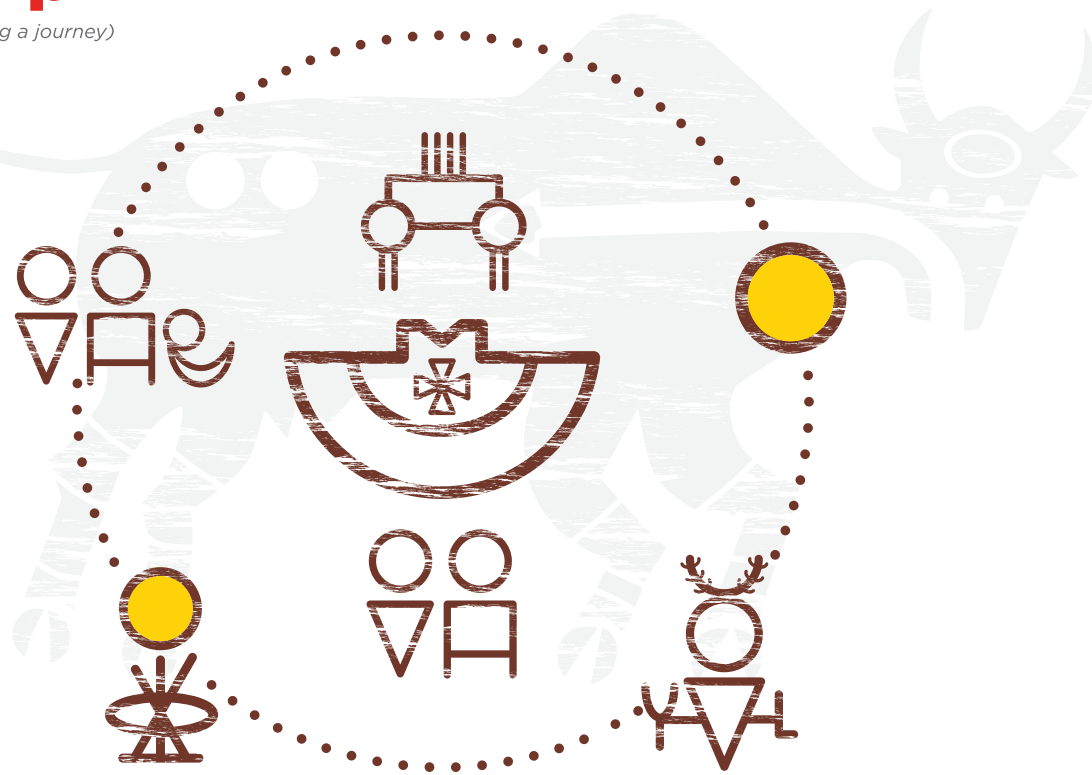


University of Calgary Indigenous Strategy

Creative guidance and reference

ii' taa'poh'to'p

(a place to rejuvenate and re-energize during a journey)



General context of the Indigenous Strategy

Our strategic aim is to align all university initiatives connected with the Indigenous community, using consistent messaging and visual language under the institutional Indigenous Strategy framework.

Terms of use

If your initiative or project is funded by the Indigenous Strategy office, your materials must feature the graphics and key messaging as shown in the creative guide.

If your initiative or project is connected to the Indigenous community or to the recommendations within the Indigenous Strategy document, using the graphics and key messaging as shown in the creative guide is highly recommended. The imagery and symbols associated with the Indigenous Strategy have been gifted to the University of Calgary and have been developed in a good way, supported by extensive research and consultation with the Indigenous community.

- Use of the visual language will align your activity with the principles and recommendations of the strategy and demonstrate consistency with university positioning of Indigenous-focused events. It will also provide an opportunity to build awareness around the meaning of the cultural symbols within the strategy in association with your faculty, department, or unit.

Marketing and communications materials specific to your project may be designed, in consultation with the University Relations creative team, to reflect the uniqueness of your own story, while remaining visually consistent with the strategy.

Please contact brand@ucalgary.ca to request access to the graphics, or, if you require creative support, visit ucalgary.ca/creative-studio to engage the University Relations creative team.

Please visit ucalgary.ca/indigenous-strategy for more information.

The Blackfoot title

ii' taa'poh'to'p, the Blackfoot name of the University of Calgary's Indigenous Strategy, was bestowed and transferred in a ceremony by Kainai Elder, Andy Black Water, on June 21, 2017. The name signifies a place to rejuvenate and re-energize while on a journey.

ii' taa'poh'to'p

(a place to rejuvenate and re-energize during a journey)

Please note:

- In body copy, the entire title should always be written in lower case.
- If used as a graphic, the title should always be followed by the sub-title "A place to rejuvenate and re-energize during a journey".
- Please do not attempt to re-create the typographic treatment that appears on the Indigenous Strategy publication. If your intention is to use the title as a graphic header, please enquire with brand@ucalgary.ca to obtain the official graphic word mark.

The Cultural Model

The cultural model for the University of Calgary's Indigenous Strategy tells the story of the strategy from a unique symbolic perspective.

Drawing heavily on symbolism identified by Traditional Knowledge Keepers, the model aims to be a visual representation of the Strategy from an Indigenous perspective.

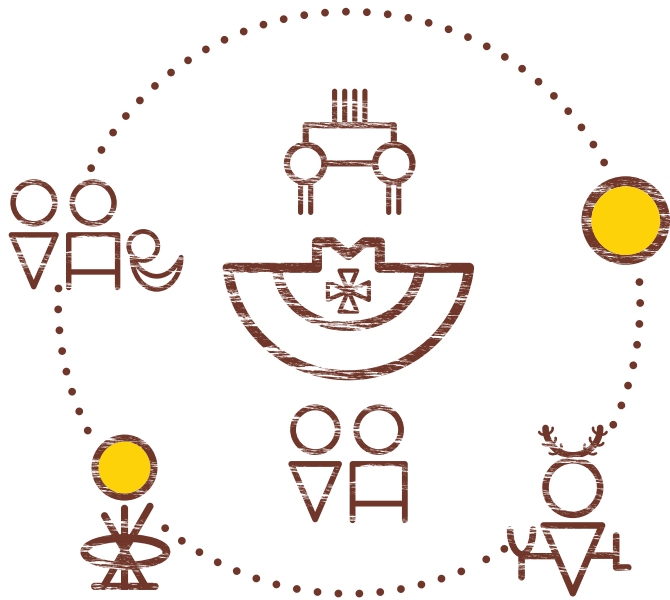
Where projects would require a unique visual language under the university identity framework, the creative concept for these materials should use elements of the Indigenous Strategy cultural model (Ways of Knowing, Doing, Connecting or Being, depending on their key themes). These materials should appear to be part of the institutional strategy family, so they should borrow strategically against the existing visual language, rather than copy it in whole.

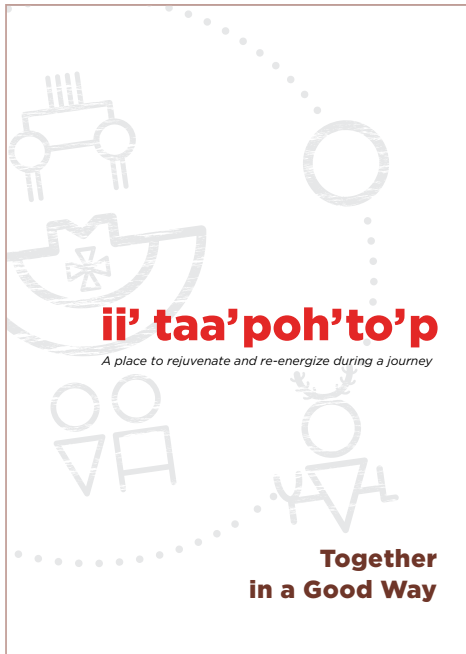
The buffalo symbol (see Other Symbols, page 7) is not a required element in the model. It is, however, a significant and powerful symbol to Indigenous people of the plains, historically and spiritually, as a primary source of food and sustenance. Today's chiefs have said: "Education is our new buffalo — that which will sustain and foster growth of the people".

Please contact brand@ucalgary.ca to obtain the official graphic of the cultural model.

Please note:

- The colour brown in the cultural model was drawn from the UCalgary secondary palette. The brown is used specifically in the cultural context of the strategy to visually formalize the model and the cultural symbols. Please do not use the brown in other graphic elements surrounding the Indigenous strategy. Please see the colour palette for the Indigenous Strategy on page 8.
- The cultural model as a whole can be used as a graphic element. The seven symbols depicted within the model (described on pages 5 and 6) can also be used individually to support a thematic approach. The Indigenous Strategy publication (available to download from ucalgary.ca/indigenous-strategy) outlines in more detail the key themes that each symbol denotes.





The supergraphic

The model on its own, without the buffalo graphic, can be used as a supergraphic.

A supergraphic is a background image large enough that you don't see it in its entirety on the page. It should always bleed off two sides of the page.

Please note:

- When used on a white background, the colour of the supergraphic should be 10% grey.
- The model could also be used as a supergraphic in berry on a UCalgary-red background.
- Grey and berry supergraphics are available as pre-formatted graphics.
- Although the cultural model is not to be changed or redrawn in any way, the 'Ways of Being' symbol (man, woman and child) should bleed off the edge wherever possible, when the model appears as a supergraphic. This image can be seen as heteronormative, so we should try not to emphasize it, to respect the diversity of our audiences.



The Cultural Symbols

The following cultural symbols gifted for use in this strategy are reflective of Indigenous pictographs and petroglyphs from sacred archaeological sites in southern Alberta.

Please visit ucalgary.ca/indigenous-strategy for more information.

Please contact brand@ucalgary.ca to obtain the official graphics of the symbols.

Please note:

- The text that describes the meaning of the symbol should accompany the symbol in the document where it is used. The text may either be short-form (in parentheses, e.g. 'the Journey', 'the People', etc.) or long-form (full description), but may not be rewritten or paraphrased.
- The symbols should always be used on a white background, except when used in the supergraphic treatment.
- The symbols should not be modified in any way.
- The symbols should not be contained in a shape.
- The colours should not be changed or altered, except when used in the supergraphic treatment.



Transformation — (the Journey). This cultural symbol represents 'the ceremonial leader or holy person'. The symbol reflects that our transformation is a progressive and evolutionary journey, guided by Traditional Knowledge Keepers, and validated through ceremony.



Renewal — (the People). This cultural symbol represents human beings seeking change and renewal. In a ceremonial context, this symbol reflects the process of renewal through ceremonial reflection, leading to self-actualization. The symbol is applied to the university as a living entity.



Ways of Knowing — (Teaching, Learning and Research). This cultural symbol represents the Sun, the giver of life. The Sun represents knowledge and enlightenment. In the context of academia, the symbol reflects theoretical concepts, epistemology, and pedagogy related to teaching, learning, and research.

The fill colour of the sun should always be gold, except when used as a supergraphic, when the fill can be omitted.



Ways of Doing — (Policies, Procedures and Practices). This cultural symbol represents parallel practices and protocols, in terms of Indigenous ways of doing and practicing, including the concept of doing things in a 'in a good way'. The Pipe represents validated processes and agreements, and the smudge is a ceremonial process for clearing the path or a 'calling to order'.



Ways of Connecting — (Relationships, Partnerships, Connections to Land and Place). This cultural symbol represents the sun, a bundle, and the land. Taken as a whole, the symbol signifies respectful relationships and interconnectedness, based on Indigenous epistemology and principles related to communal responsibility and reciprocity. The symbol acknowledges the place (tipi) we gather to exchange ideas (sun), to form alliances (partnerships) and initiate, strengthen, or renew relationships (bundle).

The fill colour of the sun should always be gold, except when used as a supergraphic, when the fill can be omitted.



Ways of Being — (Campus Identity, Inclusivity, Leadership, Engagement). This cultural symbol is inclusive of all human beings and living entities. The symbol is based on principles of communal responsibility and reciprocity and reflects concepts of respect, dignity, honesty and inclusivity. The symbol is applied to the university as a collective community.

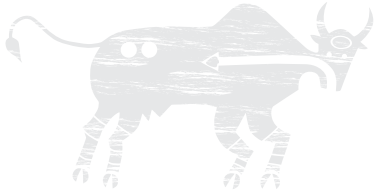
This image can be seen as heteronormative, so its placement should be considered carefully, to respect the diversity of our audiences.

While the cultural model is not to be changed or redrawn in any way, this symbol (man, woman and child) should bleed off the edge wherever possible, when the model appears as a supergraphic.



Shared Space — (the Ethical Space). This cultural symbol, an open tipi canvas, represents the shared, ethical space for dialogue — an equitable place that is inclusive, respectful, and exploratory; a safe place to share ideas that help guide and shape the process of renewal and transformation.

Other Symbols

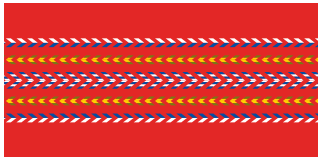


The Buffalo — The buffalo should be used in conjunction with the land and sky graphic described below.

The buffalo should always be represented with some elements of the cultural model.

Please note that the 'spirit line' of the buffalo (area of white running from mouth to torso) should not be superimposed by other graphic elements.

Please contact brand@ucalgary.ca if you intend to use the buffalo graphic.



The Métis Sash — This graphic recognizes the Métis community. It should not be modified and should always appear on a white background. It should be used as a graphic detail in conjunction with the cultural model.

The Métis sash motif can be contained in a graphic shape.

Please contact brand@ucalgary.ca if you intend to use the Métis sash graphic.



Land and sky — The land and sky graphic should be used together as a unit, in conjunction with the buffalo graphic, and/or the cultural model or symbols. It represents our connection to the spiritual realm and to the earth as we progress in the journey of transformation and renewal.

The sky graphic shape should be warm grey, with the CMYK values C13, M7, Y19, K53.

The graphic shape that represents the land should be filled with the Métis sash graphic.

Both shapes should be defined by three straight edges bleeding off the page, and a curved edge facing the centre of the page.

Colour Palette

These colours, drawn from the [University of Calgary visual identity standards palette](#), are used in the graphic elements for the Indigenous Strategy.

RED Process: C5 M98 Y100 K0 RGB: R227 G39 B38 Hex: #e30c00	GOLD Process: C0 M18 Y100 K0 RGB: R255 G210 B0 Hex: #ffcc00	BERRY Process: C21 M100 Y90 K10 RGB: R175 G38 B38 Hex: #af2626	BROWN Process: C36 M78 Y80 K43 RGB: R109 G51 B33 Hex: #662400	WARM GREY 2 Process: C13 M7 Y19 K53 RGB: R123 G127 B119 Hex: #7B7F77	Grey (10% black) Process: K10 RGB: R230 G231 B232 Hex: #e6e7e8
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Messaging

In order to maintain consistency in key messaging between the institutional Indigenous Strategy and marketing/communications projects, communicators are asked to consider using the following headlines (weighted in descending order):

ii' taa'poh'to'p

(a place to rejuvenate and re-energize during a journey)

Empowering the Spirit of Indigenization

[project headline]

ucalgary.ca/indigenous-strategy

