

Liard First Nation government website - brand attributes:

Liard First Nation is the First Nations government of the Kaska people based in Southeast Yukon. It provides services and programs to its people under different portfolios like housing and health. The community is small, roughly 1,200 people total including those who no longer live in the community. The people look to the community Elders for wisdom to guide them; the First Nation works to provide services in a way that honours its culture - this is called "Dena Keh" and means "our people's way".

CULTURE	CUSTOMER	VOICE	BENEFIT/FEEL	VALUE/IMPACT
caring	families	personable	supported	healthier
welcoming	aspirational	upbeat	belonging	empowered
familiar	community	wise	energized	inspired

serving people in dena keh 'our people's way,
local people helping me, know & understand 'me'
I matter here, I am this place, this place is who I am.
People like to hear our language, spoken and in songs ...
Cultural traditions lead people back to connection with culture and wellness

X-factor: proud
artful
cultural
land and boreal wilderness
spiritual
animals
tradition

Colours & Symbols:
Kaska is the language: "dena keh" is Kaska for 'our people's way'
Kaska colours: red, yellow, black, white; traditional crafts feature bright colours
craft patterns and colours inspired from boreal forest & flowers
Kaska symbols: wolf & crow are the 2 clans; each person is either a wolf or crow clan.

Direction 1 keywords: welcoming, aspirational, upbeat, belonging, empowered, cultural

Direction 2 keywords: caring, families, personable, supported, healthier, proud

Direction 3 keywords: familiar, community, wise, energized, inspired, spiritual