

# Brand and Identity

Knowing that CNIGA's message was going to be seen by millions of viewers in the upcoming months, it was clear that a new brand, look and feel would be essential to modernize the organization so that viewers were receptive to key messaging.

Brand creation included: Identity Survey and Workshops, Brand Compass, Style Boards, 3 Rounds of Identity Design Concepts, Final Design and Execution, Style and Brand Guide.

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## **Brand DNA:**

# **Bold, Confident, Complete**

**This mark is simple and gives off very bold and confident feelings. The use of negative space allows a complete circle to be revealed, and holds as a strong shape. The 'woven' features relate directly to the Native American culture, in a simplified and modern way.**

## **Inspiration:**

