KITSAKI MANAGEMENT
BRAND STYLE GUIDE

KITSAKI MANAGEMENT • LIMITED PARTNERSHIP

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ABOUT KITSAKI

VISION

Our vision is to create wealth for current and future generations and maximize benefits to the Lac La Ronge Indian Band.

MISSION

Our mission is to build and invest in a diverse network of businesses that improve the economic future of Indigenous communities and directly benefit the Lac La Ronge Indian Band through strong corporate governance, responsible decision making, and sustainable partnerships.

VALUES

RESPECT

We respect all cultures, traditions, values, and beliefs.

SAFETY

We value safety above all else.

ACCOUNTABILITY

We are responsible for our business decisions and delivering results for our shareholders.

QUALITY

We provide top-tier customer-focused services through our diverse group of businesses to create mutually beneficial relationships.

RESPONSIBILITY

We are a socially conscious organization that respects the traditional lands and is dedicated to preserving resources for the benefit of future generations.

INTEGRITY

We are open, honest, and hold ourselves to the highest level of integrity in everything we do.

BRAND

DEFINITION

A brand is the heart and soul of a business, capturing its unique personality and values. It's how a company communicates its promise to customers and interest holders. Through the logo, colours, and words, a brand tells a story that resonates and builds trust. It's more than just visuals, it's the sense of connection people feel when they interact with the business.

THE KITSAKI BRAND

Kitsaki Management Limited Partnership is dedicated to fostering sustainable economic development for the Lac La Ronge Indian Band (LLRIB) through strategic, long-term business investments. The Kitsaki brand's visual identity is rooted in a deep connection to nature and cultural heritage, aiming to create a sense of trust, stability, and harmony. Our brand identity is built on on our principles, and aims to inspire and connect with people in an approach and confident way. Our brand aspires to re-assure people of our commitment to sustainable growth and environmental stewardship.

THE KITSAKI NAME

The word 'Kitsaki' translates to the idea of "take your coat off" (and get to work) in Cree. This speaks to our commitment to Lac La Ronge Indian Band, and our dedication to doing the hardwork necessary to meet our vision and mission.

LOGOS

PRIMARY LOGO

SECONDARY LOGO

Kitsaki has a primary and secondary logo, each serving distinct purposes within the brand's visual identity. The primary logo is the preferred choice for most branding applications. The secondary logo adds the 'Kitsaki Management' text beside the primary logo for clarity. Use this when clarity on the logo is required such as when the primary logo will be in a smaller format, or when a horizontal logo may be required.

ONE COLOUR VARIATIONS

Use one-color variation logos to maintain brand consistency and to ensure the logo is versatile and recognizable across different backgrounds and mediums. This approach simplifies the logo's application, making it adaptable for various uses while preserving the brand's identity and visual impact, even in minimalistic or monochromatic background colours.

When using the logo in black or a dark colour, make sure the correct version is used with the **solid/dark** feather tips.

when using the logo in white or light colour, make sure the correct version is used with the **outlined** feather tips.
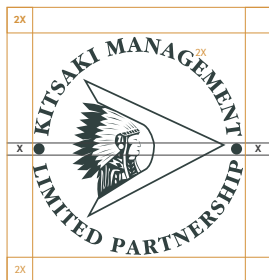
LOGO USAGE

MINIMUM SIZE

To maintain the integrity of the logo, never place the logo at a size smaller than the measurements specified in this document.

PRINT	ONLINE
1"	72px

PRINT	ONLINE
1.25"	90px

CLEAR SPACE

The clear space surrounding a logo ensures that no other graphic elements infringe on the logo in a layout.

For the primary logo, use the **x** height of the dots in the logo for your initial reference point, and **2X** the size to determine the minimum clear space around the logo.

For the secondary logo, use the height and width of the letter **K** as your initial reference point to determine the minimum clear space around the logo.

IMPROPER LOGO USAGE

Never stretch or distort the logo in any way in animated or still applications.

Never place the logo at an angle.

Never place the logo on a coloured or textured background, or an image without sufficient contrast. Do not alter the logo with drop shadows, bevels, strokes or other similar effects to improve the contrast of the logo on a backdrop. Use the primary, secondary, or one colour versions as needed.

AFFILIATE LOGO

AFFILIATION

When entering a new partnership with Kitsaki Management, it is essential to maintain brand integrity while allowing for seamless integration of the two brands on marketing and communication material. Our goal is to complement, not overpower or dominate the partner's branding, but rather, we want to maintain Kitsaki's identity and signal our affiliation.

PRIMARY LOGO

The primary logo version of Kitsaki includes the Kitsaki Primary Logo, and switches the text for the secondary logo to 'Member of Kitsaki Management' — providing a complete visual representation of the Kitsaki Brand.

Use this version in prominent locations where establishing Kitsaki's full brand presence is essential. It reflects Kitsaki's ownership and ensures that visitors immediately recognize the association.

PLAIN TEXT VERSION

The plain text version of the Kitsaki logo features only the statement 'MEMBER OF KITSAKI MANAGEMENT' without the icon, offering a more subtle brand reference.

Use this version for internal web page footers, smaller document footers on reports, or in places where space is limited but Kitsaki's ownership still needs to be acknowledged.

LOGO USAGE

Kitsaki logo usage, minimum size and clear space guidelines still apply with the application of the affiliate logo.

PLACEMENT

The Kitsaki logo should be placed to the right of the partner company's logo when displayed together. If using the plain text version, place below the company's logo.

Consider referencing your company brand colours for a coloured box behind the white plain text version to make it pop.

COLOUR CONSISTENCY

When using one-color variations of the Kitsaki affiliation logo for co-branding, ensure that the color matches or complements the primary color of the partner brand's logo. This creates a harmonious visual presentation.

WEBSITE PLACEMENT

On websites, the Kitsaki logo should be prominently displayed on the homepage, typically in the footer or header. It should also be included on relevant pages that highlight the partnership, ensuring visibility without overshadowing the partner brand.

FONTS

H1

Colour: Boreal Green
Size: 18
Leading: 21
Tracking: 5
Space After: .125

AZO SANS BOLD

ALL CAPS BOLD

ABCADEFGHIJKLMN
OPQRSTUVWXYZ

H2
AZO SANS BOLD

Colour: Moss Grey
Size: 12
Leading: 15
Tracking: 5
Space After: .06

H3

AZO SANS MEDIUM

Colour: Charcoal
Size: 9.5
Leading: 13
Tracking: 5
Space After: .04

BODY FONT

Colour: Black
Size: 11
Leading: 13
Tracking: 0
Space After: 0

InterFace
Normal Caps — Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz

COLOURS

Our colour pallete captures the essence of Northern Saskatchewan, with colors that reflect the natural environment. The deep greens and greys convey a connection to the northern forests and a sense of 'rootedness', while the birch and golden tones add warmth and a sense of hope.

PRIMARY COLOURS

BOREAL GREEN

This rich, dark green evokes the dense forests of Northern Saskatchewan.

HEX: #324241
RGB: 50/66/65
CMYK: 76/57/61/47
PMS: 19-4905 TCX

MOSS GREY

A muted green-grey that reflects the moss-covered rocks.

HEX: #747C70
RGB: 116/126/113
CMYK: 56/40/54/12
PMS: 19-4905 TCX

BIRCH BARK

A soft beige reminiscent of birch bark, part of the the natural beauty of the forest.

HEX: #DED7C8
RGB: 222/215/200
CMYK: 12/12/20/0
PMS: 19-4905 TCX

SECONDARY COLOURS

CHARCOAL

Charcoal adds depth and contrast, mirroring the shadows and earthy tones of the forest floor.

TINT: 90%
HEX: #000000
RGB: 0/0/0
CMYK: 0/0/0/100

SNOW

Snow represents the pristine snow-covered landscapes of winter.

HEX: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0

SUN

A warm, golden hue inspired by Saskatchewan sunsets, representing hope and warmth.

HEX: #d3913c
RGB: 211/145/60
CMYK: 16/46/89/1

NEED SUPPORT?

Applying a brand's visual identity can be tricky.

If you need advice on how to work with the Kitsaki brand, or additional resources please contact Jennifer Thoma, Director of Communications and Marketing at jennifer.thoma@kitsaki.com