

# Logo Story



Blueberry River First Nations and our people are moving forward with positivity to build a sustainable, self-sufficient, and vibrant community. Our new logo represents our traditional and forward-thinking values coming together. Natural elements important to our Cree and Beaver cultures are illustrated using clean lines and bold colours – signaling a new direction and bright future for our Nation.

A self-governing Nation working together to enhance the quality of life for current and future generations.

## Sun

● Represents the signing of our treaty by our ancestors in the 1900s, with the sun bringing a new beginning. From that day forward, the sun shines, the grass grows, and the rivers flow.



## Teepee

Exemplifies the strength of our culture, Nation, and Members, reminding us of our roots and traditions as we chart a new path forward.



## Trees

Represent the regeneration of the land. They rise up – sheltering, growing and moving us upward, together.



## Pink Mountain

The cultural centre for the community where Members go to reflect and celebrate, it represents the Nation's focus on preserving our culture, traditions, and values. The mountain peaks point skyward, mirroring our determination to uplift our community and sustain future generations.



## Northern Lights

These are our ancestors dancing. We honour them and listen for their message and teachings to help cultivate a strong and prosperous Nation for generations to come.

## River



It brings us water, which is life-giving and creates new life. We are responsible for protecting and are committed to restoration – returning the land to meet the needs of our people.