

National indigenous Peoples Day

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 better accommodate the space but they must stay equal in size and black. These cannot be moved over the visual above.

Day

This colour can only be used on National Indigenous Peoples **Day** products.

Typography:

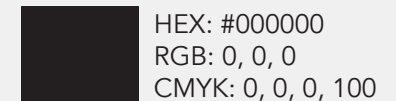
Font 1: Avenir Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
12345678910

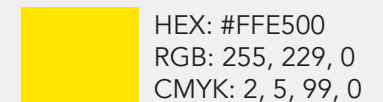
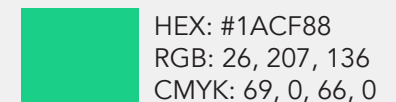
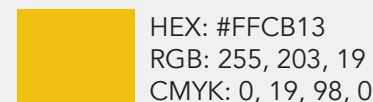
Font 2: Avenir Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
12345678910

Colors:



Permitted accent colors



National indigenous Peoples Day

Graphic Standards

Example - Social Media posts:

Twitter, Facebook and LinkedIn



Instagram



Example - Poster:



ANNEX A

National Indigenous Peoples Day

Description of Visual Elements

The visual for National Indigenous Peoples Day includes some of the same elements as the National Indigenous History Month design. The sun, represented by the date “June 21”, remains in the centre to demonstrate its importance in the festivities. First Nations, Inuit and Métis as well as the four elements of nature (earth, water, fire and air) are represented by different symbols and colours. The visual is supported by a multicoloured smoke* reminding us of Indigenous spirituality but also the colours 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 culture.

Description of the three icons



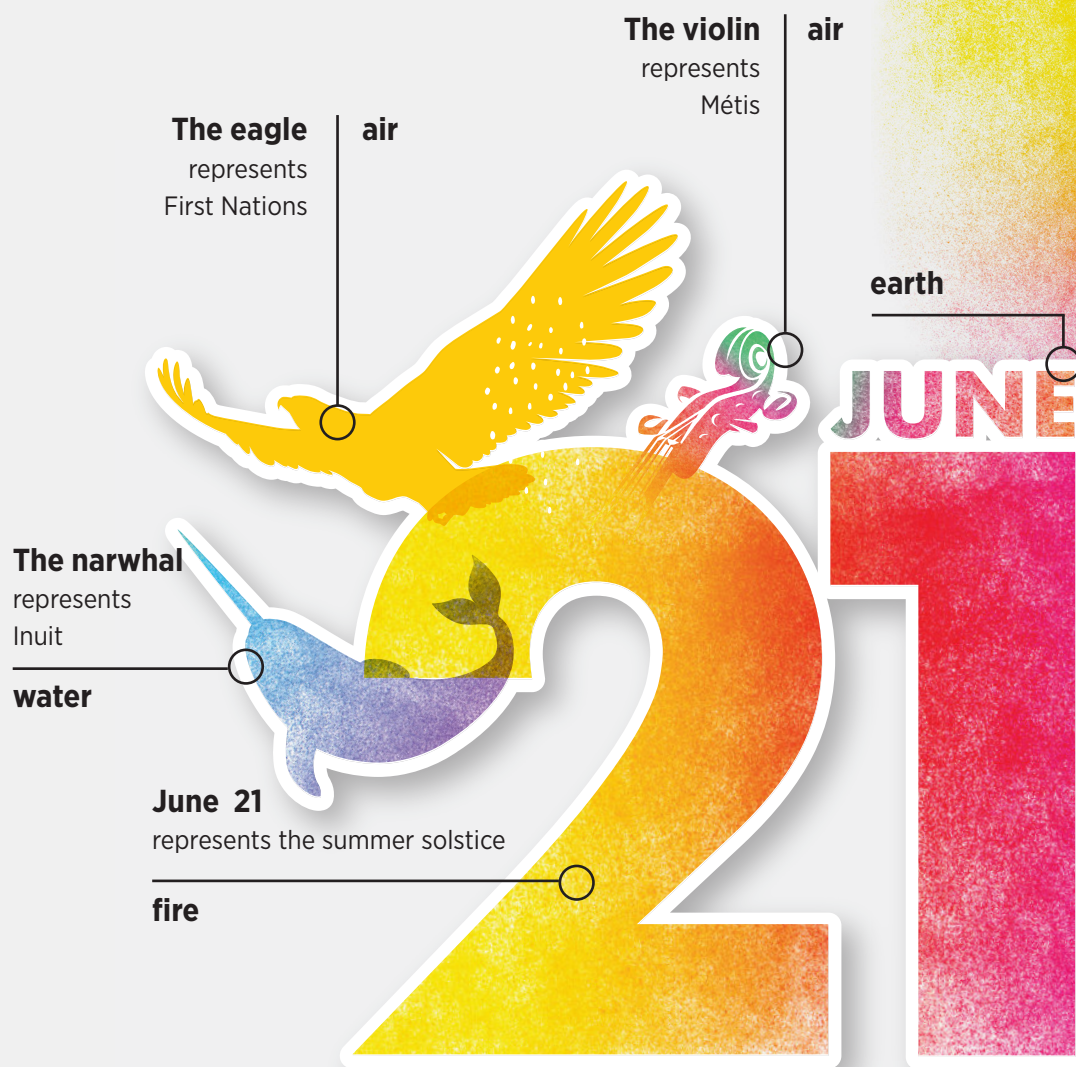
The eagle
represents First Nations



The narwhal
represents Inuits



The violin
represents Méti



Multicoloured smoke
represents Indigenous traditions, spirituality, inclusion and diversity



Government
of Canada

Gouvernement
du Canada

Canada