



The CCN Digital Trust Pin

The CCN Digital Trust Pin is more than a symbol. It represents the visible signal of trust earned through action, integrity, and contribution to Canada's digital ecosystem.

At the center of the pin is a snowflake inspired design. Each branch of the snowflake represents a different part of the digital trust landscape people, business, technology, policy, and community all connected, all interdependent. No single branch stands alone. Digital trust is built when every part works together.



The open structure within the snowflake reflects transparency. Trust cannot exist in darkness. It must be visible, verifiable, and continuously demonstrated.

The circular form represents continuity and accountability. Trust is not a one-time achievement. It is upheld daily through decisions, behaviours, and leadership.

The pin is produced in two primary finishes. Silver represents trusted contributors across the community. Gold represents individuals who have demonstrated exceptional, sustained leadership and impact. Both carry equal responsibility. The finish does not define the person. Their actions do.



On the back, the CCN mark anchors the symbol to a national community. It is a reminder that trust is not built alone. It is built together, across Canada, across sectors, and across disciplines.

The Digital Trust Pin is given. It is not claimed. And it can be taken away if trust is broken.

Because in a digital economy, trust is not a slogan.

It is the currency.