



NORTHWEST TERRITORIES LEGISLATIVE ASSEMBLY

VISUAL IDENTITY STANDARDS

SECOND EDITION | NOVEMBER 2023



HOW TO ACCESS THE BRAND FILES

There are a number of formats of the Legislative Assembly Brand files.
To access brand files, contact Public Affairs and Communications at
867-767-9130 ext. 12017 or email LA_PAC@ntassembly.ca

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On September 1, 2019, the Northwest Territories Legislative Assembly introduced new identity graphics. In 2023, important updates have been provided to allow the Legislative Assembly and Members a separate and distinct visual within the Assembly Visual Identity guide. To ensure consistency is conveyed, all documents released by the Legislative Assembly must conform to the Northwest Territories Legislative Assembly Visual Identity and Standards.

NORTHWEST TERRITORIES LEGISLATIVE ASSEMBLY

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Update by Diana Curtis Design

RE-BRANDING THE NORTHWEST TERRITORIES LEGISLATIVE ASSEMBLY

WHY WE DECIDED TO RE-BRAND

A public institution's visual identity helps shape the external perception of the organization and assists members of the public to identify and access the services provided by that organization. The Northwest Territories Legislative Assembly is often thought of by the public as another 'department' within the Government of Northwest Territories; with the creation of new visual identifiers for the Legislative Assembly, this will clarify this distinction for the public. A formal visual identity program is essential in order to build brand-association in the minds of northerners.

WHO SHOULD USE THESE GUIDELINES

These guidelines are for anyone who creates print or digital media for the Northwest Territories Legislative Assembly. More specifically, they should be used by all Members, Committees, staff and contractors.

All Members, staff, and contractors have a role to play in ensuring consistent brand application to help tell the story of the Northwest Territories Legislative Assembly.

LOGO

A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark. For the Northwest Territories Legislative Assembly, the logotype is juxtaposed with a symbol, the icon.

LOGO

The new logo is inspired by the unique architecture of the Northwest Territories Legislative Assembly building and the surrounding landscape.

The newly developed icon replaces the territorial shield that was previously used to represent the Legislative Assembly.

The typefaces used in the logo are Georgia (serif) and Gotham (sans-serif) except for the indigenous versions, in which case Georgia is switched out with Cambria (serif) and Gotham is switched out with Arial (sans serif).

The logos on the right are displayed using Arctic Ocean Blue and Nahanni Teal from the official brand colour palette, which can be found on page 16.

ENGLISH LOGO



BILINGUAL LOGO



FRENCH LOGO



NORTH SLAVEY LOGO



SOUTH SLAVEY LOGO



TŁIČHQ LOGO



GWICH'IN LOGO



INUKTITUT LOGO



CREE LOGO



CHIPEWYAN LOGO



INUINNAQTUN LOGO



INUVIALUKTUN LOGO



SUN

This particular element of the icon represents the midnight sun, another unique aspect of life in the Northwest Territories. The rings around and within the sun represent the presence of "sun dogs", another special environmental feature.

BUILDING

Opened in 1993, the building is a unique architectural structure and its many subtle features help tell the story of the territory and its history.



LAND

The land element illustrates the transition of the geography below and above the treeline, and is a key feature that has helped shape the people and cultures of the territory.

WATER

A powerful environmental symbol for the Northwest Territories, the water in the icon is used to represent the many rivers and lakes of the territory, as well as the Arctic Ocean.

ICON

The icon was inspired by the unique architectural features of the Legislative Assembly building and the surrounding environment.

Originally sketched by artist Joe Ouellette, the icon was further developed and designed by North Creative of Yellowknife.

The distinct elements that work together to form the icon are explained in more detail in the diagram on the left.

For more information on icon usage and application, please refer to pages 28-29.

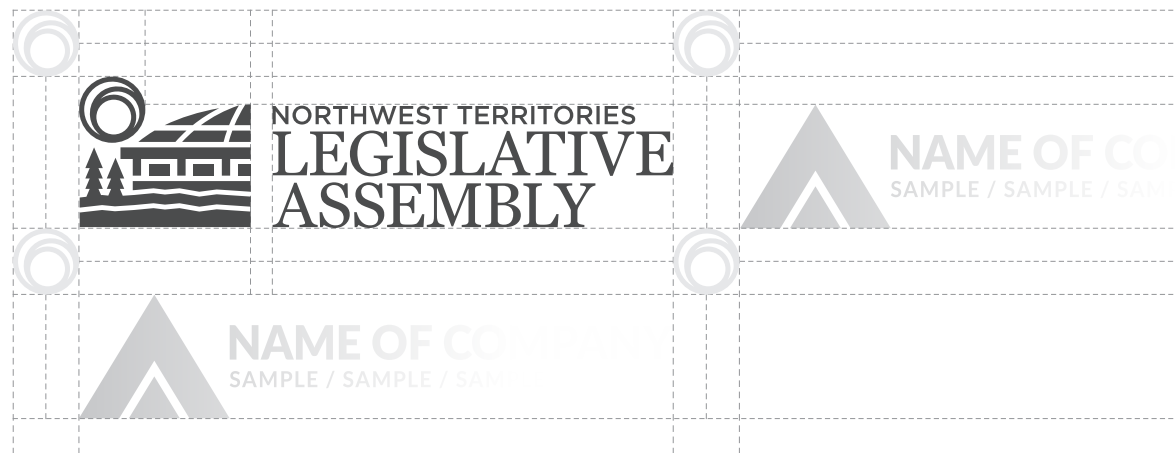
PROTECTIVE SPACE

ONE LOGO APPLICATION

Used alone, a minimum distance should be maintained around the logo in any application. This distance is determined by the height and width of the sun as indicated on the right.

LOGO PARTNER USAGE

When used in combination with an additional logo or logos, the Northwest Territories Legislative Assembly logo should be placed on the left. Separate each logo by the minimum distance rule outlined to the right, and align the second logo with the base of “Assembly” or with a subsidiary regional or member identifier.





1.5" Minimum Width

0.3821"
Minimum Height



250 Pixels Minimum Width

64 Pixels
Minimum Height

MINIMUM SIZES

PRINT

To protect the integrity and impact of the Northwest Territories Legislative Assembly logo it should never be reproduced smaller than 1.5" (3.81 cm) wide.

DIGITAL

For web use, wherever possible the Northwest Territories Legislative Assembly logo should not be shown in a size smaller than 250 pixels wide.

APPLICATION DO'S

To preserve the integrity of the Northwest Territories Legislative Assembly brand, it is vital that the logo be used correctly. To the right are examples of how the different versions of the Northwest Territories Legislative Assembly logo should be used in various applications to ensure legibility in all its parts and clarity in representation.

SPOT COLOUR AND CMYK APPLICATIONS



Colour versions of the logo should be used on white or light coloured backgrounds.



Reverse (colour) versions of the logo should only be used on mid-range to dark coloured backgrounds. This is the preferred version for reverse applications. See example on page 19.

RESTRICTIVE COLOUR APPLICATIONS



Dark versions of the logo should be used on white or light backgrounds.



Reverse (white) versions of the logo should be used on black or dark backgrounds.

TONAL VARIATION



The logo should only be applied to areas that are not too busy or that do not contain much tonal variation.



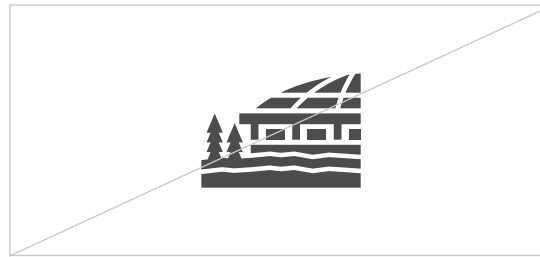
When necessary the logo should be placed in the least cluttered area of the image.

APPROPRIATION OF ELEMENTS



Do not use any of the elements from within the Legislative Assembly logo for the creation of new logos.

SEPERATION OF ELEMENTS



Do not use pieces of the logo on their own—the logo should only be used in its entirety.

TEXT



Do not replace any of the text within the logo.

TYPEFACE



Do not replace the typeface used within the logo with another.

SKEW



Do not skew the logo—only scale the logo proportionally.

RELATIVE POSITIONING



Do not reposition any of the elements from within the logo.

APPLICATION DO NOT'S

It is important to preserve the integrity of the logo and brand. All versions of the logo are trademarked symbols (pending) and should not be altered or misused. To the left, and on the following page, are examples of how different versions of the Northwest Territories Legislative Assembly logo should not be used or altered in any way.

NOTE: In certain circumstances the wordmark can be seperated from the icon, such as for apparel or promotional items, but should always be approved by approved by Public Affairs and Communications.

APPLICATION DO NOT'S

Continued from page 13.

BUSY PHOTOGRAPHY



Do not place the logo over busy backgrounds which make the logo illegible.

HOLDING SHAPE



Do not use a holding device or shape to contain the logo.

LOGO COLOUR



Do not change the colour of any elements within the logo.

HUE AND TONE



Do not use the logo on colours that are too similar in tone or hue, that clash or cause the logo to visually vibrate. In this situation use the reverse (white) version.

PREVIOUS VERSIONS



Please ensure that you are using the correct logo and not an outdated version.

COLOUR & PALETTE

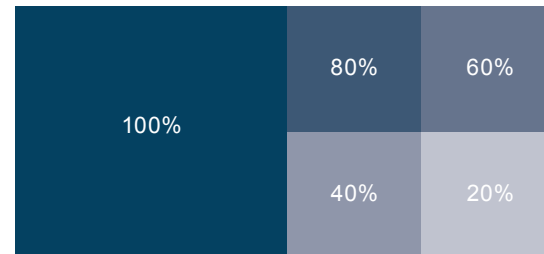
Colour is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. While some colours are used to unify an identity, other colours may be used functionally to clarify brand architecture, through differentiating products or business lines. Families of colour are developed to support a broad range of communications needs. Ensuring optimum reproduction of the brand colour is an integral element of standards, and part of the challenge of unifying colours across packaging, printing, signage, and electronic media.

COLOUR PALETTE

The six colours indicated on this page are representative of the architectural and décor palette of the building for the Northwest Territories Legislative Assembly.

Listed to the right are the different specifications for the palette in Pantone (uncoated and coated), CMYK (four-colour process), hexadecimal and RGB values. This colour palette must be reproduced accurately to ensure consistency across all materials.

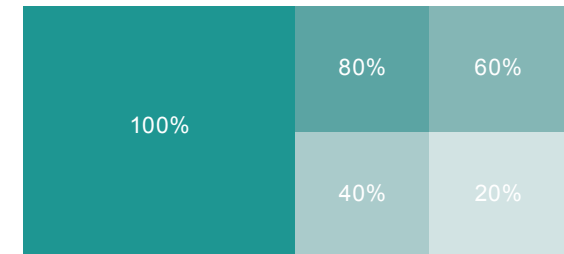
ARCTIC OCEAN BLUE



Pantone 7694U/7694C
C100 M75 Y40 K25

R7 G65 B98
Web 074162

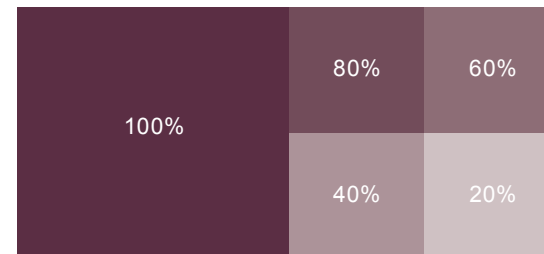
NAHANNI TEAL



Pantone 7473U/7473C
C81 M22 Y46 K2

R24 G148 B145
Web 189491

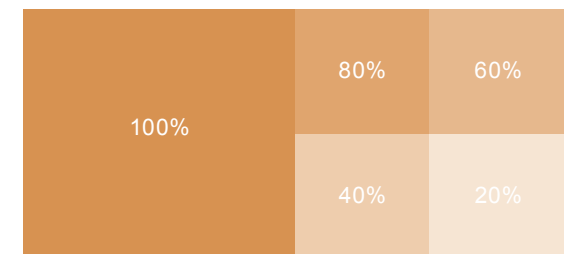
TUNDRA VIOLET



Pantone 7644U/7644C
C69 M93 Y66 K23

R93 G46 B69
Web 5d2e45

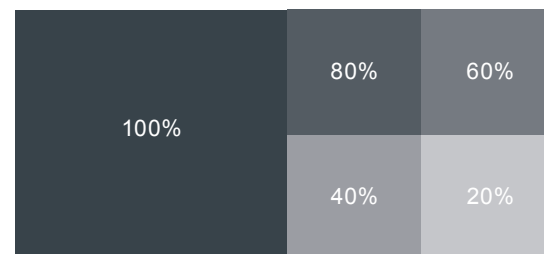
MOOSEHIDE BROWN



Pantone 722U/722C
C10 M45 Y75 K5

R214 G145 B81
Web d69151

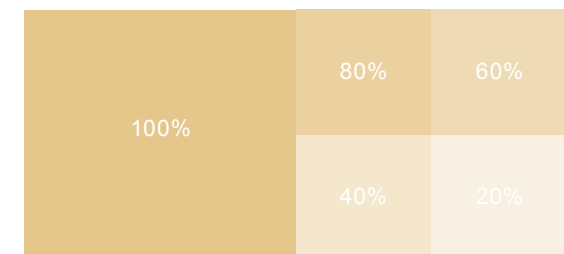
MACKENZIE MOUNTAIN GREY



Pantone 432U/432C
C65 M49 Y42 K54

R57 G68 B75
Web 39444b

SALT PLAINS YELLOW



Pantone 7402U/7402C
C9 M19 Y50 K1

R228 G199 B140
Web e4c78c

EXAMPLE 1: LOGO IN ARCTIC OCEAN BLUE



EXAMPLE 2: LOGO IN NAHANNI TEAL



EXAMPLE 3: LOGO IN TUNDRA VIOLET



SINGLE COLOUR LOGO APPLICATION

The logo can be used in single colour in restrictive applications such as promotional materials and apparel.

When using single colour logos, contrast is extremely important. **Legislative Assembly:** white or light coloured backgrounds please use either Arctic Ocean Blue, Nahanni Teal. For dark coloured backgrounds you can use the reverse.

Members of Legislative Assembly: white or light coloured backgrounds please use Tundra Violet. For dark coloured backgrounds you can use the reverse.

NOTE: In full colour applications the preferred logo usage is the two colour version.

MULTIPLE COLOUR LOGO APPLICATION

The preferred logo of choice, the multiple colour logo, can be one of any of the three colour combination logos indicated on the right.

To limit brand confusion and to ensure the brand's aesthetic principles, we have limited the options in this category:

- **Example 1** is for Legislative Assembly materials
- **Example 2** is for Members of the Legislative Assembly materials
- **Example 3** is an option for Committee materials

EXAMPLE 1: LOGO IN ARCTIC OCEAN BLUE + NAHANNI TEAL



EXAMPLE 2: LOGO IN TUNDRA VIOLET + MOOSEHIDE BROWN



EXAMPLE 3: LOGO IN MACKENZIE MOUNTAIN GREY + SALT PLAINS YELLOW



EXAMPLE 1: LEGISLATIVE ASSEMBLY
ARCTIC OCEAN BLUE



NAHANNI TEAL



EXAMPLE 2: MEMBERS OF THE LEGISLATIVE ASSEMBLY
TUNDRA VIOLET



MOOSEHIDE BROWN



EXAMPLE 3: COMMITTEE MATERIALS
MACKENZIE MOUNTAIN GREY



SALT PLAINS YELLOW



REVERSE LOGO APPLICATION ON COLOUR

The logo can be used in reverse applications as long as the background can provide enough contrast and doesn't visually interfere with the clarity of the logo.

Outside of the approved colour palette applications on the left, the reverse logo can also be used on black or dark greyscale backgrounds and photographs, provided there is adherence to the aforementioned guidelines.

NOTE: For reverse logo usage on photographic backgrounds, refer to page 12 for more information. For applications of reverse + colour logo, a solid dark background must be used. Please see example on the left where the white (reverse) + Salt Plains Yellow logo option is used on the Mackenzie Mountain Grey background.

GREYSCALE LOGO APPLICATION

The logo can be used in greyscale applications. Recommended use is that the logo appear as solid 85% Black. Reverse logos in greyscale applications can be used provided they adhere to aforementioned guidelines surrounding the visual clarity of the logo.

NOTE: For printing on black and white printers, the preferred logo of choice is the greyscale option.

EXAMPLE 1: SOLID LOGO IN 85% BLACK (GREYSCALE OPTION)



EXAMPLE 2: REVERSE SOLID LOGO ON 85% BLACK



FONT USAGE & TYPOGRAPHY

Typography is a core building block of an effective identity program. A unified and coherent company image is not possible without typography that has a unique personality and an inherent legibility. Typography must support the positioning strategy and information hierarchy. Identity program typography needs to be sustainable and not on the curve of a fad. Typefaces need to be flexible and easy to use, and must provide a wide range of expression. Clarity and legibility are the drivers.

FONT USAGE: GEORGIA

Georgia is a serif typeface designed in 1993 for the Microsoft Corporation. It was intended as a serif font that would appear elegant but legible printed small or on low-resolution screens.

For the Northwest Territories Legislative Assembly brand, the font Georgia is to be primarily used for headlines.

NOTE: For examples of font usage please refer to pages 24-26.

NOTE: If the Georgia font is not available in the software application that you are using, please use Cambria as the alternate font of choice.

GEORGIA REGULAR

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GEORGIA ITALIC

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD ITALIC

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARIAL BOOK

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARIAL BOOK ITALIC

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARIAL BOLD

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ARIAL BOLD ITALIC

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FONT USAGE: ARIAL

Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

For the Northwest Territories Legislative Assembly brand, the font Arial is to be primarily used for body copy but can also be used in sub-headlines.

NOTE: For examples of font usage please refer to pages 24-26.

SAMPLE TYPOGRAPHY TREATMENT

Typography plays a key role in the overall Northwest Territories Legislative Assembly brand identity. The typefaces are intended to portray a modern clean image that is friendly, open and highly legible. The typography standards that have been developed provide typographic consistency, while maintaining a certain degree of flexibility to suit a wide range of applications.

The following show examples of a letter, news release, and print advertising for the Assembly and showcases the acceptable typographic stylings.

LETTER SAMPLE



WWW.NTASSEMBLY.CA

April 29, 2019

Royal Canadian Mounted Police
5010 Veterans Memorial Drive, 49th Avenue
Yellowknife, NT X1A 2R3

To whom it may concern;

Please be advised that Jane Smith will be volunteering in the position of Chaperone for the Speaker of the Legislative Assembly's Educational Outreach Program, Youth Parliament. This program will run from Sunday, May 5th to Friday, May 10th, 2019. This chaperone visit entails accompanying and supervising grades 9 and 10 students who are visiting Yellowknife from across the Northwest Territories; as such, she will need a Vulnerable Sector Check.

Thank you,

Jane Smith
Clerk, Northwest Territories Legislative Assembly

P.O. Box 1320 | Yellowknife | Northwest Territories | X1A 2L9 | Tel: 867-767-9130 | Fax: 867-920-4735
C. P. 1320 | Yellowknife | Territoires du Nord-Ouest | X1A 2L9 | Tel.: 867-767-9130 | Telecopieur: 867-920-4735

Kici Okimánáhk Mámawapówin • Beba ʔelígh ʔela Déítthi Kíjé • Ek'behtsodo Legehdi Kò • K'áowe gogha elek'éterewe ke lénakedé
Gogha Sombaa Nálee • Dagwidjé Tr'ígwahtsili Geenji Nadhat Kat • Legislative Assemblitkut • Ihumirviat Malirutaliatigun • ᑭᑦᑭᑦᑭᑦᑭᑦ

NEWS RELEASE



YOUTH PARLIAMENT 2019

(YELLOWKNIFE) Thursday, May 2, 2019 – The Legislative Assembly is pleased to announce that the 17th Youth Parliament will begin on Monday, May 6th. Nineteen high school students from across the north will take part in Youth Parliament, an educational outreach program hosted by the Honourable Speaker of the Legislative Assembly, Jackson Lafferty. During the program, students will assume the role of their respected Member of the Legislative Assembly and will participate in three days of meetings and briefings in preparation for the Youth Parliament Model Session on Thursday, May 9th.

The program is aimed at educating Northern youth about consensus government, with an emphasis on the Assembly operations, its function and history, and the important role the institution holds in the NWT.

The Youth Parliament 2019 Model Session will take place in the Chamber of the Legislative Assembly building on Thursday, May 9th, at 1:30 p.m. The public is invited to view the Youth Parliament proceedings from the Public Gallery. Media are encouraged to arrange interviews with the students prior to the sitting day.

For more information, please contact:

Jane Smith

Manager, Public Affairs and Communications
Northwest Territories Legislative Assembly
Phone: 867-767-9130 ext. 12017 or 1-800-661-0784
E-mail: Jane_Smith@ntassembly.ca

ENGLISH ADVERTISEMENT



HAVE YOUR SAY!

Are you an employer or an employee in the Northwest Territories? Then this Legislation affects you!

The Standing Committee on Social Development is reviewing Bill 57: *An Act to Amend the Employment Standards Act* and is requesting public feedback about the proposed changes to the current Act.

Some of the proposed changes include, but are not limited to:

- extending the period of entitlement to unpaid parental leave and to provide for parental sharing of leave
- providing an entitlement to paid and unpaid family violence leave
- listing the occupations where youth are not permitted to work

Your feedback is important!

Deadline for written submissions: July 12, 2019 by 5:00 pm.

Submissions can be sent to:

Jane Smith, Committee Clerk Trainee, Northwest Territories Legislative Assembly,
PO Box 1320, Yellowknife, NT X1A 2L9
E-mail: jane_smith@ntassembly.ca, Fax: 867-873-0432

For more information, please contact:

John Smith, Committee Clerk Trainee
Tel: 867-767-9130 ext 12012, Toll free: 1-800-661-0784

The Bill can be found at:

www.ntassembly.ca/documents-proceedings

WWW.NTASSEMBLY.CA

FRENCH ADVERTISEMENT



EXPRIMEZ-VOUS!

Vous êtes un employeur ou un employé aux Territoires du Nord-Ouest? Alors cette loi vous concerne!

Le Comité permanent des affaires sociales examine le projet de loi n° 57 : *Loi modifiant la Loi sur les normes d'emploi* et sollicite les commentaires du public sur les modifications proposées à la loi actuelle.

Voici quelques-uns des changements proposés :

- prolonger la durée du droit au congé parental non payé et prévoir le partage du congé parental;
- prévoir le droit au congé payé ou non payé en raison de violence familiale;
- énumérer les fonctions que les jeunes ne peuvent occuper.

Vos commentaires sont importants! Veuillez faire parvenir vos commentaires au plus tard le 16 juillet 2019 à 17h.

Vous pouvez envoyer vos commentaires à :

Jane Smith, greffière stagiaire du comité Assemblée législative des Territoires du Nord-Ouest,
C. P. 1320, Yellowknife, NT X1A 2L9
Courriel : jane_smith@ntassembly.ca, Téléc. : 867-873-0432

Pour en savoir plus, appelez :

John Smith, greffière stagiaire du comité au 867-767-9130, poste 12012,
ou au 1-800-661-0784 (sans frais)

Vous pouvez consulter le projet de loi à l'adresse :

www.ntassembly.ca/FR/documents-proceedings

WWW.NTASSEMBLY.CA/FR

ADDITIONAL ELEMENTS

Additional elements of the branding for the Northwest Territories Legislative Assembly include (1) textures; representing the exterior stonework of the building, lichen from the historic rocks, and ice inspired by the many lakes surrounding the north. (2) colour bars; used to compliment the brand presence, and the (3) watermark; a subtle approach to increasing brand presence on specific materials.

Also included in this section are the official symbols of the Northwest Territories which can be found on pages 33-34

ICON

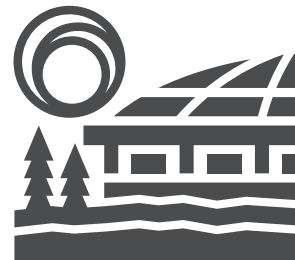
This section covers the proper usage and implementation of the icon. This identity element is for use by Public Affairs and Communications. All uses of the icon must be approved by Public Affairs and Communications.

The icon is intended for use for social media and promotional items. The icon can be used as a separate visual element to help reinforce a connection with the Northwest Territories Visual Identity Program.

The icon may also be used for instances where subtle branding is required. (i.e. vehicle identifiers or luggage).



ACCEPTED ICON USAGE IN COLOUR



85% BLACK ON LIGHT BACKGROUND



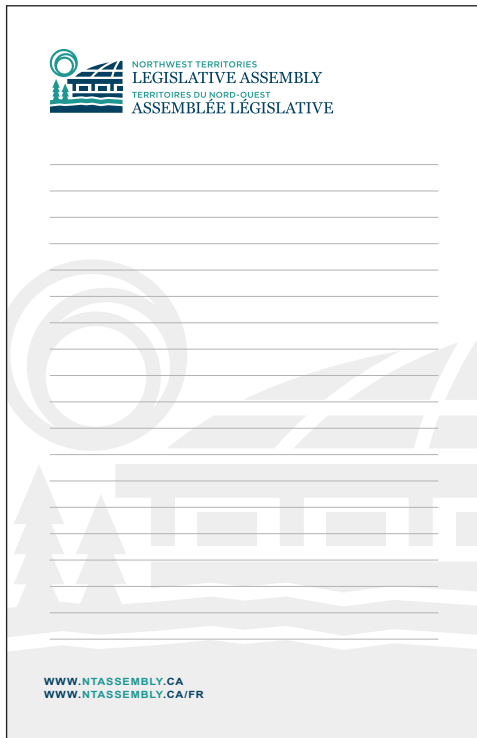
10% BLACK ON LIGHT BACKGROUND



100% WHITE ON DARK BACKGROUND



10% WHITE ON DARK BACKGROUND



← EXAMPLE OF ICON WATERMARK APPLICATION FOR NOTEPAD

↓ EXAMPLE OF ICON WATERMARK APPLICATION FOR POWERPOINT



USE AS A WATERMARK

In controlled applications, the icon can be used as a watermark for added emphasis and design flexibility.

If the icon is used as a watermark, the document must also include the full Northwest Territories Legislative Assembly logo.

Other elements such as type may appear on top of the watermark.

Examples: Powerpoint, notepad

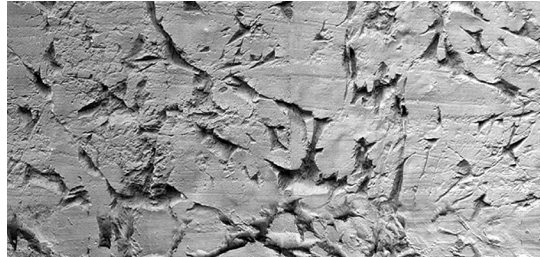
TEXTURE

The textures are derived from a sampling of the stonework on the exterior, ice from surrounding lakes of the NWT and lichen from the historic rock around Legislative Assembly building.

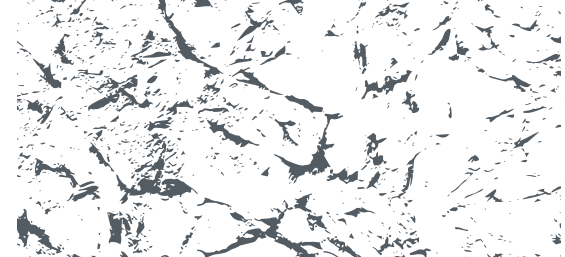
The textures should only be used as complimentary elements and not interfere with any information on the material design.

Recommended opacity is 10 - 15% on white backgrounds. When used on a dark background, the textures are to be multiplied and opacity adjusted so they are still clear and evident but again, not to interfere with any information being relayed on the designed product.

BUILDING EXTERIOR STONEWORK – GRAYSCALE



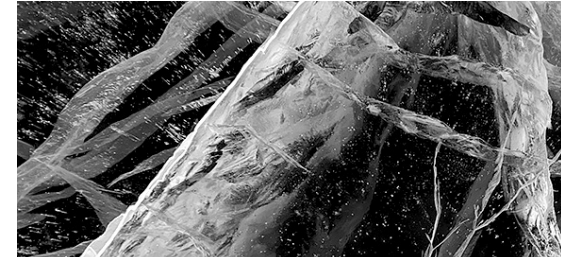
BUILDING EXTERIOR STONEWORK – VECTOR



ICE – COLOUR



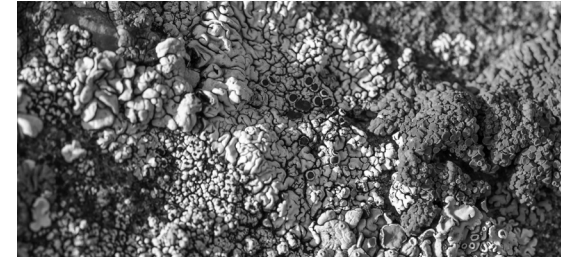
ICE – CONVERTED TO GRAYSCALE



LICHEN – COLOUR



LICHEN – CONVERTED TO GRAYSCALE



ARCTIC OCEAN BLUE COLOUR BAR



NAHANNI TEAL COLOUR BAR



SALT PLAINS YELLOW COLOUR BAR



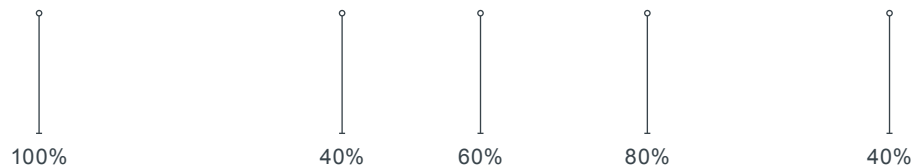
MOOSEHIDE BROWN COLOUR BAR



TUNDRA VIOLET COLOUR BAR



MACKENZIE MOUNTAIN GREY COLOUR BAR



COLOUR BARS

The colour bars represented on this page can be used as additional graphical elements to enhance a product design.

Most common usage for this element is at the base of a design, but can be used creatively to compliment and balance the design.

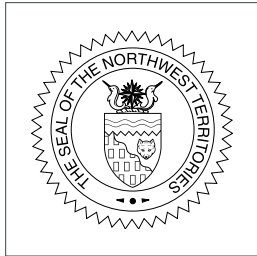
NOTE: To see example of color bar in application, see social media application on pages 42-43.

WATERMARK

A watermark of the icon can be applied to certain design materials with the approval of the Legislative Assembly branding manager. To the right is an example of the watermark applied to an 8.5" x 11" letter-size sheet. The watermark colour is Black and can be applied at 5-10% opacity. It is meant to appear subtly in the background and not interfere with any content on the page.

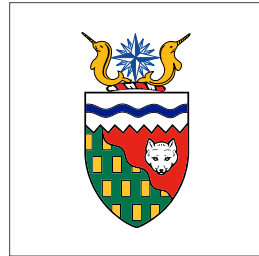
NOTE: The watermark should only be used in conjunction with the logo and never appear on its own. Recommended application usage would be posters, notices, flyers, etc.





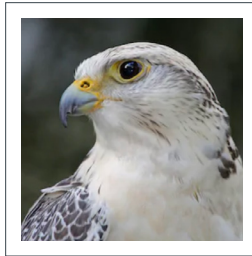
SEAL

The seal of the Northwest Territories (NWT) consists of the coat of arms of the NWT encircled by the words "The Seal of the Northwest Territories." The Government of Canada approved the seal on November 29, 1956, following the adoption of the coat of arms. From 1869 until 1956, the Great Seal of the Northwest Territories had consisted of the Royal Arms with the words, "The Seal of the Northwest Territories."



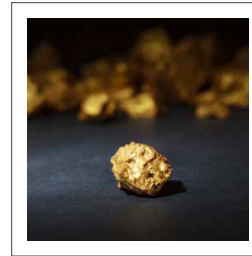
COAT OF ARMS

The coat of arms (or armorial bearings) of the NWT was approved by Her Majesty Queen Elizabeth II on February 24, 1956. The coat of arms consists of two gold narwhals guarding a compass rose, symbolic of the magnetic North Pole. The white upper third of the crest represents the polar ice pack and is crossed by a wavy blue line symbolizing the Northwest Passage. The diagonal line separating the red and green segments of the lower part of the shield reflects the treeline. The green symbolizes the forested areas south of the treeline, while the red represents the tundra to the north. Minerals and fur, important bases of northern wealth, are represented by gold billets in the green section and the mask of the white fox in the red.



BIRD

The territorial bird is the gyrfalcon (*Falco rusticolus*). It became the official bird of the Northwest Territories in 1990. The gyrfalcon is the largest and most magnificent of the falcons and breeds throughout the tundra, including all the Arctic islands. Gyrfalcons usually winter in the North and during that season can be found anywhere in the Northwest Territories. They range in color from white through shades of grey and brown to almost black. Darker birds are more common in the NWT. Gyrfalcons eat mostly ptarmigan, but also ground squirrels, seabirds, waterfowl, and arctic hares. They are expert hunters, and extremely fast and powerful fliers.



MINERAL

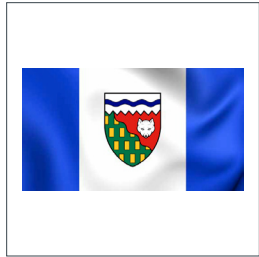
The mineral emblem is gold. Gold has played a major role in the development and prosperity of the Northwest Territories. In May 1981, gold was proclaimed the mineral emblem, symbolizing the enduring value of wealth and the bright prospects and future of the Northwest Territories.

OFFICIAL SYMBOLS

The Northwest Territories Legislative Assembly has adopted several official symbols for the Northwest Territories and are illustrated on pages 31-32.

Stewardship over the official symbols of the Northwest Territories rest with the Office of the Clerk.

NOTE: For more information on the official symbols of the Northwest Territories, please contact Public Affairs and Communications at (867) 767-9130 ext. 12017 or LA_PAC@ntassembly.ca



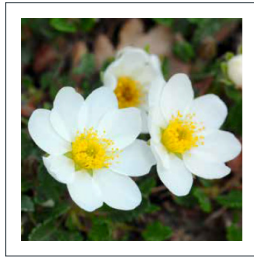
FLAG

The flag was adopted by the Council of the Northwest Territories in January 1969. The design incorporates the territorial shield on a white centre with blue sections on each end. The blue panels represent the NWT lakes and waters. The white centre panel, equal in width to the two blue panels combined, symbolizes the ice and snow of the North. The design was the result of a nation-wide competition submitted to the Flag Committee of the Territorial Council. 17-year-old Robert Bessant of Margaret, Manitoba designed the winning entry.



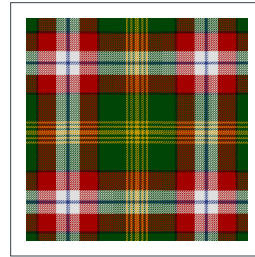
FISH

The official fish of the Northwest Territories is the Arctic grayling (*Thymallus arcticus*). The Arctic grayling, a fish that can be found in a broad range of habitats in the NWT and has the ability to live in the harshest environments, was named the official fish of the NWT on September 9, 1999.



FLOWER

The floral emblem is the mountain avens, which was adopted by the Council of the Northwest Territories when it enacted the Floral Emblem Ordinance in June 1957. The mountain avens (*Dryas octopetala*) has narrow basal leaves and supports a single white and yellow flower on a short stem. This member of the rose family grows abundantly in the eastern and central Arctic, as well as in parts of the Mackenzie region. It is found in open and well-drained areas, especially on high or rocky ground.



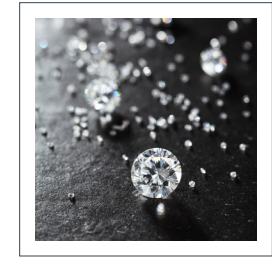
TARTAN

The tartan of the Northwest Territories includes many of the colors of the North: the white of the snow; the green of the forests; the yellow of the birches in fall; the red of the tundra; and the blue of the lakes, rivers and oceans. The idea of the tartan was proposed by Janet Anderson-Thomson, a long-time resident of the Northwest Territories and of Yellowknife. Upon her suggestion, research was carried out and an original design was developed and produced by the firm of Hugh MacPherson (Scotland) Limited of Edinburgh, the leading designer of tartans in the world. The tartan is registered at the Court of the Lord Lyon, King of Arms of Scotland, and anyone may wear it.



TREE

NWT's territorial tree is the tamarack (*Larix laricina*), a small- to medium-sized tree that reaches heights from six to fifteen metres. The tamarack, found throughout the NWT, was named the official tree on September 9, 1999, replacing the jack pine. In the NWT the tamarack is used for posts, poles for teepee's, and firewood.



GEMSTONE

The official gemstone of the Northwest Territories is the diamond. The diamond was adopted as the official gemstone on September 9, 1999, to recognize that the NWT is home to Canada's first diamond mine.

BRAND APPLICATION

A brand identity program encompasses a unique visual language that will express itself across all applications. Regardless of the medium, the applications need to work in harmony. The challenge is to design the right balance between flexibility of expression and consistency in communications.

LETTERHEAD & ENVELOPES

There are several official letterheads approved for usage – examples of which can be found on the following pages.



WWW.NTASSEMBLY.CA
WWW.NTASSEMBLY.CA/FR

P.O. Box 1320 | Yellowknife | Northwest Territories | X1A 2L9 | Tel: 867-767-9130 | Fax: 867-920-4735
C. P. 1320 | Yellowknife | Territoires du Nord-Ouest | X1A 2L9 | Tel.: 867-767-9130 | Telecopieur: 867-920-4735

Kíci Okimánáhk Mámawapowin • Beba ʔelígh̃ ʔela Déłtth'í Kúé • Ek'ētsotsod̃ Legehdi Kó • K'áowe gogha elek'eterewe ke lénakedé
Gogha Sombaa Náíée • Dagwidjǐ'ē Tríghwahtsii Geenjit Nadhat Kat • Legistative Ássemlitkut • Ihumiurviat Malirutaliatigun • ᑭᑦᑭᑦᑭᑦᑭᑦ

MOTION LETTERHEAD



MOTION MOUVEMENT

Date of Notice: _____ Moved by: _____
Date de l'avis: _____ Proposée par: _____
Date of Introduction: _____ Seconded by: _____
Date de présentation: _____ Appuyée par: _____
Disposition: _____ Carried: _____
Disposition: _____ Adoptée: _____
Ruled Out of Order: _____
Déclarée irrecevable: _____

QUESTION LETTERHEAD



QUESTION QUESTION

NUMBER 9.75 CATALOG ENVELOPE



P.O. Box 1320 | Yellowknife | Northwest Territories | X1A 2L9
C. P. 1320 | Yellowknife | Territoires du Nord-Ouest | X1A 2L9

NUMBER 10 ENVELOPE

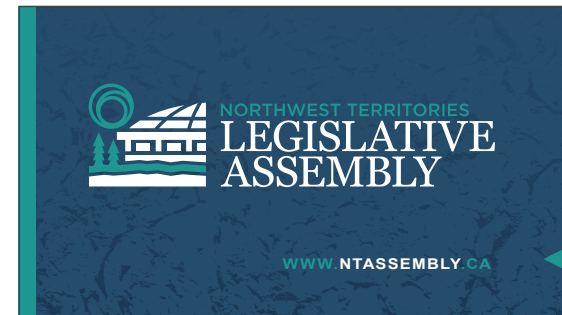


P.O. Box 1320 | Yellowknife | Northwest Territories | X1A 2L9
C. P. 1320 | Yellowknife | Territoires du Nord-Ouest | X1A 2L9

BUSINESS CARDS

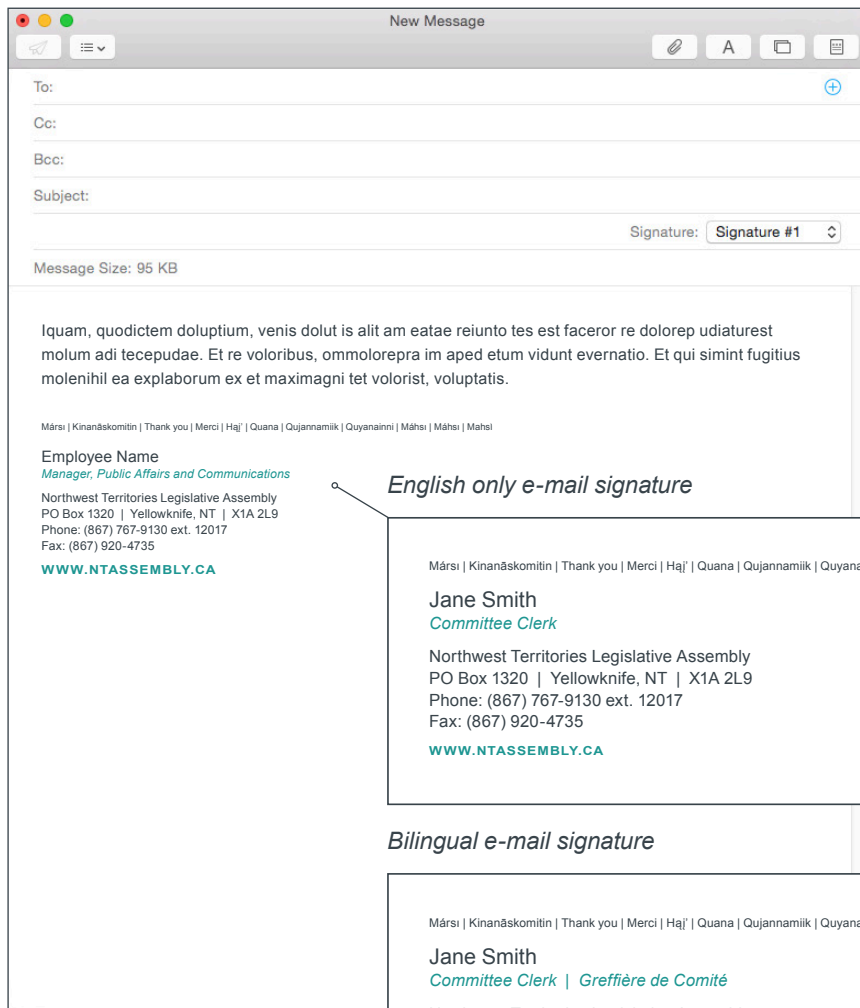
Members and staff of the Northwest Territories Legislative Assembly are required to have the same visual identifiers on any business cards purchased by the Legislative Assembly. Business cards can be in two official languages of the NWT. Public Affairs and Communications is available to provide editing advice and translation services with regards to business cards. All cards must comply with the Northwest Territories Legislative Assembly Visual Identity Standards and must be approved for purchase by Member and Precinct Services prior to publication.

BUSINESS CARD – LEGISLATIVE ASSEMBLY



BUSINESS CARD – MEMBERS OF THE LEGISLATIVE ASSEMBLY





E-MAIL SIGNATURE

Members and Staff of the Northwest Territories Legislative Assembly are required to have the same e-mail signature on their e-mail addresses paid for by the Legislative Assembly. The e-mail signature must include:

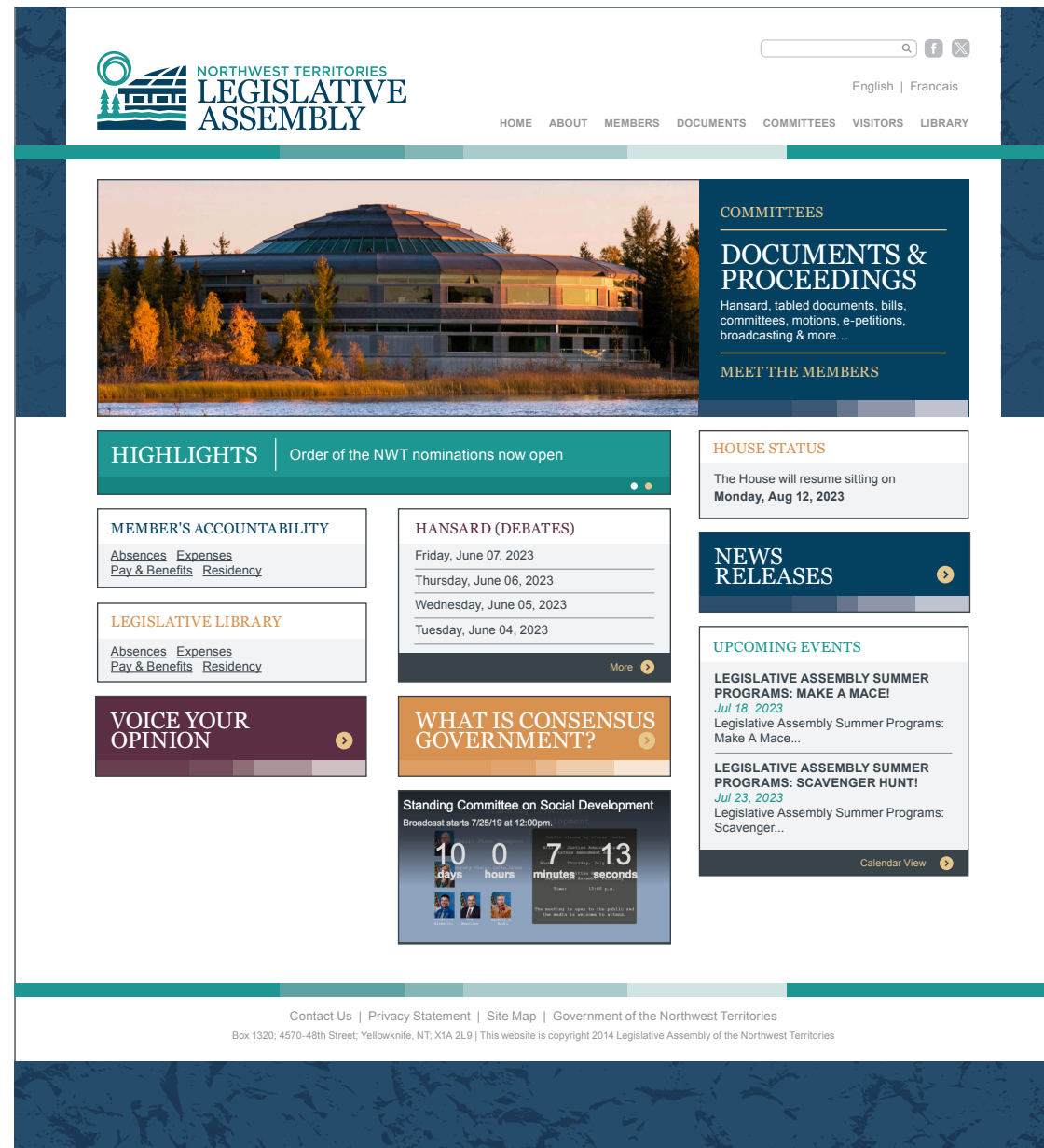
- Name
- Occupation title (eg. MLA Kam Lake, Committee Clerk)
- Northwest Territories Legislative Assembly
- Address
- Phone number
- Fax number
- Legislative Assembly website

NOTE: Please contact Public Affairs and Communications for the Microsoft Word template for your E-mail Signature, with instructions on how to create your signature.

LEGISLATIVE ASSEMBLY WEBSITE

The Northwest Territories Legislative Assembly website is managed by Public Affairs and Communications. The website includes information for the public about the Legislative Assembly and its Members.

NOTE: If there are changes that you think should be made to the website, please contact Public Affairs and Communications.

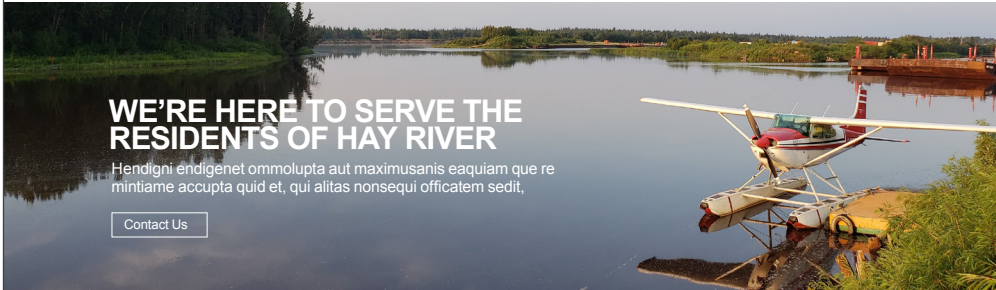


Member's Statements & Question Period | News | Events | Documents | Opinion

MLA HAY RIVER NORTH
MEMBER NAME

NORTHWEST TERRITORIES
LEGISLATIVE
ASSEMBLY



ABOUT | POSTS | SCHEDULE | CONTACT US



WE'RE HERE TO SERVE THE RESIDENTS OF HAY RIVER

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Contact Us

MLA YELLOWKNIFE CENTRE
MEMBER NAME

NORTHWEST TERRITORIES
LEGISLATIVE
ASSEMBLY

ABOUT | PLATFORM | HOUSE BUSINESS | SERVICES | NEWS | CONTACT



MEMBERS WEBSITES

Any website created by a Member of the Legislative Assembly must comply with the Legislative Assembly Visual Identity Standards. The website must include a title with the constituency name and Members name. It must also include the Legislative Assembly logo. Members websites must be approved by Member and Precinct Services before publication.

NOTE: Public Affairs and Communications is available to provide editing advice and translation services for Members websites.


SOCIAL MEDIA APPLICATIONS

The Northwest Territories Legislative Assembly utilizes two social media platforms in its engagement with the members and the general public.

Facebook, and X (Twitter) are the current platforms used and the addresses for each channel can be found below.

NOTE: The social media sizes indicated on the following pages are subject to change.

 facebook.com/LegislativeAssemblyNWT

 [@AssemblyNWT](https://twitter.com/AssemblyNWT)
[@assembleetno](https://twitter.com/assembleetno)



*Facebook Header (Banner) Image Dimensions:
820 pixels wide x 360 pixels high*



*Facebook Profile Image Dimensions:
360 pixels wide x 360 pixels high*



*X (Twitter) Profile Image Dimensions:
180 pixels wide x 180 pixels high*



Facebook Header (Banner) Image Dimensions:
820 pixels wide x 360 pixels high



Website Ads will differ depending on supplier and Ad size:
600 pixels wide x 500 pixels high



Facebook Profile Image Dimensions:
360 pixels wide x 360 pixels high



X (Twitter) Profile Image Dimensions:
180 pixels wide x 180 pixels high

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[www.xxxxxxxx](#) [www.facebook.com/xxxxxxxxxx](#) @xxxxxxx

PAGE 2

MLA COMMUNITY NAME/AREA
MEMBER NAME
NEWSLETTER
 NEWSLETTER NAME

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[www.xxxxxxxx](#) [www.facebook.com/xxxxxxxxxx](#) @xxxxxxx

PAGE 1

MLA NEWSLETTER

Members of the Legislative Assembly can share their events, constituents' accomplishments, announcements, and more. These newsletters can be a tool to share the work they are doing for their constituency. Newsletters must comply with the Legislative Assembly Visual Identity Standards and must be approved by Member and Precinct Services by publication.

MLA COMMUNITY NAME/AREA
MEMBER NAME
NEWSLETTER
 NEWSLETTER NAME

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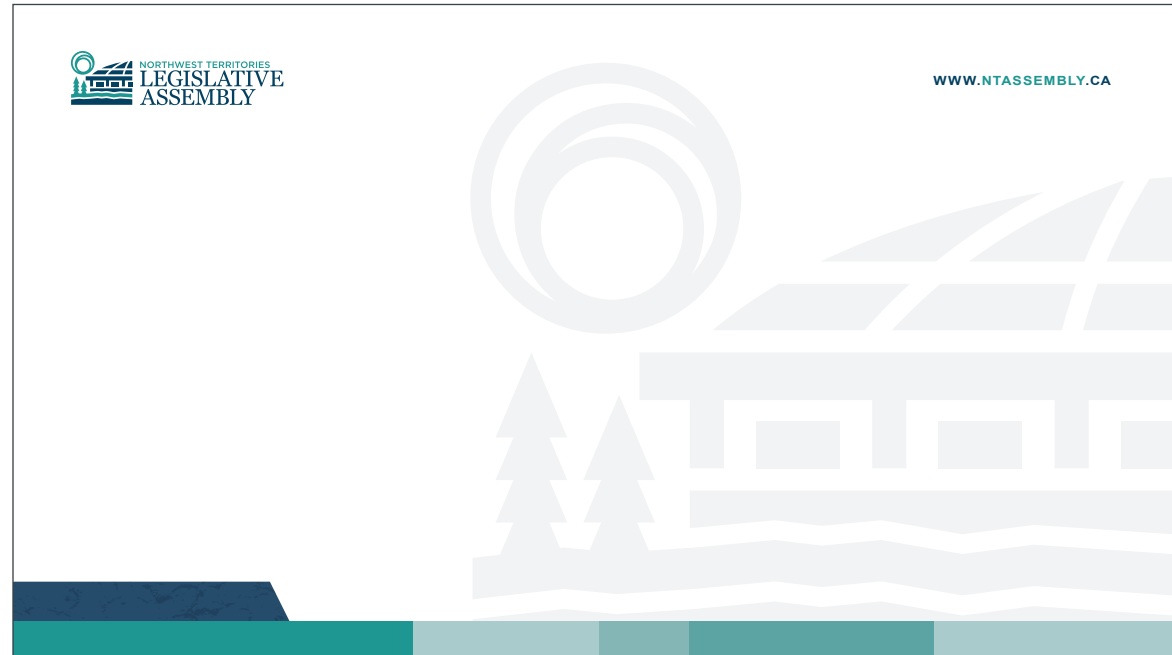
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POWERPOINT PRESENTATION

Digital presentations are another brand element that is often used by Members and stakeholders and is key in relaying brand message and identity.

Powerpoint presentation templates are available in widescreen format (1920 x 1080) and standard screen format (1028 x 768).

1920 x 1080 SCREEN SIZE



1028 x 768 SCREEN SIZE



940 x 450 SCREEN SIZE



PREZI PRESENTATION

Prezi is an online software platform that can be utilized for presentations as well. Templates are available for cover and interior slides (940 x 450). Additional elements can be added onto the presentation as the user sees fit but must ensure that all content is reflective of the brand.

LEGISLATIVE ASSEMBLY PROMOTIONAL ITEMS

All promotional items purchased by Members of the Legislative Assembly or staff must comply with the Legislative Assembly Visual Identity Standards.

Promotional items purchased by the Legislative Assembly do not have to include contact information, but must include the Legislative Assembly logo.

COFFEE MUG



MOUSEPAD



MAGNET



BASEBALL HAT



TOTE BAG



WATER BOTTLE



KEYCHAIN



USB FLASH DRIVE



SWEATER



T-SHIRT



LEGISLATIVE ASSEMBLY APPAREL

Public Affairs and Communications carries a number of apparel items available for purchase by Members, building staff, and the public.

NOTE: Members can purchase apparel items directly from Public Affairs and Communications but can not place orders for apparel items from an outside source. Apparel items are not included in the list of promotional items referenced on page 50.

MEMBER'S PROMOTIONAL ITEMS

Members may purchase promotional items intended to facilitate communication between the Member and their constituents.

All promotional items must fall within the following categories: mousepads; calendars; refrigerator magnets; office note pads; beverage containers (coffee mugs, glasses, water bottles, thermos bottles); pens; keychains; hats; calculators; tote bags; USB keys; and picnic kits.

Promotional items must include the Legislative Assembly logo, as well as the Member's contact information on the surface of the item. Contact information may include the Member's name, constituency, Legislative Assembly owned telephone number(s), including toll-free L.A. phone number, e-mail address, mailing address, or website address.

COFFEE MUG



MOUSEPAD



MAGNET



BASEBALL HAT #1



BASEBALL HAT #2



TOTE BAG



WATER BOTTLE



KEYCHAIN



USB FLASH DRIVE



MLA APPAREL

Public Affairs and Communications carries a number of apparel items available for purchase by Members, building staff, and the public.

When selecting merchandise, please refer to the members handbook and consider the following:

DO select merchandise that:

- Is durable, useful, meaningful, and made with high-quality materials.
- Generates interest and is functional.
- Reflects the Legislative Assembly's commitment to sustainability.
- Will display the brand graphic in a favourable position (e.g. not on a shoe bottom or dart board).

DO NOT select merchandise that:

- Breaks easily or is made with poor-quality materials.
- Poses a safety, security, or environmental risk (e.g. lanyards should have breakaway clips, products and packaging should not incorporate toxic chemicals).
- Intentionally disrespects other Members or legislative institutions.
- Uses – without permission – trademarks of other organizations.

POLO SHIRT



NOTE: Members can purchase apparel items directly from Public Affairs and Communications but can not place orders for apparel items from an outside source. Apparel items are not included in the list of promotional items referenced on page 50.

VEHICLE SIGNAGE

Vinyl vehicle logo applications should be installed by a professional. Logo placement should be reserved to the front driver and passenger side doors.

NOTE: Decals can be professionally removed using three phases – heat, detailing, and clean-up. The heat phase of the removal process involves warming the vinyl logo application. It is then pulled gently from the vehicle. After most of the vinyl logo is removed, detailing is undertaken to remove any remnants of the logo. Once all of the logo has been removed, the area should be cleaned and inspected.





HOW TO ACCESS THE BRAND FILES

There are a number of formats of the Legislative Assembly Brand files.
To access brand files, contact Public Affairs and Communications at
867-767-9130 ext. 12017 or e-mail LA_PAC@ntassembly.ca



P.O. Box 1320 | Yellowknife | Northwest Territories | X1A 2L9
Tel: 867-767-9130 | Fax: 867-920-4735

WWW.NTASSEMBLY.CA