

THE STORY BEHIND THE LOGO

Find out the artistic vision and symbolism behind every details that shapes the visual identity of the **2027 Indigenous Interband Games**.

THE CIRCLE AND THE TEUEIKAN

Inspired by the **teueikan**, the sacred drum of the Innu people, the logo embraces its circular shape as a symbol of **unity, transmission and gathering**. It is a reminder of our songs, our makusham dances and our traditions.

THE CHARACTERS

The three characters represent the stages of life : the youth in black, the adulthood in yellow and the elders in white. Together, they represent the **transmission of knowledge**, from one generation to the next. Their forward movement reflects the **selflessness and the Games' spirit and of community**. The character outlined in white serves as a reminder of **inclusion**.



THE COLORS



These colors were chosen to create a **strong, warm, and welcoming visual identity** that reflects the richness of Innu culture in the contemporary world.

UASHAT MAK MANI-UTENAM
JEUX AUTOCHTONES INTER-BANDES 2027
INDIGENOUS INTER-BAND GAMES

THE FLAMING TORCH (UASHUAKANASHK^U)

Inspired by the traditional torch used for nighttime salmon fishing, the flaming torch symbolizes **light, knowledge and the transmission of learning** that connect **generations**.



THE DOUBLE CURVES

Inspired by traditional Innu patterns, the double curves represent **nature, growth, and our connection to the land**.

They remind us that our identity is deeply rooted in our territory and in the knowledge passed down.



« Creating this visual identity was my way of sharing a part of our story through design. My goal was to create a logo that genuinely represents who we are and showcases the richness of our culture. Every element was thoughtfully designed to honor our community, our traditions, and the spirit of the Indigenous Interband Games. »

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