

## Our Logo Story

Our new logo includes our iconic red feather to illustrate that while we might be changing, we always have and always will maintain our core commitments and values, and this can be trusted.

The *converging path* represents our grounding on the journey together (Indigenous and non-Indigenous businesses) toward new and exciting opportunities ahead.



The *shining sun* depicts a bright future, new energy and growth.

The *feather* symbolizes mutual respect, strength and integrity. Eagle feathers are often gifted by Indigenous community leaders to demonstrate this respect.

Canadian Council for Aboriginal Business (CCAB) is now  
**Canadian Council for Indigenous Business (CCIB)**

Certified Aboriginal Business (CAB) will become  
**Certified Indigenous Business (CIB)**

Progressive Aboriginal Relations (PAR) will become  
**Partnership Accreditation in Indigenous Relations (PAIR)**

Tools and Financing for Aboriginal Business (TFAB) will  
become **Tools for Indigenous Business (TIB)**

Supply Change



## Why did we refresh our brand?

As we evolve and grow, it's important for our visual identity to evolve with us. Updating our logo allows us to stay relevant, modern, and reflective of our evolving role during an exciting time.

Our brand refresh is more than a logo. It's about reaffirming our dedication to supporting Indigenous businesses and fostering economic growth in Indigenous communities.