



métisian

Graphic Standards Manual
July 2017

Graphic Standards Guide

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Graphic Standards Guide

The Logo



The brand identity is comprised of aspects of Métis and Japanese culture that are a part of Carmen's heritage. The two main elements are to describe a balance between the two backgrounds. This design was kept monochromatic in order to be utilized in applications such as a signature stamp.

Typography

Due to the geometric nature of the design the typeface Quicksand has been chosen to label the logo with the word "métisian", a portmanteau of the word "métis" and "asian", which are the two heritages Carmen is from.

Quicksand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()~.,/?

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The Breakdown

The following shows and explains the elements of the design:



Arrowheads

These arrows are a part of Métis heritage and are traditionally sewn onto scarves in alternating directions on alternating columns. These arrows also pay homage to Carmen's Japanese background, as her Japanese family name is "Yakura", which means "the arrow storehouse". The arrow on the left is pointed upwards like the roof of a house.



Belt of Orion

The three circles arranged in a triangular formation are part of a symbol of Carmen's ancestor's business. They signify the three stars that make up the belt of the constellation Orion. This symbol is positioned underneath the left arrow to show Carmen's Japanese side of her family.



Whiskey Jack

These three shapes is an abstracted version of the face of a Whiskey Jack, the bird associated with the Swampy Cree. When combined with the right arrowhead design, the whole body of the Whiskey Jack is made.

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Colour Applications and Examples

The following guidelines show what kinds of modifications are and are not allowed with this branding identity. As these are just guidelines, if you have any questions or concerns about how you would like to approach your anticipated modification, please consult Carmen Lockhart or the original designer.

01

Scaled sizing

This logo can be resized so long as the resizing is scaled and details such as outlines remain the same thickness.

01



02

Inverse

This design can be modified into an inverse only with a DARK coloured background and WHITE outlines.

02



03

Colour Fill

Do not colour in the spaces in the logo.
Keep the spaces the same colour as the background.

03



04

Background Fill

Do not fill the background with a different colour with the black outlines UNLESS it is to be used with an inverse.

04



05

Recolouring

Do not recolour the logo with any other colour except for black and white for an inverse version.

05



06

Unscaled Resizing

Do not resize this logo without scale.

06



07

Rotation

Do not rotate this design.

07

