### Kamehameha Schools
#### “Brand” Standards for Web Publishing

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Sample of Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(website under construction)</td>
<td><img src="image" alt="KS Identity" /></td>
</tr>
</tbody>
</table>

**The Following Samples are “Reasonable” Requirements for KS Brand Standards for Web Publishing**
*(The KS Brand Standards need only appear on a Website’s “Home Page” (Front or FacingPage).)*

### Header

- “Line of Sight” - A direct link back to KS Home Page (public)
  - [www.ksbe.edu](http://www.ksbe.edu)

### Header (cont)

- Other Recommendations:
  1. KS Logo
  2. Kamehameha Schools
  3. Quicklinks to KS System (Pull Down Menu)

  Items listed below could be used by itself or in combination.
  - #1
  - #2 & 3

  (Header with or without Quicklink Pull Down Menu)

### Footer

- Disclaimer:
  - [http://www.ksbe.edu/disclaimer.php](http://www.ksbe.edu/disclaimer.php)

  Provide a link to the “Statements of Privacy…” (samples below). Location: bottom of facing webpage.

### Best Practices

- Ownership-Who owns the Page?
- Date of Page
- Contact Information

  Provide contact information of who manages website.
  Provide audience with the Date of Content.
  Email address is recommended.