

National Indigenous History Month Graphic Standards

Graphic Elements:



All visual elements must be used together and cannot be moved or resized within the imagery.

Only the multicoloured smoke can be used alone to accompany other visual elements.



The three icons must always accompany the visual above. They can be resized and moved to but they must stay equal in size and black. These cannot be moved over the visual above.

Month

This colour can only be used on National Indigenous History **Month** products.

Typography:

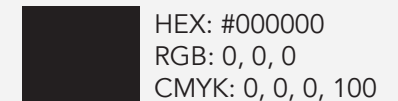
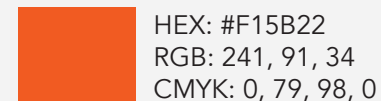
Font 1: Avenir Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910

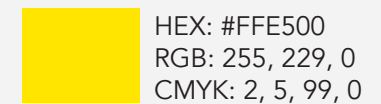
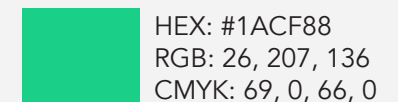
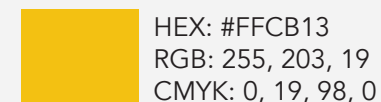
Font 2: Avenir Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910

Colors:



Permitted accent colors



National Indigenous History Month

Graphic Standards

Example - Poster:



Example - Social Media posts:

Twitter, Facebook and LinkedIn



Instagram



ANNEX A

National Indigenous History Month

Description of Visual Elements

Among the various visual elements illustrating Indigenous cultures, the sun represents the summer solstice. First Nations, Inuit and Métis as well as the four elements of nature (earth, water, fire and air) are represented by different symbols and colors. The visual is supported by a multicoloured smoke*reminding us of Indigenous spirituality but also the colors of the rainbow, symbol of inclusion and diversity of all First Nations, Inuit and Métis communities and their members.

***Smoke** is used in different ways by all three Indigenous groups in Canada. Whether it is to smoke fish and meat, to burn sage and tobacco or for sacred ceremonies or celebrations, it is a significant symbol in Indigenous cultures.

Description of the three icons



The eagle
represents First Nations



The narwhal
represents Inuit



The violin
represents Métis

The narwhal
represents Inuit
water

earth

The sun
represents the summer solstice
fire

The violin
represents Métis
air

The eagle
represents First Nations
air

Multicolored smoke
Indigenous traditions, spirituality, inclusion and diversity