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CASTLE RESORTS & HOTELS UNVEILS REFRESHED LOGOS AND ENHANCED BRAND IDENTITY

HONOLULU (January 16, 2024) – Castle Resorts & Hotels, the only Hawai'i-owned and operated provider of hotel, condo resort and vacation rental management services, recently unveiled refreshed logos to enhance its brand identity and celebrate its heritage. This includes newly designed logos for Castle Resorts & Hotels and its Chase 'N Rainbows brand.

“For over 35 years, Castle’s mission has been to ensure that guests enjoy the comforts of home in their condos and vacation rentals and our hotels provide the perfect base for island exploration,” said President and CEO Matt Bailey. “The goal of our refresh is to strengthen our brand identity and to tie it to one of the elements synonymous with island life and so historically important to Hawai'i.”

The coconut tree, or niu, is deeply rooted in the 'āina and symbolic across the Pacific for its life sustainability. The strength of this canoe plant represents the journey and resilience of the Castle brand and is woven into the two distinct brands.



Castle Resorts & Hotels' brand represents hotels and condo resorts that offer on-site services. Its refined logo features a stylized coconut palm frond, symbolizing the shelter and nurturing of its people and places across five Hawaiian Islands and New Zealand.



Chase 'N Rainbows by Castle Resorts represents the company's vacation rental division. Its logo, inspired by the coconut, represents growth, comfort and nourishment.

About Castle Resorts & Hotels

Established in 1993, Castle Resorts & Hotels is a flagship brand and the only Hawai'i-owned and operated provider of hotel, condo resort and vacation rental management services. It manages a broad portfolio of properties, nearly all of which are on or near

the beach on the Hawaiian Islands of O‘ahu, Maui, Moloka‘i, Kaua‘i and Hawai‘i Island, and in Takapuna, New Zealand on North Island near Auckland. For more information or reservations, visit www.CastleResorts.com or call (855) 666-8045.

About Chase ‘N Rainbows by Castle Resorts

Chase 'N Rainbows by Castle Resorts is the vacation rental division of Castle Resort & Hotels. Established in 1979 in West Maui, Chase ‘N Rainbows has evolved to include vacation rentals across the Hawaiian Islands Maui, Kaua‘i and Hawai‘i Island. Accommodations range from studios to three-bedroom condos and villas as well as private homes. For more information, call (808) 545-3510 or visit ChaseNRainbows.com.

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