



PRESS RELEASE

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The Kativik Municipal Housing Bureau unveils its new image alongside its employees and the President of Makivik.

Kuujuuaq, Quebec (February 16, 2023) – The Kativik Municipal Housing Bureau was delighted to unveil its new corporate image to its teams from the 14 communities. The event also welcomed the President of Makivik, Pita Aatami, who introduced the **Well at Home** initiative.

After 22 years of service, the KMHB is revamping its branding to better reflect its aspirations to be closer to the tenants of Nunavik. Its new logo marks the organization's determination to modernize its structures and services, while ensuring that its values such as the family and the land are conveyed.

“The new image [...] supports the vision of KMHB and the board to look towards the future having in mind the betterment and the sustainable development of housing in Nunavik, explains Marco Audet, Director General of the Kativik municipal housing bureau. For KMHB, it means entering a new era of communication where exchanges will be easier, where we want to break down borders and get closer to our tenants and our teams.”

The image design was entrusted to the LG2 Marketing Agency, which specializes in creating corporate images for various organizations. The agency worked with the KMHB's Board of Directors and conducted several interviews with Nunavimmiut to fuel its ideas. The new logo features illustrations by Maggie Napartuk, an Inuit visual artist, who worked closely with the LG2 team.

In a video unveiling the logo's very essence, we see it come to life as part of the environment and better understand the vision it embodies, which is to make every family in every home shine.

This new image demonstrates the KMHB's desire to improve its relationship with the tenants and inhabitants of Nunavik. Several actions will be initiated by the Bureau to reassert this commitment. Among these actions, the **Well at Home** initiative will be launched soon inviting tenants to give their opinion on their home through an online idea-sharing platform.

The last time the KMHB surveyed the public was in 2020. A suggestion box was placed in each office along with an online form. The information gathered was shared with Makivik to help implement changes in building designs.

About us :

The Kativik Municipal Housing Bureau was created in 1999 to provide comfortable, safe, and affordable homes adapted to Inuit needs and culture. Through its programs and services, it contributes to the development of vibrant, sustainable, and safe communities.

The KMHB houses 98% of Nunavik's population, for a total of nearly 14,000 people. In addition to the maintenance and management of a housing stock of over 4,000 units as of 2022, the KMHB is interested in improving housing conditions that support family life.

The population is growing faster than the rest of Quebec's population and households have a higher number of members than in southern Quebec. It is through the support of a team of 225 employees (85% of whom are Inuit) working in the KMHB's 14 satellite offices that the Board is able to meet its daily challenges.

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