MOHAWK NATION
OF GRAND RIVER
SECRETARIAT

BOOK XXIX OF THE REGISTER'S BOOKS

The Nation's Brand

The Nation's mark and how it is used: the emblem and its lock-ups, clear space and size drawn, the colours measured for readability, type, the brand in use, and what is never done.

One of the National Books of the Mohawk Nation of Grand River.

First edition · October 2026

The Nation’s Brand

Book XXIX of the Register’s books

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SECTION 1

The mark

The Nation’s emblem, and the idea behind it.

For the Secretariat, its partners and the press.

Its colour: **Cover tan**

THE MARK

The Nation’s main mark is its emblem: a Mohawk figure within an arrowhead, with three feathers. Beside the Nation’s name, spaced in capitals as on the passport, it forms the lock-up. Its constant is the passport: the tan of its cover, its ink, its page.



The horizontal lock-up, on page: the one to use by default.

The versions

Version	Use it
Horizontal lock-up	By default
Stacked lock-up	Where the space is tall, or the layout centred
One colour (black)	Only where colour cannot be printed
The small mark — the arrowhead alone	Below 20 mm: the browser tab, an app icon, a card’s chip, an embossed corner — never where the emblem fits



The horizontal lock-up on page, on tan, on river ink, and in one colour.



The stacked lock-up.

SECTION 2

Using the mark

Clear space, size, colour — and what is never done.

Its colour: **Cover tan**

RULES

Clear space: at least x on every side — the height of the capitals of the Nation’s name. More is better.

Smallest size: the lock-up 20 mm tall in print, 80 pixels on screen; the emblem alone 20 mm or 64 pixels. Below that, the small mark.



Rule	Exactly
Clear space	Around the lock-up, at least the height of the capitals of the Nation’s name; around the emblem alone, at least the width of the arrowhead’s stem at its foot
Smallest size	The lock-up 20 mm tall in print, 80 pixels on screen
Colour	Always its own colours — the tan arrowhead, the black drawing — on page, tan, white or river ink; in one colour only where colour cannot be printed; never recoloured
The name beside it	Set exactly as supplied: never retyped, rearranged, or added to with a line
As the Seal	Only the Secretariat applies the emblem to an official act

Never

			
✕ Stretched or squeezed	✕ Put in a circle or frame	✕ Recoloured	✕ Turned

Nor: a shadow, glow or outline; part of it redrawn; set on a busy photograph (use a solid panel); combined with another logo; the figure used alone as a character; used as a pattern; or placed on anything presented as a document of the Nation that the Secretariat did not issue. Wampum is never used as decoration.

SECTION 3

Colour

The Nation’s colours, each measured for readability.

Contrast measured to WCAG 2.2.

Its colour: **Cover tan**

COLOUR

River ink
#1A1C20 rgb(26,28,32)
on page 16.34 : 1 — AAA

Cover ink
#352E13 rgb(53,46,19)
on page 12.96 : 1 — AAA

Cover tan
#EFE9D9 rgb(239,233,217)

Page
#FBFAF6 rgb(251,250,246)

Gold
#A8873A rgb(168,135,58)
on page 3.25 : 1 — large text only

Deep gold (text)
#7A5F22 rgb(122,95,34)
on page 5.77 : 1 — AA

Plum
#624152 rgb(98,65,82)
on page 8.39 : 1 — AAA

Forest
#2E6B3A rgb(46,107,58)
on page 6.13 : 1 — AA

Clay red
#9B1C1C rgb(155,28,28)
on page 7.8 : 1 — AAA

Warm grey
#6E6658 rgb(110,102,88)
on page 5.43 : 1 — AA

Readable, by measurement

Text	On	Contrast	WCAG 2.2
River ink	Page	16.34 : 1	AAA
River ink	Cover tan	14.08 : 1	AAA
Cover ink	Page	12.96 : 1	AAA
Cover ink	Cover tan	11.17 : 1	AAA
Deep gold (text)	Page	5.77 : 1	AA
Deep gold (text)	Cover tan	4.97 : 1	AA
Gold	Page	3.25 : 1	large text only
Gold	Cover tan	2.8 : 1	fails
Plum	Page	8.39 : 1	AAA
Plum	Cover tan	7.23 : 1	AAA
Forest	Page	6.13 : 1	AA
Forest	Cover tan	5.28 : 1	AA
Clay red	Page	7.8 : 1	AAA
Clay red	Cover tan	6.73 : 1	AA
Warm grey	Page	5.43 : 1	AA
Warm grey	Cover tan	4.68 : 1	AA
Page	River ink	16.34 : 1	AAA
Page	Plum	8.39 : 1	AAA
Page	Forest	6.13 : 1	AA
Page	Clay red	7.8 : 1	AAA

Text	On	Contrast	WCAG 2.2
River ink	Gold	5.03 : 1	AA

RULE Gold is for large type and ornament only. For small gold text — kickers, captions, small capitals — use deep gold (#7A5F22), which passes at 5.77 : 1. Gold text on tan is never used.

RULE No navy, anywhere. The palette colour once called “Grand River navy” is a near-black, #1A1C20; it is river ink.

SECTION 4

Type

The Nation’s typeface, and how it is set.

Its colour: **Cover tan**

TYPE

Use	Typeface
Everything the Nation writes	Georgia — with a serif fallback where Georgia is missing (Liberation Serif, Times)
Record Codes, fingerprints, figures in tables	A monospace: they must line up, and never be misread
Kickers and small headings	Small capitals, spaced, in deep gold

The Nation’s Register

Georgia, at the sizes the Nation uses

Body text: every resident of the Mohawk Nation of Grand River can see and correct their own records.
`RGF001-261026-000001 · b1907ce6f1e58f84…`

SECTION 5

In use

The brand on the Nation’s own documents and screens.

Its colour: **Cover tan**

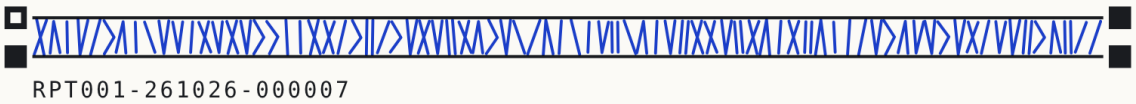
APPLICATIONS

The specimen below is a printed form, marked to show how the Nation’s marks sit on a page: the lock-up at its smallest size, the clear space around it, and the department line.



A printed form: the lock-up at its smallest size, with its clear space, the department named beside it — never added to it.

Below is the Edge Mark as it appears on a document: the rail of notches along one edge, drawn as part of the document’s own design.



The Edge Mark: part of the document’s design.

Where	How
Certificates	The Map Room’s look: tan ground, a Page sheet with one hairline, the Seal over a small-caps kicker, Georgia
Forms	The lock-up top left, the department and form beside it
The Register and websites	Flat and minimal; the passport’s tan; dark mode as the passport’s ultraviolet layer; no icons on the desktop main menu
Newsletters	Font Awesome icons, small and inline with the text — never drawn ones
Office colours	Each office its colour, for letters written as that office

SECTION 6

How we compare

The benchmarks.

Its colour: **Cover tan**

BENCHMARKS

How we compare

Benchmark	What they do	What the Nation does
The State of Colorado’s brand guide	One clear mark, strict rules, a guide anyone can follow	The model this book follows
Canada’s Federal Identity Program	One identity across every department, with exact rules for each use	One lock-up; departments named beside it, never inside it
The UK Government Identity System	A plain, consistent identity, with accessibility measured	Contrast measured for every colour (Section 3)
Brand guides of national standing	Clear space and smallest size drawn, colours measured, misuses shown	All three, in this book

The standards

Standard	For
WCAG 2.2	Readable colour: 4.5 : 1 for text, 3 : 1 for large text
sRGB (IEC 61966-2-1)	Colours on screen
ISO 12647-2	Colour in offset printing
ISO 24495-1	Plain language

Questions an expert or critic would ask

Why tan, not a national blue?
The Nation’s constant is its passport: the tan of its cover. It sets the Nation apart, and it reads well — river ink on tan passes at 14 : 1.

Gold text is hard to read.
It is, when small — so it is used only for large type, and small text uses deep gold, which passes WCAG 2.2.

Why may the emblem never sit in a circle?
A frame changes the mark. The emblem stands on its own, in its own clear space.

Is the emblem protected?
Its use is set by the Secretariat; only the Secretariat applies it to an official act. Registering it, as an official mark, is a step to consider.