



# Opportunity for Cowichan Artists Brand Identity-Request for Design

Reference No. MIS-BIR-0010

**PURPOSE:** Mustimuhw Information Solutions is inviting Cowichan and Salish artists to create a new brand logo for the company.

## **BACKGROUND:**

Mustimuhw Information Solutions is Canada's leading provider of health and human service information systems specifically designed for First Nations communities. Mustimuhw 'all of the people', was the name chosen by Cowichan Tribes elders in 1990 for the first and only digital health record system designed from the inside out to meet the specific needs of Canada's First Nations. Cowichan Tribes established Mustimuhw Information Solutions Inc. as a company in 2014 to help the continued growth and expansion of the products and services across the country.

With over 3,000 users serving more than 300 First Nations, we continue to not only perfect the tools for collecting, protecting, and sharing information, but also the ways to understand and activate it. Our technology embraces and integrates the principles of traditional values, ways of working and service models into a powerful, leading-edge platform, created by First Nations, expressly for First Nations. To learn more about us and what we do, visit our website at [mustimuhw.com](http://mustimuhw.com).

## **A NEW LOGO FOR THE NEXT GENERATION:**

Our current brand identity has served us well for the past 9 years. As we continue to evolve our products and services, we are looking to refresh our brand identity to reflect our growth, and to reflect our core promise of building stronger, healthier Nations by giving them the power to control their own information.

Our current brand identity uses a depiction of Eagle as the primary brand logo, with the initials M-I-S integrated subtly into its wings. Our goal with the new identity is to create a more simplified logo, and one that is also able to reflect the dual aspirations of our products: grounded in culture while embracing modern technological innovation.

Our company motto is 'Made by First Nations, For First Nations'. Our new identity needs to be relevant to First Nations customers, but also should ideally also be appealing to non-FN audiences.

We are both traditional and modern. We serve people, but with leading-edge digital tools. It is this duality that we would like to see reflected in our new identity.

## **BRAND ESSENCE:**

We put the power to build healthier communities in your hands.

## **TARGET GROUP:**

First Nation Leadership - Chiefs, council members  
First Nation Management - Health, Housing, CFS, Social Development, Education Managers  
First Nation staff delivery services for their Nations  
Other government partners

## **THEMES:**

Mustimuhw products and services allow First Nations to access and control their information records, easily and securely. Although the product we sell is technology, our real business is Nation-Building. By giving First Nations the ability to control their information, we help advance their data sovereignty and independence. And by improving the health of the individuals and families in a community, we improve the quality of life for the Nation as a whole. Consequently, the themes that you may want to explore in your creative development include:

Freedom	-	Self-determination, independence, no limits
Integration	-	Individual pieces coming together to form a stronger whole
Vibrancy	-	Energy, power, spectrum of services/people served

## **COLOURS:**

Although the current logo uses red, black and grey, you are free to use other colours as you like.

## **FONT:**

Although it is not mandatory for this project, feel free to provide suggestions for the wordmark typography that will appear with your logo art. The current font for 'Mustimuhw' is Futura Condensed Extra Bold, but we are not committed to using this typeface moving forward.

**PROCESS & TIMING:** The deadline for submitting design ideas is **Monday, August 21, 2023**. All design submissions will be reviewed, and the selected design will be given an honourarium of \$5,000.

Your original design or art may be created in any medium you like but will ultimately need to be converted to vector-based digital files (e.g., Adobe Illustrator). If you are not able to manage digital file conversion, we can assist you.

Creative submissions, or any questions, should be made to: [david@hyphenweb.com](mailto:david@hyphenweb.com)