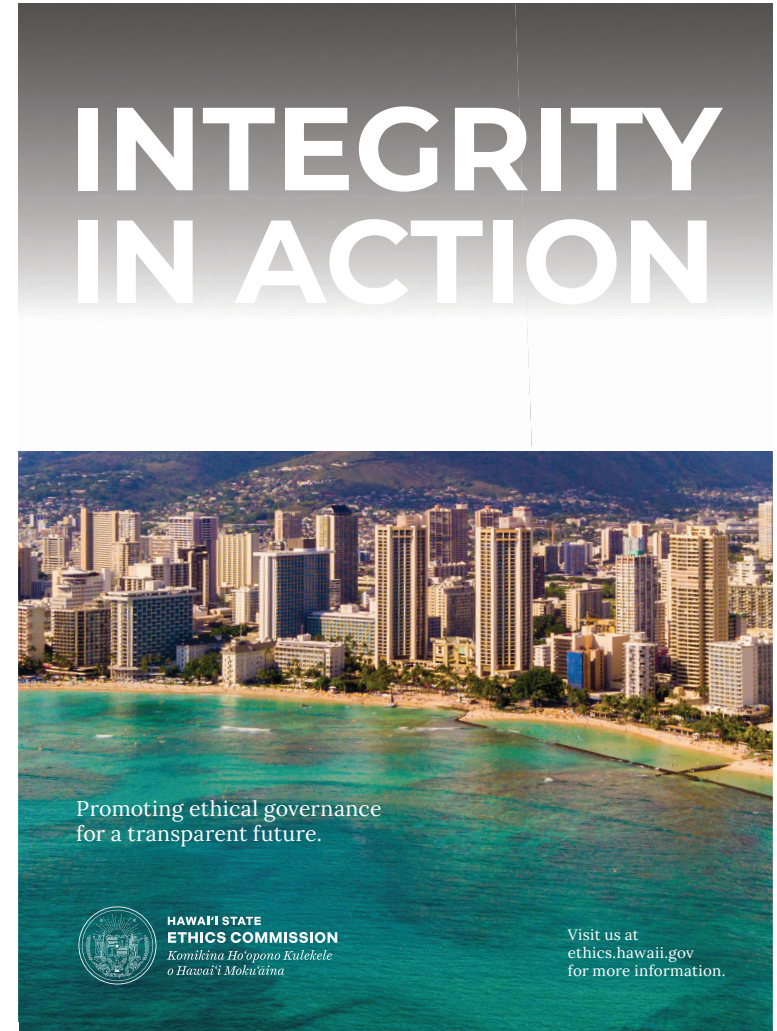
Aa

B2 Body 2 - Regular 10pt

Aa

TYPOGRAPHY APPLICATION

Here shows an example of how our typefaces should interact with one another to create clear a visual hierarchy and direct the reader's eye.



06

PHOTOGRAPHY

PHOTOGRAPHIC STYLE

The Hawaii State Ethics Commission's photographic style reflects the organization's core values of professionalism, inclusivity, and connection to the local community and environment. Each visual captures the spirit of Hawai'i while supporting the Commission's mission of fostering trust and ethical governance.

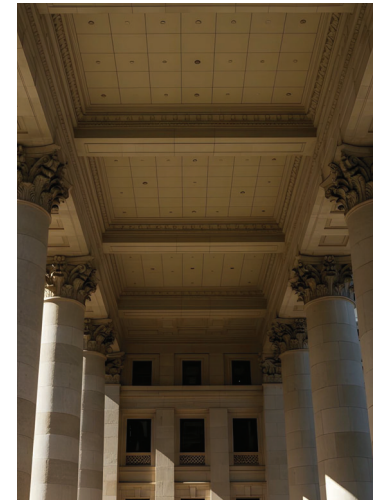
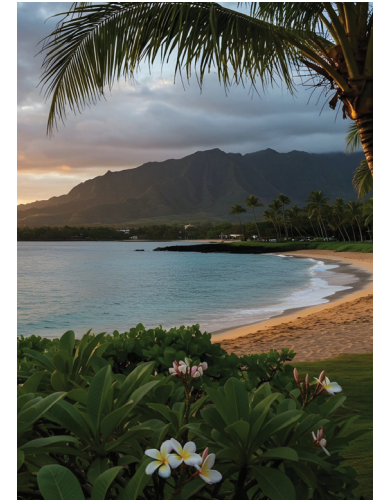
Professional Documentation: Formal meetings, panels, and presentations are depicted to convey professionalism and accountability. These photos often include government officials in action, with thoughtful compositions and natural lighting to ensure authenticity.

Natural Beauty: Iconic Hawaiian landscapes, such as beaches, mountains, and tropical flora, symbolize balance, transparency, and respect for the community. These photos emphasize the connection to Hawai'i's environment.

Community Representation: Images of diverse groups and individuals celebrate inclusivity and engagement with the people of Hawai'i. They highlight cultural authenticity through attire, settings, and local traditions.

Architectural Grandeur: Photos of government buildings and structures showcase modernity and integrity. Clean lines, symmetry, and natural lighting reflect the Commission's dedication to ethical and structured governance.

Together, this photographic approach communicates the Commission's purpose and commitment to serving the people of Hawai'i with integrity, transparency, and respect.



07

REAL-WORLD BRANDING









The Hawai'i State Ethics Commission is dedicated to upholding the highest standards of integrity, transparency, and accountability in government. This document serves as an official certification verifying compliance with ethical regulations and public service responsibilities.



In accordance with state laws and ethical guidelines, the undersigned certifies that all activities, decisions, and actions carried out under this jurisdiction adhere to the principles of fairness, impartiality, and responsibility to the people of Hawai'i.

This document certifies that:

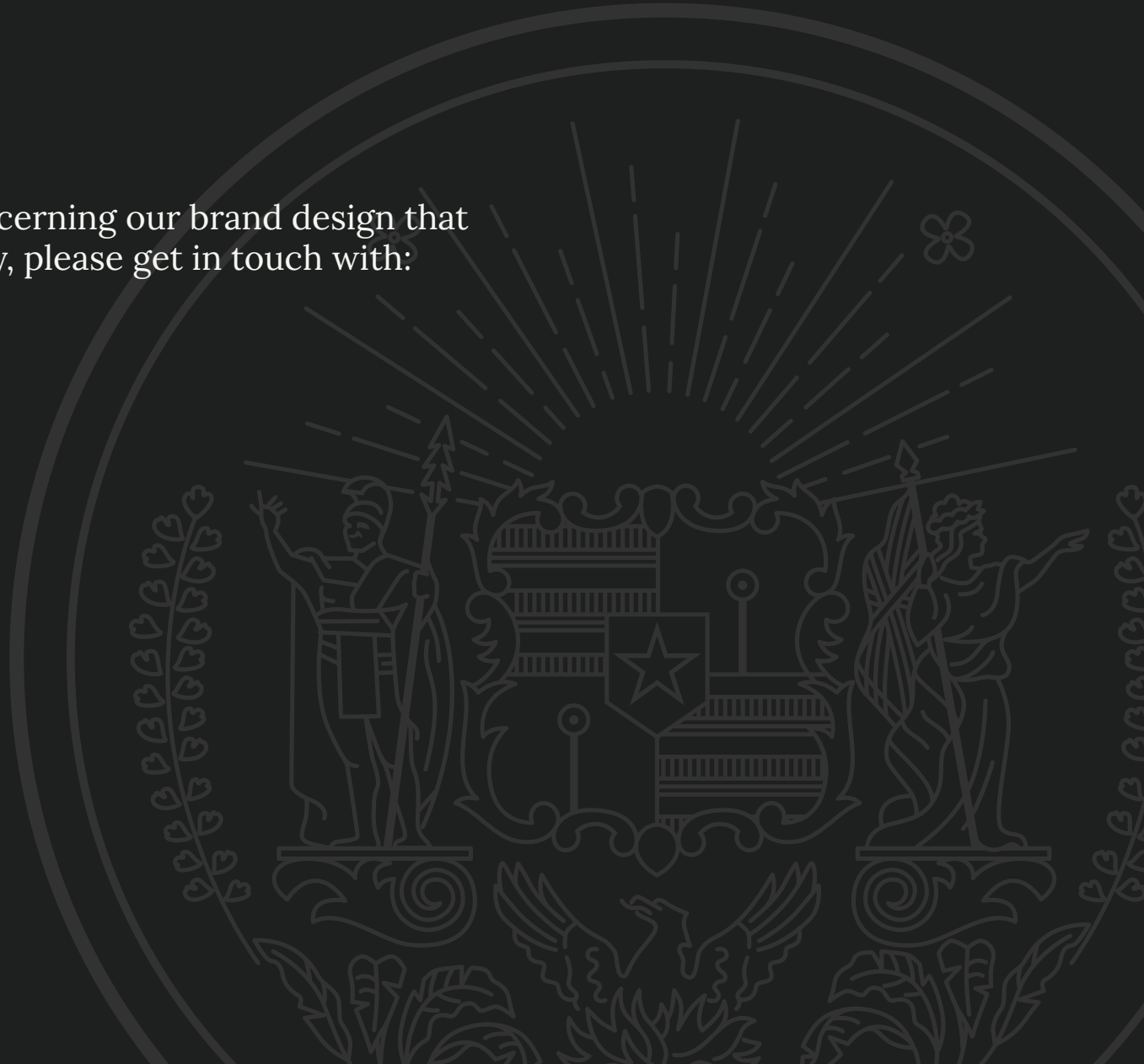
1. Compliance with Ethics Laws – The individual or entity has reviewed and acknowledged all relevant ethical standards of the Hawai'i State Ethics Code.
2. Transparency & Accountability – All necessary disclosures, reports, and statements have been submitted in accordance with applicable regulations.
3. Commitment – The actions taken are in the best interests of the people of Hawai'i.



CONTACT

If you have any questions concerning our brand design that cannot be answered internally, please get in touch with:

David Atanasovski
Brand Designer
fiverr.com/sellers/atanasovskid/



SUNSHINE LAW MEETING
AGENDA ITEM V

2025 LEGISLATIVE MATTERS

No attachments.

SUNSHINE LAW MEETING
AGENDA ITEM VI

AKANA v. HAWAII STATE ETHICS COMMISSION AND DANIEL GLUCK,
CIVIL NO. 18-1-1019-06 (JHA); AKANA v. HAWAII STATE ETHICS COMMISSION, CIVIL NO.
19-1-0379-03 (JHA); STATE OF HAWAII, ETHICS COMMISSION v. ROWENA AKANA, CIVIL
NO. 20-1-0453 (BIA)

Discussion of case status.

The Hawai'i State Ethics Commission may convene an executive session pursuant to Hawai'i Revised Statutes section 92-5(a)(4) to consult with the Commission's attorneys on questions and issues pertaining to the Commission's powers, duties, privileges, immunities, and liabilities.

No attachments.