

## Department of Defense 2019 National American Indian Heritage Month Poster

**Poster Description:** The Department of Defense 2019 National American Indian Heritage Month poster depicts an auburn and brown background of varying shades. At the top of the poster is a medium-dark brown header. The names of the 573 Indian and Alaskan federally recognized tribes maintained by the Bureau of Indian Affairs, Department of the Interior fills the entire background of the poster in dark brown text. These tribal names can be seen through all the lettering on the poster as well as the primary image at the center.

Imposed on the medium-dark brown header is the observance theme “Honoring Our Nations, Building Strength through Understanding” in lighter auburn colored text.

Immediately below the theme and on the auburn-brown background is the observance title spread across two lines. The first line in smaller capitalized block text reflects, NATIONAL AMERICAN INDIAN. Immediately below in larger font is the remainder of the title, HERITAGE MONTH.

At the center of the poster is the head silhouette of a bald eagle cocked and staring to the poster’s left. The feathers are colored white, grey, brown, orange, and auburn. The tribal names can be seen in the components of the eagle motif. The eagle was chosen because it is highly revered and considered sacred within American Indian and Alaskan Native traditions, culture, and religion. Eagles are honored with great care and shown the deepest respect. They represent honesty, truth, majesty, strength, courage, wisdom, power and freedom.

On the bottom left side is the seal for the Defense Equal Opportunity Management Institute seal and a quick response code (QRC) to the Bureau of Indian Affairs website with the federally recognized Indian Tribal Register. Immediately below the seal and QRC, and in small typeset are the words, Designed by DEOMI - Defense Equal Opportunity Management Institute.

At the bottom right corner of the poster is the observance month and year in capitalized letters, NOVEMBER 2019. Immediately below the month and year are placed horizontally the Service seals for the Army, Marines, Navy, USAF, Coast Guard, and Department of Defense in consecutive order.