

# TOURISM ABBOTSFORD

INDIGENOUS WORDMARK PROTOCOL





# Selxwí:chel

## Indigenous Wordmark Protocol

This protocol outlines the appropriate use, sharing, and restrictions surrounding the Indigenous Wordmark created to represent **The Tourism Abbotsford Society**. The wordmark embodies the visual, cultural and knowledge of our local communities and is to reflect the willingness of working together with the local First Nations Communities for educational and cultural initiatives. Its use must be handled with the utmost respect, care, and accountability.

## 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.

## Intended Uses

The wordmark may be used only for the following purposes:

- Official communications and branding with Tourism Abbotsford.
- Approved educational or cultural initiatives, in conjunction with Tourism Abbotsford and/or the local First Nations Communities.
- Events or projects that have received written permission and align with the values and mission of Tourism Abbotsford and their work towards reconciliation.





## Restrictions

- No Commercial Use: The wordmark may not be used for commercial purposes or sold on merchandise, or retail products.
- No Unauthorized Reproduction: The wordmark must not be copied, shared, or reproduced in any format without prior approval.
- No Modifications: The design and form of the wordmark may not be altered, stylized, or used as part of another logo or mark.
- Will not be shared digitally or publicly without prior approval.
- Will not be associated with political, commercial, or religious messages.
- Will not be used by third parties without being written in to this agreement.

## 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.

## Enforcement

Improper use of the wordmark may result in:

- Legal action.
- Public notice of misuse.
- Revocation of previous permissions.
- Requests for immediate removal of the wordmark from materials or platforms.



# INDIGENOUS WORDMARK USAGE APPLICATION

**Organization Requesting Usage:**

**Intended Usage:**

**Audience:**

**Context:**

**Duration:**

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I acknowledge and accept the terms and conditions set out in the Indigenous Wordmark Protocol document.

Dated this  day of , .

*Day Month Year*

**Signature**

**Full Name**

**On Behalf Of**

**Signature**

**Full Name**

**On Behalf Of** *The Tourism Abbotsford Society*