



patuo'kn



patuokn

ninen

**About Us**



A portrait of Kaylyn Bernard, a young woman with long, dark, straight hair, wearing a black top and a nose ring. She is smiling slightly and looking towards the camera. The background is a textured, light-colored wall. A dark blue, torn-edge graphic element is in the top right corner.

**Kaylyn Bernard**  
*Head Illustrator*

A portrait of Kassidy Bernard, a young woman with long, wavy, brown hair, wearing a grey turtleneck and a nose ring. She is smiling broadly and looking towards the camera. The background is a textured, light-colored wall. A dark blue, torn-edge graphic element is in the bottom left corner.

**Kassidy Bernard**  
*Head Designer*



## **Kaylyn**

Herbalism/Plant Medicine, Creativity,  
Videogames, Sports, Holistic Wellbeing,  
Cultural Revitalization, Nature Walks,  
Photography, Ethnobiology

## **Kassidy**

Houseplants, Reading, Podcasts,  
Netflix, Food! Travel, in the past 5 years:  
Mexico, US, Cuba, Italy, France, England



## Kaylyn

Nova Scotia Community College  
Marconi Campus

- Certificate in Applied Media and Communication Arts, 2014
- Diploma in Graphic Design, 2016

## Kassidy

NSCAD University

- Bachelor of Design, 2019
- Major in Interdisciplinary Design
- Minor in Illustration



## Growing up...

We were raised in a nurturing family where we were introduced to arts and crafts at an early age to express our creativity and imagination.

As we grew older, our interests expanded into a widespread goal of lifelong learning; and we found ways to use our creative skills to explore these interests through our studies and entrepreneurship.







patuokn

a'tukweiek

\*we tell a story

**Our Story**









**CERTIFICATE OF INCORPORATION**  
Commonwealth of Pennsylvania  
Antiquities Act

Register, Number  
123456  
Date of Registration  
April 23, 2018

I hereby certify that the above described partnership is registered under  
the provisions of the Antiquities and Business Sector Registration Act.

*David L. Shulman*  
Agent of the Secretary of State

April 23, 2018  
Date of Registration





## **We know...**

There is a need for creators, especially within the realm of visual communication, in our communities.

Our work revolves around that need.

We want to be able to work with community members on ways to improve others' lives; whether that be through education, health and wellness, or building local businesses.



## patuo'kn

/bah · doo · woah · gin/

*noun*

Mi'kmaq word for driftwood

Our grandfather, Soln (Charlie) Bernard, ran a roadside business called Patuo'kn. He sold his own handmade driftwood creations.

He was resilient in many ways.

We are carrying on the family tradition as entrepreneurs in the creative field.



patuo'kn



elukwet

\*we work

**Our Work**





## Our goal is...

To serve all sorts of clients, and focus on serving Indigenous clients; especially those who provide educational materials for learning Indigenous languages, culture, practice, etc.

We strive to work with local businesses, particularly those that need branding and identity design.

One goal we have as a business is for our entire website to be translated to Mi'kmaq, and to personally become fluent in Mi'kmaq.



## We value...

Creating our own way of connecting with clients; which means we want to establish relationships with you that go beyond work. This extends into the relationships we make with ourselves and the work we do.

- “ You are doing something when you are resting. While resting, you are:
1. Allowing your brain to download new info.
  2. Healing from trauma.
  3. Disrupting toxic capitalism.
  4. Honoring your body.
  5. Participating in a spiritual practice.”

- THE NAP MINISTRY



## Projects we've done so far...

Comprehensive Community Plan  
Book Illustrations  
Logos and Branding  
Poster Design  
Conference Program Design  
Signage Layout  
Colouring Book Illustrations  
Website Design  
CD Case and Cover Design  
Digital Portraits  
Educational Materials (Language)

## Clients we work with...

Mi'kmaw Kinamatnewey  
Ulnooweg Development Group  
National Indigenous Fisheries Institute  
Networks for Change and Wellbeing  
grassfire films  
SMU Indigenous Student Society  
Canadian Federation of Students NS  
Indigenous Tourism Association of New Brunswick  
St. Francis Xavier University: CMTOLC  
Dalhousie University: Department of Biology  
Unama'ki Institute of Natural Resources





TITANIC



milkwija'sultiek

\*we imagine many possibilities

**Our Vision**



## **We want to explore...**

Independent studies, or collaborations, through work sabbaticals for pursuing personal interests.

Ways to further support our communities, to expand on our cultural knowledge, and preserve Mi'kmaq teachings and language.

We aim to accomplish this by prioritizing a cycle of work and rest, study and reflection.













