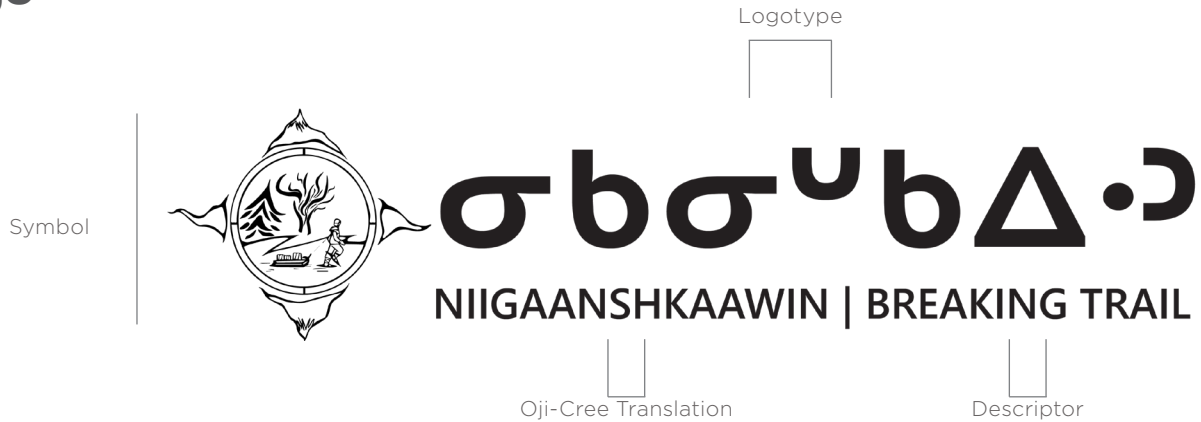


Niigaanshkaawin's **Branding Cheatsheet**

Logo



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

Slogan

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Breaking Trail

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

