



Brand Guide

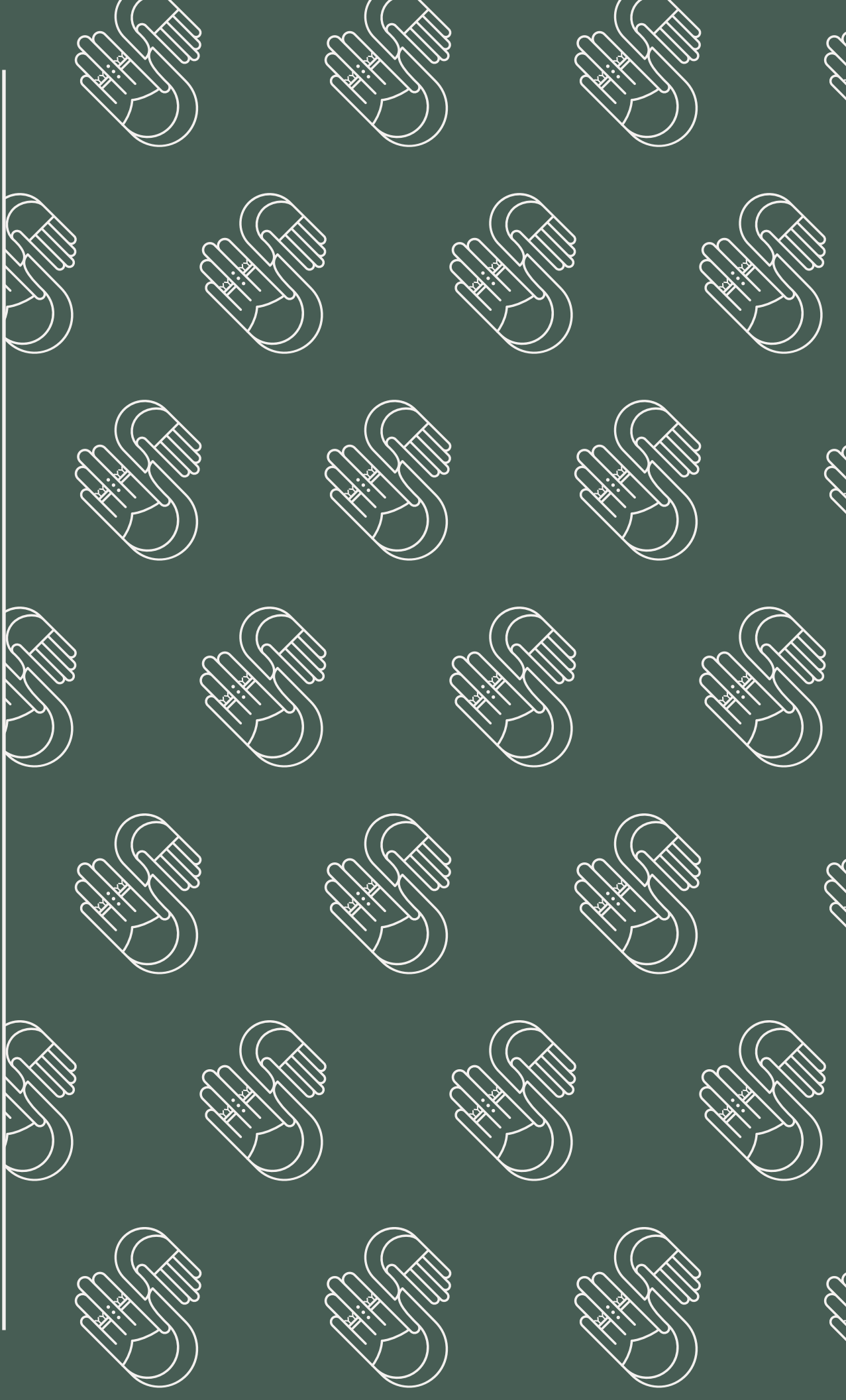
For information | Alexem Studio - hello@alexemstudio.com

Defend the interests of Inuit women
and children and support positive
and healthy communities.

Saturviit - Inuit Women's Association of Nunavik
2540 Ch De La Petite-Rivière
Vaudreuil-Dorion, QC
Canada

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Logotypes



Main logo

Saturviit's logo consists of a symbol rich in meaning along with a unique signature. Combined, these two elements give Saturviit a feminine, strong, and timeless brand image. The emblem, custom-created for Saturviit, is a fusion of several elements that, when brought together, highlight the values and mission of the organization.

The hands, a prominent element of the logo, symbolize the unity of women across generations. By connecting an adult hand to that of a child, the aim is to emphasize the importance of intergenerational knowledge transfer, family, and mutual support. Thus, the joined hands represent the love and security that are essential values for the positive change needed by Inuit women. These hands, reaching forward and inviting us to join

them, are also proudly marked with « kakiniit », traditional Inuit tattoos, a symbol strongly associated with Inuit women.

Therefore, the emblem is a true tribute to Inuit women, and combined with an elegant signature, it brings a breath of fresh air to the organization, now positioned among timeless logos that can grow with Saturviit's mission.



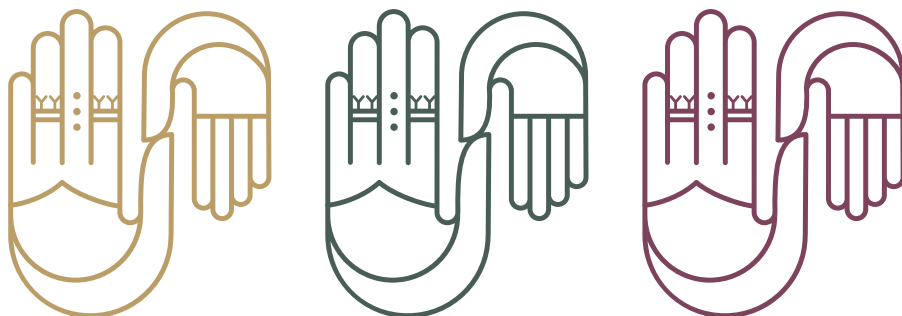
Variations



This variation is designed for vertical use or when the official logo does not fit the design format. It is also possible to use only the emblem if necessary.

Secondary logo

Emblem



The emblem of the official logo can be used alone to provide a visual impact on various media where it will be used. It can be an addition to a design where the official logo is already present (for example: on the front pocket of a sweater, as a graphic element on the website, as a signature on the pages of an official document, etc.).

Signature



The signature can be used alone when the available space is not sufficient for the integration of the official logo, such as on document signatures or on promotional merchandise such as sweaters, water bottles, bags, etc.

Sub-brand



Use

The Saturviit logo has been adapted to be use on various platforms that are now necessary. It can be used both in its original color form on a light background and in one of the dedicated unique brand colors.

Permitted use

Use the emblem only
Use the signature only
Use in the dedicated brand colors

Prohibited use

Improvise new colors
Have insufficient contrast
Manipulate the letters or words

Reversed

If possible, use a single accent color, either "Noble Tone" or "Hostaleaf," as a background when the logo is used on a dark background. Ensure sufficient contrast between the letters and the background. If this condition cannot be preserved, use the an all-white version.



In accent colors

The Saturviit logo is available in the various unique colors defined for the brand.



On accent colors

In the case of a graphic composition requiring a colored background, the logo can be used either in all WHITE or in a color that contrasts sufficiently with the background.





Typography



El Messiri

El Messiri is a modern Arabic typeface with wide counters that enhance readability at smaller text sizes and details that make it an excellent font for large headlines. The curves add an artistic dynamic that is visually appealing. The contrast between the highly geometric logo and the font containing curves and variations in line thickness contributes

to creating a distinctive and memorable visual identity for Saturviit. El Messiri also adds a subtle feminine touch that will appeal to a broader audience of women.

Aa Bb Cc

regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,;:-*\$)

medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,;:-*\$)

bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,;:-*\$)

Zeitung micro pro

Zeitung is a sans-serif typeface family that offers excellent readability both on web formats and in print. In addition to its versatility, Zeitung is a timeless font that complements the modern shapes of the emblem perfectly. For Saturviit, the Zeitung

font is used for body text and some secondary subtitles. Depending on the size of the text, various weights of the font may be used.

Aa Bb Cc

light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,,:;-*\$)

regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,,:;-*\$)

bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (&!/,,:;-*\$)



Colors



Main colors

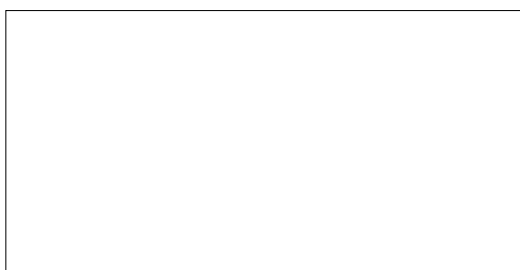
The color palette of Saturviit revolves around three main colors that evoke femininity, nature, and kindness.

Its deep yellow inspires joy, positive energy, and the light that is wished for all women in Inuit communities. The green, on the other hand, recalls nature and growth, in addition to being a highly

soothing color. The "Noble Tone" color inspires femininity, strength, and nobility, paying homage to the strength and resilience of Inuit women in Nunavik.

Together, these colors reinforce the values of Saturviit and give a unique graphic identity to the organization.

Blanc



HEX: #FFFFFF
RVB: 255, 255, 255
CMYK: 0, 0, 0, 0

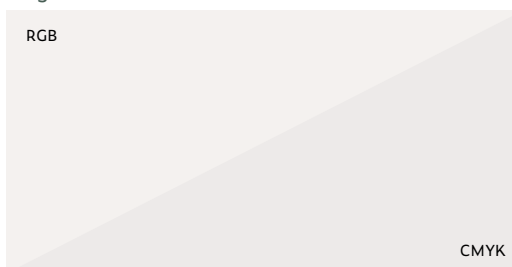
Despite the apparent differences below, the web, screen (RGB), print (CMYK and PANTONE) shades have been meticulously selected on their respective mediums to preserve the integrity of the brand.

Hay Yellow



HEX: #BC9F67
RVB: 188, 159, 103
CMYK: 0, 15, 56, 15

Angel Feather



HEX: #F4F1EF
RVB: 244, 241, 239
CMYK: 8, 7, 8, 0

Noble Tone



HEX: 7C425B
RVB: 124, 66, 91
CMYK: 10, 75, 0, 25

Hostaleaf



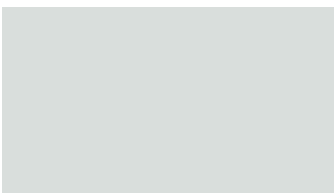


HEX: #475D54
RVB: 71, 93, 84
CMYK: 62, 0, 49, 37

Secondary colors

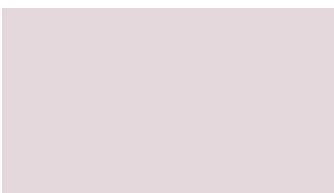


The colors come in various shades, from darkest to lightest. The original logo uses colors at 100% opacity. All colors are available with transparency

ranging from 20%. When using the logo on a colored background, it is preferable to choose a solid hue for the entire logo.

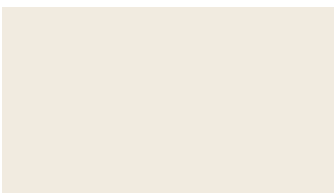


Hostaleaf | Pale shades

		
HEX: #DADFDD RVB: 218, 223, 221 CMYK: 18, 9, 13, 0 HOSTALEAF 20%	HEX: #A3AEA9 RVB: 163, 174, 169 CMYK: 40, 23, 31, 5 HOSTALEAF 50%	HEX: #6C7D76 RVB: 108, 125, 118 CMYK: 58, 36, 47, 21 HOSTALEAF 80%

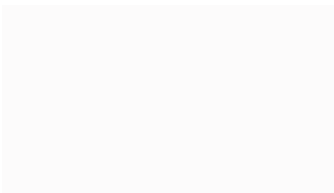
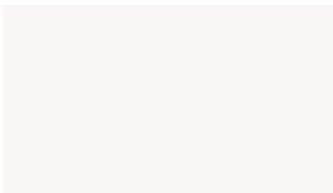
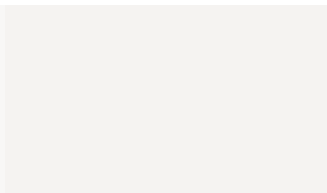
Noble Tone | Pale shades

		
HEX: #ESD9DE RVB: 229, 217, 222 CMYK: 10, 17, 9, 0 NOBLE TONE 20%	HEX: #BDA0AD RVB: 189, 160, 173 CMYK: 26, 41, 21, 3 NOBLE TONE 50%	HEX: #96687C RVB: 150, 104, 124 CMYK: 40, 61, 32, 15 NOBLE TONE 80%

Hay Yellow | Pale shades

		
HEX: #F2ECE1 RVB: 242, 236, 225 CMYK: 6, 7, 14, 0 HAY YELLOW 20%	HEX: #DDCFB3 RVB: 221, 207, 179 CMYK: 14, 18, 34, 1 HAY YELLOW 50%	HEX: #C9B285 RVB: 201, 178, 133 CMYK: 19, 28, 54, 5 HAY YELLOW 80%

Angel Feather | Pale shades

		
HEX: #FDFCFD RVB: 253, 252, 252 CMYK: 0, 1, 1, 0 ANGEL FEATHER 20%	HEX: #F9F8F7 RVB: 249, 248, 247 CMYK: 2, 2, 3, 0 ANGEL FEATHER 50%	HEX: #F6F4F2 RVB: 246, 244, 242 CMYK: 4, 4, 5, 0 ANGEL FEATHER 80%

Illustrations



Use

In order to properly pay homage to Inuit culture, illustrations created by people from the community are used to add flair to the company's branding. These illustrations can be used as backgrounds, featured elements on various materials, and for any other purpose aimed at creating visually interesting designs.

Permitted use

Company color
Illustration as background

Prohibited use

Create new colors
Insufficient contrast
Misuse of illustrations

Graphic element

Ensure sufficient contrast and an image size that does not compromise the details of the illustration when used as a featured element in a design. In case of doubt, prioritize the white illustration on a colored background.



Background

When used as a background, the illustration should not conflict with the text in the foreground.

