



## Promotional Materials

This is Canadian Government's official emblem for this year's National Indigenous People's Day.

Among the various visual elements illustrating Indigenous cultures, the sun (the summer solstice) is at the center which is at the heart of the festivities. The First Nations, Inuit and Métis as well as the four elements of nature (earth, water, fire and air) are represented in the image and shown opposite. The whole visual is supported by a multicolored smoke\* reminding us of Indigenous spirituality but also the colors of the rainbow - symbol of inclusion and diversity of all First Nations, Inuit and Métis communities and their members.

\*Smoke is used in different ways by all three Indigenous groups in Canada. Whether it is to smoke fish and meat, to burn sage and tobacco or for sacred ceremonies or celebrations, it is a significant symbol in Indigenous cultures.

### *Description of the three icons*

- The eagle to represent the First Nations peoples
- The narwhal to represent the Inuit peoples
- The violin to represent the Métis peoples

### Poster

The National Indigenous History Month 2021 and National Indigenous Peoples Day posters are available for download and use in PDF and JPG format. The banners can be used:

- on social media
- to assist in the planning of activities that require the production of other promotional activities or items

It is recommended that the graphics and accompanying text remain intact. When reproducing the National Indigenous History Month or National Indigenous Peoples Day visuals must not be changed.

### PDF Version

- [National Indigenous History Month Poster PDF](#)
- [National Indigenous Peoples Day Poster PDF](#)

### National Indigenous History Month poster

- [Social media banner](#)
- [Facebook Cover banner](#)
- [Facebook profile picture frame](#)
- [LinkedIn Cover banner](#)
- [Twitter Header banner](#)
- [Instagram sticker 1](#)
- [Instagram sticker 2](#)
- [Instagram sticker hashtag #NIHM2021](#)

### National Indigenous Peoples Day banners

- [Facebook banner](#)
- [LinkedIn banner](#)
- [Twitter Header banner](#)
- [355 x 113 banner](#)
- [355 x 113 banner including hashtag](#)
- [360 x 203 banner including hashtag](#)
- [520 x 296 banner](#)

- [748 x 238 banner](#)
- [748 x 238 banner including hashtag](#)
- [1170 x 347 banner](#)
- [1170 x 347 banner including hashtag](#)

<https://www.rcaanc-cirnac.gc.ca/eng/1100100013251/1534874002459>

### **These hashtags can be used to join in the conversation**

- Twitter: [@GCIndigenous](#) and [@GovCanNorth](#) use the hashtag #NIHM2021 or #NIPD2021
- Facebook: [GCIndigenous](#), [GovCanNorth](#) and [@GCIndigenousHealth](#)
- Instagram: [@gcindigenous](#) use the hashtag #NIHM2021 or #NIPD2021
- [YouTube](#)

Example club and academy message:



This weekend, the club joins all of Canada in celebrating National Indigenous Peoples Day, a day for all Canadians to recognize and celebrate the unique heritage, diverse cultures, and outstanding contributions of First Nations, Inuit and Métis peoples.

Each one is encouraged to take part in National Indigenous Peoples Day activities in their community and to learn about the history and traditions of Indigenous Peoples, as Canada commits to progress together in a spirit of reconciliation and respect.

A Canadian Premier League documentary on the creation of its awards by Inuit artists:

<https://canpl.ca/article/national-indigenous-peoples-day-celebration-watch-the-cpl-documentary-from-stone>