

# ALA KUKUI IDENTITY

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SZKAIAO FOR ALA KUKUI

KUHAO ZANE  
BRANDY-ALIA SERIKAKU  
AARON BROWN

# ALA KUKUI

Vision - Ala Kukui is a cultural center for native Hawaiian spiritual and intellectual advancement in order to elevate the consciousness of Hana, Hawai'i and the globe.

Mission - Ala Kukui utilizes the comprehensive foundation of the hālau hula to instill, foster and share its beliefs and practices on a local and global platform through retreats, workshops, symposia and performances.

# IDENTITY

The logo should portray a solid base/foundation, an inner strength, and the emanating movement out from that core. Like the pele that has to puka out from within the earths core, or the oha that puka out from the kalo corm, or any kind of protrusion that a maka makes as it mu'os out then kupu, then lau, then lālā. It's the radiating energy of creation, growth or life force that can't be contained or held back.

Then that emitted creative energy impacts all that surrounds it whether it means to or not. The gamut can range from simple acknowledgement to intricate feeding, either way a communal relationship begins. Because of this influence the core is strengthened through the reciprocal creation out, feeding and acknowledgement back in.

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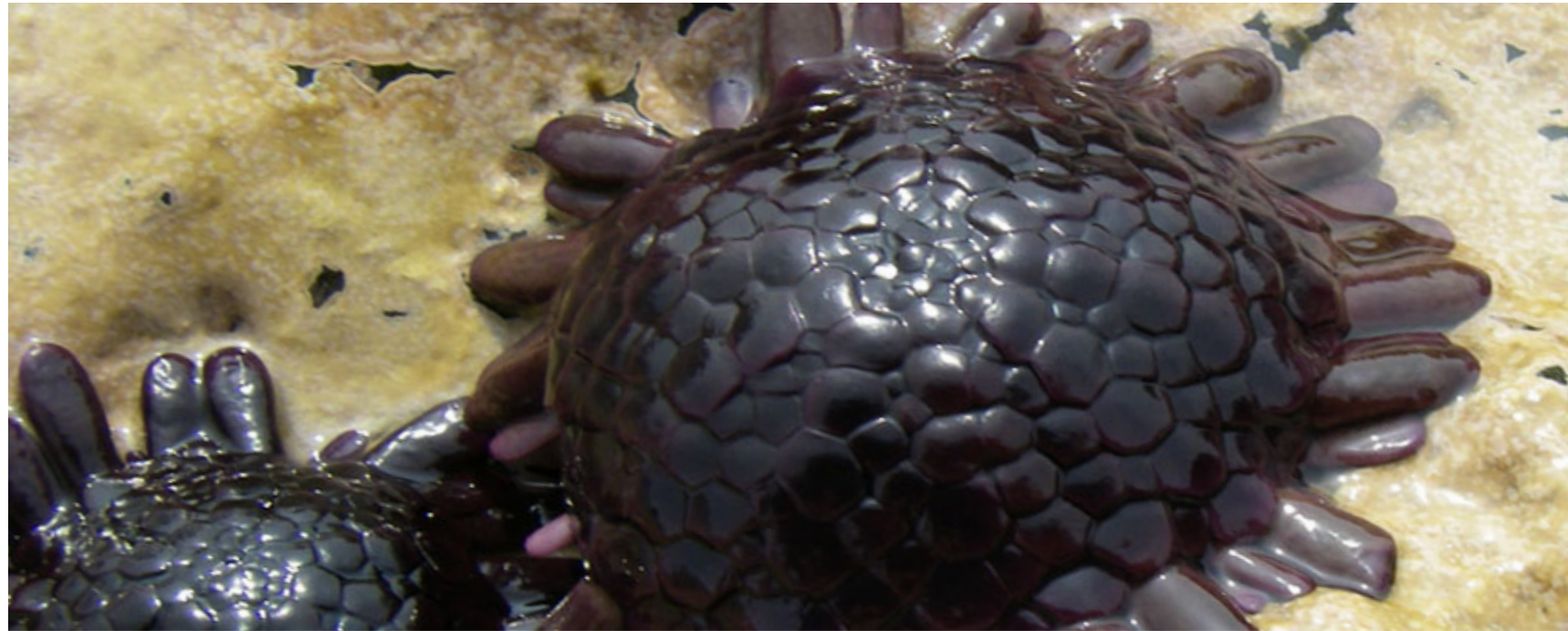
# ART DEVELOPMENT

emanating movement out    base/foundation    radiating energy    communal relationship    core

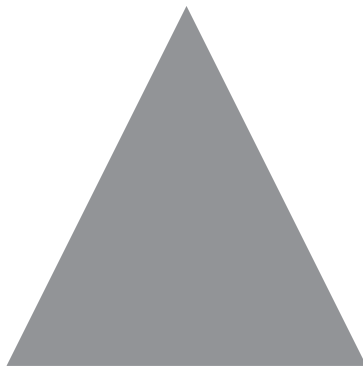
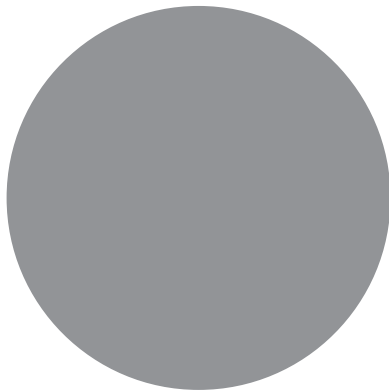
# ART DEVELOPMENT

reciprocal creation out, feeding and acknowledgement back in.

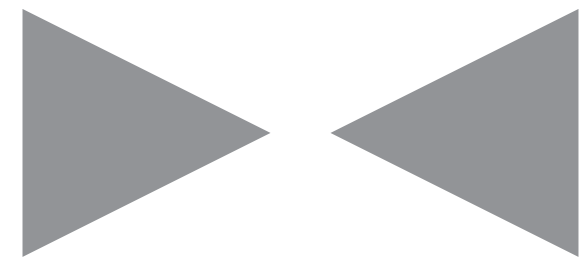
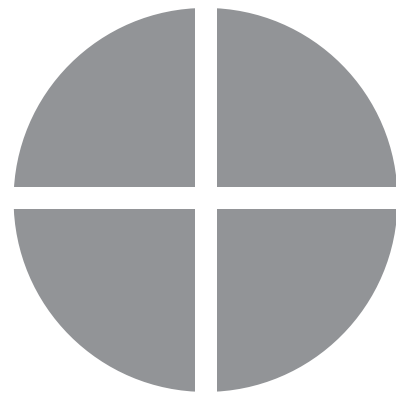
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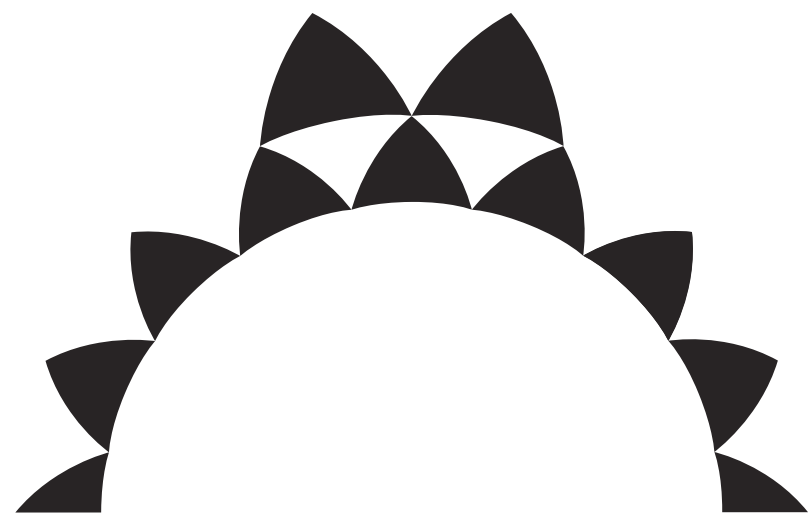


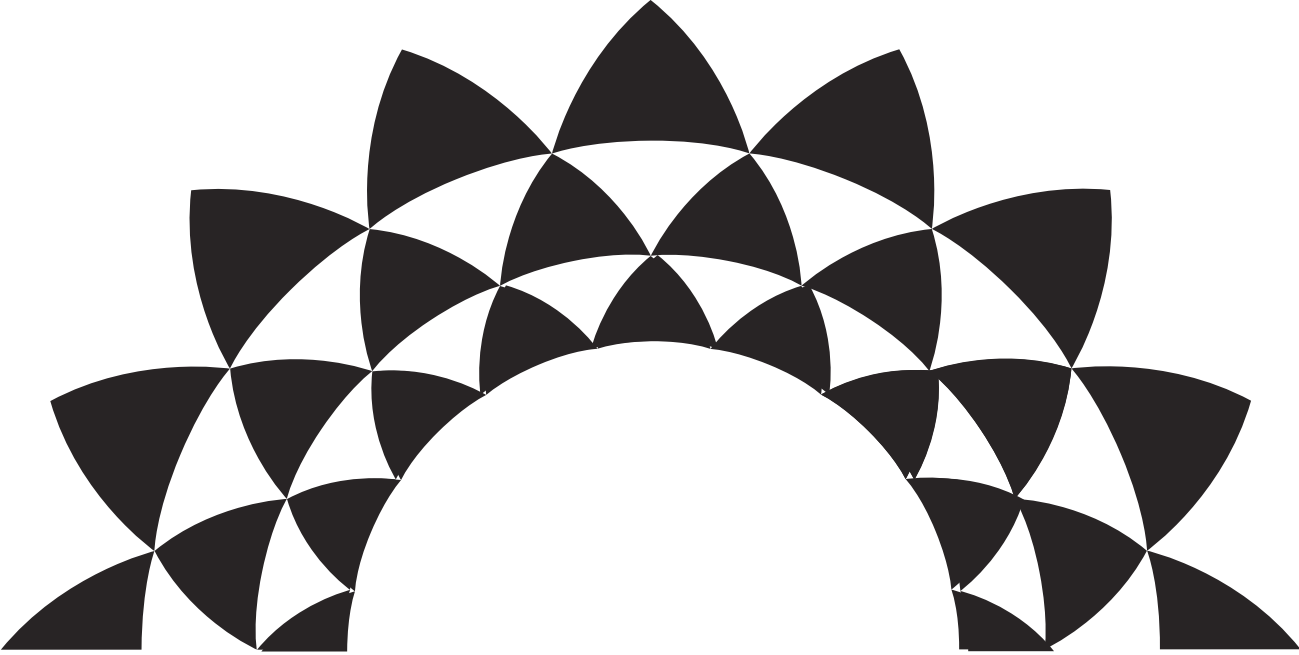


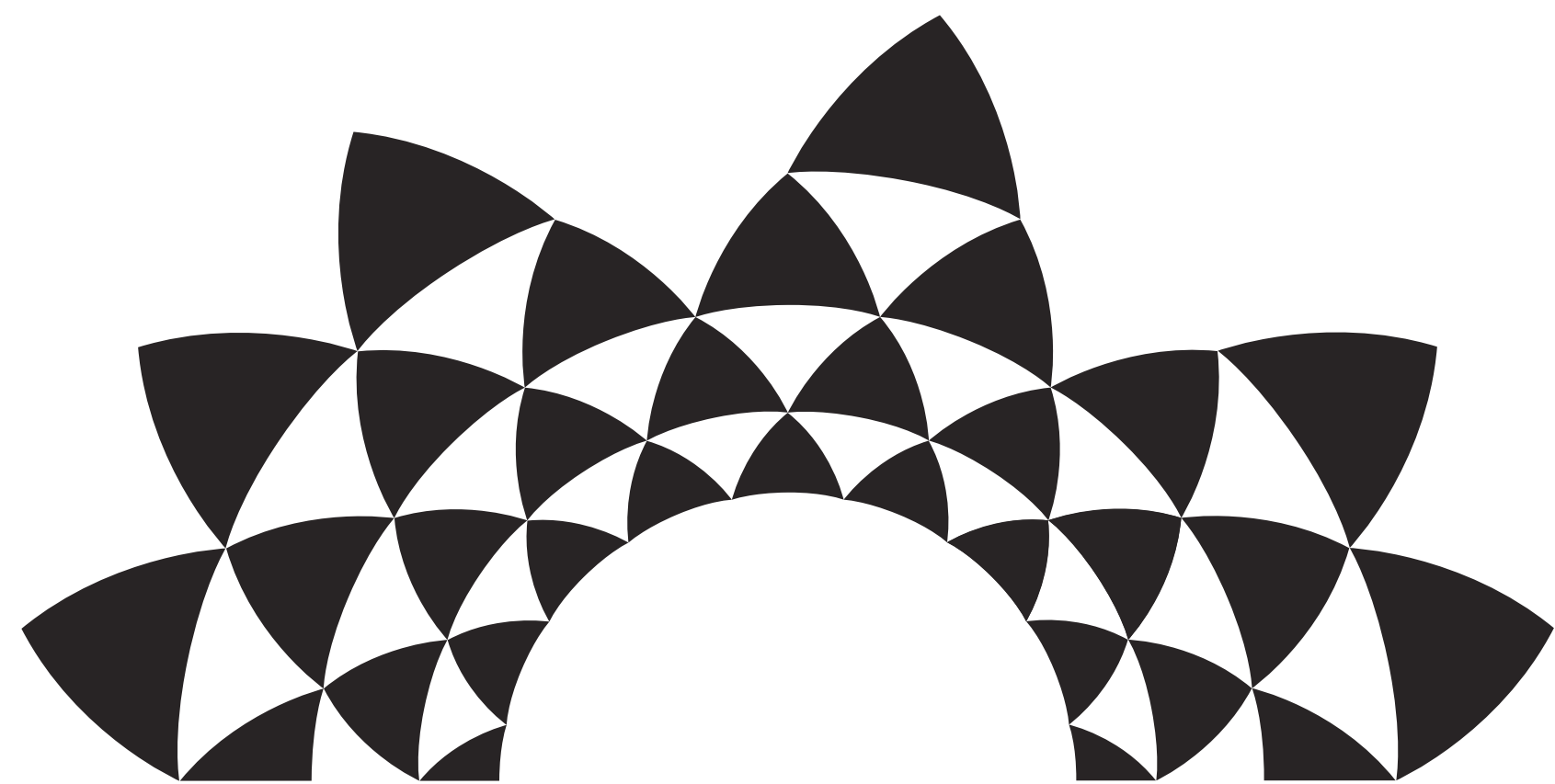












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