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## INFO POSTER FOR LOGO CONTEST

### The Oyateki Strategy

Elder Connie Wajunta of Standing Buffalo Dakota Nation has gifted us the idea of 'Oyateki' as a symbol of what we hope to achieve through this collaboration between SIIT, GDI, and USask.

Oyateki is a Dakota concept meaning - all people together and leaving no people behind. This sense of gathering holds two meanings for our collaboration - firstly, promoting system change as we come together as three post-secondary organizations committed to Indigenous students, collaborating organizations, and communities - secondly, we bring all people together into prosperity, the invitation of all people to the table of plenty and the elimination of those barriers that keep us apart. We remember the concept of Oyateki as we work together promoting system transformation.

The Oyateki Strategy is seeking a unique brand in a logo that not only reflects the strong partnership of the three institutions: Gabriel Dumont Institute, University of Saskatchewan, and Saskatchewan Indian Institute of Technologies, but also the idea of going forward together as we promote system transformation.

The development of our Oyateki Strategy Logo and Mentoring Project has two components:

- We are providing an opportunity for talented student/youth to showcase their artistic designs as part of the development of the Oyateki Logo and brand. As part of their prize, the successful student will have an unparalleled opportunity to engage with an accomplished Indigenous designer and business professional to be mentored in the design industry.
- To provide this valuable mentorship, we will enlist a professional Indigenous design firm to work alongside the student, as they gain unique work experience and best of all, as they gain the industry and real-life design learning experience.

The Youth (can be currently in school or not): The Logo contest is open to Indigenous (First Nations, Métis) youth from Saskatchewan ages 15 – 30 years.

The Design firm: We will be enlisting Indigenous design professionals and will request a two - four page proposal that would outline the Logo Development and Mentoring project with potential learnings for the youth.

### **The Artwork:**

- **Logo must be representative of the concept of Oyateki as described above**
- **The work must be reflective of the three partner institutions (they must see aspects of themselves in the Logo)**
  - No more than four (4) colors (recommended)
  - Artwork 10" x 10" or digital art,
  - Original submissions can be mailed,
  - Can use a variety of media (paint, pencil, pastel, etc.)
  - Or if in digital format, they can be e-mailed

**Contest opens December 16, 2021 and the deadline for artwork submissions is January 14, 2022.**

Logo selection will be made by the Governance Circle, with recommendations from the Oyateki Partnership Knowledge Keepers and Youth Advisory Circle.

### **Prizes**

1<sup>st</sup> Prize – The successful youth designer will receive an opportunity to work collaboratively with an Indigenous design firm to collaborate on mock-ups for review and final selection of the Logo by the Governance Circle. The winner will also receive an honorarium of \$500.00 plus a package valued over \$400.00 that will contain prizes/merchandise submitted by the partner institutions.

2<sup>nd</sup> & 3<sup>rd</sup> Prizes – The second and third runners up will receive gift cards and an appointment with a mentor from the institution of their choice.