

Understanding New Logo + Motto At-A-Glance

A Visual Expression of Place, Meaning, and Balance

● Overall Form

At first glance, the logo presents a simple, modern, organic shape. On closer viewing, layered meaning emerges—allowing each viewer to connect with the symbol in their own way. This openness is intentional, and reflects Assiginack's inclusive identity.



ASSIGINACK™
At The Heart Of Nature

● The Central Shape— Blackbird (Assiginack)

The flowing form at the centre abstractly represents the *Blackbird*, the meaning of the name *Assiginack*.

- The upward movent suggests flight, observation, and messaging
- The form avoids literal *depiction*, allowing *respectful interpretation*
- The Blackbird acts as a connector between land, water, sky, and people

● Leaf & Landscape Forms

The surrounding shapes can be interpreted as:

- Leaves or forest canopy
- Land and growth
- Stewardship of the natural environment

Official Township Colours

Blue	Water, sky, calm
Green	Land, forest, growth, stewardship
Yellow	Light, warmth, hope, balance
Purple	Heritage, respect, wisdom, continuity

Together, these colours unify:

- Township governance and branding
- Natural elements and landscape
- Past, present, and future identity

Main Township Motto:
'At The Heart of Nature'