



**INDIGENOUS
LEADERSHIP
AWARDS**



Style guide

August 1, 2023

Logo

Symbol



Logo



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Three pieces that can be interpreted as flames or as smoke, that tower and build upon each other, slightly different in direction and in length, but come together like a puzzle for a tighter look from the previous iterations.

There is a gradient that gives the effect of a light illuminating from below, giving the tops a sharper, bolder presence.



Ecotrust

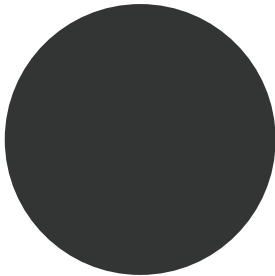
The ILA logo can live alongside the Ecotrust logo, if we choose to have both in printed materials



Ecotrust

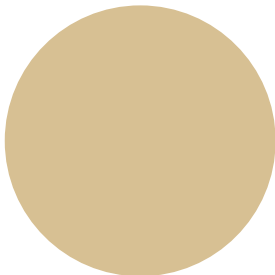
Another possibility is having the x in between logos to suggest a collaboration between to entities, this might not be right as ILA ultimately lives under the Ecotrust brand

Color palette



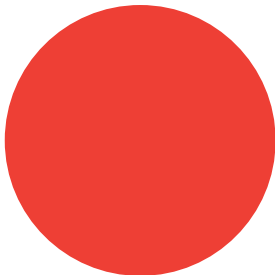
C=69, M=63, Y=62, K=57
R= 53, G= 53, B= 53
HEX: #353535

*Soft black, reminiscent of
stone or rock*



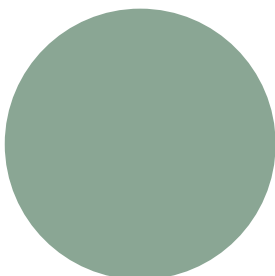
C= 16, M= 22, Y= 46, K= 0
R= 216, G= 192, B= 148
HEX: #D8C094

*Soft beige, reminiscent of
beach sand, earthier*



C= 0, M= 90, Y= 85, K= 0
R= 239, G= 65, B= 55
HEX: #EF4137

Bright red orange



C= 49, M= 24, Y= 44, K= 1
R= 138, G= 165, B= 148
HEX: #8AA594

Olive

Typefaces

Avenir Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir should be used for title headings and bold callouts. Appears in the Ecotrust brand.

Sentinel

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sentinel should be used for large blocks of copy for easy reading. Appears in the Ecotrust brand.

Examples

Your heading here

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YOUR HEADING HERE

Your subhead here

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