

Realizing the Concept

In 2021, The North West Company launched a community-focused concept store in Iqaluit, Nunavut. Featuring healthy products, a pharmacy and Nunavut's only full-service eye clinic, the store promotes nutrition and wellness, making it unique in the region.

Working through pandemic restrictions, the NWC creative team considered all aspects of the brand to create a cohesive customer experience that appropriately represents the people of Iqaluit.

A video presentation can be viewed here:

<https://www.youtube.com/watch?v=Ff12muQYtwc>

Creative Team:

Joan Dawydiuk - Manager, Creative Services

Jeremy Dacombe - Advertising & Creative Lead

Jon Hales - Senior Designer

Natalie Maerzluft - Commissioned Photographer



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Dan G. McConnell
President and
Chief Executive Officer
The North West Company

“Inuulisautinut Niuvirvik is a bold and successful attempt to create a bespoke community store. We believe it has fully met the brief of reflecting the needs of the people of Iqaluit commercially, culturally and nutritionally. Our customers are very happy to tell us how much it means to see themselves reflected in the store design through the use of language, unique photography sourced from local people, places, landscapes and even flora. Every image and colour used in the store design was picked for its cultural relevance to Iqaluit. We also strive to offer nutritional guidance and healthy alternatives to products wherever possible based on the specific needs of the community.

Our Creative Team have done an outstanding job in understanding the needs of our customers and as a result, Inuulisautinut Niuvirvik is testament to our ongoing efforts to better represent the communities that we serve”.

Building the Brand

Developed in partnership with the community, the name – **Inuulisautinut Niuvirvik** – means “a place to get things for healthy body and mind”. The simplicity of the branding – with colours based on the flag of Iqaluit – reflects the need to incorporate both Inuktitut syllabics and Roman orthography in a recognizable way.

A secondary brand element – “just for you Iqaluit” – assists in brand recognition for non-native speakers. This slogan runs throughout the creative, reinforcing the community focus and allowing for future expansion.

Inuulisautinut Niuvirvik
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justforyou **lqaluit.ca**

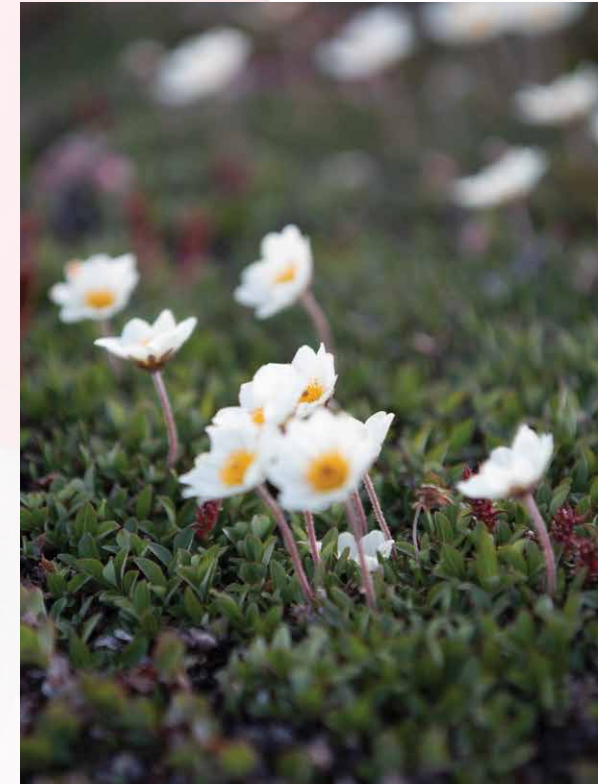
Δεσ ΔηΛεξ just for you



Reflecting the Community

Working with a local photographer, we commissioned a photo series reflective of the community, with candid shots of locals and locations showcasing the authentic personality of Iqaluit.

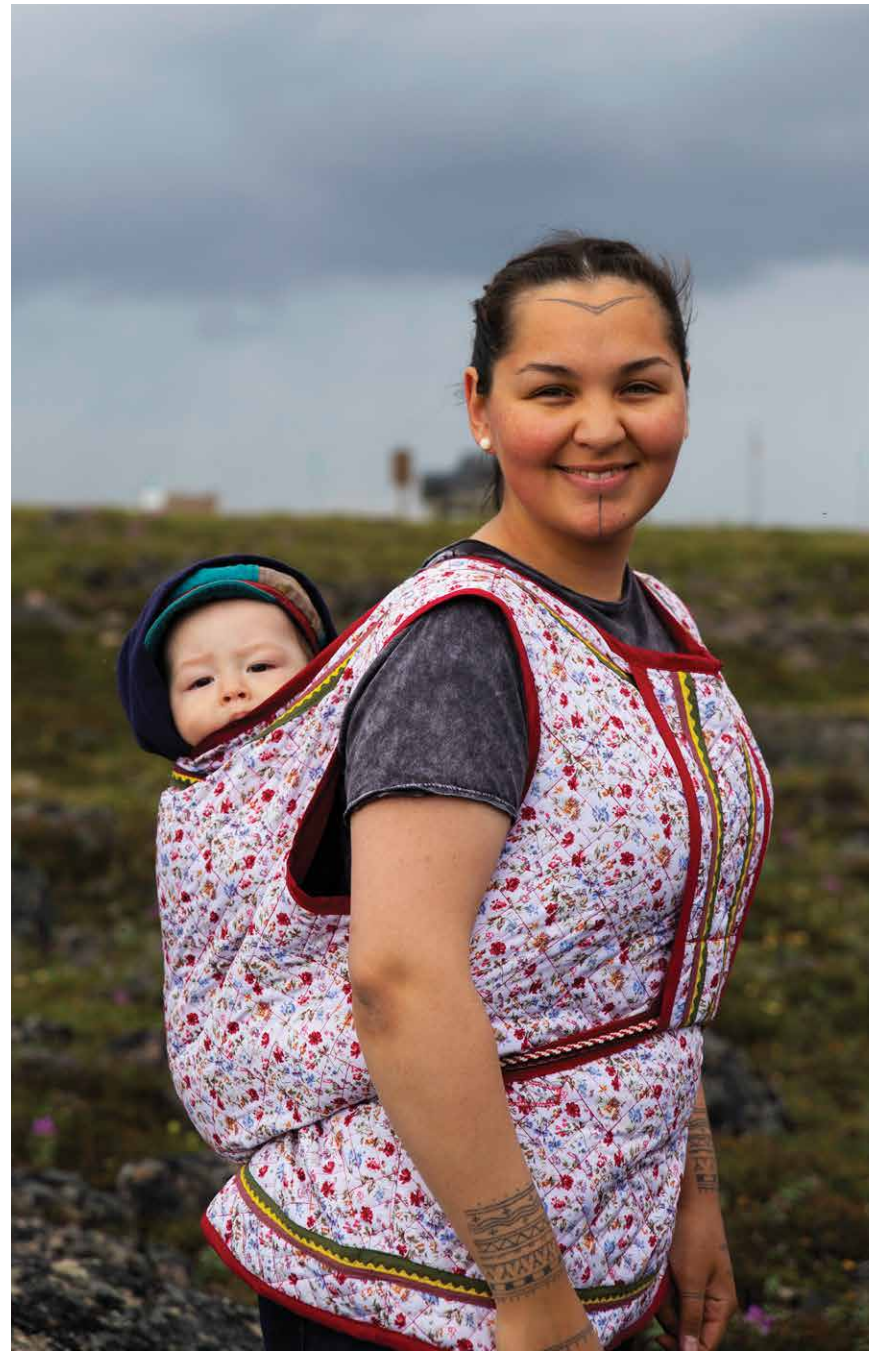
The photography captures the local demographics, showing a vibrant community with respect for cultural heritage, while avoiding obvious 'postcard' treatments. Iqalummiut can be proud of their representation and out of town visitors are engaged with authentic portrayals of the unique aspects of Iqaluit life.



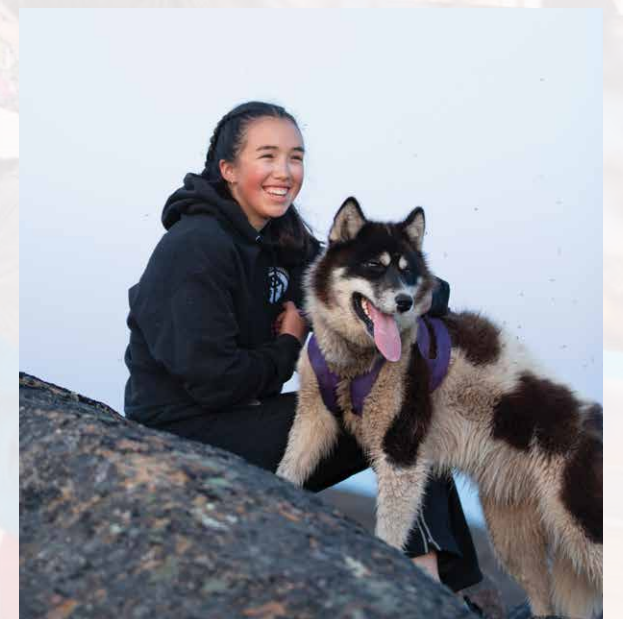
Reflecting the Community



Reflecting the Community

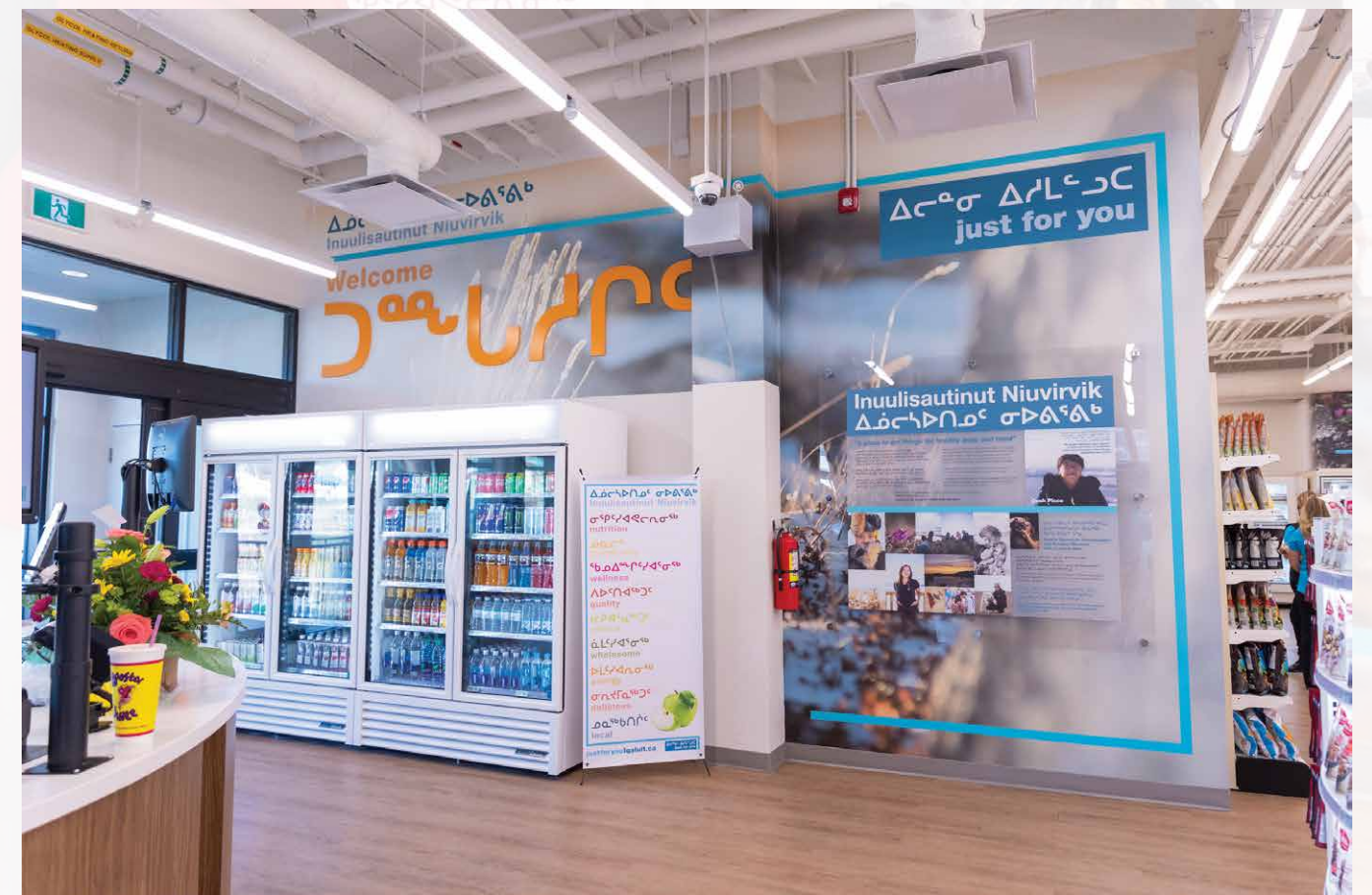
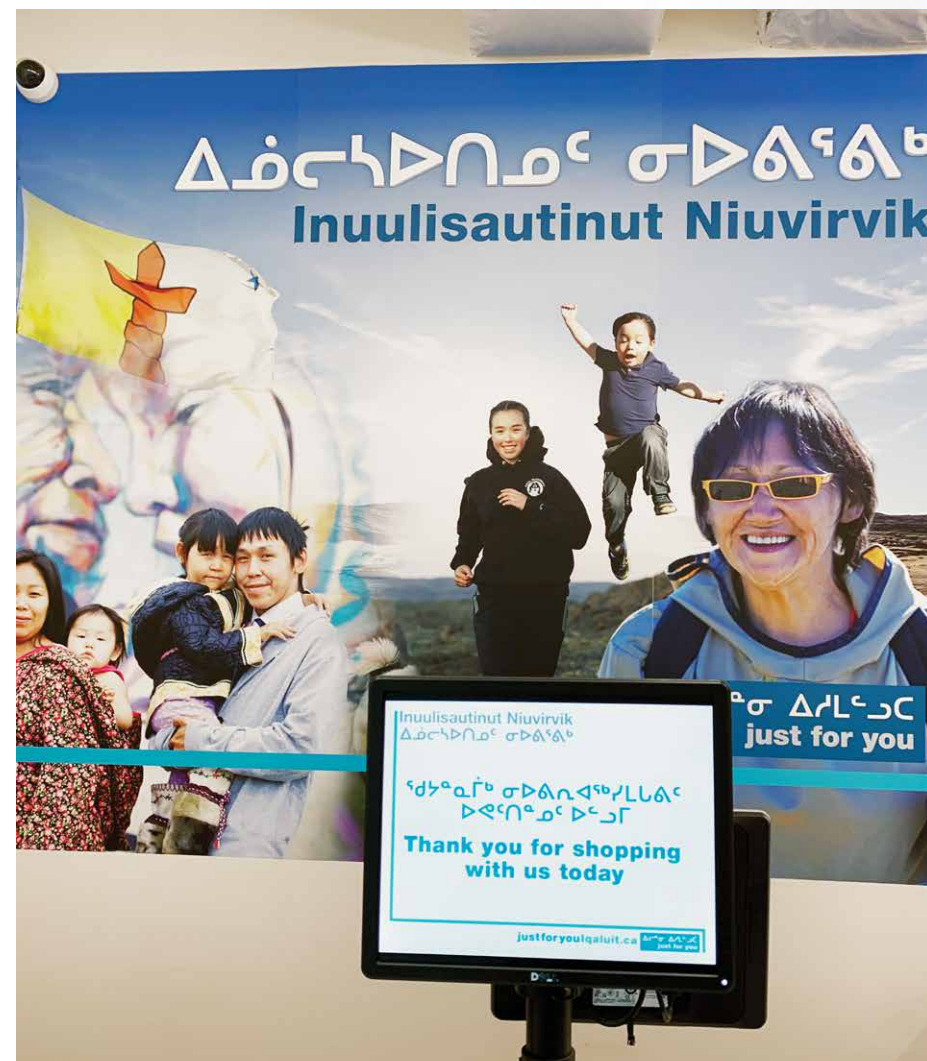


Reflecting the Community

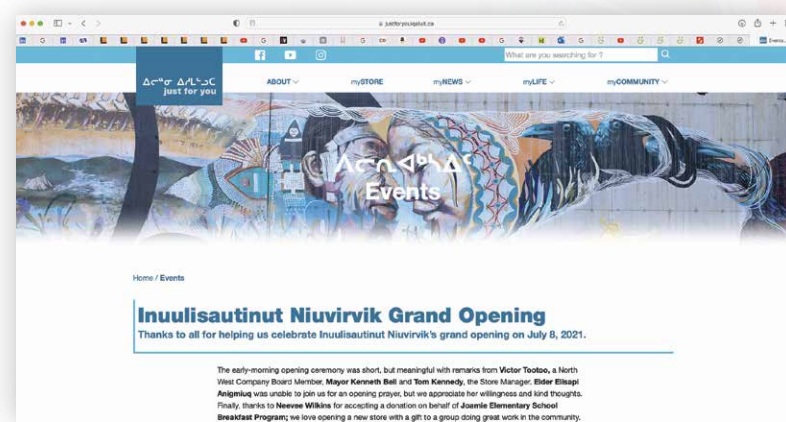
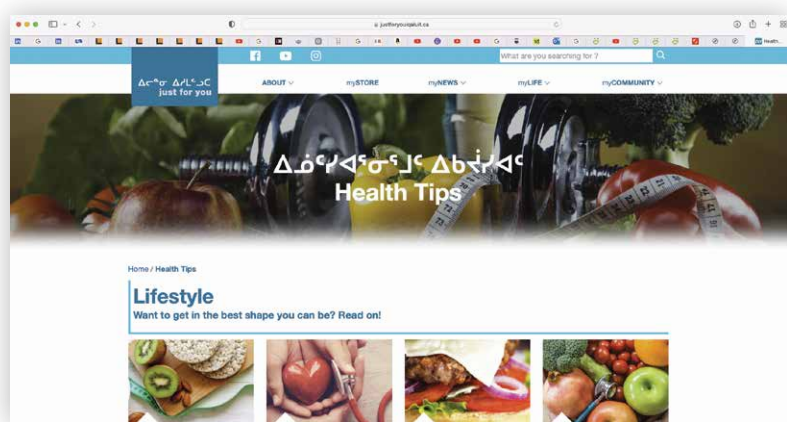


Reflecting the Community

An exhaustive amount of research, consultation and development went into every design aspect, from colour to imagery.



Reflecting the Community



Supporting Material (from left, clockwise)

Monthly flyers give customer information on offers and benefits
Information Wall highlights store information and local business
Comprehensive website offers insights and tips for healthy living

Language & Communication

Throughout all materials, local language was featured as the primary element. English words reinforce the large graphic syllabics, while making it clear to the community that local culture and community are the focus.



All in the Detail

Every element was considered during the design process, right down to the finest detail. Nothing was carried over from existing stores to ensure a coherent and flowing customer experience from entrance to exit.



[illegible]