



# BRAND GUIDELINES

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# INTRODUCTION

Indigenous Tourism Alberta (ITA) encourages and promotes Indigenous tourism in the province. ITA members offer unique cultural experiences throughout Alberta's four regions, to showcase the immersive experiences offered by Indigenous owned-and-operated partner entrepreneurs. ITA's goal is to enhance economic viability, further engage and support Indigenous peoples and nurture partnerships throughout the province by sharing Indigenous stories, culture and experiences with a global audience. ITA is uniquely poised to create a coordinated voice and shared vision for Indigenous tourism in the province of Alberta.

# STRATEGIC BRAND OVERVIEW

The following pages outline the branding standards for Indigenous Tourism Alberta (ITA), created to present tourism experiences from the Indigenous Peoples of Alberta to visitors from around the world. It speaks for a diverse and inclusive group that encompasses the many Indigenous groups existing in the province.

This document's purpose is to assist with and to ensure brand consistency, in both industry and consumer-based applications. It establishes guidelines for the utilization and deployment of the brand, whose strength and significance is created only through consistent, effective usage over time. This document provides the guidelines and best practices that will ensure the brand's design integrity is maintained.





# AUDIENCE

Curious adventurers interested in tourism experiences from the markets of Canada, United States, United Kingdom, Germany and Japan. Cultural explorers are looking for enriching, engaging, immersive experiences with Indigenous people. Cultural explorers can be families, young couples, retired couples and singles.



# COMMUNICATIONS PROTOCOLS

Language is one of the many ways that has been used to oppress Indigenous Peoples. By being aware of the ways in which implied colonialism lives in language you can re-frame the narrative and de-colonize your words. By educating themselves, writers can make better choices, and equip themselves with a basic understanding on how not to repeat historic inaccurate terms, break Indigenous Protocols, or use offensive language.

This guide is not intended to be a deep dive into the correct language and terms to use when writing about Indigenous Peoples; the authority on that is *Elements of Indigenous Style*, by Gregory Younging, published by Brush Education.

1. Avoid using the past tense when you write about Indigenous Peoples. Indigenous Peoples are not a historical phenomenon; they have not been assimilated into Canadian culture and they have not lost their own rich, distinct cultures. Indigenous Peoples are diverse, authentic, empowered and current. Avoid the past tense: “they practiced ceremonies.” Instead, use the present tense: “They practice Ceremonies.”
2. Do not use language which props up the colonial idea that Indigenous Peoples are incapable of taking care of things themselves. This manifests itself in language which implies that Indigenous Peoples have no agency. Avoid statements like “numbered treaties gave Canada’s First Nations reserves, education and health care.” Instead, write that “First Nations in Canada negotiated the numbered treaties to secure reserves, education and health care.”
3. Do not use the possessive when talking about the Indigenous Peoples who live in a country. Canada doesn’t “own” the First Nations, Métis or Inuit Peoples who live in what is now called Canada. Avoid the phrase “Canada’s First Nations.” Instead, use “Indigenous People in Canada,” or “First Nations, Métis, and Inuit Peoples in Canada.”
4. Do not whitewash Indigenous Peoples out of history. Be mindful of phrasing. The sentence “After a hike around Jasper, check out the Miette Hot Springs which have been around since the early 1900’s” doesn’t acknowledge that the hot springs have been an important site for the Indigenous Peoples of the area for thousands of years. To place your work in context, look at the following text which acknowledges the history of the Indigenous Peoples in the area, and the colonial practice of removing them from their land. “The aquacourt at the Miette Hot Springs and road access were built in the 1930’s,



however — prior to this — the springs were used by Indigenous Peoples as a source of healing and spirituality, and the land was an abundant area for hunting and gathering food. Nations including the Stoney First Nation and Keeseekoowenin Ojibwa were ousted from the area in the late 1880’s.”

5. Think about Indigenous Knowledge as holding its own copyright. Give Oral Traditions and Traditional Knowledge the same weight and respect as printed texts. You need to ask for permission before reprinting Oral Traditions and Traditional Knowledge, exactly as you would with written texts.
6. Be prepared for consultation to take time. Be aware that no one person is able to give permission; if copyright is held by a Nation, then there needs to be a proper consultation practice about sharing.
7. Collaborate and seek permission when writing about Traditional Knowledge. If you’re writing about Indigenous People then contact them and discuss what you’d like to do. Be aware that Indigenous Protocols — which are more formal than “customs” — need to be adhered to, and often it may not be appropriate to write about matters which have sacred significance, or perhaps contain stories which may only be told by women, men, or at a particular time of the year.

8. Do not repeat inaccurate and offensive material. Check your source material; if you’re quoting or using books written by nonIndigenous People as a reference point, it’s possible that you will be repeating inaccurate, possibly offensive accounts. It’s also possible that stories and Traditional Knowledge in these books were printed without permission.
9. Always choose Indigenous Style over Canadian Press style. Capitalization may not be where you’d expect to see it. Gregory Younging describes this as a “deliberate decision that redresses mainstream society’s history of regarding Indigenous Peoples as having no legitimate national identities; government, social, spiritual or religious institutions; or collective rights.” Instead of using Canadian Press style, use Indigenous style: Aboriginal, First Nations, Indigenous, Elder, Oral Tradition, Clan, Protocols, Traditional Knowledge, Indigenous Right, Treaty Right.
10. Respect Elders. Be aware of the important role of Elders within Indigenous societies and their role as holders of Traditional Knowledge and as community advisors.

11. Recognize and respect distinct and diverse Indigenous Peoples. The Indigenous population in Canada is made up of Inuit, Métis, and some 634 different First Nations. Each has their own distinct Traditional Knowledge, culture and heritage. Avoid writing about ‘First Nations’ as though they are a homogenous group; instead, be specific and ask for people’s preferred self-declaration. If no self-declaration has been made, try to identify the name of their community or nation. If it is still not known, then use Indigenous group names, such as First Nation, Métis or Inuit.
12. Understand Indigenous cultures do not need to be static to be authentic. Indigenous Peoples are currently engaged in a period of cultural reclamation and rejuvenation. Just because someone doesn’t live in a teepee, doesn’t mean that they are not an authentic Indigenous person. Indigenous cultures are dynamic and undergo natural change and adaptation, just like other cultures.

Gregory Younging’s  
Elements of Indigenous Style



# COME WALK WITH US



**WHAT WE WILL SAY TO SELL IT**

**WHAT WE ARE**

Intimate and inspiring connections made through, with, and for the land.

**WHAT WE ARE REALLY SELLING**

A genuine invitation to join us on a journey of education, celebration, culture, togetherness and reconciliation.

**WHO WE ARE SELLING TO**

Curious Adventurers who want to learn and connect to Indigenous cultures, but are held back by their lack of knowledge and anxiety.

**WALK WITH US.**  
**CONNECT TO THE LAND**  
**THAT CONNECTS US ALL.**

**SIT WITH US.**  
**SHARE IN OUR STORIES**  
**AND HEAR OUR VOICES.**

**EAT WITH US.**  
**TASTE THE MANY FLAVOURS**  
**OF OUR CULTURES.**

**GROW WITH US.**  
**COME TOGETHER AND MAKE SPACE**  
**FOR EACH OTHER.**

**LAUGH WITH US.**  
**SMILE, JOKE AND BRING**  
**EACH OTHER JOY.**

**DANCE WITH US.**  
**JOIN IN, FEEL THE BEAT**  
**OF THE DRUM AND CELEBRATE.**

**COME WALK WITH US**  
**INDIGENOUS TOURISM ALBERTA**



The Indigenous Tourism Alberta (ITA) logo was created by Joe Urie, Ed Duchoslav and the ITA Board of Directors and centres around the concept of wanting to be inclusive of all Indigenous people on his part of the Turtle's back.

The river depicts that we are all water, while the canoe represents our northern communities. In those communities the canoe is how they travelled and how they made a living. The yellow grasses are representative of the prairies and the people there who long made a life on the great expanse of the plains.

The mountains sit within the buffalo because while the mountains are sacred to many, the buffalo is sacred to all. The red ensign of the Métis flag is used to represent the Alberta Métis and at the top is a sun dawning on a new day. A day that starts with all of our people on good footing – a beautiful day.

Finally, all of this is housed within a tipi, which represents home. This logo is designed to say welcome – welcome to our home, welcome to Indigenous Tourism Alberta.



Only use the reversed option (white) when the black version is compromised by backgrounds, photos or colours. Minimum space must still be employed. If using the reversed logo option on images, ensure that it has solid contrast all around the logo.



Use the black logo when white does not provide enough contrast against backgrounds or images. Allow the same considerations for minimum space as all other logo usage.

## LOGO USAGE

The Indigenous Tourism Alberta logo has been created in a variety of formats. The following illustrations outline the different versions and appropriate file formats of the logo and how they should be best utilized.

### Vector Files: AI, EPS & PDF

Vector files are to be used whenever possible. They retain the logo's clean lines, have transparent backgrounds and are scalable. Vector graphics do not represent well on screen. They are the preferred format for print.

### JPEGs

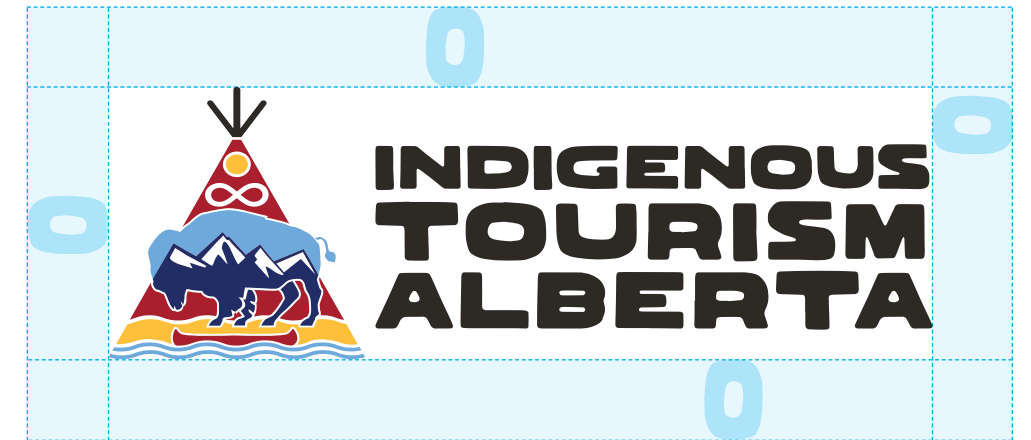
JPEGs are intended for screen or email use. These should be used at small sizes. JPEGs should not be used for print. JPEGs do not have transparent backgrounds.

### PNGs

PNGs are best used for web, and allow smaller file sizes at higher quality. PNGs do have transparent backgrounds.

### Logo Usage – Reverse Format

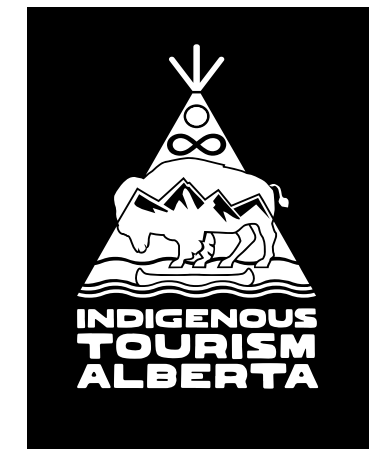
The logo may also be utilized in a reversed-out format. This may be necessary for utilization on images, solid colour backgrounds, and challenging mediums. When utilized in a reversed-out situation, the logo must still be allotted the minimum amount of white space or boundaries as described in this manual.



The logomark should always be surrounded by generous white space. The diagram above defines the minimum amount of clear space needed, which is based on the width of the O in the wordmark.

### Simplified Logos

In smaller applications and where necessary, a simplified logo may be used.



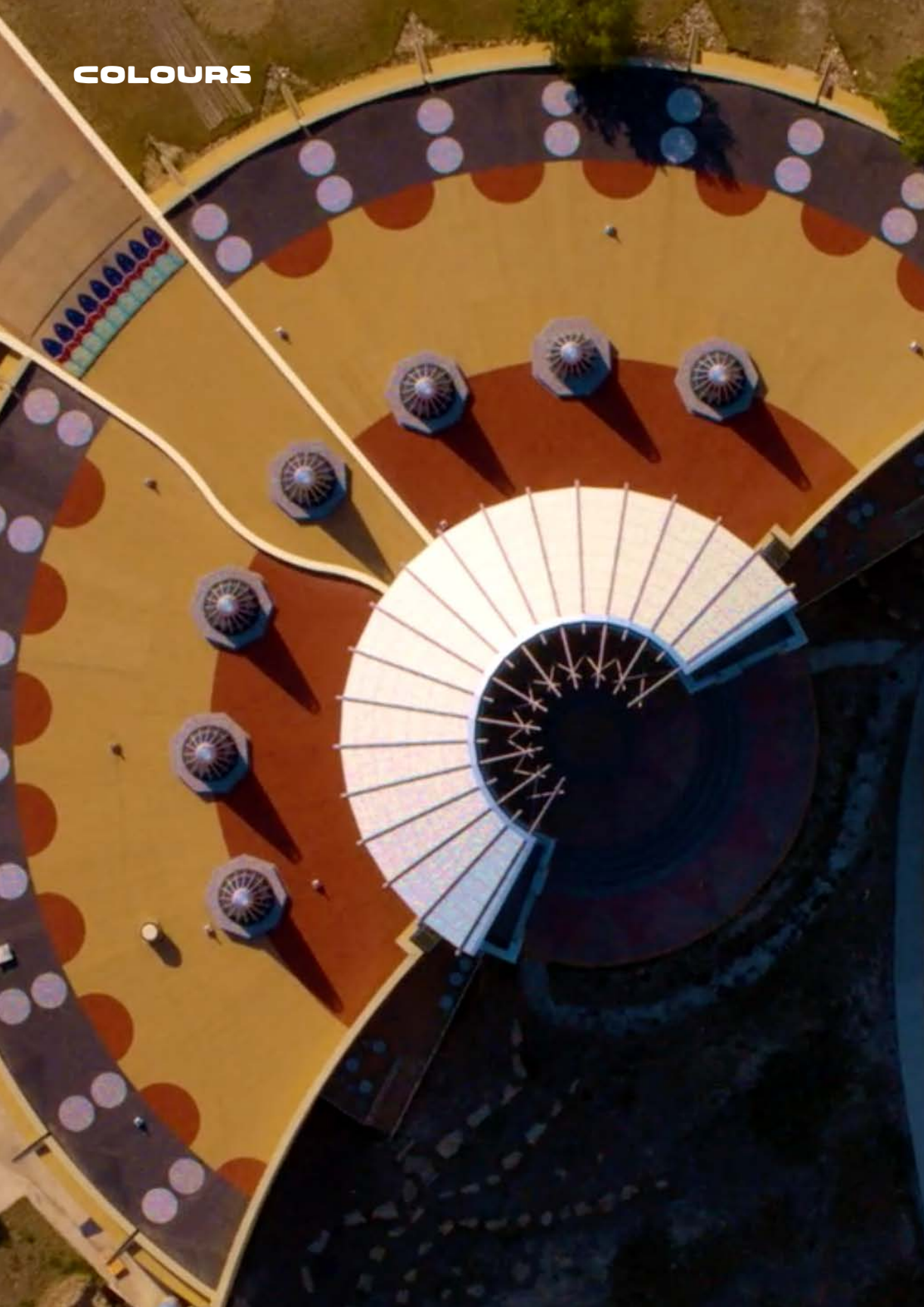
Inspired by the colours of the Medicine Wheel, colour can be applied to communication pieces to complement images, or to contrast or draw attention to a particular element.

**Primary Colour**

**Pantone 187C**  
 CMYK: 23/100/88/15  
 RGB: 170/31/46  
 HEX: #AA1F2E

**Secondary Colours**

<b>Pantone 280C</b>	CMYK: 100/93/27/23 RGB: 34/45/102 HEX: #222D66
<b>Pantone 284C</b>	CMYK: 55/22/0/0 RGB: 110/169/219 HEX: #6EA9DB
<b>Pantone 136C</b>	CMYK: 0/27/87/0 RGB: 254/191/59 HEX: #FEBF3B





## Display Typeface – Sonoran

Sonoran may be used for display copy and headlines. Because it is a monospace typeface it is not suitable for long copy beyond the discretion of the marketing team.

### SONORAN

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**



## Primary Typeface – Nunito Sans

Nunito Sans should be the most prominent typeface used in marketing materials. It can be used for both headlines and longer form body copy.

**Nunito Sans Condensed Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Nunito Sans Condensed Black Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

**Nunito Sans Condensed Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Nunito Sans Condensed Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

**Nunito Sans Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Nunito Sans Black Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

**Nunito Sans Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Nunito Sans Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



## Secondary Typeface – Source Sans

Source Sans can be used for headlines and body copy when the primary typeface is not available.

### Source Sans Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### Source Sans Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

### Source Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Source Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

Photography should always accurately represent culture and traditions, and permission should always be obtained prior to photography being shot. Don't take photos of ceremony.



Images depicting learning experiences between a guide and visitors are encouraged.



Portraits in nature are encouraged.



When photographing regalia, ensure permission is obtained first. Don't photograph ceremonial activities.



Photography that shows visitor experiences within the context of land are encouraged.



Showcasing Indigenous makers creating art, food, or other experiences is encouraged.



Depictions of food, art, or other installations by Indigenous creators is encouraged.

 **Indigenous Tourism Alberta**  
Sponsored · 🌐


Share in our stories and hear our voices with unique and authentic Métis cultural experiences.




**Come Walk With Us**  
Métis Crossing

  2.6K 96 Comments 399 Shares



 Like  Comment  Share




 **Indigenous Tourism Alberta**  
Sponsored · 🌐

Share in our stories and hear our voices with unique and authentic Indigenous experiences and guided walks.



**Come Walk With Us**  
Mahikan Trails

  2.6K 96 Comments 399 Shares

 Like  Comment  Share

 **Indigenous Tourism Alberta**  
Sponsored · 🌐

Share in our stories and hear our voices with unique and authentic Indigenous art and cultural creations.



**Come Walk With Us**  
Janvier Gallery

  2.6K 96 Comments 399 Shares

 Like  Comment  Share

 **Indigenous Tourism Alberta**  
Sponsored · 🌐

Share in our stories and hear our voices with unique and authentic Indigenous art and cultural creations.



**Come Walk With Us**  
Moonstone Creation

  2.6K 96 Comments 399 Shares

 Like  Comment  Share



**FOR MORE  
INFORMATION  
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TOURISM  
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