



News Release

Government of Nunavut unveils new logo

IQALUIT, Nunavut (February 17, 2000) – Premier Paul Okalik unveiled the new Government of Nunavut logo during a ceremony in Rankin Inlet this morning.

“The artists who designed our new Government of Nunavut logo spoke with many Nunavummiut who felt that the polar bear embodies the qualities of strength and determination evident in the people of Nunavut,” Premier Okalik said. “As well, the polar bear may be the most internationally recognized symbol of the Arctic.”

A four-legged polar bear stands on a mound of snow, looking up and back to Niqirtsituk, the North Star. Niqirtsituk, used as a traditional guide for navigation, is also included in the designs for Nunavut’s flag and coat-of-arms.

“The logo we designed carries with it many unique qualities,” Pangnirtung artist Andrew Qappik said. “The polar bear is in motion, moving forward into the future. As the bear moves forward, he is looking back into the past, acknowledging the traditions of the Inuit way of life and the teachings of the elders.”

Members of the Legislative Assembly and local students helped celebrate the unveiling at Maani Ulujuk Ilinniarvik in Rankin Inlet. Schools and health centers across Nunavut also unveiled banners of the new logo, making it a Nunavut-wide celebration.

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