



TEMAGAMI
FIRST NATION

CREATIVE GUIDELINES

Temagami First Nation | April 2022



Mission & Vision

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style

MISSION & VISION

As Chief and Council, we are proud and committed to work together to create positive change in a manner that will honor our ancestors and those yet to come.

MISSION

With wisdom, respect, and patience for the good of our people, Temagami First Nation will create opportunities to empower our youth; build capacity to foster a healthy and prosperous Nation; and develop policies and codes for good governance.

VISION

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LOGO VARIATIONS

PRIMARY LOGO (Horizontal & Vertical)



ALTERNATE LOGOS



Simplified Horizontal



Simplified Vertical



Reverse



Blue



Brown

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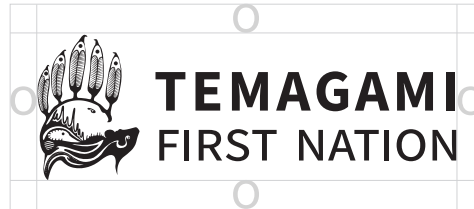
Logo Misuse

Imagery Style



CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE



Ensure to keep clear space around logo to ensure legibility and from competing with other design elements.



MINIMUM SIZE



Print 2" | Digital 216 px



Print 0.75" | Digital 96 px

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COLOUR PALETTE

Primary Colour Palette



CMYK: 95/73/16/2
RGB: 29/85/146
HEX: 1d5592



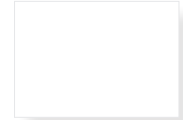
CMYK: 0/67/88/10
RGB: 221/107/48
HEX: dd6b30



CMYK: 53/67/68/59
RGB: 70/49/43
HEX: 46312b



CMYK: 67/64/67/67
RGB: 45/42/38
HEX: 2d2a26



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

Secondary Colour Palette



CMYK: 0/52/100/0
RGB: 247/144/30
HEX: f7901e



CMYK: 18/26/13/0
RGB: 0/147/191
HEX: 0093bf

Tints

When a lighter colour is needed for better contrast, you can use tints. They are using the same brand colours with less saturation. All the colours are the main colours at 50%.



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TYPOGRAPHY

Logo Fonts

Source Sans Pro – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@\$&%

Source Sans Pro – SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@\$&%

Source Sans Pro – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@\$&%

Additional/Secondary Fonts

Montserrat – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@\$&%

Alegreya – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@\$&%

Use main logo fonts throughout design collateral and website. Use Montserrat as an additional font for print with smaller amount of text and Alegreya for large amounts of text (e.g. letter).

Free download:

<https://fonts.google.com/specimen/Alegreya>

Montserrat Free Download:

<https://fonts.google.com/specimen/Montserrat>

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LOGO MISUSE



Don't tilt the logo



Don't place logo in a box



Don't change logotype elements



Don't place on competing background



Don't stretch the logo



Don't compress/skew the logo

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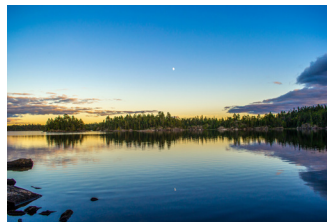
Logo Misuse

Imagery Style



IMAGERY STYLE

Example Photography Style



Use photography at 100% when used alone and no text is on top of the photo, unless on solid colour background or clear colour contrast. When using a photo in the background ensure some transparency (e.g. 60%) if text is hard to read on top of the photo. Adjust font colour and photo to ensure legibility.

Stock Photo Resources

<https://www.pexels.com/>

<https://unsplash.com/>

<https://pixabay.com/>

<https://www.freeimages.com/>