

What does the GEN7 logo Mean?



As the GEN7 program has evolved over the years, it was suggested that the original logo be updated to reflect the GEN7 Messengers and the goals of the program.

The new GEN7 logo was created based on a sketch by GEN7 Messenger, Josh Sacobie at the 2009 annual GEN7 gathering. Based on the initial drawing, the GEN7 Messengers modified the look and developed the concept and meaning of the new logo. With the help of Métis graphic designer Chris Laramée from Media Xposure (www.mediaxposure.com) the logo was developed into what you see above.

The logo is an illustration of the vision and mission of the GEN7 program. It is now more contemporary and represents all Aboriginal people and the original intent of the Messengers and GEN7 program as a whole.

The following outlines why this logo is important and how it represents GEN7:

1. The person in the middle of the logo represents a person or Role Model reaching for their dreams (i.e. Stars);
2. The stars have several meanings: they represent the Seven Generations of Aboriginal people to heal our nations; they represent dreams, but also represent the seven sacred teachings Humility, Respect, Courage, Love, Wisdom, Truth and Honesty (First Nations teachings)
3. The circles and colors of the logo represent the four nations of people: black, white, yellow and red nations;
4. The circles themselves represent, starting from the inside out: (1) the Individual/a youth, (2) Family (3) the Community and (4) Nation.

GEN7's goal is to increase the health of indigenous nations. Indigenous people have a strong connection to their nations as a whole, and indigenous knowledge recognizes each nation as sovereign and self governing.

5. The circle as a whole represents all Indigenous people. It encompasses the holism, and connection to each other and to nature which creates balance. The outer circle represents our Métis brothers and sisters (a sash); the individual in the centre of the logo is standing on the Inuksuk which is to our brothers and sisters to the North of us. The feather on the head of the individual represents the Eagle feather which holds several meanings for First Nations people. For many, the Eagle is believed to be a messenger of the creator and is a powerful symbol of courage which is why its feathers are such powerful tools for healing.

"The Eagle teaches us that it is okay to combine wisdom and courage -- it is okay to be wise enough to know that a change needs to be made in one's life and then finding the courage to execute the change." (http://www.shannonthunderbird.com/symbols_and_meanings.htm)