

SAN
to return

KO
to go

FA
to fetch

Sankofa

Two words from the Akan people of Ghana, now widely recognized as a pan-African and global symbol of cultural affirmation, knowledge, and historical reflection.

The principle of Sankofa serves as a reminder to draw on the best of the past, absorb the lessons of our shared history, and apply that wisdom to build a more vibrant, joyful, and inclusive future. Our journey of growth is continuous—always learning, always adapting, and always moving forward.

**“Our
vision
for five
years
from
now...”**

From a Place You Pass Through to a Place You Stay

Our vision for five years from now is to be a destination with year-round animations and activations that encourage people to linger, connect, and belong at the heart of our city. Success is measured as much by the small moments—a conversation that runs long or a shared game—as by the big ones. In this way, a performance and event venue becomes a living, breathing space where collective experiences unfold naturally every day.

 **sankofa
square**

Sankofa Square Brand Overview

This overview is for information and inspiration. While not necessary to incorporate Sankofa Square brand elements, we do ask you to keep our brand and the meaning of Sankofa in mind when creating your artwork.



Our logo is a memorable symbol of transformation, the Sankofa principle, and community.

Transformation

The logo emulates how time, tradition, and change continuously shape our city and the Square. Its flowing forms reveal a place that's never still.

Sankofa Principle

Inspired by the Akan concept of Sankofa—"to go back and get it"—the logo's movement encourages learning from the past to build a stronger future. It signifies that growth is a continuous, reflective process of renewal.

Community

Interlocking, fluid shapes evoke people gathering, dancing, and interacting. The design celebrates the many groups that gather at Sankofa Square—welcoming environment to connect, celebrate, and create shared experiences.

Brand Colours

Red is Sankofa Square's primary colour, used consistently to express energy and passion. **Black**, a strong supporting colour, provides contrast and depth across backgrounds and design elements. **Blue** is applied selectively to foster trust and ongoing engagement. **Purple** appears only in gradients, symbolizing unity and harmony.



Heritage Crimson

(RED)

R235 **G**6 **B**25

C1 **M**100 **Y**100 **K**0

HEX# EB0619

Symbolizes passion, vitality, and the deep cultural energy that defines Sankofa Square



Cultural Tranquility

(PURPLE)

R113 **G**7 **B**150

C69 **M**100 **Y**2 **K**0

HEX# 710796

Signifies unity, healing and resilience, aligning with Sankofa Square's values of inclusivity and harmony



Unity Azure

(BLUE)

R46 **G**8 **B**221

C87 **M**82 **Y**0 **K**0

HEX# 2E08DD

Expresses trust, community, and the expansive spirit of Toronto's many voices



Rooted Onyx

(BLACK)

R5 **G**0 **B**0

C80 **M**100 **Y**100 **K**100

HEX# 050000

Represents strength and timelessness while enhancing visual clarity and brand recognition

