



# COLLEGE OF ENGINEERING

UNIVERSITY of HAWAII at MĀNOA

**PEWAPIKOULAULA**  
NEW LOGO EXPLAINER



## PIKO - Navel, navel string, umbilical cord.

Symbolizes engineering's role at the center of society, as well as our connection to our ancestors.



## HĀLĀWAI - Meeting of the mountains and the heavens.

Symbolizes sources of inspiration and the overwhelming challenges that engineers seek to overcome.



## PEWA - Dove tail joint

Speaks to biomimicry and innovation through the study of nature.



## LASHINGS

Bringing two things together to make a new thing. Also symbolizes an example of indigenous engineering unique to Hawai'i.

*"The two-piece hooks are larger and unique to Hawai'i. They were made in two pieces, because, as the distance from the point to the bend of the hook increases, the more leverage and stress is concentrated at the bend. This stress would cause one-piece hooksto break at the bend. The Hawaiians' solution was to separate the point and shank pieces of the hook and tie them together at the bend (with a cord fashioned from Olonā, a plant endemic to Hawai'i and stronger than steel). This made the bend as strong as the knotted fiber and stronger than the original bone."*

Source: Honolulu Magazine, Jan. 25, 2010



## MOVEMENT OF THE PATTERN

Looking back toward the ancestors for ancestral knowledge ▼ while going forward and applying that knowledge. ▲