

# Mi'kmawitasik:

Mi'kmaw Made

BRAND GUIDELINES



## SECTION 1

# Mi'kmawitasik: Mi'kmaw Made

## STEP INTO THE STORY

Since time immemorial, the L'nu'k (Mi'kmaq people) have been artists and crafters. This is integral to having passed along thousands of years of history, culture, technology and knowledge from one generation to the next.

The Mi'kmaq are the original ambassadors of this sacred land. We welcomed the first newcomers to Mi'kma'ki - our traditional territory - and established Peace and Friendship Treaties. We have a reputation for friendliness and hospitality. The Mi'kmawitasik logo proudly represents the Mi'kmaw people and welcomes the world to experience authentic Mi'kmaw products and services.



## THE PROGRAM

Mi'kmawitasik: Mi'kmaw Made (Meeg-maw-wee-duh-sig) is a cultural tourism brand trademark that exists to preserve and promote Mi'kmaw culture and traditions while providing a meaningful and authentic experience to visitors via Mi'kmaw Tourism in Nova Scotia.

Our members consist of Mi'kmaw artisans, craftspeople, experience providers, and entrepreneurs who want to showcase their cultural heritage and traditions to a wider audience.

With our member database, we are highlighting the best options in Nova Scotia for those who seek an immersive and genuine Indigenous experience that respects Mi'kmaw values and traditions.



# THE BRAND

Mi'kmawitasik is a brand that represents the proud and vibrant culture of the Mi'kmaw people, and it is a symbol of their strength, resilience, and wisdom. It's a brand that celebrates the rich history and traditions of the Mi'kmaw people, while also looking to the future with hope and optimism.

The **personality** of Mi'kmawitasik is warm, friendly, and approachable. It's the kind of brand that welcomes you with open arms, whether you're a longtime friend or a newcomer to the community. Mi'kmawitasik is all about inclusivity and making everyone feel like they belong.

The **voice** of Mi'kmawitasik is confident, authentic, and rooted in custom. It's the voice of a storyteller, sharing the tales of the Mi'kmaw people with pride and reverence. At the same time, it's also a modern voice, looking to the future with optimism and excitement.

The **character** of Mi'kmawitasik is one of strength, resilience, and community. It's a brand that embodies the values of the Mi'kmaw people, including respect for the land, the importance of family and community, and a deep connection to the natural world.

## Creating Connections with a Community Cultural Brand

**Our defining story is one of resilience and determination.** For generations, Mi'kmaq people have faced colonial challenges to and erasures of their culture and traditions. Despite this, we have preserved and passed down much of our knowledge, beliefs, and practices through the ages, and are working to recover what was stolen. We honor this legacy by providing a platform for Mi'kmaw artists and entrepreneurs to share their unique perspectives and stories with the world.

Through Mi'kmawitasik, we aim to create meaningful connections between visitors and Mi'kmaw culture, promoting understanding and appreciation for our way of life while improving the economic outlook of our Mi'kmaq Members and communities. Mi'kmawitasik celebrates the unique culture and traditions of the Mi'kmaw people.

## What Are Brand Guidelines?

Brand guidelines provide clear and consistent instructions for presenting and representing a brand across all communication channels. They serve as a comprehensive resource for internal and external stakeholders to maintain consistency in brand presentation, establish a strong and memorable brand presence, and differentiate a brand from competitors. Guidelines help protect the brand's reputation, maintain brand integrity, and provide a framework for future growth and evolution.

The following guidelines are designed to help maintain and enhance the brand's personality, voice, and character, thus creating a unified and recognizable brand identity and ensuring that it continues to inspire and connect people for generations to come.

## SECTION 2

# The Logo

Following extensive Community discussion, an open call for Community sourced design generated an overwhelming response, concluding in a collaboration between renowned Community artists Loretta Gould and Alan Syliboy. The logo was then refined by Wagmatcook graphic designer Hailey Isadore, and further prepared for widespread use across applications by a brand consulting firm.

It was important that this logo along with its accompanying brand - to be used to identify authentically Mi'kmaq tourism offerings - be:

- ◆ Unique
- ◆ Distinctive
- ◆ Culturally Appropriate
- ◆ Meaningful
- ◆ Vetted by Community

## Meaning

- ◆ The circle is an important symbol for the Mi'kmaq as representing many cycles
- ◆ The gentle waves within the border circle represent our connection to Mother Earth and Father Sky, and all of the animals, birds, fish, and plant life within
- ◆ The four small lines motif repeated within the border circle represent the four directions and our physical, social, & traditional knowledge, as well as our spiritual relationship to our lands and waters
- ◆ The four traditional colours - white, red, yellow, and black - carry many meanings: the four directions, the four seasons, the four stages of life, the four elements, and the four colours of human kind
- ◆ The curled L'Nu symbol, repeated throughout the logo, is an ancient and revered community symbol that represents the Mi'kmaw people
- ◆ The foundation of the inner circle features a birch bark pattern - Mi'kmaq are well known for using birch bark in their art work and tools, past and present
- ◆ The inner circle of people holding hands represents our strong communities and our connection to our language and culture, as well as the love we have for all Nations and Peoples. It is a circle of Peace & Friendship, reflecting the spirit and intention of the Treaties of Peace & Friendship and the welcome that Mi'kmaq provided to newcomers to Mi'kma'ki.



MI'KMAWITASIK



Mi'kmaw Made



# Logo Usage

Several variations of the logo have been provided. In general, use the logo that is best readable on your provided background. Guidelines for choosing these logos are below.

- ◆ Full colour logo on white or light background.
  - Note the small line underneath the “Mi’kmaw Made” tagline.
- ◆ White-background full colour logo on top of imagery or single colour.
  - Any background that might interfere with the legibility or readability of the logo itself.
- ◆ Single-colour stamp logo on top of solid colours or in applications such as embroidery, stencilling, etc.

To maintain the integrity and consistency of the brand identity, do not use a partial logo. Partial logos are not sanctioned as representative of membership in the Mi’kmawitasik program. Using partial logos can create confusion, misrepresent and dilute the recognition of the Mi’kmawitasik program, and diminish the brand’s value and impact as a whole.



This page: Correct logo usage examples





# Clearance & Spacing

Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of the logo. The spacing guidelines are to keep elements from encroaching the border around the logo.

This space around the full logo or the logomark is determined by the height of the W in Mi'kmawitasik, on each side. Ensure that you keep to *at least* this much spacing when using the logo on your materials.

## DO NOT:

Do not resize or change the position of the logomark in relation to the wordmark.

Do not squash or stretch the logo. Any resizing must be in proportion.

Do not change the colours. Use the official colour specifications detailed in these guidelines.

Do not use any other font, no matter how close it might look to our official fonts.

Do not alter or modify the logo in any way.

Do not use the logo in a way that implies endorsement or sponsorship by the brand without prior approval.

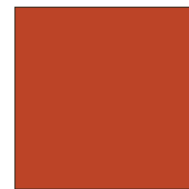
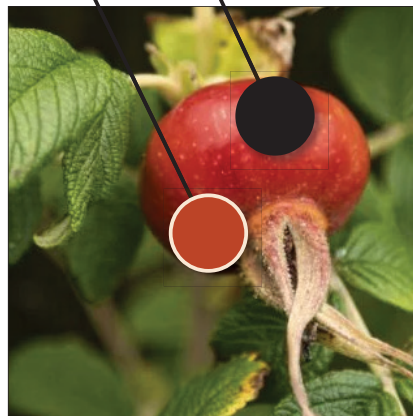
Do not use the logo in a way that is misleading, deceptive, or defamatory.

Do not use the logo in a way that is inappropriate, offensive, or harmful.

Do not use the logo on materials that promote illegal or unethical activities.







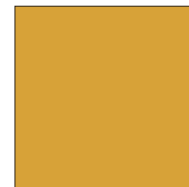
### Rose Hip

#bd4428  
189, 68, 40  
0, 64, 79, 26



### Iris Root

#302619  
48, 38, 25  
0, 21, 48, 81



### Golden Rod

#d8a239  
216, 162, 57  
0, 25, 74, 15



### Inner Bark

#f8e6d3  
248, 230, 211  
0, 7, 15, 3

Colour Names:  
Rose Hips, Iris Root, Golden Rod,  
and Inner Bark have all been used as  
colour dyes by the Mi'kmaq.  
[mikmaqhistorymonth.ca/posters/](http://mikmaqhistorymonth.ca/posters/)

## BRAND COLOUR PALETTE

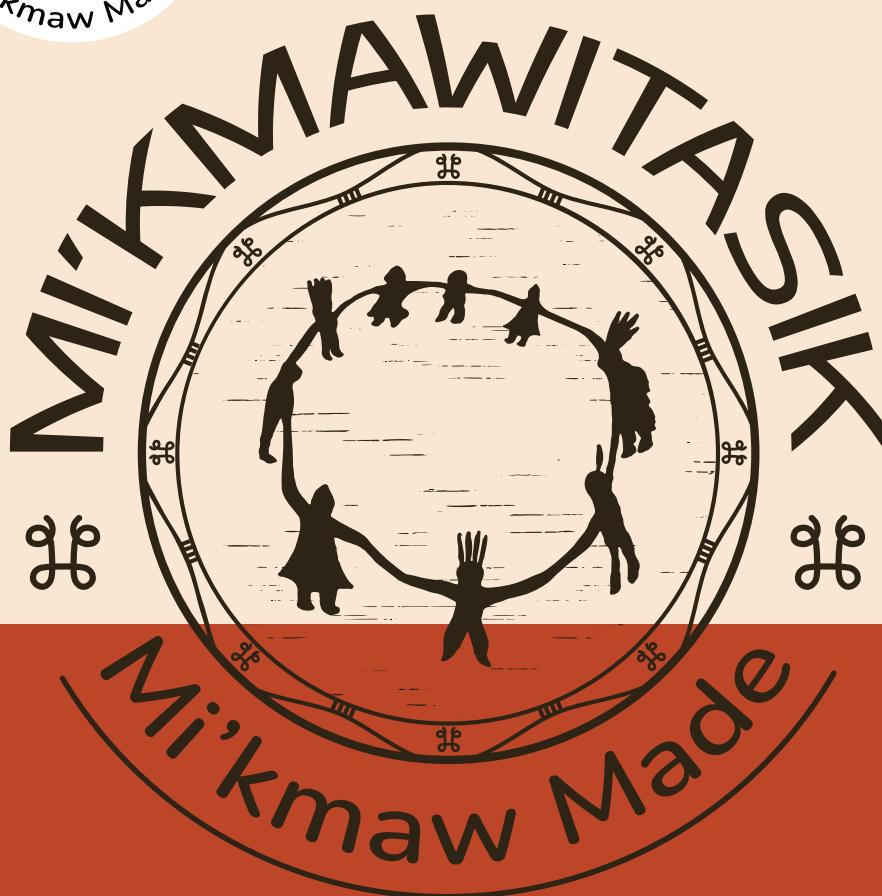
Since time immemorial, the Mi'kmaq have known how to use colour and design. Reaching back into our ancestral knowledge, the brand colours have been chosen using tonal versions of the sacred colours found in both a traditional tunic and in nature. The pure red, yellow, black, and white in the logo contrast with and show up brightly against the earthy accent tones.



# LOGO VARIATIONS

The single-colour logo was developed as a low-barrier way for members to utilize the logo in many ways - sometimes, a stencil or rubber stamp, will be the most appropriate, or a logo will need to be embroidered or photocopied, in which cases the single-colour logo will be the most effective.

*Below: Abstract usage of the appropriate logo variations using both the bright and the earthy versions.*



## SECTION 3

# Typography

## DOCUMENT TYPEFACES:

**Title:** Labrador A

**Headings:** Globa

**Body Text:** Lato (*available via Google Fonts or Adobe Fonts*)

## DOCUMENT FONTS:

When to use: Labrador A Black is used only for the title of a document. This is the font that writes “Mi’kmawitasik” in the logo. It is not suitable for other uses.

**LABRADOR A (BLACK)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Globa is the primary typeface for headlines. Use the Medium and Light fonts as directed.

**GLOBA (MEDIUM)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**GLOBA (LIGHT)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

When to Use: Lato fonts are to be used for subheadings and all standard body text, such as stationery, website, brochures, and general correspondence. Use bold, italic, etc. as usual.

**LATO (REGULAR)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**LATO (BOLD)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()









Example of Documentation Styling:

# Mi'kmawitasik Title (Labrador A)

## Main Section Title (Global)

### SUBHEADING 1

### SUBHEADING 2

#### Subheading 3

**Body Text** (Lato) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla accumsan ligula nec commodo tempus. Etiam viverra magna diam, vel pretium arcu viverra sed. Phasellus mi metus, tempus nec posuere eu, porttitor non odio. Nunc imperdiet pharetra nisl, quis commodo odio lacinia et.

- ◆ List
- ◆ Items

## BUTTONS & EMPHASIS

Caption

Footnote

## SECTION 4

# Brand Imagery

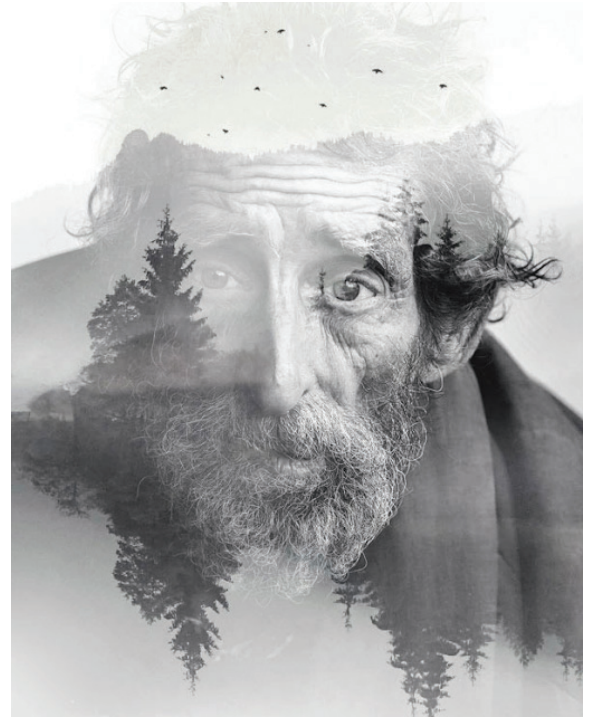
## STEP INTO THE STORY

The feel of the imagery is dreamlike; a type of double exposure that brings to mind the visitor looking into the sky, staring into the past, or viewing artwork, while imagining the story as it's being told. We recommend identifying some champions and using them for models with their focus. A relationship with a trusted, dedicated, long-term photographer will need to be fostered to allow for consistent imagery across the life of the project.

Other imagery includes royalty-free imagery of goldenrod, birchbark, rosehips, and birch seeds; generally photos taken during the autumn season to best represent the brand colours. Even birch leaves can suit.

**Circles** mimic the logo and continue the theme of cycles. So we use perfect circles overlaid as graphical elements.

The L'nu symbol can also be used as a design element throughout documentation, as a divider symbol or as a large background texture.



Double exposure photo by Jenny Le

**IMPORTANT DRAFT NOTE:** Selected Imagery from [novascotia.ca/museum/mikmaq](http://novascotia.ca/museum/mikmaq) and copyright-free sources. Rights to be negotiated. We recommend purchasing images similar to these for future use.







## SECTION 5

# Customized Brand Mark

## IDENTIFYING YOURSELF

### Member Materials

The Mi'kmawitasik program takes great pride in its members and wants to ensure that their participation is celebrated and recognized. As a member of the program, you will receive a customized digital and print materials package that includes a certificate of authenticity, a copy of the brand and usage guidelines, a rights and responsibilities contract, and a range of marketing materials like tags or stickers, window clings, tent cards, and customer information trifold brochures.

These materials are designed to help you identify yourself as a proud member of the Mi'kmawitasik program and promote your involvement to your customers, clients, and community. By using these materials consistently and in line with the brand guidelines, you will help to build awareness and recognition for the program and your business as a member.

It is important to note that these materials are exclusive to members only, and their use is restricted to promote authenticity and protect the integrity of the program.

### Usage Guidelines

DRAFT NOTE: When the actual trademark process is complete, we will likely add legal use guidelines here.

As a member of Mi'kmawitasik program, you are granted permission to use the logo and materials provided in your customized digital and print package for the purpose of promoting your business as a participant in the program.

However, there are certain restrictions on how you can use the logo and materials. You may not modify or alter the logo in any way, including changing its colors, shape, or proportions. Non-members cannot use the logo in a way that suggests endorsement, affiliation, or partnership with Mi'kmawitasik program.

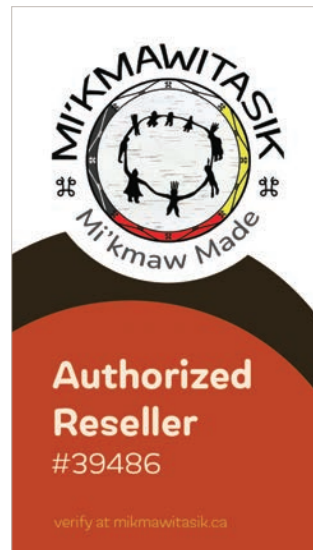
Furthermore, you cannot use the materials provided for any other purpose than promoting your business as a participant in the program. You cannot distribute the materials to third parties or use them for any commercial or promotional purposes unrelated to your participation in the program.

These guidelines are in place to ensure consistency in the use of the Mi'kmawitasik logo and materials and to protect the integrity of the program.

**IMPORTANT DRAFT NOTE:** on the following page are the currently drafted concepts for how these stickers, clings, and cards might look. The Mi'kmawitasik Committee can choose from and/or give feedback on these designs for the look and feel of the project.







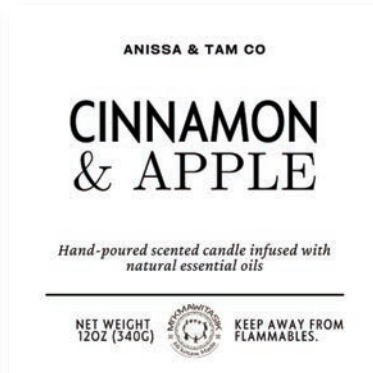


# Applications

## IDENTIFICATION

Examples of ways you can use your Mark to identify your materials, products, and experiences.





## Using Tags & Stickers

There are many ways you might use these stickers and tags, including:

Place stickers and tags featuring the logo on Mi'kmaw-made products to certify them as authentic and of high quality.

Use the logo on marketing materials such as brochures, flyers, and online ads to show authenticity and attract potential customers.

Create postcards and souvenir items featuring the logo to serve as a reminder of the cultural experience for tourists.

Use the logo on product packaging to promote Mi'kmaw heritage and add authenticity to products.

Display banners and signs featuring the logo at Mi'kmaw cultural events to show cultural significance.

Include the logo on business cards and email signatures to increase brand recognition.

As a Mi'kmaw Maker, you have the creative freedom to use the Mi'kmawitasik logo, stickers, and tags in unique and innovative ways that showcase your individual style and products. While following the brand guidelines ensures that the logo maintains its authenticity and recognition, there is no limit to how you can incorporate it into your artwork, packaging, or promotional materials. Let your imagination run wild and show the world what makes your Mi'kmaw creations truly special!

## SECTION 6

# Conclusion

In conclusion, these brand guidelines serve as a comprehensive resource to ensure consistency in the presentation of our brand across all touchpoints and channels. By adhering to these guidelines, we can establish a strong and memorable presence, build trust with our audience, and differentiate ourselves from our competitors. It is essential to maintain brand integrity, protect the brand's reputation, and provide a framework for future growth and evolution.

For any further questions or assistance regarding the brand guidelines, please contact [insert contact information]. We look forward to seeing our brand continue to inspire and connect people for generations to come.







