

## Appendix I

### Case Study:

#### Branding “We are Coast Salish!”



The Hul'qumi'num Health Hub is a collaboration of the Cowichan, Malahat, Lyackson Penelakut and Lake Cowichan First Nations communities working together to participate in the Tripartite First Nations Health Plan. Over the last year, the Hul'qumi'num Health Hub has been quite active in achieving its health goals for the community.

It was recognized that to fully embrace our new partnership in health, we needed to find our commonality. The common thread that weaves through all of our Hub communities is being of the Coast Salish Nation. Through the development of a communications strategy it was determined that a community based public relations program that consisted of a branding program would promote cohesiveness and bring the 5 communities together.

Branding the hub helped to galvanize public support by communicating the energy, passion and professionalism of the Hub and connected people with the inspirational power of coming together as one “Nawtsamaat Shqwualuwun.”

Stuart Pagaduan, a Cowichan artist, was commissioned to develop a logo that reflected the spirit of leadership and collaboration. An eagle was chosen for the logo and is depicted with its wings extended above its head to represent collaboration and the closing of the gap of the health of our Hul'qumi'num' people and the rest of society.

The brand program for the Hul'qumi'num Health Hub consists of all names, phrases, symbols and designs relating to the Hub. Brand Assets include a suite of elements to ensure a rich, engaging brand presence:

- Emblem – this is the primary symbol or logo of the Hub, which accompanies any and all related marketing and communications.
- Motto – “We are Coast Salish!” - this is the inspirational phrase or tagline that accompanies the Emblem and further describes the spirit of the Hub.
- Pageantry and colours – this is the visual “glue” that ties the brand together. A suite of graphic patterns in various colours is created for use on venue sign-age, brochures, posters, etc.

Hul'qumi'num Health used the brand elements to produce a series of health promotion posters and brochures that incorporated some of the Hul'qumi'num' traditional teachings for healthy living and featured people from the community. These communications tools have been very useful in introducing and promoting the Hub to the general public.

Brochures have been distributed at open houses, meetings and special events, the Hub partner offices and sent to specific audiences such as MLAs and government officials. Posters have been displayed at the partner offices, throughout the local hospital, Doctor's offices, and at special events.

A community dinner was organized where the Hub formally launched the 'We are Coast Salish' brand. The working group facilitated a dramatic unveiling of the logo and presented the poster/ brochure series to the community. Branded promotional items, which included a re-useable grocery bag filled with a t-shirt, lanyard, and poster, were given to each attendee at the event to reinforce the brand and build excitement.

The Hul'qumi'num' Health Hub brand has been applied to all applications, including:

**Staff**

- o Uniforms – T-shirts
- o Name badges

**Hub Office**

- o Signage
- o Stationery & Business Cards
- o Office Forms

**Marketing and Communications**

- o Brochures
- o Posters
- o Website [www.wearecoastsalish.com](http://www.wearecoastsalish.com)
- o Invitations & Announcements
- o Press Releases & Media Kits
- o Promotional Merchandise



For more information, please contact:

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