

# VISUAL IDENTITY GUIDELINES FOR THE RECONCILIATION LOGO

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## History of the Reconciliation Logo

This logo is a graphic element that represents the commitment to a *Vision for Truth and Reconciliation through Treaty Implementation* (Appendix A) and the *Truth and Reconciliation Commission's Calls to Action*.

It was created in 2016 through a partnership with the Office of the Treaty Commissioner, The City of Saskatoon, Elders, Residential School survivors, and a multitude of Saskatoon partners to encompass the Spirit and Intent of the Reconciliation relationship in Saskatchewan. It was created in response to the 94 Calls to Action released by the Truth and Reconciliation Commission and was used initially in Saskatoon to promote and coordinate the different public education events underway in early 2016, including the Rock Your Roots Walk. Since then, Reconciliation Committees across the province have used the logo to publicly represent their efforts in promoting Truth and Reconciliation in their communities.

This logo is meant to give a visual identity to the Reconciliation work that is happening across the province, provide clear and consistent messaging at events hosted by Reconciliation partners, and create brand awareness locally, provincially, and nationally. This logo has been trademarked by the City of Saskatoon, and is used by a number of Reconciliation Committees across the province with permission from the Office of the Treaty Commissioner and the City of Saskatoon.

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## What is the Reconciliation logo?

The first part of our logo identity (pictured on the right) consists of a full colored 8 pointed star with 8 dots on a white background. For full breakdown see Appendix B.



Local Reconciliation committees across the province have been allowed to use the logo and have accompanying lettering under the star usually with the wording Reconciliation (City).

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## Who Can Use the Logo?

The Reconciliation logo can be used, without being altered, by Reconciliation Partners across the province with the approval of the Reconciliation Logo Committee.

**Reconciliation Partners:** Reconciliation partners are non-profit organizations, schools, public agencies, government offices, faith-based groups, and private business that are working in the local or provincial scope to advance Reconciliation within their respective communities. They are usually associated with a Reconciliation Committee and can speak to the work they are doing on Reconciliation advancement and honoring the legacy of Residential Schools. This commitment includes:

- o regularly attending or helping to create Reconciliation Committees in your local region
- o participating in Reconciliation events in your community.
- o advancing Reconciliation in your respective organizations/communities
- o Engaging the Vision for Truth and Reconciliation through Treaty Implementation and the TRC Calls to Action and making a personal call to action.

Reconciliation Partners can use the logo to maintain consistent and professional visual messaging for events, workshops, office decor or flags that help to promote their Reconciliation work of their organization as long as it is clear that the initiative connects to the spirit and intent of Reconciliation as defined by the Reconciliation Logo Committee.

**Reconciliation Committees:** As part of the strategy of the Office of the Treaty Commissioner, Reconciliation Committees are being created across the province with the first committee consisting within Saskatoon. Some committees have asked and received approval to use the logo as their visual identify for the committee. More specifically, the Reconciliation Saskatoon committee, through the City of Saskatoon, has trademarked the logo for use specifically in Saskatoon. The expectation of new committees is to seek approval from the Reconciliation Logo Committee.

**Third Parties Advancing or Studying Reconciliation:** A third party may be able to use the logo if a social cause is being advanced or there is a broad benefit to Reconciliation efforts, and the terms of the use are limited (ex. academics, publishers, journalists, etc.) subject to the party receiving, in advance, the consent to any publication by the Reconciliation Logo Committee.

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## Who is not allowed to use the Logo

The Reconciliation logo can not be used to:

**For Profit:** This logo should not be used if there is a financial gain for the individual or organization that does not directly relate back to Reconciliation initiatives within the local community.

**Non-Reconciliation Partners:** This logo might be seen to give credibility to organizations that may not be doing Reconciliation initiatives and so must be approved by the Reconciliation Logo Committee. Please be prepared to answer some questions on the reconciliation work happening in your organization.

**Endorsements/ Political Interests:** The Reconciliation logo should not be used to make an endorsements of any kind, including any political parties.

**Without Approval:** Under no circumstances can this logo be used without the approval of the Reconciliation Logo Committee

**Promote Hate:** This logo can not be used to undermine the Spirit and Intent of Reconciliation.

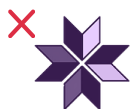
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## Correct and Incorrect Usage of the Logo

To ensure consistent brand identity please ensure that you:



- Use a high-resolution logo.



- Do not change the colors of the logo. If you need a black and white option, please contact the Reconciliation Logo Committee.



- Do not modify the logo in any way, such as adding visual effect, angling, or rotating the logo.



- Do not mimic any of the logo in non-Reconciliation related materials.

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## How do I get approval to use the Logo?

Please contact the Reconciliation Logo Committee through email ([rsangster@otc.ca](mailto:rsangster@otc.ca)) with a statement that clearly explains

- the reason you want to use the logo, and a
- brief history of your organizations commitment to Reconciliation based on the TRC Calls to Action or the four elements of the Vision for Truth and Reconciliation through Treaty Implementation (Appendix A)

## Appendix A

The Office of the Treaty Commissioner has been working with hundreds of partner organizations since 2014 to develop a common Vision for *Truth and Reconciliation through Treaty Implementation*. In this process, we have asked thousands of Indigenous and non-Indigenous citizens from Saskatchewan about the reconciliation story they would like to tell in a generation. We believe that if we can come together on a common vision for success, that we can better work together, and determine whether progress is being made.

Saskatchewan residents have told us that Truth and Reconciliation through Treaty Implementation is about walking together on a journey to create a new, shared future for our children and grandchildren. They've told us that it involves four overlapping and continuous areas of work:



TO LEARN MORE PLEASE VISIT [WWW.OTC.CA](http://WWW.OTC.CA) AND SIGN UP FOR OUR NEWSLETTER!



# THE SYMBOLS OF RECONCILIATION

Graphic Elements/Rationale



## STAR/STAR BLANKET

Journey, Comfort

## FLOWER

New Growth



## COLOURS

Four Directions, Four Seasons, Four Colors of Humanity  
Colours of the Métis Flag

## INDIVIDUAL SHAPES

Gather and unify to create one shape



## BOOKS

Different Ways of Knowing  
Reference to Treaties

## ARROWS

Individual Diverse Groups



## THE SPACE IN BETWEEN

Represents the "gap" that can be addressed  
through Reconciliation



## THE CIRCLE

A Meeting circle creating a safe place for dialogue

Seven Sacred Teachings: Love, Respect, Courage,  
Honesty, Wisdom, Humility & Truth

Introducing an eighth dot, a new Shared Fire:  
The Reconciliation Project

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