

Media Release  
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## **Tsilhqot'in National Government announces New Brand**

Williams Lake, B.C.: The Tsilhqot'in National Government (TNG) has enhanced its' brand to further represent the Nation's history and identity. Working with design company Roodenburg Design Consultants (RDC), the brand was co-created with the engagement of Tsilhqot'in *deni* (people), TNG employees and Tsilhqot'in *Nits'il?in-Qi* (Chiefs).

The brand represents unity, strength, pride, vision, and confidence. The brand colour palette was inspired by the natural colours of the Tsilhqot'in landscape while other graphics were drawn from motifs found on Tsilhqot'in baskets, known as *quatš'ay*.

The Tsilhqot'in National Government is the governing body for the Tsilhqot'in people. The Tsilhqot'in Nation is comprised of six communities located throughout the Tsilhqot'in (Chilcotin) territory and is the only Nation in Canada with a court declaration of Aboriginal title (*Tsilhqot'in Nation v. British Columbia*).

### **Quotes:**

#### **Nits'il?in (Chief) Joe Alphonse, O.B.C, LL.D. (hon.), Tribal Chair, Tsilhqot'in National Government:**

"Rebranding is part of the evolution of the Tsilhqot'in Nation – it's an attempt to move into a new era. Throughout history we have had to adjust and adapt. Nations that do this are often able to flourish. This was an opportunity to take a look at ourselves and see if there were other adaptations we could make. Paul Grinder, a member of Tl'etinqox, is the designer of the original logo and was heavily involved in the redesign of the new one. The new logo stays true to the older version but allows us to use the brand and tell the story of the Nation in more ways."

#### **Nits'il?in Otis Guichon, Vice-chair, Tsilhqot'in National Government:**

"Our people are proud to be Tsilhqot'in and are united by our governance systems, language and culture. The brand represents the strength of the *?essigdam* (our ancestors) through the representation of patterns from Tsilhqot'in baskets - known as *quatš'ay*. These baskets were woven tightly enough to hold water and used to store berries and other foods."

#### **Rod Roodenburg, Creative Director at RDC:**

"Working with the Tsilhqot'in people and the National Government on the new brand was an honour for our team. Visiting people in the communities in the Tsilhqot'in region, hearing their stories, walking along the riverbanks and cliffs, and gathering everyone's input throughout the design process is the way true co-creation happens. While the logo respectfully tells a story of unity, resilience, and leadership, the brand as a whole weaves together tradition and a vision of the future."



More information: <https://www.tsilhqotin.ca/about/brand/>

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