

Gathering *of Nations*

Brand Identity Style Guide
2020



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Introduction

The Gathering of Nations is an annual pow wow that brings North American tribes together to explore our heritage in one great yearly celebration. We pride ourselves on creating a fun and safe environment for Native Americans to honor our shared heritage. We also welcome those who want to learn about Native American culture, regardless of their own cultural background.

Our logo uses the base shape of the six pointed star. The star includes the four cardinal directions to represent our togetherness despite the separation of distance. The additional four points represent the light of the star and the warmth created through our event.

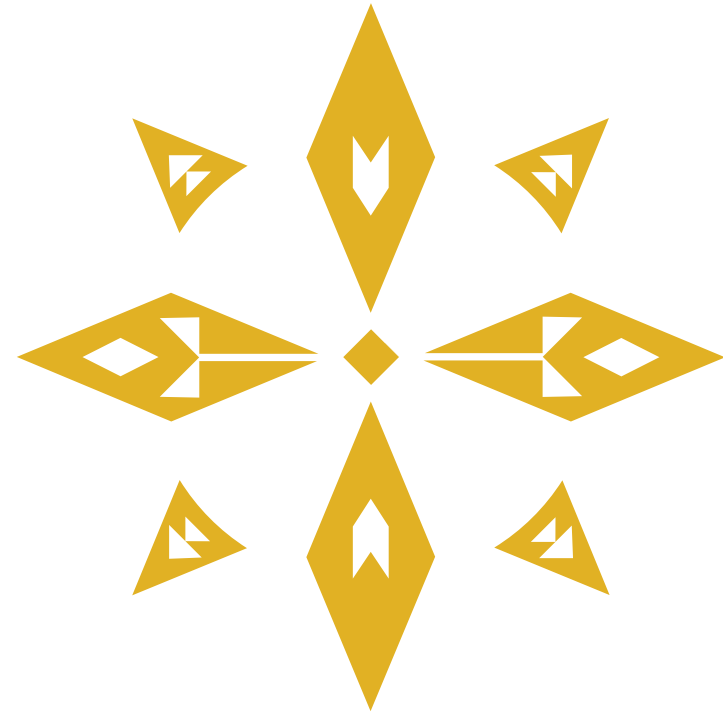
Every variation of our logo that corresponds to an individual tribe contains references to the style of artwork produced by the tribe. The most common influence for these forms are from beadwork and clothing.

The gold color of our logo has positive meaning for every tribe, reflecting the warmth and safety of the sun, a feeling we hope to convey through our actions and as a brand.

EXPLORE OUR ROOTS



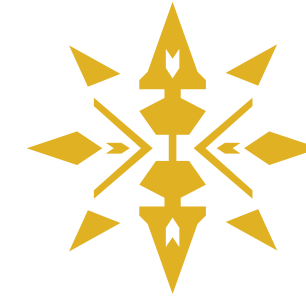
Primary Logo



Gathering
of Nations

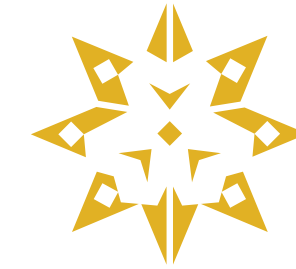
This iteration of the logo is the most general and most commonly used version of the Gathering of Nations logo. Use of this logo is for general Gathering of Nations materials, when no tribe is specified for the given material, and/or if more than one tribe is specified.

Logo Variations



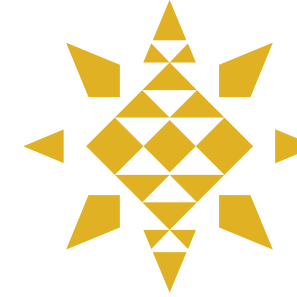
Gathering
of Nations

Cherokee



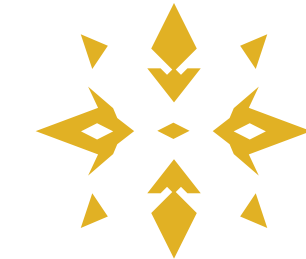
Gathering
of Nations

Chippewa



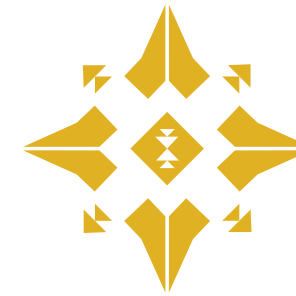
Gathering
of Nations

Chahta



Gathering
of Nations

Lenape



Gathering
of Nations

Navajo



Gathering
of Nations

Lakota

These are the current acceptable logo variations for the Gathering of Nations brand. Each variation is based on patterning found in the artwork of the particular tribe, primarily found on bead work and clothing.

Exclusion Zone



Use the center diamond to measure the exclusion zone.



Continue to use the center diamond of the main logo to measure the exclusion zone on additional logo variations.

Minimum Size



The minimum allowed size is 3/4". This applies to all variations of the logo.

Acceptable Variations



A vertical version of our logo is available, but preference must be given to the horizontal version whenever possible.



A one color Gathering of Nations Black may be used for black and white materials.



The tribal variations of our logo (listed on page 7).



On some occasions a one color Gathering of Nations Gold logo may be used.

Reverse Logo Guidelines



If needed to create contrast the type may be in white.



One color white variation of logo is **only acceptable on Gathering of Nations Gold.**



A one color Gathering of Nations Gold logo is acceptable, but should only be used if other all other variations do not have enough contrast to the background.

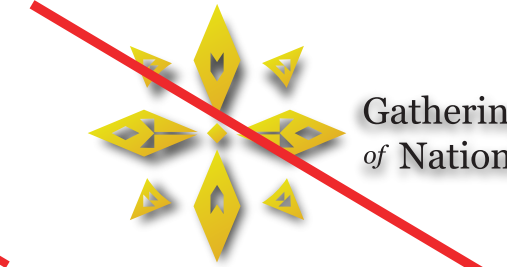


One color white variation of logo is unacceptable on any background except Gathering of Nations Gold.

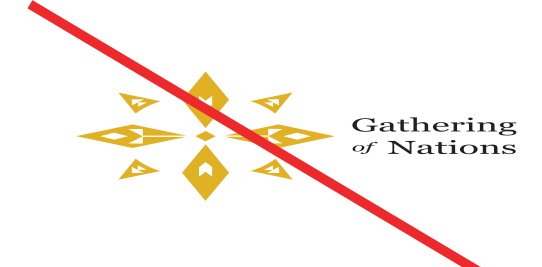
Incorrect Use



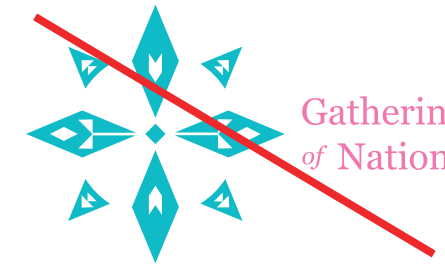
Do not adjust symbol/logotype ratio or spacing.



Do not add gradients, drop shadows, or fills to the symbol or logotype.



Do not compress or stretch the logo in any way.



Do not adjust the color of the symbol or logotype in any way.



Do not rotate or otherwise adjust the symbol or logotype in any way.



Do not place logo on a background with insufficient contrast.

Gathering *of* Nations Gold

RGB: 225 177 36

HEX: #E1B124

CMYK: 12 30 100 0

PMS: 110 C

Gathering *of* Nations Black

RGB: 0 0 0

HEX: #000000

CMYK: 35 35 35 100

PMS: 419 C

Primary Typeface: Georgia

Georgia 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

1234567890

Georgia 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

1234567890

Georgia Italic

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

1234567890

Georgia Italic 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

1234567890

The typeface Georgia is to be used for all branded materials. All variations of Georgia are allowed including bold, italic, and bold italic.

Secondary Typeface: Avenir

Avenir 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

1234567890

Avenir Black

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

1234567890

Avenir Oblique

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

1234567890

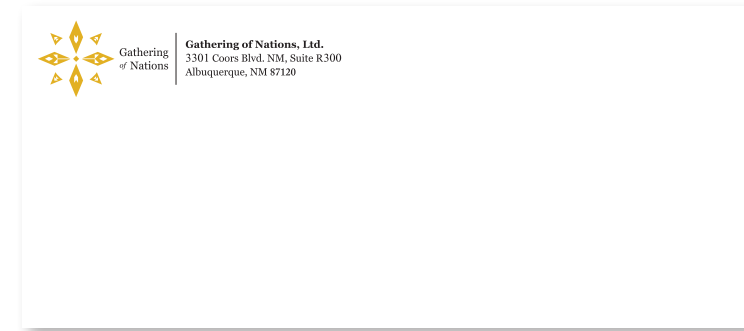
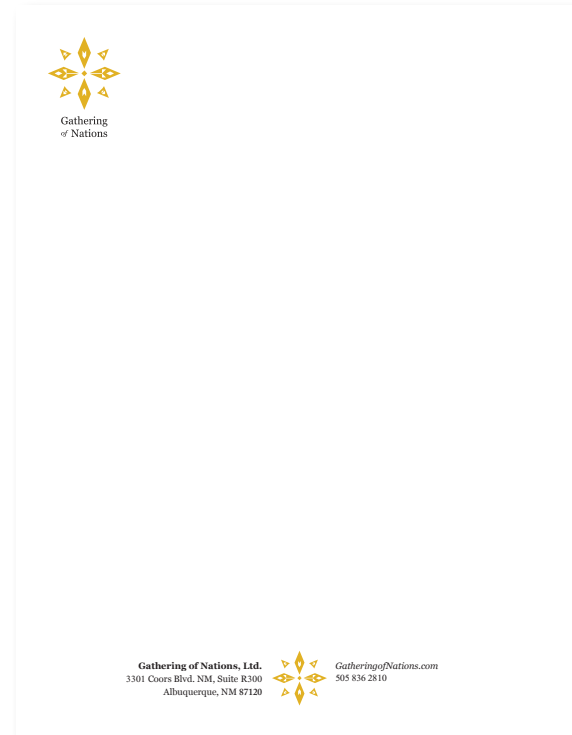
Avenir Black Oblique

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

1234567890

The typeface Avenir is primarily used for web-based materials to increase legibility. Avenir can also be used in print materials if variation in the copy is necessary. All variations of Avenir are allowed including black, oblique, and black oblique.

Stationary



Promotional Materials 2020



To do our utmost to explore and celebrate as many varieties of Native American culture as possible, we adopt a new look for our promotional materials each year. These materials include tickets, posters, and wristbands. These materials do not include business cards or stationary, nor are any changes made to any of our logos.

Contact

For any additional questions about our branding, or any other concerns relating to the Gathering of Nations, please contact us.

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Credit

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