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A Whale of a Logo

World-Famous Kaanapali Golf Resort Makes Splash with New Trademark


*Fresh Emblem Highlights Destination's Timeless Beauty,
Portends Next Chapter in Facility Enhancements*

[MAUI, Hawaii] – Hinting at great new things to come at Kaanapali Golf Resort -- the world-renowned island destination managed by Billy Casper Golf -- a new logo is being unveiled to capture the property's unique connection to migrating whales, as well as symbolizing the floral beauty and idyllic, sweet-scented ambience of the beachside paradise.

One of the world's best stretches of golden sand and known for remarkable whale-watching, Kaanapali's new trademark is a flower-accented whale's tail. The new logo signifies the resort's intrinsic link to the Pacific Ocean which can be seen from countless vantage points on the course. The flower pattern also denotes the indigenous plants and majesty of the resort property.

The new crest is a modern take on Kaanapali's old logo of a playful whale that has become a recognizable trademark nationwide. Kaanapali is updating the logo much in the same way the resort is renovating its golf courses. The new emblem marks the next chapter for the popular and timeless destination.

"No golf resort occupies a more pristine and beautiful paradise locale than Kaanapali," says PGA member and resort General Manager Ed Kageyama. "Our new logo captures the eternal charm of the destination.



We took the 'DNA' of our existing trademark and created a sophisticated image showing the classic beauty of the resort and our ties to the culture and history of the land. The enhancement of our emblem is consistent with the new look to the layouts and facilities we've been working toward the past two years."

With the imminent completion of a \$13 million, multi-year renovation of the 36-hole facility, Kaanapali's fresh new logo is also a fitting precursor to the make-over of the Hawaiian Island's most historic destination. As the state's first planned resort, Kaanapali established a pinnacle for other destinations on the islands to strive to attain over the years.

Kaanapali's renovations include the complete reworking of the Kaanapali Kai (South) Course, the "nip/tuck" enhancements to the Robert Trent Jones, Sr.-designed Royal Kaanapali (North) Course and the remodeling of the Golf and Resort Shop. Next year, the teaching facility and practice range will undergo an overhaul that will conclude the final stage of this three-year project.

About Kaanapali Golf Resort

Located in the heart of the Kaanapali Beach Resort along one of the most stunning coastlines in the world, Kaanapali Golf Resort is easily accessible for guests staying at any of the 11 luxury hotels nearby. With astounding coastal views of Molokai and Lanai, both the Royal Kaanapali and Kaanapali Kai courses have gained a worldwide reputation as top golf resort destinations. The newly renovated Golf & Resort Shop now offers both logo and resort apparel for all of your shopping needs.

For more information about Kaanapali Golf Resort, please call 808.661.3691 or visit www.kaanapaligolfresort.com.

About Billy Casper Golf

Headquartered in Vienna, Virginia, Billy Casper was co-founded in 1989 by professional golf legend Billy Casper, the Masters and two-time U.S. Open winner who ranks seventh all-time with 51 PGA Tour wins. BCG serves its clients through three divisions: Billy Casper Golf Management, the full-service manager to golf-property developers, owners and government agencies; Buffalo Communications, the publicity and media-relations agency representing places, products, services, organizations and companies in golf; and Buffalo Golf Trail, the customer-reward program providing consistent, high-quality golf experiences to golfers at BCG-managed golf clubs nationwide. For more information, please call 703.761.1444 or visit www.billycaspergolf.com.

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