

INUIT CIRCUMPOLAR COUNCIL

BRAND & IDENTITY GUIDELINES



PHOTO CREDIT: HALEY WHITE



If you have any questions or need further clarification, please reach out to our communications team at media@inuitcircumpolar.com.

OUR BRAND & LOGO

Our brand identity is a crucial aspect of how we communicate ICC's work, values, and mission. These guidelines serve to ensure consistency and authenticity in all our visual and written communications.

Our logo is a symbol of our unity and identity. Proper usage of the logo is essential to maintaining our brand's integrity. The logo includes a qilaut (drum) with drumstick below.

The word "INUIT" appears in black at the base of the logo, set in the Charlemagne typeface. This typeface is reserved exclusively for the ICC logo and must not be used in any other ICC materials.

ABOUT US

The following summaries are intended for use in materials describing ICC's work, goals, and history. The text must not be altered without approval from the ICC Executive Council.

LONG SUMMARY

Founded in 1977, Inuit Circumpolar Council (ICC) is an international Indigenous Peoples' Organization representing Inuit from Alaska, Canada, Kalaallit Nunaat, and Chukotka. ICC is dedicated to strengthening Inuit unity, advancing Inuit rights and interests internationally, and formulating long-term policies to protect the Arctic environment. It also strives for full and effective participation and meaningful engagement for Inuit in the political, economic, and social development of the Arctic.

ICC is a co-founder and a Permanent Participant of the Arctic Council and holds a range of international roles, including Consultative Status II at the United Nations Economic and Social Council, Observer status at the Intergovernmental Panel on Climate Change, and holds Permanent Consultative Status at the International Maritime Organization alongside other advisory and consultative roles across numerous international fora.

SHORT SUMMARY

Representing approximately 180,000 Inuit across Alaska, Canada, Kalaallit Nunaat, and Chukotka, the Inuit Circumpolar Council (ICC) was founded in 1977. Since its founding, ICC has expanded its influence, becoming a significant Indigenous Peoples' Organization advocating for Inuit rights and priorities at the international level.

OUR GOALS

- Strengthen unity among Inuit of the circumpolar region;
- Promote Inuit rights and interests on an international level;
- Develop and encourage long-term policies that safeguard the Arctic environment; and
- Seek full and active partnership in the political, economic, cultural, and social development of circumpolar regions.

HISTORY OF ICC

Inspired by international Indigenous mobilizations in the early 1970s, Inuit Circumpolar Council (ICC) was founded in 1977, when Iñupiaq leader Eben Hopson Sr. invited Inuit leaders from Alaska, Canada, and Kalaallit Nunaat (Greenland) to come together and develop united, consistent responses to the growing challenges facing Inuit ways of life. ICC delegates approved our Charter at the 1980 General Assembly in Nuuk, Kalaallit Nunaat. The Charter was later ratified by Inuit in Canada, Kalaallit Nunaat, and Alaska, solidifying ICC's purpose. From the beginning, ICC's vision included Inuit from Chukotka, and this goal was realized in 1992.*

In celebration of Inuit strength, unity, and culture, and recognizing Eben Hopson Sr.'s instrumental role in founding ICC, November 7, his birthday, is observed as International Inuit Day.

Thanks to the dedication of Inuit leaders from across the circumpolar world, ICC is now a major international Indigenous Peoples' Organization. Led by an elected Executive Council, ICC is dedicated to advocating for Inuit rights and priorities at the international level. Central to ICC's work is the General Assembly, convened every four years in a different community in Inuit Nunaat. During the Assembly, delegates from across the circumpolar region elect a new Chair, honor and celebrate Inuit culture, formulate policies, and adopt a declaration that shapes ICC's activities for the next term.

**Add a sentence to the end of this paragraph IF you are writing for a strictly regional/national audience (i.e. when applying for funding): Past leaders of ICC include...*

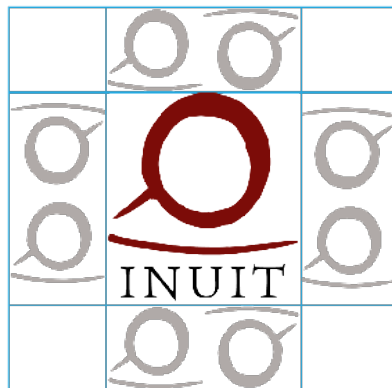
LOGO USAGE

Primary ICC Logo: The primary logo consists of a stylized representation of a drum with the word “Inuit” underneath.

Clear Space: The ICC logo should never be crowded. This means that when it is applied, the user should be careful to allow white space around the logo, void of any objects or colour that might compete visually with the logo.

Size: Ensure the logo is not reproduced smaller than 10 mm in height for print.

Alterations: Additions or changes to the logo are prohibited with a exception for ICC-led events like the general assembly. Any alterations to the logo need to be approved by the ICC Executive Council.



HISTORY OF OUR LOGO

The ICC logo originated from discussions at an Executive Council meeting in 2005. It is based on a concept and sketch presented by Aqqaluk Lynge to the Council that same year. ICC then commissioned Nina Spore Kreutzmann, an artist and designer from Kalaallit Nunaat, to develop the final logo. The drum logo was unveiled and adopted as ICC’s official logo at the 10th ICC General Assembly, held in Utqiagvik, Alaska, in 2006.

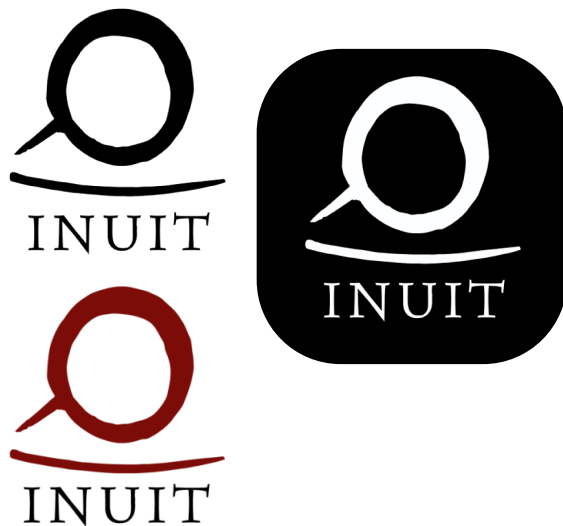
The circular shape represents both a drum and a face in a parka hood. The deep earth-tone red symbolizes the soil used by the creator to form the first human.

COLOUR VARIATIONS

Full Color: Use the full-colour version on light backgrounds.

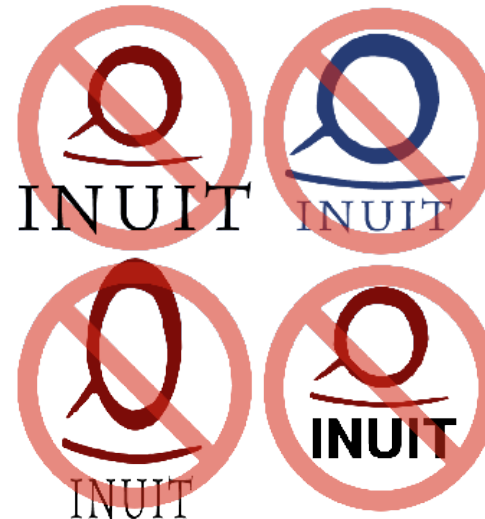
White/Reverse: Use the white version on dark backgrounds.

Black: Use the black version for black-and-white prints.



PROHIBITED USES

- Do not alter the proportions of the logo.
- Do not change the colors outside the specified colour variations or otherwise approved from the ICC Executive Council.
- Do not rotate or distort the logo.
- Do not place the logo on busy or patterned backgrounds that hinder its visibility.
- The text Inuit as it appears in the logo cannot be used outside of the logo.



PRIMARY COLOUR

Our red is a deep, rich shade with subtle hints of brown undertones, resulting in a rich, earthy tone. This color is often associated with strength, determination, and warmth.



C 30
M 100
Y 100
K 39

R124
G12
B 8

#7C0C08
*1815 C

OUR RED

The color of the ICC logo must remain consistent across all materials and must not be altered. Throughout ICC's history, five different shades of red have been used; all materials and reproductions of the logo must use the red specified in this guide.

*There are no directly corresponding Pantone colours (PMS), although 1815 C and 188 C are similar and can be used if CYMK is not an option.

CORRECT



INCORRECT



OUR COLOUR PALETTE

Our color palette reflects the natural beauty and cultural heritage of the Arctic.

Secondary branding colors complement the primary color, adding flexibility to the visual identity. They are used to highlight, differentiate, and create visual interest across various brand materials, such as in backgrounds, accents, or subheadings.

HEX (#): values are used for web programming

RGB: values are used for digital formats.

CMYK: values are used for print documents.

Pantone (C): values are used for print documents.



C 0
M 59
Y 49
K 0

R 255
G 134
B 116

#FF8674
170 C



C 5
M 26
Y 84
K 0

R 241
G 189
B 70

#F1BD46
142 C



C 83
M 15
Y 68
K 1

R 0
G 156
B 119

#009C77
3278 C



C 58
M 10
Y 0
K 0

R 91
G 184
B 232

#5BB8E8
2915 C



C 98
M 71
Y 20
K 3

R 51
G 53
B 121

01558C
7462 C

NEUTRALS

Our neutral palette features near black shade that brings balance to our visual identity. We encourage the use of this dark shade in designs to maintain visual consistency and clarity.



C 70
M 63
Y 62
K 59
R50
G50
B50
#323232

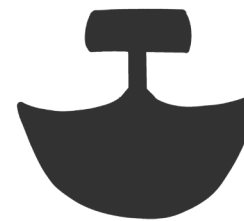


HIGHLIGHTS & OTHER COLOURS

We encourage the use of the above swatches wherever possible. The usage of tints (adding white to the colour) is accepted within the brand. The circle provides a range of tints of the secondary colours.

GRAPHICS

Maintaining a consistent colour scheme and graphic style across all materials is essential. ICC's collection includes over 40 distinct graphics, all created using the official ICC colour palette. Each graphic is unique and has been designed to reflect Inuit values and culture.



Inuit
Inuit
INUIT
INUIT
△_⊙△[⊂]

TYPOGRAPHY

Consistent typography reinforces our brand's identity. Use the following typefaces in all communications.

Primary Typeface: Calibri

Calibri (Body) is to be used for all other forms of standard body text, ranging from stationery, website design, brochures and all forms of general correspondence.

Secondary Typeface: Book Antiqua

Design Typeface: Franklin Gothic Book Demi Condensed, Lato

Inuktitut (syllabics): Pigiarniq

IMAGERY

Across our materials we use bright high-quality images that highlight life across Inuit Nunaat with our people prominently included. It is important these images contain Inuit to combat the stereotype that the Arctic is an empty space.

The Arctic is the Inuit homeland and it is important that we showcase that in the images used. For example, instead of an image of just the ocean for World Oceans Day, we use an image like the one below.

Upon request, we can provide images for a variety of purposes, including publications and printed materials.



VOICE

While there are other terms Inuit identify with on a local and regional basis, we use the term Inuit to speak broadly of our people in the circumpolar regions.

Our voice is friendly, familiar, respectful, and knowledgeable. It should be accessible and not overly academic. Our voice should be confident: we have a deep understanding of our history, land, people and the work that we do.

After we have first used the term “ICC,” in writing, we should then use the first-person plural (“we”) to describe our organization. For example, instead of “ICC is working on behalf of...” consider saying: “We are working on behalf of...”.

While employing this kind of language isn’t always possible, try to keep it in mind when creating any communication. The thoughtful and consistent use of a familiar, mindful voice will have a lasting impact upon how we are perceived within our circles of influence.



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