

Brand Guide

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CREE NATION OF NEMASKA



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This guide is to ensure a consistent approach to use Cree Nation of Nemaska logo and graphic standards. The mandate is to set out the rules for the proper use and to achieve a uniform appearance of the visual identity. The consistency of our brand image reinforces the sense of belonging and credibility of our organisation.

This manual can be used as reference of the graphic application of the brand.

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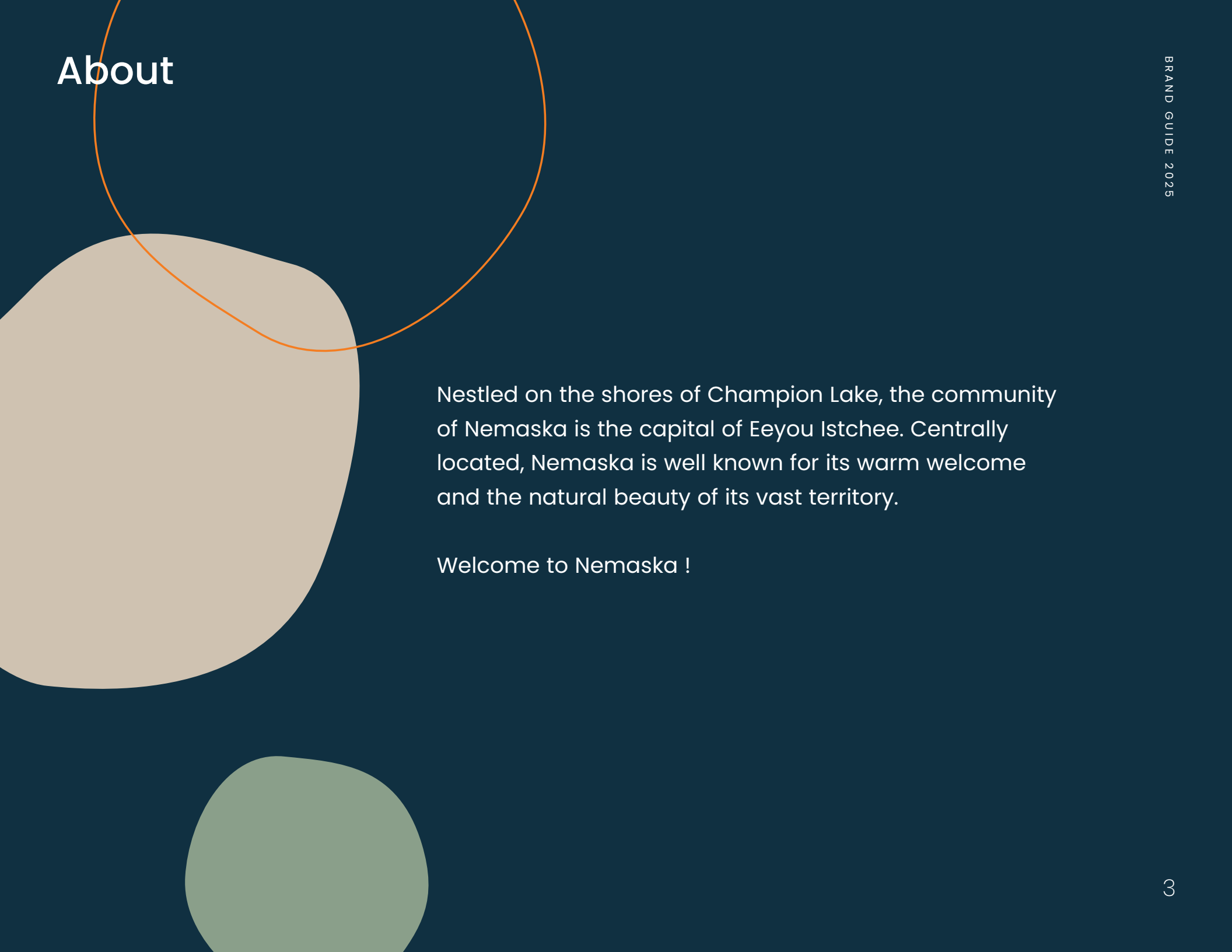
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About



Nestled on the shores of Champion Lake, the community of Nemaska is the capital of Eeyou Istchee. Centrally located, Nemaska is well known for its warm welcome and the natural beauty of its vast territory.

Welcome to Nemaska !

Logo

This logo is our primary logo colorway.

The logo showing black writing should be used on light colored backgrounds.

The inverted logo should be used on dark colored backgrounds.

MAIN LOGO - BLACK



Logo

This logo is our secondary logo colorway.

The logo showing blue writing should be used on light colored backgrounds.
The inverted logo should be used on dark colored backgrounds.

SECONDARY LOGO - BLUE



Logo

This logo is our secondary logo colorway when we can't use the blue color.

The logo showing black writing should be used on light colored backgrounds. The inverted logo should be used on dark colored backgrounds.

SECONDARY LOGO - BLACK



Logo

It is possible to use the logo in one color only:

- A** All black on light colored backgrounds
- B** All white on dark colored backgrounds

MAIN & SECONDARY LOGO - UNICOLOR & INVERTED

A



A



B



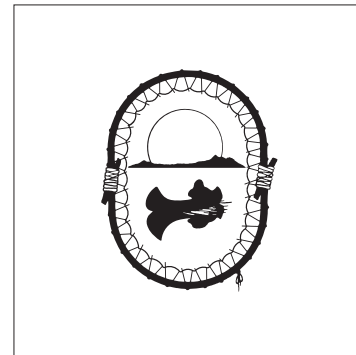
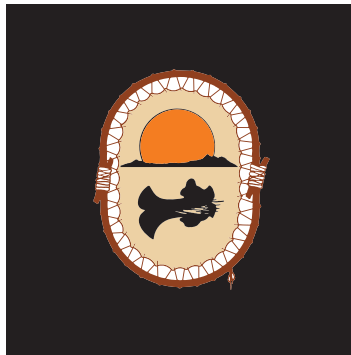
B



Logo – Badge

The badge is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the brand has already been established. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

MAIN LOGO – BADGE



Logo – Proscription

SPECIFICATIONS & ZONES

PRINT

Minimum Height: 60 pt

WEB

Minimum Height: 60 px

SPECIFICATIONS & ZONES



TO AVOID

- A** The use of old logos
- B** The use of another color
- C** Outlining the logo
- D** Stretching the logo
- E** Adding a drop shadow

TO AVOID



Colors

Here are the official colors of the brand.

Dark blue is the main color while orange is mainly used in accent or to bring contrast.

The light beige, greige, light yellow and green can be used as color accent in graphic elements (icons/shapes/etc.)

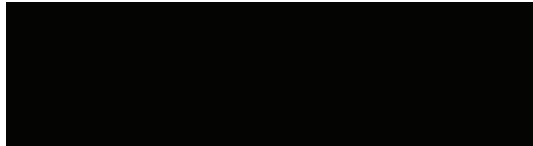
Black and white are use mainly for text.



PANTONE 7540C
RGB R:19 G:50 B:66
CMYK C:97 M:78 Y:59 K:41
#133242



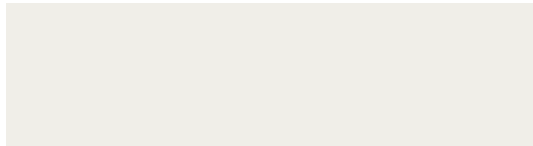
RGB R:255 G:255 B:255
CMYK C:00 M:00 Y:00 K:00
#FFFFFF



PANTONE BLACK 6C
RGB R:00 G:00 B:00
CMYK C:00 M:00 Y:00 K:100
#000000



PANTONE 402C
RGB R:137 G:158 B:137
CMYK C:49 M:27 Y:49 K:2
#899E89



PANTONE COOL GRAY 1 C
RGB R:227 G:221 B:209
CMYK C:00 M:1 Y:4 K:6
#E3DDD1



PANTONE 4247C
RGB R:207 G:194 B:177
CMYK C:19 M:20 Y:29 K:00
#CFC2B1



PANTONE 2002C
RGB R:251 G:232 B:127
CMYK C:02 M:60 Y:3 K:00
#FBE87F



PANTONE 2448C
RGB R:241 G:90 B:34
CMYK C:00 M:80 Y:100 K:00
#F15A22

Typography

Our primary font is Century Gothic.
We use it in 2 different weights: Bold
for titles/subtitles and Regular, for
current text.

We recommend to use this font
with Office 365. (Ex : Microsoft Word,
Excel, Powerpoint, SharePoint.)



CENTURY GOTHIC BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CENTURY GOTHIC REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typography

When working with the Google suite and Adobe Acrobat, please use the font Poppins.

Poppins is a Google font is available online for free. You can use that font in any program that let you install it: Google slides, Adobe Suite, etc.

We use it in 3 different weights: semi-bold for titles and subtitles, regular for current text and extra-light for numbers when they are isolated from the text (ex: for a section number).

G Suite



POPPINS SEMI-BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

POPPINS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

POPPINS EXTRA-LIGHT

1 2 3 4 5 6 7 8 9 0

Iconography

To reinforce brand recognition and simplify communication, we use icons. Every field of activities has its own icons.

ADMINISTRATION

COMMUNICATIONS

LEGISLATIVE

CHIEF

PUBLIC WORKS

HOUSING

LAND & SUSTAINABLE DEVELOPMENT

ENTREPRENEURSHIP

ECONOMIC DEVELOPMENT

SOCIAL DEVELOPMENT

WELLNESS

RECREATION

CULTURAL

SPORTS COMPLEX

YOUTH COUNCIL

YOUTH DEVELOPMENT

PUBLIC HEALTH & SAFETY

FINANCES

CAPITAL PROJECTS

HUMAN RESOURCES

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Photography

Images should always be in high-resolution.
Choose images with good luminosity and
contrast.



Applications

Example of the application of the brand on a letterhead.



Applications

Example of the application of the brand on email signature.



Laurence Gagnon
orientation guide (draft)
To: info@nemaska.ca

January 31, 2023 at 11:40 AM

[Details](#)

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Risus commodo viverra.



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