



k^wik^wəłəm
Kwikwetlem First Nation

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What is a Brand?

A brand is defined as “an organization’s promise to consistently deliver products, services or programs based on a specific set of attributes, values, benefits and personality to its stakeholders, customers, clients or members.”

A brand is an overall experience that you have with an organization and your perception of that organization when you think of it.

Characteristics of a Successful Brand:

- Memorable
- Meaningful
- Adaptable/Transferable
- Defendable

“ If indigenous communities embrace basic branding concepts and start to tell the world about all the great things they’ve got going on, it will make property development partnerships and all kinds of other economic and cultural development initiatives easier. ”

DAVID ALLISON, BC BUSINESS

Brand Elements

A brand is an overall experience that a consumer has with a company.



What is a Brand's Visual Identity?

A brand's visual identity is a coherent and consistent system that is used to convey your brand's values to internal and external audiences. It is important for a brand to have a visual identity to help increase awareness of who you are and what you represent to others.

Common elements of a brand's visual identity include the following:

LOGO

A logo is a visual representation of your brand. A logo is designed to capture the essence of your brand in its simplest and most expressive form. It is the most important visual asset of an organization, but it should not be confused with your brand or your visual identity as a whole.

FONTS AND TYPOGRAPHY

Fonts are a piece of software installed on your computer that allows you to use a typeface.

PHOTOGRAPHY AND IMAGERY

The type of photographs and images that your brand uses are important to consider as they convey a powerful message about who you are and what you represent.

CREATIVE DESIGN

These could include guidelines and templates for producing communications materials such as email signatures, letterhead, brochures, newsletters, reports and our website.

WORDMARK LOGO

A wordmark logo is a unique text-only typographic treatment of your brand's name whereas a logo includes both the name and initials of the brand as well as the logo's visual treatment.

TYPOGRAPHY

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

COLOUR PALETTE

Brands often use a colour palette or a series of colours to represent their brand's visual identity. This colour palette can include primary colours and secondary colours. Primary colours are the dominant colours used to represent the brand whereas secondary colours are accent colours that complement the primary colours.

Our Brand Visual's Identity

The kwikwəłəm First Nation's Visual Identity is based on reflecting our vision, mission and values, as described in our 2021 Draft Comprehensive Community Plan.

OUR VISION

The kwikwəłəm Nation is culturally strong, unified, self-sufficient, self-governing, healthy and thriving. The Nation has full-jurisdictional authority and our stewards of our traditional lands and waters.

OUR MISSION

We will realize our vision through naut'sa mawt to build capacity, and operate as a transparent, accountable, effective, sustainable government for the benefit of current and future generations, in accordance with our shared values.

OUR VALUES

The kwikwəłəm Government is guided by our kwikwəłəm values, which are:

1. Naut'sa mawt & Revitalize kwikwəłəm Culture & Connection to the Land
2. Empower Citizens, Family, and Community
3. Fairness, Equality & Respect
4. Build Capacity and Unity
5. Integrity and Accountability
6. Wealth Building

OUR LOGO

We have changed our logo for two main reasons:

1. To incorporate our hə́hđəmíhə́h name "kwikwəłəm" into the logo design. The Nation has made it a priority to revitalize the use of our traditional language among our members and within our traditional territory.
2. To develop a consistent logo that reflects our vision that we a strong and unified First Nation.

Brand Photography/Imagery

Use high quality images and/or illustrations and artwork that represents the Nation. Avoid using clip art.



SAVE THE DATE!

SATURDAY, NOVEMBER 27, 2021

9:30 AM - 1:00 PM
(PACIFIC STANDARD TIME)

KWIKWƏŁƏM
INFORMATION SESSION

Report on KFN activities and financial performance
for April 1, 2020- March 31, 2021

Members can attend via zoom or at the
KFN Community Hall

Primary Usage

The traditional language of the kwikwəłəm people is hə́qəmihə́m, previously Downriver Halkomelem, which is part of the Central Coast Salish family of languages. Our nation today is committed to revitalizing the use of hə́qəmihə́m among our members as well as educating the broader public about our language by incorporating it on all public facing materials (e.g. on our website, government documents, email signatures). We recognize the important role that our language has in rebuilding our culture, our identity and our rich history. One important way to begin is incorporate our hə́qəmihə́m name kwikwəłəm in our official logo. hə́qəmihə́m names carry knowledge of the landscape, and passed generation to generation that have always connected our people to the land, spirit places, trails and travel routes, cultural narratives, inherited traditional names, genealogies, songs and much more.



kwikwəłəm
Kwikwetlem First Nation

165px • 146px

Minimum size (w • h)



Backgrounds

The logo can also be used on top of an image, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended.



Logo Misuse

A designer should not consider altering the design of the logo. Do not use custom colors, custom background, gradients or shadows. Do not stretch the logo, change the letter spacing or thickness of each letter. Do not change the logo's orientation. Do not type over the logo.



Do not change text colour



Do not change orientation



Do not mark colour



Do not add a drop shadow



Do not put over contrasting background



Do not put over busy background

Logo Usage with Other Companies

Actual files are found in KWIKWETLEM_Files.zip located in SiteCM



k^wik^wəłəm
Kwikwetlem First Nation



KFN
Enterprises LP



Saskay
Land Development LP

Email Signature

 Kwikwetlem.htm

Change the text where it states to edit and do not change anything else to avoid errors and keep the consistency for all staff members. The email signature should look similar to the image below.



Exact Size Not Shown

kwikwetlem.htm

How to Install an HTML Signature in Outlook (2013/2016)

- **Link to Online Tutorial:** [Kwikwetlem – How to Install HTML Signature.mp4](#)

Please note: The steps covered in this tutorial video on how install your custom signature in Outlook 2010, 2013 and 2016 must be followed explicitly in order to install your signature correctly. This signature is built for cross-client compatibility. Do not refer to Microsoft documentation for signature installation. Please consult with your [SiteCM Specialist](#) if you have any questions.

**OUR PEOPLE,
OUR LANDS.**

**THE RIVER,
THE LAKE.**

Primary Colours

There are three main colours in the Kwikwetlem colour palette, not including white. Other than the red and the navy, the brand should be mainly monochromatic. **Red** was selected as our name “k^wik^wəłəm” means “Red Fish Up the River.” This colour represents the colour of the sockeye salmon that once flourished in our territory before the construction of the Coquitlam Dam. Red is a primary colour. **Blue** was selected to represent the Coquitlam Watershed where our people have lived since before remembered time. Blue is a primary colour. **Black** was selected as it is visually a strong primary colour that shows the strength of the Nation in reclaiming our identity and self-governance. Black is a primary colour.



KFN RED

HEX: #DF0018
RGB: 223 0 24
CMYK: 0% 87% 78% 13%



KFN NAVY

HEX: #193465
RGB: 25 52 101
CMYK: 30% 19% 0% 60%



KFN BLACK

HEX: #040607
RGB: 4 6 7
CMYK: 1% 0% 0% 97%

Secondary Colours

There are two secondary colours in the Kwikwetlem colour palette. **Brown** and **moss green** represent the land and/or our commitment to environmental stewardship.



KFN BROWN

HEX: #655442
RGB: 101 84 66
CMYK: 0% 7% 14% 60%



KFN MOSS GREEN

HEX: #445F17
RGB: 68 95 23
CMYK: 11% 0% 28% 63%

Lexend

Lexend will mostly be used for headings and any other content to highlight the importance of text such as buttons. Use for print, web, and email.

About: Lexend fonts are intended to reduce visual stress and so improve reading performance. Initially they were designed with dyslexia and struggling readers in mind, but Bonnie Shaver-Troup, creator of the Lexend project, soon found out that these fonts are also great for everyone else.

Aa

SEMI-BOLD 600

This is a text example.

Aa

REGULAR 400

This is a text example.

Lora

Lora will mostly be used for body copy. Use for print, web, and email.

About: Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story, or an art essay.

Aa

BOLD 700

This is a text example.

Aa

REGULAR 400

This is a text example.

Font Hierarchy

LEXEND SEMIBOLD

Lexend SemiBold

Lora Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lexend SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lexend SemiBold

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Editable Templates

Below is the provided list of template files. Edit the content as required and do not change the structure for consistency purposes. With exception to the Email Signatures, the font: **Lexend** is required for use with these template files. All files are available for download as a .zip Resource File in your **SiteCM**, under (1000) **Kwikwetlem Styleguide** category: [Kwikwetlem Files.zip](#)

Please note: Email does not support custom fonts. Arial has been used as an alternative font for Lexend for your email signatures.

PowerPoint

 Presentation.potx

Newsletter (A)

 Newsletter_black.dotx

Newsletter (B)

 Newsletter_gray.dotx

Letterhead Email

 Letterhead_v2_black.dotx

Signature

 email.html,
email_socialmedia.html

Font Files

Below is the provided list of font files. They have been included in Kwikwetlem_files.zip and are required for use with the templates above. Click here to learn [how to install a custom font](#) on your PC computer for use with MS Office applications.

Lexend

 font-lexend.zip

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

Lora

 font-lora.zip

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