

**Grand Council  
of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide**

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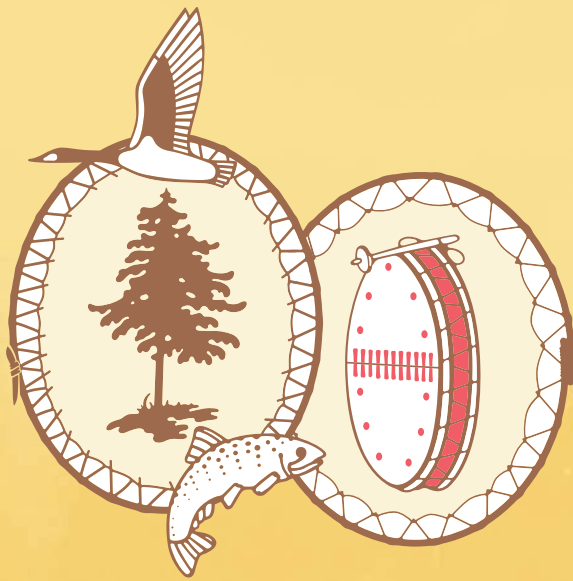
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**Grand Council  
of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide ∞  
Emblems**



The logos of the **Grand Council of the Crees** and **Cree Nation Government** were created by members of our own communities to symbolize our history and way of life.

The stretched beaver pelt, synonymous with trading, is present in both logos and represents our economic and communal strength.

The elements found in each logo represent key elements important to our traditional ways of hunting, fishing, and trapping, still widely present today in Eeyou Istchee:

- the fish represents the water and all life sustained by water;
- the tree represents plant life, the earth, the animals and all they provide;
- the goose represents the air, winged creatures, and all they provide;
- the drum represents the strength of our Nation;
- each dot and vertical line on the drum represents each of our 11 communities.

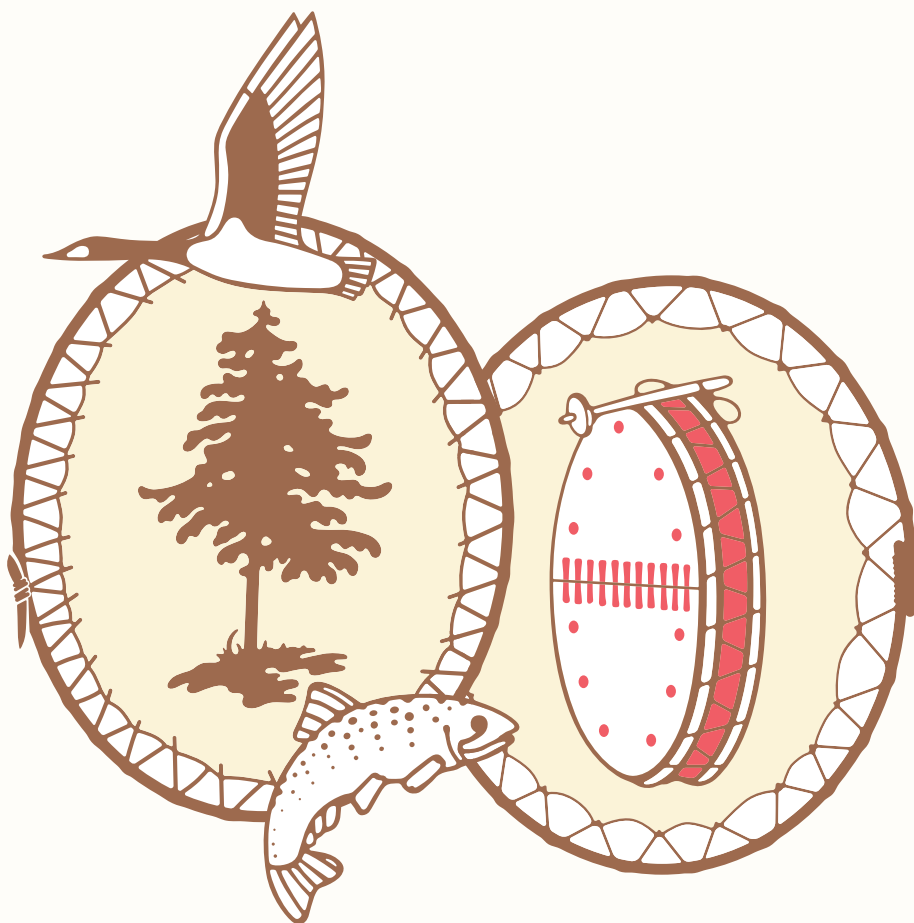
Together, these symbols illustrate how everything that surrounds us is interconnected. We depend on each of these elements to sustain and maintain our way of life.

These elements show the responsibility we have as a Nation to maintain and ensure a balance that will allow us to continue the way of life that makes us who we are: *Eeyou*.

# Grand Council of the Crees (Eeyou Istchee)/Cree Nation Government

## Emblem without a signature

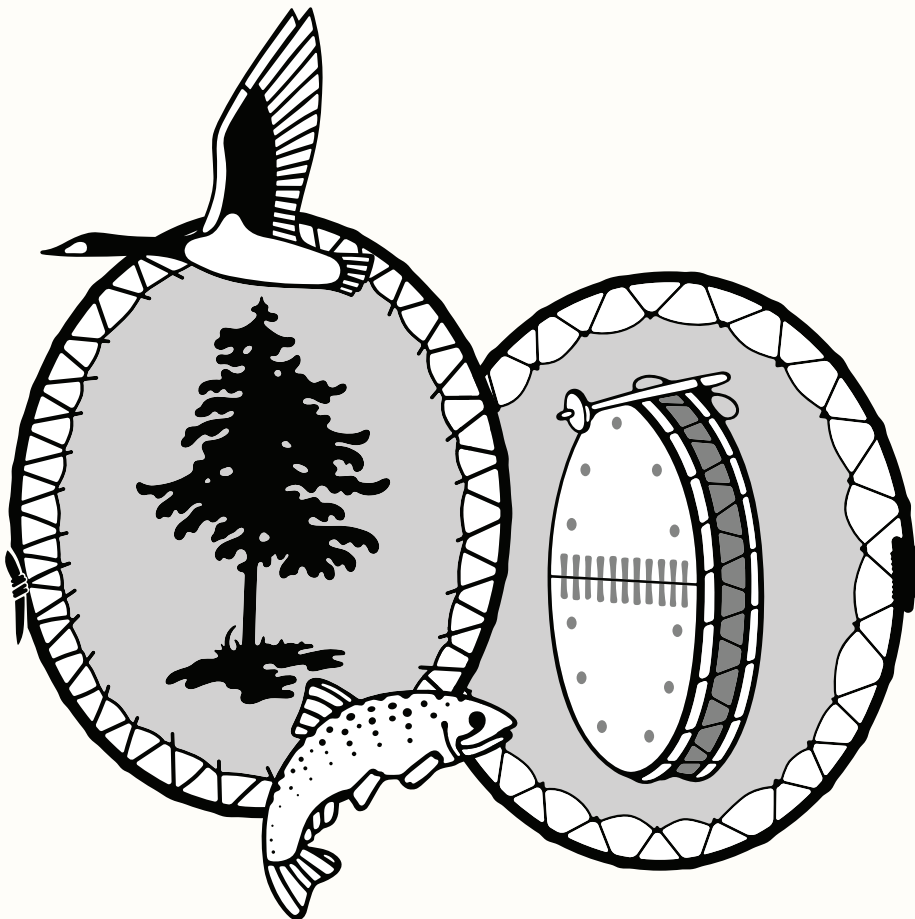
Give preference to this version of the logo, since it embodies the Grand Council of the Crees (Eeyou Istchee) and the Cree Nation Government.



# Grand Council of the Crees (Eeyou Istchee)/Cree Nation Government

**Emblem without a signature in black and white**

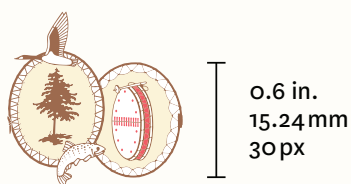
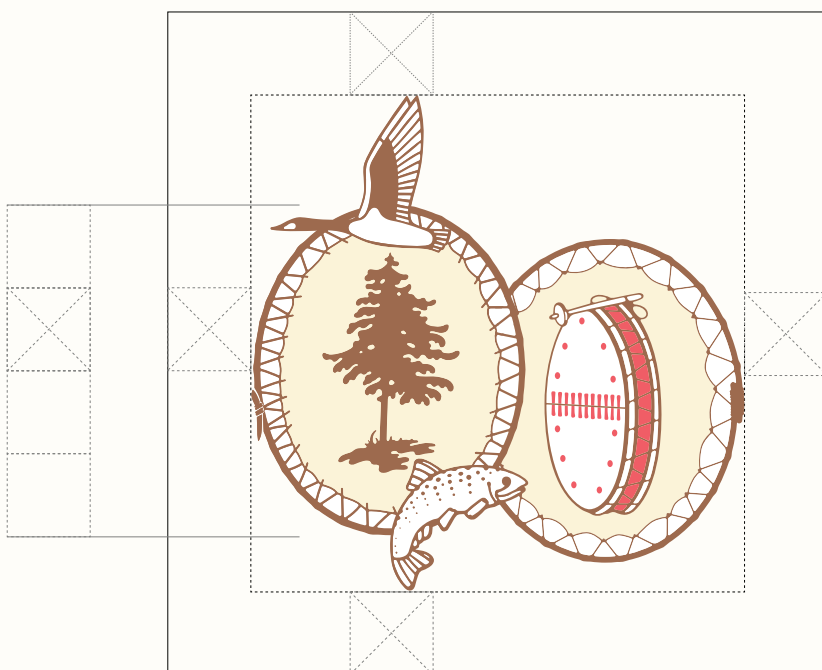
Only use this version when it's not possible to use colours.



# Grand Council of the Crees (Eeyou Istchee)/Cree Nation Government

## Safety area and minimum size

In order for the logo to stand out and breathe in its surroundings, leave free space around it as shown below. The safety area is equal to one quarter of the height of the beaver pelt. Making the logo bigger makes it more legible. In some extreme cases the logo can be as small as 0.6 of an inch high, but we recommend making it bigger. That being said, try to find a balance between too big and too small.



# Grand Council of the Crees (Eeyou Istchee)



**OLD**



**NEW**



# Grand Council of the Crees (Eeyou Istchee)

## Emblem without signature

In most cases the logo should be used with the signature. In general we recommend using the version of the logo that combines both the Grand Council of the Crees and Cree Nation Government entities.



# Grand Council of the Crees (Eeyou Istchee)

## Emblem without signature in black and white

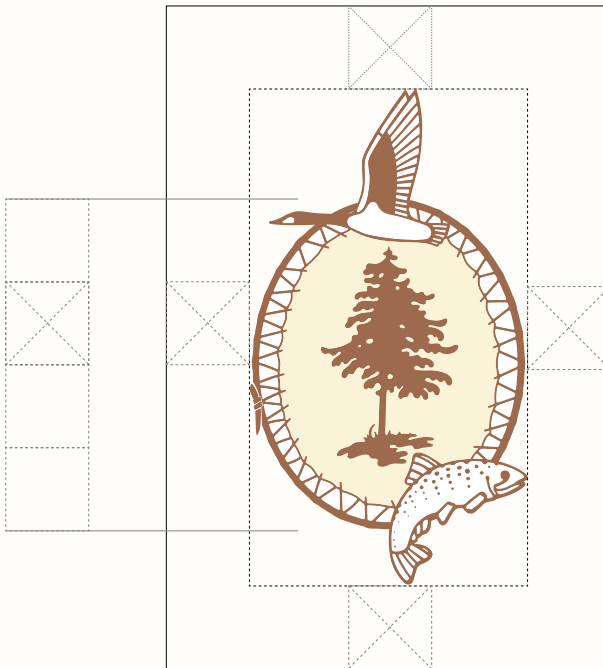
We recommend using the logo in colour if possible. In general we recommend using the version of the logo that combines both the Grand Council of the Crees and Cree Nation Government entities.



# Grand Council of the Crees (Eeyou Istchee)

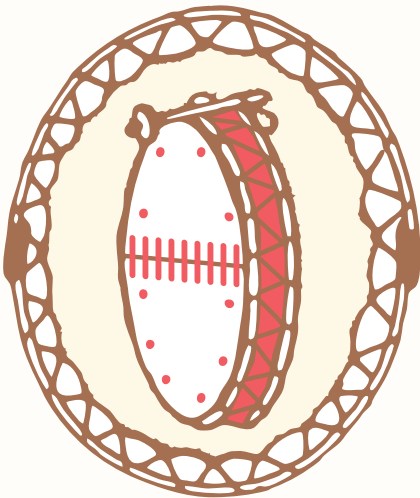
## Safety area and minimum size

In order for the logo to stand out and breathe in its surroundings, leave free space around it as shown below. Making the logo bigger makes it more legible. In some extreme cases the logo can be as small as 0.6 of an inch high, but we recommend making it bigger. That being said, try to find a balance between too big and too small.

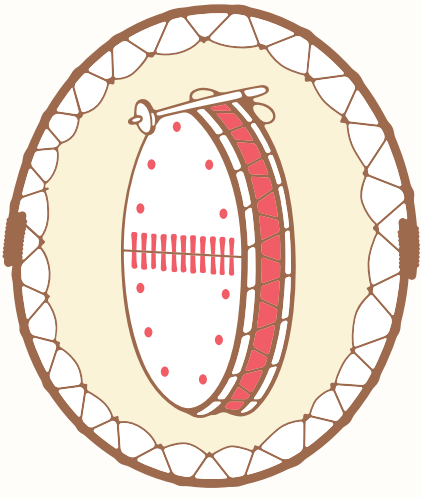


0.6 in.  
15.24 mm  
30 px

# Cree Nation Government



**OLD**

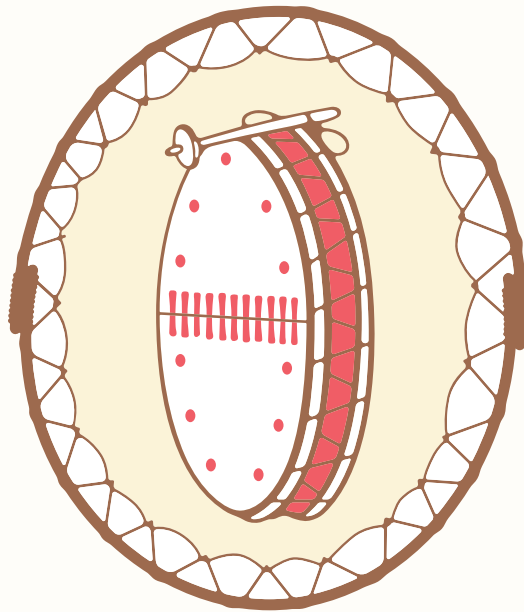


**NEW**

# Cree Nation Government

## Emblem without signature

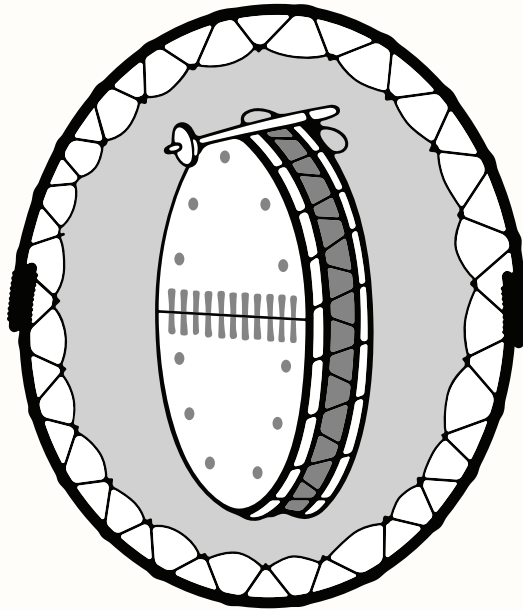
In most cases the logo should be used with the signature. In general we recommend using the version of the logo that combines both the Grand Council of the Crees and Cree Nation Government entities.



# Cree Nation Government

## Emblem without signature in black and white

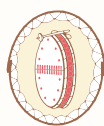
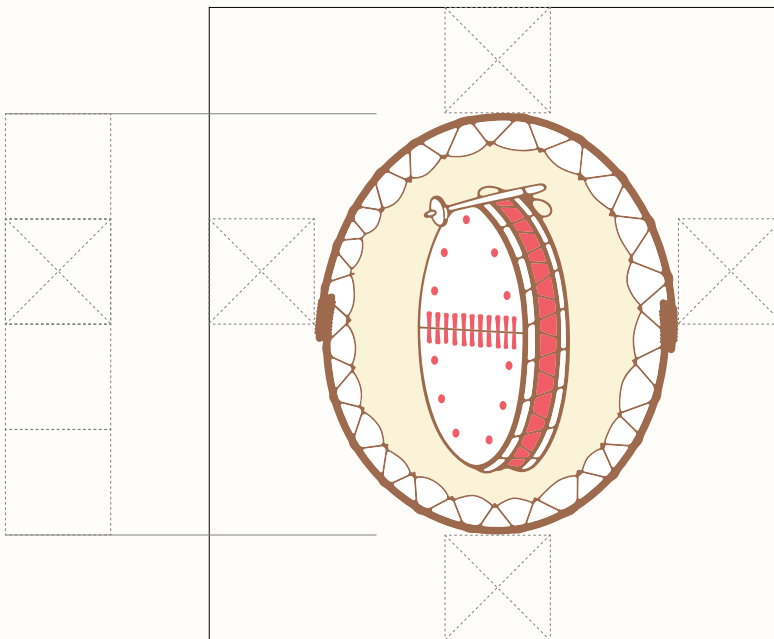
We recommend using the logo in colour when possible. In general we recommend using the version of the logo that combines both the Grand Council of the Crees and Cree Nation Government entities.



# Cree Nation Government

## Safety area and minimum size

In order for the logo to stand out and breathe in its surroundings, leave free space around it as shown below. Making the logo bigger makes it more legible. In some extreme cases the logo can be as small as 0.6 of an inch high, but we recommend making it bigger. That being said, try to find a balance between too big and too small.



0.6 in.  
15.24 mm  
30px

**Grand Council of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide ∞  
Signatures**



# Signature

## Long horizontal version

We recommend using this version for normal use. Examples: website, standard stationery.



·ÁσVθÁρḗḷ ᐃ"ᐱᐱᐱᐱᐱᐱᐱᐱ ᐱ ᐃᐱᐱᐱᐱᐱᐱᐱᐱ (Áᐱᐱᐱ ᐱᐱᐱ)

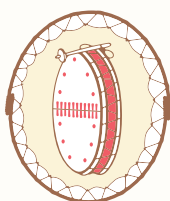
**Grand Council of the Crees** (Eeyou Istchee)

**Grand Conseil des Cris** (Eeyou Istchee)

# Signature

## Long horizontal version

We recommend using this version for normal use. Examples: website, standard stationery.



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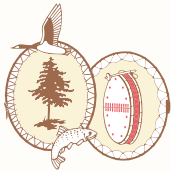
**Cree Nation Government**

**Gouvernement de la Nation Crie**

# Signature

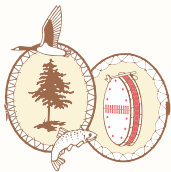
## Long horizontal version

Use the wider version whenever possible. The narrower version should be used when space is limited. Examples: website, standard stationery.



·Áσ·VθΔΑΑΑΐΐϯϯϯΔΑΑΑΐΐϯ ϯ ϯϯϯϯ·Ĉ° (ÁΑΑΐ ϯϯϯ)  
**Grand Council of the Crees** (Eeyou Istchee)  
**Grand Conseil des Cris** (Eeyou Istchee)

ÁΑΑΐ ΝVΑΑΐϯϯϯ  
**Cree Nation Government**  
**Gouvernement de la Nation Crie**



·Áσ·VθΔΑΑΑΐΐϯϯϯΔΑΑΑΐΐϯ ϯ ϯϯϯϯ·Ĉ° (ÁΑΑΐ ϯϯϯ)  
**Grand Council of the Crees** (Eeyou Istchee)  
**Grand Conseil des Cris** (Eeyou Istchee)

ÁΑΑΐ ΝVΑΑΐϯϯϯ  
**Cree Nation Government**  
**Gouvernement de la Nation Crie**

# Signature

## Long horizontal version

In some extreme cases, the logo can be as small as shown on the right, but we recommend making it bigger. That being said, try to find a balance between too big and too small. Examples: email signature, small stationery.



ᐃᓄᐅᐃᐃᐃᐃᐃᐃᐃ ᐃᐅᐅᐅᐅᐅᐅᐅᐅᐅ ᐅ ᐃᐅᐅᐅᐅᐅᐅ (ᐃᐅᐅ ᐅᐅᐅ)  
Grand Council of the Crees (Eeyou Istchee)  
Grand Conseil des Cris (Eeyou Istchee)

ᐃᐅᐅ ᐅᐅᐅᐅᐅᐅᐅ  
Cree Nation Government  
Gouvernement de la Nation Crie

0.51 in.  
13 mm  
30 px



ᐃᓄᐅᐃᐃᐃᐃᐃᐃ ᐃᐅᐅᐅᐅᐅᐅᐅᐅ ᐅ ᐃᐅᐅᐅᐅᐅᐅ (ᐃᐅᐅ ᐅᐅᐅ)  
Grand Council of the Crees (Eeyou Istchee)  
Grand Conseil des Cris (Eeyou Istchee)

ᐃᐅᐅ ᐅᐅᐅᐅᐅᐅᐅ  
Cree Nation Government  
Gouvernement de la Nation Crie

0.82 in.  
21 mm  
50 px

# Signature

## Long vertical version

We recommend using this version when the logo is big. However, it shouldn't be used regularly. Examples: poster, banner.



·ΔσVδΔρελ̣ ƒ"ΓΓ▷Δρελ̣ ▽ ǎCŁĶ·Ĉ° (Δρελ̣ ρϋρ)

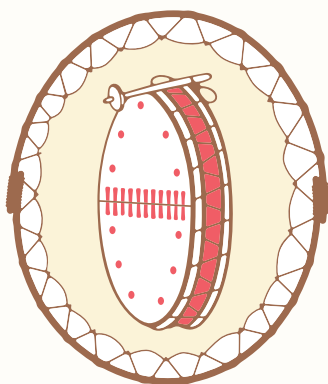
**Grand Council of the Crees** (Eeyou Istchee)

**Grand Conseil des Cris** (Eeyou Istchee)

# Signature

## Long vertical version

We recommend using this version when the logo is big. However, it shouldn't be used regularly. Examples: poster, banner.



ᐃᑲᑲ ᑎᐱᑲᑲᑲ

**Cree Nation Government**

**Gouvernement de la Nation Crie**



**Grand Council  
of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide ∞  
Colours**



**Pantone 470 U**

**C M Y K**  
10% 51% 90% 25%

**R G B**  
157 106 78

**HEX**  
#9D6A4E

**Pantone 348 U**

**C M Y K**  
82% 1% 94% 9%

**R G B**  
39 133 88

**HEX**  
#278558

**Pantone 7401 U**

**C M Y K**  
0% 6% 32% 0%

**R G B**  
248 227 175

**HEX**  
#F8E3AF

**Pantone 1788 U**

**C M Y K**  
0% 71% 66% 0%

**R G B**  
245 93 101

**HEX**  
#F55D65

**Pantone 286 U**

**C M Y K**  
87% 59% 0% 0%

**R G B**  
47 88 167

**HEX**  
#3A5BB6

**Pantone Process  
Black U**

**C M Y K**  
10% 10% 10% 100%

**R G B**  
0 0 0

**HEX**  
#000000

**Grand Council  
of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide ∞  
Fonts**

# Latin for print

## National

Graphic designers are welcome to use the entire family of fonts. Non-designers should use only the Regular and Bold fonts, as well as their respective italics.

## National Thin

Et archilliquid quos di que nobis maio od quam, sint

## National Light

enistoris nia simus, sedit isimus duntiunt odist

## National Book

tiuntotas as ut laborempo doluptas int et offictur

## National Regular

quidest omossita porrum qui quam quidusa con

## National Medium

sae nossit untions equunt audae vellab inciet quam

## National Semibold

ipsaect uribus. Estempos ut as dicilla udanistias

## National Bold

comnincto corecta temolore, quid et anis

## National Extrabold

hil ilit que sedic tem vende moluptaeped et

## National Black

**qui quis eres moloreri berest eum digni venis**

# Latin for print

## National

Here is an example of everyday use of the Regular and Bold weights.

## Suspendisse id enim commodo, pellentesque mi quis, ornare elit.

Phasellus condimentum sapien sed congue fermentum. Cras lacinia iaculis purus ac blandit. Integer aliquet mollis arcu, non luctus libero placerat vel. Duis vehicula odio libero, vitae pretium nunc dapibus sed.

*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.*

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. *Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?*

**Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?**

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

# Latin for web

## Work Sans

Work Sans should only be used on the Grand Council of the Crees (Eeyou Istchee)/Cree Nation Government website or in other online communications. In most cases Regular and Bold web should suffice.

## Work Sans Thin

Et archilliquid quos di que nobis maio od quam

## Work Sans ExtraLight

enistoris nia simus, sedit isimus duntunt odist

## Work Sans Light

tiuntotas as ut laborempo doluptas int et

## Work Sans Regular

quidest ommossita porrum qui quam

## Work Sans Medium

sae nossit untions equunt audae vellab

## Work Sans Semibold

ipsaect uribus. Estempos ut as dicilla

## Work Sans Bold

comnincto corecta temolore, quid et

## Work Sans Extrabold

hil ilit que sedic tem vende moluptaeped

## Work Sans Black

qui quis eres moloreri berest eum digni

# Syllabic for print and web

## DejaVu Sans

DejaVu Sans does have Latin characters but it should only be used for Syllabic characters.

### DejaVu Sans Book

·ΔσVdΔPε̇ ̸"ΓΓ▷ΔPε̇ ∇ ̇CŁƵ·Ć°

### DejaVu Sans Book Oblique

·ΔσVdΔPε̇ ̸"ΓΓ▷ΔPε̇ ∇ ̇CŁƵ·Ć°

### DejaVu Sans Bold

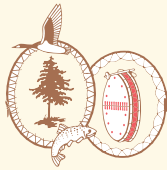
·ΔσVdΔPε̇ ̸"ΓΓ▷ΔPε̇ ∇ ̇CŁƵ·Ć°

### DejaVu Sans Regular

·ΔσVdΔPε̇ ̸"ΓΓ▷ΔPε̇ ∇ ̇CŁƵ·Ć°

**Grand Council  
of the Crees  
(Eeyou Istchee) /  
Cree Nation  
Government  
Brand Guide ∅  
Stationery**

# Business cards



·ΔσVδΔρᑦᑦ ᑦᑦᑦᑦᑦᑦᑦ ᑦ ᑦᑦᑦᑦᑦᑦ (Δρᑦᑦ ᑦᑦᑦᑦ)  
**Grand Council of the Crees** (Eeyou Istchee)  
**Grand Conseil des Cris** (Eeyou Istchee)

Δρᑦᑦ ᑦᑦᑦᑦᑦᑦᑦ  
**Cree Nation Government**  
**Gouvernement de la Nation Crie**

## April Pachanos, B. A. Comms. (Hons.)

Events and Communications Officer/  
Événements et responsable des communications

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apachanos@cngov.ca

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457 Wolverine Road  
Chisasibi, Quebec J0M 1E0

Telephone  
819 855-2662

Cellphone  
613 295-5601











# Letterhead Second page



ᐃᐱᐱ ᐃᐱᐱᐱᐱᐱ ᐅ ᐱᐱᐱᐱᐱᐱᐱ  
Social and Cultural Development  
Développement social et culturel

nostra, per inceptos himenaeos. Quisque quis consectetur nisi, ut luctus enim. Morbi eu sem non purus hendrerit hendrerit. Vivamus dignissim, nunc at vehicula pellentesque, turpis quam consequat quam, vel egestas dui ligula in nunc. Mauris eu iaculis justo, non rutrum nunc. Maecenas ante tortor, ultrices nec congue et, pellentesque sed ex.

Nam mollis, lectus ac vestibulum elementum, diam est rutrum est, vel dignissim odio ante non mi. Nulla vel augue lacinia, suscipit lectus nec, lacinia elit. In pulvinar at dui ut euismod. Pellentesque et arcu ex. Nullam at egestas orci. Cras nulla nibh, malesuada sed dapibus vitae, scelerisque a lacus. Aenean suscipit posuere quam. Cras imperdiet mauris interdum consequat bibendum. Mauris at ante fringilla, volutpat metus ac, laoreet lorem. Morbi in nulla malesuada, gravida odio sed, congue erat. Sed non dolor nulla. Duis eget eleifend odio. Sed tempor, nisi in vestibulum egestas, mauris felis congue massa, vitae mollis nunc urna vitae arcu. Cras porttitor tempor nisi, ac commodo neque.

Phasellus ut purus leo. In congue sit amet metus lobortis varius. Nulla fringilla euismod sodales. Duis semper aliquam enim ut sagittis. Nullam a dictum massa, nec imperdiet purus. Mauris in quam non ex fringilla venenatis id eget velit. Quisque a nibh metus. Duis ornare arcu velit, non ultricies risus sodales nec. Duis ut diam lobortis quam commodo vulputate ut lacinia nisl. Sed pellentesque gravida diam, quis venenatis augue rhoncus at. Nullam et placerat leo, rhoncus semper libero. Sed tempor erat at suscipit mollis. Sed ac nisi dolor.

Pellentesque nisi nisi, tincidunt vitae urna at, blandit tincidunt ex. Mauris id purus ut tellus pretium dapibus id vel tortor. Nunc porta purus sit amet urna rutrum, id commodo lorem dictum. Etiam semper orci nec diam laoreet, fermentum efficitur eros ornare. Sed id lectus eu sapien pulvinar vulputate. Nulla ipsum orci, scelerisque sed tortor non, ornare aliquam ex. Sed pulvinar pharetra leo, a euismod erat ultrices vitae.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ut turpis a dui congue accumsan ut non dolor. Pellentesque eu pulvinar dui. Praesent tincidunt magna nec viverra fringilla. Donec lorem tellus, hendrerit vel tristique id, sodales eget sem. Aenean efficitur, massa eu luctus sollicitudin, diam purus hendrerit lectus, non finibus quam urna ut augue. Praesent nec justo ante.

Etiam eu mauris quis nisl iaculis molestie. Duis maximus faucibus ipsum quis tempor. Donec vitae finibus nibh. Cras tincidunt magna ac metus luctus, nec elementum purus pellentesque.

22 Amisk Street, Mistassini, Québec G0W 1C0 | Tel: 418 923-3002 | Fax: 418 923-2674 | www.cngv.ca

# Letterhead Second page *Close up*



ᐃᓕᓕᓐ ᐃᓕᓕᓐ ᐃᓕᓐ ᐃᓕᓐ ᐃᓕᓐ ᐃᓕᓐ  
Social and Cultural Development  
Développement social et culturel

nostra, per inceptos himenaeos. Quisque quis consecetur nisi, ut luctus enim. Morbi non purus hendrerit hendrerit. Vivamus dignissim, nunc at vehicula pellentesque, turpis consequat quam, vel egestas dui ligula in nunc. Mauris eu iaculis justo, non rutrum nunc. Maecenas ante tortor, ultrices nec congue et, pellentesque sed ex.

Nam mollis, lectus ac vestibulum elementum, diam est rutrum est, vel dignissim odio. Nulla mi. Nulla vel augue lacinia, suscipit lectus nec, lacinia elit. In pulvinar at dui ut euismod Pellentesque et arcu ex. Nullam at egestas orci. Cras nulla nibh, malesuada sed dapibus scelerisque a lacus. Aenean suscipit posuere quam. Cras imperdiet mauris interdum bibendum. Mauris at ante fringilla, volutpat metus ac, laoreet lorem. Morbi in nulla magna gravida odio sed, congue erat. Sed non dolor nulla. Duis eget eleifend odio. Sed tempus vestibulum egestas, mauris felis congue massa, vitae mollis nunc urna vitae arcu. Cras tempor nisi, ac commodo neque.

Phasellus ut purus leo. In congue sit amet metus lobortis varius. Nulla fringilla euismod sodales. Duis semper aliquam enim ut sagittis. Nullam a dictum massa, nec imperdiet Mauris in quam non ex fringilla venenatis id eget velit. Quisque a nibh metus. Duis ornare velit, non ultricies risus sodales nec. Duis ut diam lobortis quam commodo vulputate.

# Envelope N°10



**ᐱᓄᓄᓄᐱᓄᓄᓄ ᐱᓄᓄᓄᐱᓄᓄ ᓄ ᐱᓄᓄᓄᓄᓄᓄ (ᐱᓄᓄ ᐱᓄᓄ)**  
**Grand Council of the Crees (Eeyou Istchee)**  
**Grand Conseil des Cris (Eeyou Istchee)**  
81 Metcalfe Street, Suite 900, Ottawa ON K1P 6K7

**ᐱᓄᓄ ᓄᓄᓄᓄᓄᓄᓄ**  
**Cree Nation Government**  
**Gouvernement de la Nation Cris**

# Envelope 12x9 in



ᐱᓄᐅᐱᓄᓄᓄᓄ ᐱᓄᓄᓄᓄᓄᓄ ᐅ ᐱᓄᓄᓄᓄᓄᓄ (ᐱᓄᓄᓄᓄᓄᓄ)  
Grand Council of the Crees (Eeyou Istchee)  
Grand Conseil des Cris (Eeyou Istchee)

81 Metcalfe Street, Suite 900, Ottawa ON K1P 6K7

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Cree Nation Government  
Gouvernement de la Nation Crie





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Grand Council of the Crees (Eeyou Istchee)  
Grand Conseil des Cris (Eeyou Istchee)

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