



**TEME AUGAMA
ANISHINABEK**

CREATIVE GUIDELINES

Teme Augama Anishinabek | January 2026



Communications Mission

Respecting Our Name

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style



Teme Augama Anishinabek Communications Mission

Strengthening community connections
through effective communication.

Mission

Our leadership has formally adopted a Band Council Resolution to begin the transition from our colonial name, Temagami First Nation, to our traditional name, Teme Augama Anishinabek. This important change reflects who we are as the Deep Water People and affirms our inherent rights to self determination and cultural reclamation.

The transition is about harmonization and unification—bringing our governance, identity, and communications into alignment with our true name. It is both a practical and spiritual step toward reclaiming our original identity and expressing it consistently across all areas of community life.

Purpose

Communications Mission

Respecting Our Name

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style



Respecting Our Name

Naming Guidelines:

Staff and leadership are asked to use the full Nation name — **Teme Augama Anishinabek** in all communications, and to avoid use of acronyms.

Using our full, traditional name Teme Augama Anishinabek is an intentional choice that reflects who we are and what we value.

- **Our name carries meaning and identity.** Turning it into initials removes the language, history, and relationships that the words hold.
- **This supports language reclamation.** Choosing to speak and write our full name reinforces everyday use of our language and normalizes it in all settings, including governance and administration.
- **It shows respect for ourselves and for future generations.** How we refer to ourselves sets the tone for how others do as well.
- **Acronyms come from systems built for speed and bureaucracy, not from our ways of naming and knowing.** We are not required to fit our identity into those limits.
- **Consistency builds recognition.** Repeated use of the full name strengthens public understanding and reduces confusion over who we are.

For these reasons, using our full name is not just a branding choice — it is a cultural and values-based decision that aligns with our responsibility to carry our name forward with respect.

Communications Mission

Respecting Our Name

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

Logo Misuse

Imagery Style



LOGO VARIATIONS

PRIMARY LOGO (Horizontal & Vertical)



ALTERNATE LOGOS



Simplified Horizontal



Simplified Vertical



Reverse



Colour

Communications Mission

Respecting Our Name

Logo Variations

Clear Space & Minimum Size

Colour Palette

Typography

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

Communications Mission
Respecting Our Name
Logo Variations
Clear Space & Minimum Size
Colour Palette
Typography
Logo Misuse
Imagery Style



COLOUR PALETTE

Primary Colour Palette



CMYK: 95/62/47/32
RGB: 0/72/90
HEX: #00485a



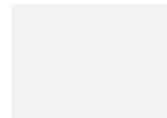
CMYK: 76/69/63/85
RGB: 7/7/13
HEX: #07070d



CMYK: 50/59/80/46
RGB: 89/69/44
HEX: #59452c



CMYK: 80/25/30/0
RGB: 23/148/167
HEX: #1794a7



CMYK: 4/2/2/0
RGB: 242/242/242
HEX: #f2f2f2

Secondary Colour Palette



CMYK: 0/83/93/0
RGB: 245/83/39
HEX: #f55327



CMYK: 50/50/80/0
RGB: 147/127/83
HEX: #927f53

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%.



Communications Mission
Respecting Our Name
Logo Variations
Clear Space & Minimum Size
Colour Palette
Typography
Logo Misuse
Imagery Style



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!@\$&%

Merriweather – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@\$&%

Use main logo fonts throughout design collateral and website. Optional: Use Montserrat and Merriweather as additional font options.

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

Merriweather Free download:
<https://fonts.google.com/specimen/Merriweather>

- Communications Mission
- Respecting Our Name
- Logo Variations
- Clear Space & Minimum Size
- Colour Palette
- Typography
- Logo Misuse**
- Imagery Style



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

Communications Mission
Respecting Our Name
Logo Variations
Clear Space & Minimum Size
Colour Palette
Typography
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/>