



# TOURISM ABBOTSFORD

## INDIGENOUS WORDMARK BRAND GUIDELINES

### Ownership & Cultural Significance

The wordmark is the intellectual property of The Tourism Abbotsford Society. The wordmark was funded through a grant received in 2023 from Destination BC for Indigenous visitor services/experiences.

This wordmark was thoughtfully created for us by local Sq'ewqel (Seabird Island) designer Ovila Mailhot, a talented artist specializing in Coast Salish Graphic Art & Design, on behalf of the Tourism Abbotsford Society and with guidance from local First Nations community members.

We respectfully acknowledge that the experiences and places we share are on the shared, traditional and unceded territories of the Stó:lō People of the River. We offer our gratitude to the Semá:th, Máthxwi, and Leq'á:mel First Nations for their ongoing stewardship and connection to the land.

Any use of the wordmark must honour the cultural context it was intended for and cannot be altered in any way.

If using this wordmark, the artist must be acknowledged. The Tourism Abbotsford Society will share all relevant information with the wordmark images.

### Permission Requirements

All uses of the wordmark must be pre-approved and require written, signed permission from The Tourism Abbotsford Society Board.

Requests must be submitted a minimum of 60 days in advance in writing, including the intended use, audience, duration, and context of use.

Please review the **Indigenous Wordmark Protocol** for detailed guidance on using the wordmark.

# BRAND IDENTITY

## Selxwí:chel

Reflecting on its significance, Ovi expressed, “When we wake daily, we’re thankful to see the sun. I see the sun as good medicine. Representing healing, growth, and life’s energy giving abundance. Feeling at peace under the sun from the warmth that it radiates.”

Selxwí:chel means the “centre of something” or “the middle of three” highlighting the long rooted history between the local Semá:th and Máthxwi, and Nooksack (in the Washington State) Nations.

When you use the wordmark in your materials, you are aligning your cultural or educational initiative, event, or project with the Tourism Abbotsford Society. To help maximize brand value and recognition for our partners, we have developed the following brand guidelines. It is our shared responsibility to ensure these guidelines are followed at all times when using the wordmark.

### Stacked Logo



### Horizontal Logo



### Brand Colours

#### Gradient

<b>Hex</b>	#FEE000
<b>RGB</b>	254, 244, 0
<b>CMYK</b>	2, 7, 99, 0
<b>Hex</b>	#FFC40C
<b>RGB</b>	240, 196, 0
<b>CMYK</b>	0, 24, 100, 0
<b>Hex</b>	#F6871F
<b>RGB</b>	246, 135, 31
<b>CMYK</b>	0, 57, 100, 0

#### Solid

<b>Hex</b>	#898D6E
<b>RGB</b>	137, 141, 110
<b>CMYK</b>	48, 35, 61, 7
<b>Hex</b>	#FFFFFF
<b>RGB</b>	255, 255, 255
<b>CMYK</b>	0, 0, 0, 0

## LOGO VARIATIONS



Stacked Gradient Logo on Dark Background



Horizontal Gradient Logo on Dark Background



Stacked White Logo on Dark Background



Horizontal White Logo on Dark Background



Stacked Green Logo on Light Background



Horizontal Black Logo on Light Background

# STAGING & GEOMETRY

## Clear Space

Always maintain an “S” height of clear space around the logo.

### Stacked



### Horizontal



## Minimum Size

To ensure the integrity and legibility of the logo, do not produce it at sizes smaller than shown space around the logo.

### Stacked



### Horizontal



## Improper Use

The below examples demonstrate some, but not all, **incorrect** uses of the logo.



### Colour Scheme

Do not use any other colours except the final logo files provided.



### Cropping

Do not crop the logo in any way.



### Disproportionate Scaling

Do not scale the logo without restraining proportions, including stretching it horizontally or vertically.



### Backgrounds

- Never show the gradient or green logo on a busy and vibrant background.
- Never show the black logo on a dark background.
- Never show the white logo on a light background.