

Press Release (Immediate Release)

April 24, 2026



The Township of Assignack Unveils New Brand Identity Centred on Inclusion and Heritage

The new logo marks a transition away from Indigenous imagery and toward a modern reflection of agricultural roots and natural beauty. The new logo honours Assignack's history while guiding us into the future under the new motto "At the Heart of Nature."

The Township of Assignack Council officially announced the launch of a new municipal brand identity and logo. This transition marks a significant step in the evolution of the Township, replacing long standing visual imagery, with a design that reflects its modern values and deep respect for the community's diverse heritage.

"Our current logo has been a standard of our visual identity for many years, as our community evolves, we recognize that our previous imagery is no longer appropriate, or does it reflect our commitment to value of our community."

The Township recognizes that using Indigenous likeness in municipal branding is an outdated concept. The Township believes it is necessary to move away from this imagery to show genuine respect for the heritage of our neighbours and the identity of all Indigenous peoples.

The new branding is designed to more accurately market the Townships current identity. The visual elements focus on our connection to the natural environment, highlighting the connection to the local landscapes that define our community.

The Township began a soft roll out first contacting Ogimaa Tim Ominika and Council of Wiikwemkoong. The next phase is to broadly begin using the new logo across all digital platforms, signage, and official documentation effective immediately.

About:

The Township of Assiginack is a vibrant community dedicated to preserving its rich agricultural history while fostering a forward-thinking environment for families and businesses. Located in the heart of Manitoulin, the Township prides itself on its scenic natural beauty and its commitment to building an inclusive, sustainable future for all residents.