

Visual Identity Guide

Updated: 2024

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Introduction

i Welcome

This guide establishes a clear visual identity for Tikinagan Child and Family Services , as well as additional projects and services, such as Niigaanshkaawin and Neegaan Inabin.

The best practices and standards outlined in this guide allow Tikinagan Child and Family Services to coordinate all forms of communication and present a consistent corporate image, as well as prevent the improper use of our visual identity.

Contact Information

If you have any questions regarding the use and application of the Tikinagan Child and Family Services visual identity, please contact:

Wiidamaakewinik Odanohkiig (Communications Team) Tikinagan Child and Family Services e-mail: **Communications@tikinagan.org**

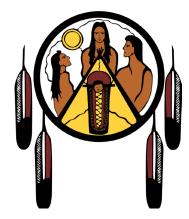
ii Building a Strong Visual Identity

A strong visual identity is pivotal to communicating the mission and vision of an organization and demonstrates professionalism and reliability.

The Tikinagan logo is a well-recognized element of the agency. Over the years, the logo has been altered in attempts to update colours or clean up the artwork. The original, design, though has always maintained the same artwork, which depicts a family surrounding a baby in tikinagan- a traditional cradle-board which has been used for centuries by First Nations families to carry and protect their babies.

Since Tikinagan Child and Family Services was established in 1984, we have consistently worked towards being true to what the vision of this agency is - an Indigenous child and family services agency. Protecting our children is a priority and in order to do this in a way that truly represents our culture and traditions, we have developed a service model called Mamow Obiki-ahwahsoowin. This means "everyone working together to raise our children" and can be seen when looking at our logo.

Notice first the circle surrounding the family. This represents the circle of care and the concept of family and togetherness. The baby in the middle lies in a tikinagan - representing caring for children and honouring our culture. The home and the tee-pee in the centre represents keeping our children at home and always connected to their family. The three adults surrounding the child represent not just the parents, but the extended family and community that protects and raises the child. The feathers that hang represent our First Nations leadership.



This guide is meant to honour the original artwork, while ensuring that it is used respectfully, consistently and unaltered.

We have updated the typeset to coincide with the artwork, and from here when we refer to the logo we refer to the symbol, logotype, descriptor and Oji-Cree translation (see section 1.1).

iii The Importance of **Brand Consistency**

Brand consistency means ensuring that the way we present Tikinagan Child and Family Services - and what it stands for - remains the same across all of our marketing channels, unifying the image and message our stakeholders see.

Brand consistency is about being recognizable, establishing trust, and communicating personality. Brand consistency allows us to increase trust and loyalty amongst our stakeholders and to maintain brand authority.

Brand consistency is important because it leads to brand recognition. When stakeholders recognize our brand (and have positive associations with it), they're more likely to interact with Tikinagan. Also, brand consistency reinforce the qualities our stakeholders can cite when recommending Tikinagan to their friends and social media followers.

To ensure brand consistency, it is important that all materials used for the purpose of advertising activities and services provided by Tikinagan are created by or approved by the Wiidamaakewinik Odanohkiig (Communications Team).

Any questions or concerns, please contact the Wiidamaakewinik Odanohkiig
(Communications Team) at
communications@tikinagan.org



Part A Visual Identity

1.1 Tikinagan's Logo

A strong visual identity is pivotal to communicating the mission and vision of an organization and demonstrates professionalism and reliability.

It is important to maintain the integrity of the Tikinagan Child and Family Services logo by consistently reproducing it on all printed materials, signage, and other media applications. This creates an identity that is easily recognizable to the general public. Tikinagan's logo will play an integral part in promoting our public image, level of professionalism and connection to our traditional First Nation values.

The logo, which is comprised of the symbol, logotype, descriptor and Oji-Cree translation, is integral to establishing our identity and must always be reproduced using master artwork.



The Oji-Cree translation is just as important as the English text beneath. Including the translation is fundamental to showing our respect of First Nation values and language. This is why, when possible, the symbol and associated typeset (Oji-Cree Translation, Logotype and Descriptor) should be used together. At no times should the English Logotype be used without the Oji-Cree Translation - they are a connected unit, unless the comms team has approved it for promotional purposes (i.e. small print area).

The next pages outline acceptable use for using the symbol independently as well as a vertical option.

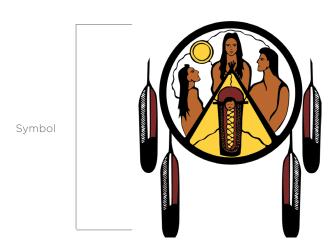
1.1 Tikinagan's Logo

When possible, the Symbol and associated typeset (Oji-Cree translation, Logotype and Descriptor) should be used together (see previous page).

There may be occasions where using the symbol by itself is required. In these instances, all efforts should first go to including all aspects of the logo together and only separating the symbol as a last resort. If you require the symbol to be separated, exercise best judgment to maintain the symbol's integrity and quality.

The typeset itself is one unit - meaning the Oji-Cree translation should never be separated from the Logotype, nor should the Descriptor. The only element permitted to be used on its own is the symbol, again always exercising best judgment.

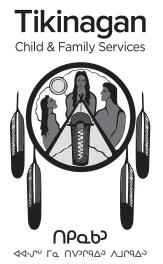
Do not attempt to separate the symbol from the master artwork. Contact Tikinagan's Communications Coordinator to obtain a high-quality file that suits your needs.



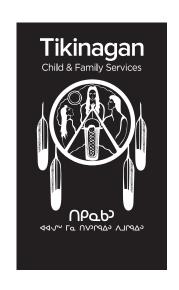
1.1 Tikinagan's Logo

If required, the Tikinagan Logo has a vertical option, which can be used on promotional items or in instances where the horizontal format doesn't fit well. The horizontal version (pictured on page 7) should always be the preferred option and used whenever possible.









1.2 Typography

The use of consistent typefaces/fonts adds strength to Tikinagan Child and Family Services communications material.

The following must be used within all internal and external marketing material.

"Gotham" is the primary Tikinagan Child and Family Services font family.

Gotham

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

When using a font for letters in Word documents, reports or any other non-marketing literature, the font of Arial or Times New Roman can be used.

Staff can request to have the font family be installed on their computers. Please contact the Wiidamaakewinik Odanohkiig (Communications Team) at

communications@tikinagan.org

1.3 Colour Specifications

The colours of the Tikinagan Child and Family Services logo must not be altered. Consistency of colour ensures strength of brand and a coherent visual identity. For one-colour applications, black is acceptable. Designers should not reproduce the logo in shades of the brand colours. As printers vary in their ability to reproduce colours, it is advisable to request a print proof for accurate match.

Primary Colours



Pantone 478
C: 27 M: 90 Y: 80 K: 40
R: 126 G: 39 B: 39
Hex: #7E2727



Pantone 136 C: 0 M: 25 Y: 76 K: 0 R: 254 G: 195 B: 87 Hex: #FEC357

Secondary Colours



Pantone 165 C: 3 M: 76 Y: 100 K: 0 R: 234 G: 98 B: 36 Hex: #EA6244



Pantone 7566 C: 22 M: 66 Y: 97 K: 8 R: 185 G: 103 B: 46 Hex: #B9672E

Tertiary Colours



Pantone 577 C: 32 M: 12 Y: 59 K: 0 R: 179 G: 195 B: 132 Hex: #B3C384



Pantone 563 C: 68 M: 0 Y: 41 K: 0 R: 65 G: 188 B: 170 Hex: #3EBDAB

1.4 Protected Spaces

A minimum of clear space around the signature or logotype ensures legibility and the integrity of the visual identity. When reproducing the Tikinagan Child and Family Services logo, minimum spacing requirements must be adhered to in order to prevent the logo from becoming cramped and unreadable. There must be a space the size of the "T" in the logotype on all sides of the logo. Or the size of the "sun" when using the symbol by itself.



Protected Space Around Logo



Protected Space Around Symbol When Used Independently



Protected Space Around Logo

1.5 One Colour Applications

For one-colour applications, greyscale, black, or white should be used for the Tikinagan Child and Family Services logotype and logo.

For ease of use, logo files have been created and are available in a variety of formats. A one-colour application of the symbol by itself, as well as the vertical option, is also appropriate to use and available upon request.



Greyscale Application



Black Application



White Application

1.6 Improper Use of Logo

The Tikinagan Child and Family Services logo must not be modified or distorted. Reproduction of the logo must conform to the stipulations outlined in this guide. Examples of prohibited reproductions of the logo include printing on an angle or vertically, using unofficial colours, creating patterns with the logo, adding decorations to the logo, and bevelling or inserting a shadow behind the logo. It is also crucial that only high resolution images of the logo are used, to protect Tikinagan Child and Family Services professional image.

Only authorized original versions of the logo may be used. Attempts at recreating the logo are unacceptable.



Improper Use of Logo - Distorted



Improper Use of Logo - Angled



Improper Use of Logo - Improper Colour

1.6 Improper Use of Logo

As noted, the Tikinagan Child and Family Services logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.

If necessary, the symbol may be used independently. The symbol should not be distorted, recoloured or used alongside a new typeset.

Only authorized original versions of the logo may be used. Attempts at recreating the logo are unacceptable.





Tikinagan Child and Family Services

......

Improper Use of Symbol - Removing typeset, adding new text





Improper Use of Logo - Distorted









Improper Use of Logo - Old Versions

Please note, if there are other older versions of the Tikinagan logo not pictured here, they are still considered unacceptable.

Alternate Logos

As noted, the Tikinagan Child and Family Services logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.

If necessary, the symbol may be used independently. The symbol should not be distorted, recoloured or used alongside a new typeset.

Only authorized original versions of the logo may be used. Attempts at recreating the logo are unacceptable.

Alternate version created by or approved by the Tikinagan Communications. All logos can be accessed on the Staff Portal through the Tikinagan website.







Teal logo

Brown logo

Red

logo





Pride logo

Yellow logo





Purple logo

logo

Orange Logo





Green logo



1.8 Service Branding

Our agency marketing theme at the start of 2024, including its use on social media, Tikinagan banners and other print materials, is "How can you support children and families in your community?" The answer is found in these three service lines

- Careers
- Foster Parenting
- Child Protection & Mamow Obiki-ahwahsoowin

Each category has designated colours and designs for event materials.



1.8.1 Careers

Careers branded items are to be used for events that involve staff recruitment, such as career fairs internal meetings, annual general meetings, and meet & greets.

Slogan

dσρΔ·αν bΔ·Γ"Δ∇·Lbρν C√9Δ·σ' Careers Empowering Communities

Pantone 478 C: 27 M: 90 Y: 80 K: 40

R: 126 G: 39 B: 39

Hex: #7E2727

Pantone 7566 C: 22 M: 66 Y: 97 K: 8 R: 185 G: 103 B: 46

Hex: #B9672E





1.8.2 Foster Parenting

Foster Parenting branded items are to be used for events that involve Foster Parent recruitment, such as community events, internal meetings, annual general meetings, and meet & greets.

Slogan

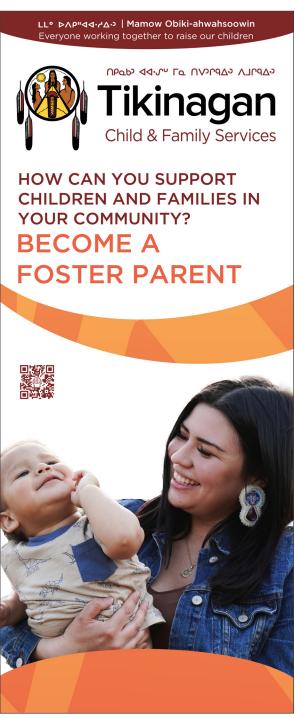
δοΔ·ΩΓΑ·ΥΩ· Ω·ΩβΩΩ·)

Foster Connection. Become a Foster Parent.

Pantone 136 C: 0 M: 25 Y: 76 K: 0 R: 254 G: 195 B: 87 Hex: #FEC357

Pantone 165
C: 3 M: 76 Y: 100 K: 0
R: 234 G: 98 B: 36
Hex: #EA6244





1.8.3 Child Protection & Mamow Obiki-ahwahsoowin

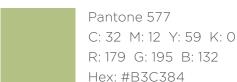
Child Protection & Mamow Obiki-ahwahsoowin branded items are to be used for events that involve staff recruitment, such as community events, events hosted by other organizatiosn, internal meetings, annual general meetings, and meet & greets.

Slogan

LL° Þ/ነ የሀሳተውን Mamow Obiki-ahwahsoowin

δρα ΔΔ·Υ΄ ∇Δ·C.ρΡΓΠΑ· ΓΡΛΡ"ΔΗ΄ Ρσυσναν Everyone working together to raise our children

ΔL Δ·ቦ"ΔdΔ·αν ላታላ» C ያባΔ·σ The Answers Lie Within The Community



Pantone 563 C: 68 M: 0 Y: 41 K: 0 R: 65 G: 188 B: 170 Hex: #3EBDAB







Part B Templates and Stationary Kit

2.1 Letterhead

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Tikinagan letterhead. It is available to use in Microsoft Word. Usage of this template is limited to Tikinagan employees who have authorization to access and disseminate the official letterhead.



At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor preplendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandaes sint et molestae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reciendis voluptatibus maiores alias consequatur aut prefrendis doloribus asperiores repellatu.

Lorem ipsum dolor sit amet, consectetur adipiscing eliti, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation nisi ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate veit tesse cilium dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt molliti animi de st laborum.

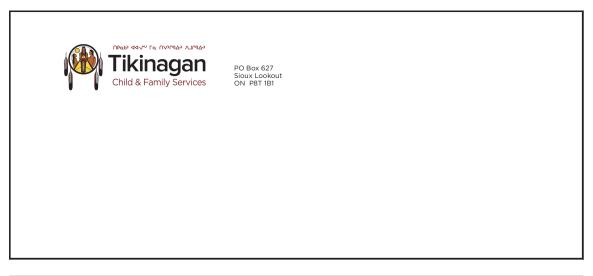
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sinto occaecati cupidate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda ast, omnis dolore repellendus. Temporibus sautem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. repellat.

Mamow Obiki-ahwahsoowin Everyone Working Togeth

2.2 Envelopes

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Tikinagan envelope. It is available in a high-res format to send to external printers. The full-colour tab on the back is an option and not required. Additionally, printing envelopes in black and white is an option for cost-saving measures. Usage of this template is limited to Tikinagan employees who have authorization to order and print branded envelopes.



Mamow Obiki-ahwahsoowin
Everyone Working Together
to Raise Our Children

2.3 Business Card

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Tikinagan business card. It is available to use in Microsoft Word, using the Avery 05371 template. Usage of this template is limited to Tikinagan employees who have authorization to access and create business cards. If you require business cards, please speak to your supervisor for direction on the appropriate person to contact.

While most business cards can and should be printed in-house, there is a double-sided option (see below) for external printing. This option often costs extra and requires approval from your supervisor.

Double-Sided Business Card





Single-Sided Business Card

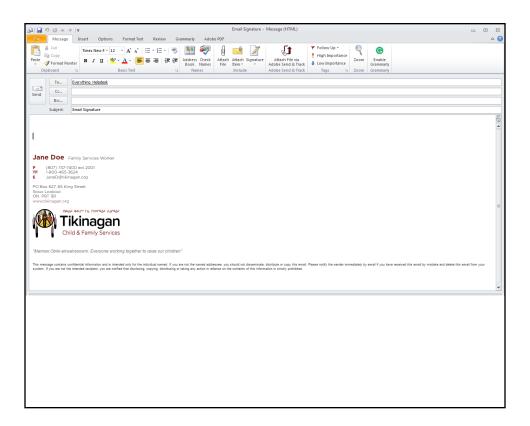


2.4 Email Signatures

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Tikinagan email signature. It is an html signature, of which directions for installation are available from the Communications Team or Information Technology. This email signature should be the only html email signature used by employees. Do not alter the signature's appearance.

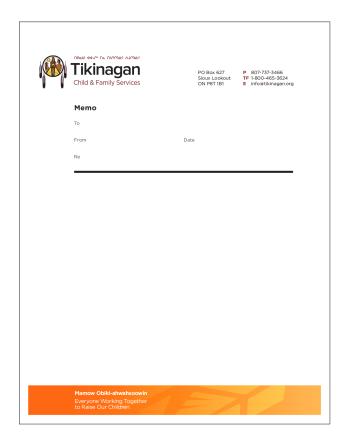
Staff are not required to use this html signature and may use a text-only option. However, in those instances, staff should use plain text (Arial, Calibri or Times New Roman), avoid any graphics or backgrounds, and may add the Tikinagan logo but must ensure it is in-line with this Guide. The Logo should not be altered. Master artwork is available through Tikinagan's shared drive or staff portal, or by contacting Tikinagan's Communications Team.

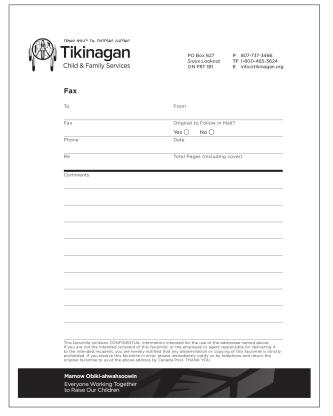


2.5 Memos and Fax Cover Sheets

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Memo and Fax Cover Sheet. It is available to use in Microsoft Word. Usage of this template is limited to Tikinagan employees who have authorization to access and disseminate memos and faxes sent on behalf of the organization.





2.6 PowerPoints

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below image is a preview of the Tikinagan PowerPoint template. All presentations created within or for Tikinagan must be created using the template. The Logo should not be altered. Master artwork is available through Tikinagan's shared drive or staff portal, or by contacting Tikinagan's Communications Team.

2.6 PowerPoint Templates

Careers Slides



Foster Parenting Slides



Child Protection & Mamow Obiki-ahwahsoowin Slides



2.7 Social Media

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below images are examples of acceptable Tikinagan social media posts. All social media post must be created by and posted by the Communications Team and then can subsequently be shared on relevant groups as well as by staff. The Logo should not be altered. Master artwork is available through Tikinagan's shared drive or staff portal, or by contacting Tikinagan's Communications Team.







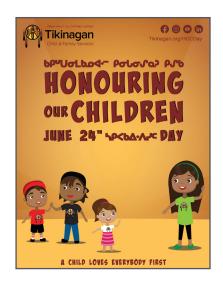
2.8 Posters

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services.

The below images are examples of acceptable Tikinagan posters. All posters must be created by or approved by the Communications Team. The Logo should not be altered. Master artwork is available through Tikinagan's shared drive or staff portal, or by contacting Tikinagan's Communications Team.









Part C Project Branding



Part C Niigaanshkaawin

3.1 Niigaanshkaawin

ΔΙ ΛΙ ΔΙΑΌ ΔΛΟ"ΔΥΔΑΣ) ΒΟ ΕΕΥ ΥΝΌΡΟ Ασυσσδι Ενθολίου, βορσ Γραβάιδρος στο 94σ ΛΙΠΤΑΓ.

3.1 Niigaanshkaawin

Chiefs' Vision

Tikinagan was created to provide culturally-specific child and family services that emphasize a First Nations approach to child welfare. Prior to Tikinagan's Mamow Obiki-ahwahsoowin service model, services to support and care for First Nations families originated from outside the First Nations community where our people were not consulted or engaged in how we cared for our children. This did not help us.

As a result, Tikinagan was founded on two basic principles, as handed down by the Chiefs. First, "that no more children be lost from our communities." Second, "that a child and family service agency be created that would work with the people for the people, while respecting culture, heritage, and the concepts of the extended family."

Over the past three and half decades, Tikinagan has developed a unique service delivery model. The vision, goal and principles established by the Chiefs for Tikinagan have been fully integrated with Indigenous values and service delivery policies and procedures. Mamow Obiki-ahwahsoowin is a unique service model which means "everyone working together to raise our children. It is a system of protecting and caring for children and supporting families that has been designed and is delivered by First Nations people. This is a community-based approach to the inherent jurisdiction of First Nations based on traditional customary care practices.

Niigaanshkaawin - Breaking Trail is a new initiative that has its purpose: to support First Nation affiliates of Tikinagan Child and Family Services in the development of Band Representative programs, implementation of child welfare laws, and to reimagine the role Tikinagan will have in the future.

Niigaanshkaawin was developed to honour the original vision of those who came before us. With the support of the Bill C-92 Act and its objectives, Niigaanshkaawin gives the opportunity for First Nations to develop and govern their own child welfare laws.

Tikinagan will continue to assist our communities and partner with them to ensure ongoing services to children, youth and families. We are committed to supporting and assisting all communities who are exploring and/or working on developing their own child welfare laws and delivery of services to their members wherever they reside.

The answers are within each individual First Nation community. Breaking trail for the future generations to come.

3.1 Niigaanshkaawin

History of the Logo



Weagamow First Nation youth artist Memekwe Apetawakeesic (Morrisseau) drew the Niigaanshkawin project's logo based on a childhood memory.

"When me and my family go woodcutting, my dad is often the first one to make a trail, so that's what 'Breaking Trail' is for me," explained Memekwe, 16.

"I'm proud of this logo, and I think it's important that First Nation children learn about their own culture and traditions. I like the way that it represents how Anishinabe people are moving forward."

The image, which took Memekwe about an hour to complete, was sketched on paper, then digitalized on her iPad.

The Logo

A strong visual identity is pivotal to communicating the mission and vision of an organization and demonstrates professionalism and reliability.

It is important to maintain the integrity of the Niigaanshkaawin logo by consistently reproducing it on all printed materials, signage, and other media applications. This creates an identity that is easily recognizable to the general public. Niigaanshkaawin's logo will play an integral part in promoting our public image, level of professionalism and connection to our traditional First Nation values.

The logo, which is comprised of the symbol, logotype, descriptor and Oji-Cree translation, is integral to establishing our identity and must always be reproduced using master artwork.



The Oji-Cree translation is just as important as the English text beneath. Including the translation is fundamental to showing our respect of First Nation values and language. This is why, when possible, the symbol and associated typeset (Oji-Cree Translation, Logotype and Descriptor) should be used together. At no times should the English Logotype be used without the Oji-Cree Translation - they are a connected unit, unless the comms team has approved it for promotional purposes (i.e. small print area).

The next pages outline acceptable use for using the symbol independently.

Proper Logo Use

As noted, the Niigaanshkaawin logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.

If necessary, the symbol may be used independently. The symbol should not be distorted, recoloured or used alongside a new typeset.

Only authorized original versions of the logo may be used. Attempts at recreating the logo are unacceptable.













Niigaanshkaawin

Font & Colour

Headings

Primary Font - Segoe Black

Subheadings Segoe UI Semibold

Normal

Segoe UI

Primary Colours

Blue

Hex #476db4

R: 71 G: 109 B: 180

C: 78 M: 58 Y: 0 K: 0

Pantone 7683 C

Green

Pantone 478

CMYK(27, 90, 80, 40)

RGB(126, 39, 39)

HEX: #7E2727

Secondary Colours

Red

Hex: #7E2727

R: 126 G: 39 B: 39

C: 27 M: 90 Y: 80 K: 40

Pantone 478

Yellow

Hex: #FEC357

R: 254 G: 195 B: 87

C: 0 M: 25 Y: 76 K: 0

Pantone 136

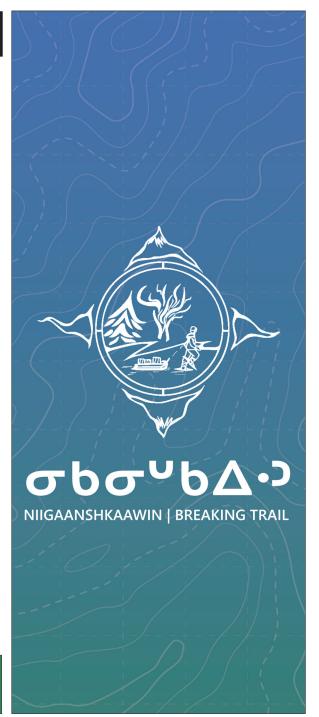
Background

Niigaanshkaawin branded items are to be used for events that involve Niigaanshkaawin adverising, such as internal meetings, annual general meetings, community events, community meetings, external events, and meet & greets.

Slogan

σbσυbΔ \cdot)

Breaking Trail



Background

Letterhead

The letterhead can be located on the staff portal accessed through Tikinagan.org.





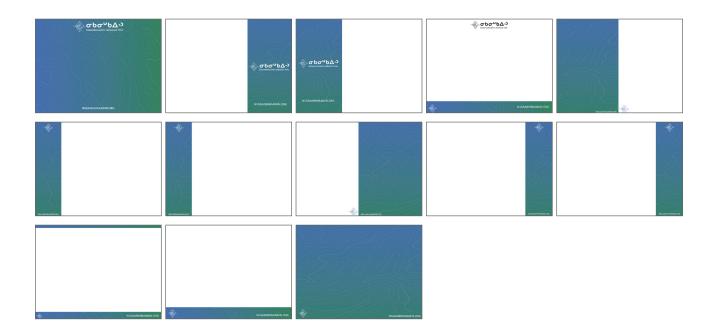
Letterhead

PowerPoint

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services and Niigaanshkaawin..

The below image is a preview of the Niigaanshkaawin PowerPoint template. All presentations created within or for Tikinagan must be created using the template. The Logo should not be altered. Master artwork is available through Tikinagan's shared drive or staff portal, or by contacting Tikinagan's Communications Team.

PowerPoint





Part C Neegaan Inabin

Neegaan Inabin Values

What are they?

Neegaan Inabin, which means "Looking Forward" in Oji-Cree, provides culturally-appropriate, holistic services supporting youth aging out of care and young adults formerly in care (up to age 26) from Tikinagan's 30 First Nations.







Advocacy

You deserve to be respected and empowered to define your own goals for success based on your lived experience. It should not matter that you are currently or were formerly in care. Nonetheless, you still have rights and benefits because of your transition, and this includes access and use of our Neegaan Inabin services. We will advocate with you to ensure you understand and exercise your rights.

 $Pa^{2}C\nabla^{3}Cd^{2}$ Pa^{2} $Pa^{2}Dd^{2}$ $Pa^$





Education

Learning doesn't stop after high school, and you deserve to learn and keep learning into adulthood. We understand you are going to grow in meaningful ways. We want you to succeed in schooling and training opportunities by moving at your own pace and with the resources to help you get there. This also includes the pursuit of cultural and spiritual learning.

 $baa^{\circ}C\Delta \cdot P9^{\circ}UP^{\circ} 9da^{\circ} b\Delta \cdot \circ \Delta^{\circ}\Delta L \Delta \mathcal{I} P\Lambda \Gamma^{\circ}A^{\circ} b\Delta^{\circ}C^{\circ} \Delta^{\circ}da\Delta \cdot b\Gamma^{\circ},$ ΓΛd"Δ $P^{\circ}C$ $9JCL<^{\circ}$ $9d^{\circ}$ $P^{\circ}C^{\circ}$ Γ° $\Gamma^{$





Financial

Life is expensive, which is why you deserve to have a financial footing -- one that keeps you fed and a roof over your head. We want to provide you with the resources required to meet your financial needs and pursue your career interests and dreams. We recognize how foundational this pillar is, as you cannot thrive in other areas if your basic needs are not met in a secure and consistent manner. All key supports listed under each pillar must be accompanied by financial support.



Health & Wellbeing

As an adult, you must take responsibility for your own health. But that doesn't mean you have to do it alone. We will provide you with ongoing supports that are timely, trauma-informed, and use a non-judgmental preventive approach. From appointments to nutritional training, you deserve to have access to ongoing services and benefits that support your lifelong health and well-being. This could include exercise and hunting equipment, as well as access to trap lines.





Housing

The right to a normal life begins with a place to call home and the stability that comes with it. We want to help you find accessible, safe, and affordable housing reflecting your community's realities. This doesn't mean you can't still live with your family or Foster Parents. Rather, this gives you the opportunity to begin moving toward greater independence, which could include getting your own place or furniture to get you started.

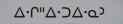


 $\Delta \nabla \cdot \Delta \mathcal{L}_{\alpha} \circ \nabla \cdot \partial \mathcal{L}_{\alpha} \circ \nabla \mathcal{L}_{\alpha} \circ \partial \mathcal{L}_{$



Relationships

The people in your life and from your community are part of Tikinagan's Wee-Chee-Way-Win Circle of Care. It is important to have people in your life that you can count on. For some, this might even include the companionship of having your own pet. We will support you in establishing positive relationships and professional supports.



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Spirituality & Culture

From our Indigenous culture and traditions, we believe that all people are spiritual beings. We want you to have the freedom to choose your own spiritual practices and (re)connect to your culture in ways that are meaningful to you. It's important to know where you come from, including the land, your language, and your community and their traditions.



 Δ L σ 9 σ C σ V σ σ 4· Ω 1· σ 2· Γ 2 σ 2CJ Δ · σ 2·, σ UV·C Γ 2 δ P2 Δ 0· δ 2 ∇ PCU δ AL Ω 2· σ -. P2·C ∇ · σ Γ 4 P2 P2·CL2· Δ 0· Δ 0·



Transitions

As a part of your emerging adulthood development, you need to experience environments that cultivate personal growth and development. We want to take your lead, following your wants and desires by supporting you like a mentor, not a Worker or a Parent. We understand this time is filled with uncertainty and setbacks. This means you may require a longer and more flexible transition period with room for trial and error. We recognize not all supports will fit the same for everyone, so our supports will tailor to your needs.



EDUCATION FINANCIAL HEALTH & SPIRITUALITY

Neegaan Inabin Logo

Where did it come from?

Weagamow First Nation youth artist Memekwe Apetawakeesic (Morriseau) drew the Niigaan Inabin logo. The image features a young bull crossing over a bridge.

> My drawing is signalling young adults learning how to adult and the transition into adulthood," explained Memekwe, 16.

The image, which took Memekwe several days to imagine and about a half an hour to complete by first sketching it on paper, then digitalized on her iPad. The logo was then tweaked slightly by changing the blue background, adding the program's eight pillars on the bridge, and adding the project's name

around the circle.

RELATIONSHIPS

LLI hope people see that my logo represents strength and durability, As moose are very strong and durable animals. And people as well, especially how hard it is to live now after the pandemic now that it's nearly over."

The colours around the circle are part of the traditional First Nations medicine wheel. The yellow and maroon are altered to match Tikinagan Child and Family Services's primary colours. The blue is associated with another one of Tikinagan's future-orientated projects, Niigaanshkaawin, which means "breaking trail." Memekwe drew the logo for Niigaanshkaawin logo, as well as the winning design for anti-bullying campaign Tikinagan held during the pandemic.

The Logo



A strong visual identity is pivotal to communicating the mission and vision of an organization and demonstrates professionalism and reliability.

It is important to maintain the integrity of the Neegaan Inabin logo by consistently reproducing it on all printed materials, signage, and other media applications. This creates an identity that is easily recognizable to the general public. Neegaan Inabin's logo will play an integral part in promoting our public image, level of professionalism and connection to our traditional First Nation values.

The logo, which is comprised of the symbol, logotype, descriptor and Oji-Cree translation, is integral to establishing our identity and must always be reproduced using master artwork.

The Oji-Cree translation is just as important as the English text beneath. Including the translation is fundamental to showing our respect of First Nation values and language. This is why, when possible, the symbol and associated typeset (Oji-Cree Translation, Logotype and Descriptor) should be used together. At no times should the English Logotype be used without the Oji-Cree Translation - they are a connected unit, unless the comms team has approved it for promotional purposes (i.e. small print area).

The next pages outline acceptable use for using the symbol independently.

Proper Logo use

As noted, the Neegaan Inabin logo is intended to function as a single unit and elements should not be separated except in the instances specified in this guide.

If necessary, the symbol may be used independently. The symbol should not be distorted, recoloured or used alongside a new typeset.

Only authorized original versions of the logo may be used. Attempts at recreating the logo are unacceptable.









Font & Colour

External Marketing and Advertising

Primary Font - Ruddy Secondary Font - Arial

Internal Use

Primary Font - Arial

Primary Colours

Blue

Pantone 2126 C CMYK(73, 68, 0, 37) RGB(43, 52, 160) HEX: #2B34A0

Red

Pantone 478 CMYK(27, 90, 80, 40) RGB(126, 39, 39) HEX: #7E2727

Yellow

Pantone 136 CMYK(0, 25, 25, 76) RGB(254, 195, 87) HEX: #FEC357

Secondary Colours

Dark Green

Pantone 350 C CMYK(42, 0, 40, 71) RGB(42, 73, 44) HEX: #2a492c

Medium Yellow

Pantone 7563 C CMYK(0, 28, 74, 13) RGB(221, 159, 58) HEX: #DD9F3A

Light Blue

Pantone 298 C CMYK(85, 28, 0, 9) RGB(35, 166, 232) HEX: #23A6E8

Background

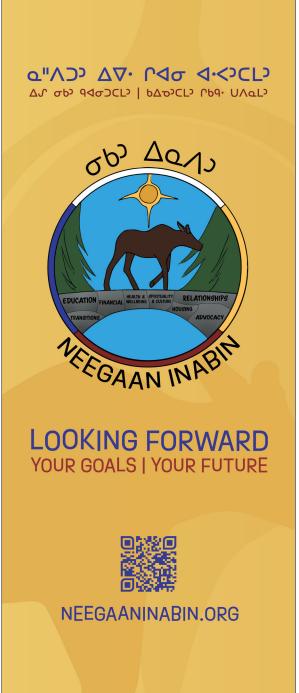
Neegaan Inabin branded items are to be used for events that involve Neegaan Inabin adversing, such as internal meetings, annual general meetings, community events, community meetings, external events, and meet & greets.

Slogan

a"ΛΟ' Δ∇' Γάσ άκ'CL' Looking Forward

 $\Delta \mathcal{N}$ σ b? 94 σ CL?. $b\Delta \sigma$ CL? Pb9. UAQL?. Your goals. Your future.





Letterhead

The letterhead can be located on the staff portal accessed through Tikinagan.org.



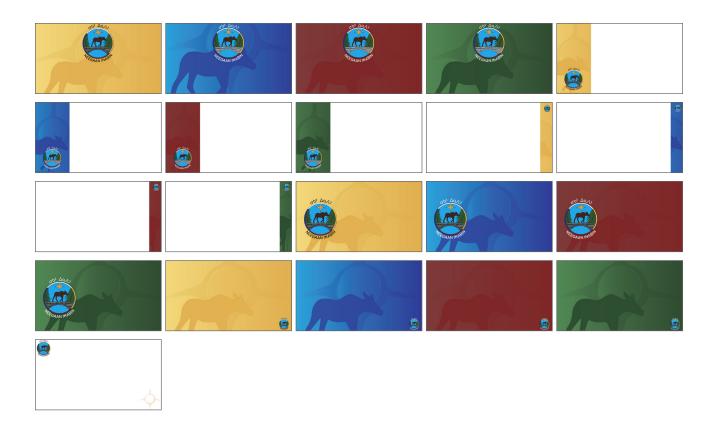
Letterhead

PowerPoint

This Visual Identity Guide is a living document and reflects the approved templates and stationary kit items. For the working files or for technical assistance, please contact the Communications Team of Tikinagan Child and Family Services and Neegaan Inabin.

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PowerPoint





AppendixCheatsheets

Tikinagan's **Branding Cheatsheet**

Logo

Symbol



Colours

Primary Colours



Pantone 478
C: 27 M: 90 Y: 80 K: 40
R: 126 G: 39 B: 39
Hex: #7E2727



Pantone 136 C: 0 M: 25 Y: 76 K: 0 R: 254 G: 195 B: 87 Hex: #FEC357

Secondary Colours



Pantone 165 C: 3 M: 76 Y: 100 K: 0 R: 234 G: 98 B: 36 Hex: #EA6244



Pantone 7566 C: 22 M: 66 Y: 97 K: 8 R: 185 G: 103 B: 46 Hex: #B9672E

Tertiary Colours



Pantone 577 C: 32 M: 12 Y: 59 K: 0 R: 179 G: 195 B: 132 Hex: #B3C384



Pantone 563 C: 68 M: 0 Y: 41 K: 0 R: 65 G: 188 B: 170 Hex: #3EBDAB

Font

Gotham

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Alternative are Franklin Gothic, Arial, or Times New Roman when Gotham not available

Any questions, refer to the Visual identity Guide 2024 on the Staff Portal or contact the Wiidamaakewinik Odanohkiig (Communications Team) at

communications@tikinagan.org

Niigaanshkaawin's Branding Cheatsheet



Colours

Primary Colours

Blue

Hex #476db4 R: 71 G: 109 B: 180 C: 78 M: 58 Y: 0 K: 0 Pantone 7683 C

Green

Pantone 478 CMYK(27, 90, 80, 40) RGB(126, 39, 39) HEX: #7E2727

Secondary Colours

Red

Hex: #7E2727 R: 126 G: 39 B: 39 C: 27 M: 90 Y: 80 K: 40 Pantone 478

Yellow

Hex: #FEC357 R: 254 G: 195 B: 87 C: 0 M: 25 Y: 76 K: 0 Pantone 136

Font

Headings

Primary Font - Segoe Black

Subheadings

Segoe UI Semibold

Normal

Segoe UI

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Neegan Inabin's Branding Cheatsheet

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Medium Yellow

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