

GOOD NEIGHBOR

Greg Chinn

Greg Chinn, creative director for The Local Brand Co., has partnered with Outrigger Duke Kahanamoku Foundation to illustrate designs for the nonprofit's fall fundraiser promotion, and the creations are drawing support for the group's mission.

"Duke has always been a hero of mine, as he is for most locals," says Chinn. "It was really special when I began collaborating with the Outrigger Duke Kahanamoku Foundation and being able to amplify Duke Kahanamoku."

The Kailua native first worked with the nonprofit by creating social media illustrations that highlighted Kahanamoku being "the original waterman" and an Olympic gold medalist. The design later transformed into the fall T-shirt campaign. The promotion

recently earned a winning spot in the 59th annual GDUSA Design Award in the Special Entry Category, Designing For Good.

"It's great to win, of course — but I'm always thrilled when (the foundation) gets more press, so a broader audience can learn how the foundation invests in Hawai'i's younger generations, supporting these young athletes in their pursuit of excellence," says the Kamehameha Schools graduate.

Chinn notes he aspired to highlight the foundation's heritage through his designs and have them reflect the longevity of the organization being around for 36 years. The style is a mix of vintage-modern and contemporary branding styles, and pays homage to the foundation's roots in the community while also playing on local Hawaiian themes with its upbeat design aesthetic.

The mission of Outrigger Duke Kahanamoku Foundation is to financially support the development of individuals and organizations that perpetuate the legacy of Kahanamoku. It also provides support to Hawai'i students, teams and events that sustain the spirit of Kahanamoku, as well.

Purchasing merchandise from the foundation helps youth reach their educational dreams. Currently, college scholarship applications are open on dukefoundation.org and scholarsapp.com.

"We live in a tricky time. Duke's message of aloha is more important now than ever, both in the islands and abroad," says Chinn. "With so much negativity in the world, Duke Kahanamoku's positive energy, respect for the environment and his spirit of inclusivity is hyper relevant today."



Photo courtesy Paul Grandchamp

The merchandise consists of several T-shirts, a tank top and a bag ranging in price from \$25 to \$30, and will be available through Dec. 7. For more information and to purchase merchandise, visit dukefoundation.org or buy in person at Kona Brewing Co.'s Hawai'i Kai location.

— Jocelyn Lansangan