



BEARDY'S & OKEMASIS,



CREE NATION No. 96 & No. 97

Style Guidelines



Our Identity. Our Story. Our Future.





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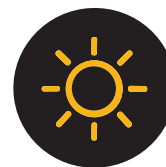
Primary Logo



PRIMARY FULL COLOUR LOGO



Our primary logo is the cornerstone of our visual identity. It represents who we are and the communities we serve. Always use the approved logo files and avoid iterations to ensure consistency and recognition across all application.



MONOCHROME BLACK
When printing in black and white, use this logo.



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MONOCHROME BLACK
Use on dark backgrounds when using colour is not an option.



Horizontal Logos



Horizontal logos provide a wide, balanced layout that works seamlessly in spaces where width is available but height is limited. They are specially designed for flexibility, clarity, & readability across both digital & print applications.

WHY IT MATTERS

Using the correct horizontal logo ensures consistency, legibility, and a professional brand presence everywhere your logo appears.

FULL COLOUR



BOCN



BEARDY'S & OKEMASIS' CREE NATION

MONOCHROME BLACK



BOCN



BEARDY'S & OKEMASIS' CREE NATION

MONOCHROME WHITE



BOCN



BEARDY'S & OKEMASIS' CREE NATION

BEST USED FOR



WEBSITE HEADERS

Provides a clean and professional appearance in navigation bars.



SIGNAGE

Ideal for signs, billboards, & banners where horizontal space is available.



PRINT MATERIALS

Fits well on letterheads, envelopes, & promotional items.



NARROW LAYOUTS

Perfect for spaces where vertical logos may feel cramped.



$$q \supset r = \neg (q \wedge \neg r)$$

Using the correct vertical variation ensures our brand remains clear, balanced, & recognizable across all formats.

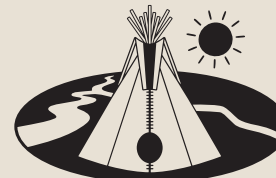
A stylized illustration of a white teepee with a black vertical line down the center and a black oval near the base. The teepee is set on a green field with a blue wavy line representing a river. A yellow sun with rays is in the upper right corner.

BOCN



A stylized illustration of a teepee with a sun and a river. The teepee is white with a black outline and a black oval at its base. A black river flows from the left towards the teepee. A black sun with rays is in the upper right corner. The entire scene is set against a light beige background.

BOCN



Clear and recognizable
at small sizes



Perfect for tall or narrow layouts.



Designed to fit app icons and menus.



Works well in vertical & stacked spaces.

Our Colours

Our colours reflect the vibrancy of our land, our culture and our community. Consistent use of this palette strengthens recognition and builds a unified brand for BOCN.



SUN YELLOW

Represents energy, warmth & positivity.



NATURE GREEN

represents the land, growth & renewal.



WATER BLUE

Represents life, peace & connection.



HERITAGE BURGUNDY

Represents strength, unity & our people.



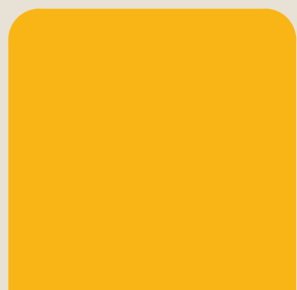
TRUE BLACK

Represents strength, balance & professionalism.



TRUE WHITE

Represents clarity, openness & transparency.



SUN YELLOW

HEX #F4AD34

RGB 244, 173, 52

HSB 38, 79, 96

CMYK 1, 32, 100, 0



NATURE GREEN

HEX #47823F

RGB 71, 130, 63

HSB 113, 52, 51

CMYK 74, 22, 100, 7



WATER BLUE

HEX #3FB2D9

RGB 63, 178, 217

HSB 195, 71, 85

CMYK 65, 3, 7, 0



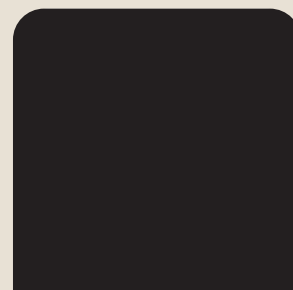
HERITAGE BURGUNDY

HEX #9F4256

RGB 159, 66, 86

HSB 347, 58, 62

CMYK 28, 85, 48, 9



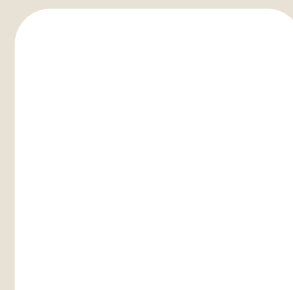
TRUE BLACK

HEX #201D1D

RGB 32, 29, 29

HSB 0, 9, 13

CMYK 0, 0, 0, 100



TRUE WHITE

HEX #FFFFFF

RGB 255, 255, 255

HSB 0, 0, 100

CMYK 0, 0, 0, 0



Building a stronger future together.

1 HEADINGS & TITLES

Cooper BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



2 BODY TEXT

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DO THESE THINGS

- Use Cooper BT for all headings and titles
- Use Work Sans for body copy, captions and supporting text
- Maintain clear heirarchy and spacing for readability

DO NOT DO

- Do not use any other fonts
- Do not use all caps for body text
- Do not stretch, condense or otherwise manipulate the typeface



Incorrect Logo Usage



X

DO NOT CHANGE COLOURS

Changing colours damages brand recognition.



X

NO BUSY BACKGROUNDS

Do not place on busy or low-contrast backgrounds.



X

DO NOT DISTORT

Do not stretch, skew or otherwise distort the logo.



X

NO EFFECTS

Do not add drop shadows, glows or anything else.



X

DO NOT ROTATE

This can effect how legible the logo is.



X

DO NOT CROP

The logo needs to be displayed in full.



HELPFUL TIPS

File Type Explanation



Using the correct file type ensures our logo looks its best in every situation. Below is a guide to help you choose the right format for different uses.



q. > 7. = 2 A. D. 7 q. · p x



IMPORTANT

Always use approved logo files and never recreate or rebuild the logo in other programs.

FILE TYPE	DESCRIPTION	BEST FOR
 JPEG	Use for: Web & Social Media Best for simple, flat backgrounds. Not transparent. Great for profile pictures, email signatures, and basic online use.	 Web  Social Media  Email Signatures
 PNG	Use for: Web, presentations, and digital documents Supports transparency. Ideal for placing your logo over images or coloured backgrounds.	 Presentations  Digital Documents  Images & Backgrounds
 SVG	Use for: Web and apps Scalable without losing quality. Perfect for websites and digital interfaces where crisp resolution is needed at any size.	 Websites  Apps  Digital Interfaces
 PDF	Use for: Printing and sharing A universal file that keeps your logo sharp and can be opened on almost any device. Great for sending to print shops or including in documents.	 Printing  Sharing  Documents
 Ai	Use for: Editing and design The original, fully editable Adobe Illustrator file. Give this to designers if they ever need to tweak or repurpose your logo.	 Editing  Design  Designers
 EPS	Use for: Professional printing A print-ready vector file used by printers and designers. Ensures top-quality results at any size.	 Professional Printing  Large Format  High Quality Output

