



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

## **ITAC BRAND STANDARDS**

**Practical Usages for  
Consumer & Corporate Brand Assets**

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Squamish Lil'Wat Cultural Centre — Whistler, British Columbia

## Strategic Brand Overview

The following pages outline the branding standards for the Indigenous Tourism Association of Canada (ITAC) and its sub-brand, Indigenous Canada, created to present tourism experiences from the Indigenous peoples of Canada to visitors from around the world. It speaks for a diverse and inclusive group that encompasses the many Indigenous groups existing in Canada.

This document's purpose is to assist with and to ensure brand consistency, in both corporate 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

There is an opportunity to educate visitors on how Indigenous tourism experiences have the ability to transform a vacation to Canada from the ordinary to the extraordinary. This will also attract a higher caliber of visitor, travellers who are highly experientially and emotionally-based in their travel decision making. These are travellers who see value not in luxury hotel rooms and all-inclusive experiences, but instead prefer to connect with destinations through authentic, cultural experiences<sup>[1]</sup>. These visitors have been identified by the UNWTO as “transformative travellers.”

The vacation experiences that transformative travellers seek are rarely found in crowded and congested mass tourism destinations. They too want to move from ego-centric to eco-centric behaviour. This requires new systemic design of tourism experiences to provide innovative and meaningful experiences that meet the needs of cultural creatives as well as residents. Experiences, which harness the energy and vision of conscious travellers to create social and environmental good, will also nourish the destinations<sup>[2]</sup>.

Focusing on the transformative traveller as a key consumer market will create a positive economic impact and a stronger more resilient tourism industry.

[1] Destination Canada & Indigenous Tourism Association of Canada (2017). *Joint Indigenous US Qualitative Research: Preliminary Report (Insignia Marketing Research)*.

[2] UNWTO (2016). *Global Report on the Transformative Power of Tourism*



IATC 2017 — Calgary, Alberta

## Brand Promise

**We have a story to tell**

Indigenous tourism can preserve culture, language and community and provide our relatives with a platform to be the leading voice in reclaiming our space in history — both ancient and modern.

Our ancestors have been sharing with and welcoming visitors to our traditional territories since time immemorial. Our communities are guided by values of respect, honour and integrity.

Indigenous tourism experiences demonstrate how Indigenous communities, both urban and rural, welcome visitors to learn, share and celebrate together.

Through a unified industry voice, ITAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism.

## Support for Brand Promise

1. Indigenous tourism in Canada celebrates the rich people and diverse cultures of many different First Nations, Métis and Inuit peoples across the country.
2. The Indigenous Tourism Association of Canada recognizes tourism businesses majority owned by Indigenous people or communities as authentic Indigenous Tourism Experiences in Canada. These businesses can represent any part of the tourism economy, but must demonstrate a connection and responsibility to the community and territory they are in.
3. Indigenous tourism in Canada is experiencing a growth curve and is in demand from global visitors.
4. There are more than 1,500 Indigenous-owned tourism businesses across Canada in all sectors. Existing Indigenous tourism experiences are thriving and new experiences are being created, thanks to ITAC's product development work.
5. ITAC supports knowledge keepers and storytellers in Indigenous communities to tell their own stories. Communities are driving Indigenous tourism experiences in Canada.

# Communications Protocols

## Language & Terminology

ITAC will avoid the following [1]:

### Using Aboriginal as an noun.

Proper Use: The government's new strategy will support increased business with Aboriginal (or Indigenous) people.

Improper Use: The government's new strategy will support increased business with Aboriginals.

### Describing Indigenous people as "belonging" to Canada. Use less possessive terms instead.

Proper Use: Indigenous people in Canada have traditions and cultures that go back thousands of years.

Improper Use: Canada's Indigenous people have traditions and cultures that go back thousands of years.

[1] McCue, Duncan. (Retrieved on January 2016) Reporting in Indigenous Communities: Terminology & Lexicon — [riic.ca/the-guide/on-the-air/lexicon-and-terminology/](http://riic.ca/the-guide/on-the-air/lexicon-and-terminology/)

[2] McCue, Duncan. (Retrieved on January 2016) Reporting in Aboriginal Communities: News Stereotypes of Indigenous Peoples — [riic.ca/the-guide/at-the-desk/news-stereotypes-of-Indigenous-peoples/](http://riic.ca/the-guide/at-the-desk/news-stereotypes-of-Indigenous-peoples/)

[3] Canadian Association of University Teachers (Retrieved January 2016). Acknowledging Traditional Territory – List-Territorial-Acknowledgement-by-Province.pdf. — [caut.ca/docs/default-source/professional-advice/list--territorial-acknowledgement-by-province.pdf](http://caut.ca/docs/default-source/professional-advice/list--territorial-acknowledgement-by-province.pdf)

## Community Acknowledgement

Wherever possible, individual community members and member businesses will be asked for and identified in all ITAC promotions and materials by their preferred self-declaration. If no self-declaration has been made, every effort will be made to identify name of community or nation first, if still not known, then Indigenous grouping name will be used (First Nation, Métis or Inuit).

## Avoiding Stereotypes

"An elder once told me the only way an Indian would make it on the news is if he or she was one of the 4Ds: drumming, dancing, drunk, or dead"<sup>[2]</sup>. Indigenous communities can choose to use tourism as a step towards reclamation of story, language, land and place. ITAC supports Indigenous entrepreneurs and communities to decide how, where and when to tell their own story as valid, authentic and empowered nations. Historic and modern, traditional and contemporary, we need to be aware and conscious of our own and our audience's personal and cultural biases and support representations of Indigenous peoples as diverse, accurate and current.

## Recognizing Traditional Territory

When we travel as partners, visitors and guests to various regions, ITAC will make best efforts to recognize traditional territory and Indigenous land whenever possible. While this is a small effort towards positioning ourselves as humble guests and visitors, this acknowledgement also positions the original caretakers of that land as our hosts. Wherever possible, members of the ITAC Board of Directors will provide acknowledgement details, however additional urban acknowledgements can be found at:

[caut.ca/docs/default-source/professional-advice/list--territorial-acknowledgement-by-province.pdf](http://caut.ca/docs/default-source/professional-advice/list--territorial-acknowledgement-by-province.pdf)<sup>[3]</sup>



Onhoüa Chetek8e Huron Traditional Site — Wendake, Québec

## The ITAC Logomark

The Indigenous Canada logo is an essential component of the brand, and lays the foundation for what the brand represents — a collaborative and cooperative approach to offering cultural and educational experiences specific to Indigenous groups across Canada, to a national and international audience. The logo represents the brand's beginning; the core of what the organization stands for.

The logo itself is comprised of elements that hold cultural significance for Indigenous peoples across Canada, namely a teepee, canoe, whale, eagle, sun, feather, polar bear, and sash. These graphical elements come together to form the shape of Canada's iconic maple leaf.

The design of the logo was a collaborative process with ITAC staff and the Board of Directors.





Torngat Mountains National Park — Newfoundland & Labrador

## The Consumer ITAC Logo

The primary and most forward facing version of the ITAC logo has been developed for consumer audiences. It is designed to be both recognizable and legible in variety of applications and sizes. The simplicity of the design allows it to be used in both English and French without changing the fundamental structure. The following illustrations outline the different versions of the logo and how they should be best utilized.

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## Alternate Consumer Logos

The centered version of the consumer ITAC logo is the most commonly preferred usage. However when necessary, the logo can be used in a horizontal format. This is not the preferred, but circumstances where space or alignment are an issue, may necessitate using this alternate version.

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## Bilingual Consumer Logos

A number of layout configurations have been developed for bilingual usage of the ITAC logo, in order to provide maximum flexibility for placement.

The preferred format for the bilingual logo is the centered version which creates a balanced look and treats both languages equally.

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## Alternate Bilingual Consumer Logos

When the centered version of the bilingual ITAC logo cannot be used in situations where space or alignment are an issue, any of the alternate versions illustrated below may be used.

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## Consumer Colour Swatches

The selected colour swatches are inspired by our distinct Canadian red, with the addition of complimentary black, a warm beige and two tones of grey. Colour can be applied to communication pieces to compliment images, or to contrast or draw attention to a particular element.

<b>Name</b>	Red
<b>CMYK</b>	<b>C 0 M 91 Y 100 K 60</b>
<b>RGB</b>	<b>R 122 G 22 B 0</b>
<b>HEX</b>	<b>#7a1501</b>

<b>Name</b>	Warm Beige
<b>CMYK</b>	<b>C 7 M 14 Y 20 K 21</b>
<b>RGB</b>	<b>R 192 G 178 B 165</b>
<b>HEX</b>	<b>#c1b2a5</b>

<b>Name</b>	Dark Grey
<b>CMYK</b>	<b>C 20 M 25 Y 29 K 59</b>
<b>RGB</b>	<b>R 105 G 96 B 90</b>
<b>HEX</b>	<b>#6a605b</b>

<b>Name</b>	Light Grey
<b>CMYK</b>	<b>C 22 M 14 Y 22 K 38</b>
<b>RGB</b>	<b>R 136 G 140 B 138</b>
<b>HEX</b>	<b>#888c87</b>

<b>Name</b>	Black
<b>CMYK</b>	<b>C 0 M 0 Y 0 K 96</b>
<b>RGB</b>	<b>R 33 G 33 B 33</b>
<b>HEX</b>	<b>#212121</b>

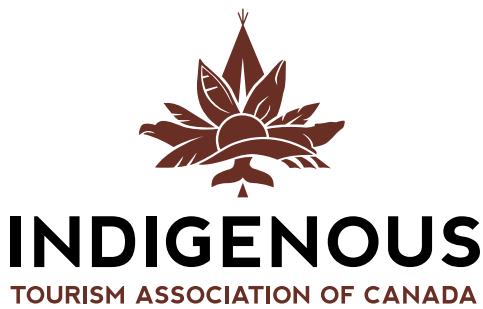


Adäka Cultural Festival — Whitehorse, Yukon

## The Corporate ITAC Logo

A second version of the ITAC logo has also been developed for corporate audiences. While following all of the same design principles used in the consumer version, the corporate version features ITAC's full name and is intended to be used in official communications and at industry-level events. The following illustrations outline the different versions of the corporate logo and how they should be best utilized.

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## Alternate Corporate Logos

The centered version of the corporate ITAC logo is the most commonly preferred usage. However when necessary, the logo can be used in a horizontal format. This is not the preferred, but circumstances where space or alignment are an issue, may necessitate using this alternate version.

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## Bilingual Corporate Logos

A number of layout configurations have been developed for bilingual usage of the corporate ITAC logo, in order to provide maximum flexibility for placement. The preferred format for the bilingual logo is the centered version which creates a balanced look and treats both languages equally.

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## Alternate Bilingual Corporate Logos

When the centered version of the bilingual corporate ITAC logo cannot be used in situations where space or alignment are an issue, any of the alternate versions illustrated below may be used.

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## Corporate Colour Swatches

The corporate colour swatches are intended to be used for official ITAC communications, both internal and external. Each colour represents a specific audience of ITAC communications and should not be used outside of their intended audience.

### Top Level Corporate Communications

Examples include *The Path Forward: Five Year Plan 2016-2021*, the *2018-2019 ITAC Action Plan* document, and this *ITAC Brand Standards* guide.

### Internal Communications

Examples include the *ITAC Communications Protocol* and any designed communications intended only for the ITAC Board and Staff.

### Marketing & Membership Communications

Examples include the *ITAC Membership Program*, *trade show reports* and communications or manuals designed specifically for ITAC Members.

### Prestigious Communications

Examples include any communications intended to highlight awards or show recognition of excellence among ITAC Members.

<b>Name</b>	Red
<b>CMYK</b>	C 0 M 91 Y 100 K 60
<b>RGB</b>	R 122 G 22 B 0
<b>HEX</b>	#7a1501

Top Level Corporate Communications

<b>Name</b>	Blue
<b>CMYK</b>	C 80 M 40 Y 0 K 30
<b>RGB</b>	R 26 G 100 B 157
<b>HEX</b>	#196396

Internal Communications

<b>Name</b>	Teal
<b>CMYK</b>	C 79 M 0 Y 63 K 18
<b>RGB</b>	R 0 G 154 B 116
<b>HEX</b>	#009974

Marketing & Membership Communications

<b>Name</b>	Gold
<b>CMYK</b>	C 11 M 23 Y 72 K 0
<b>RGB</b>	R 229 G 191 B 99
<b>HEX</b>	#e5bf63

Prestigious Communications

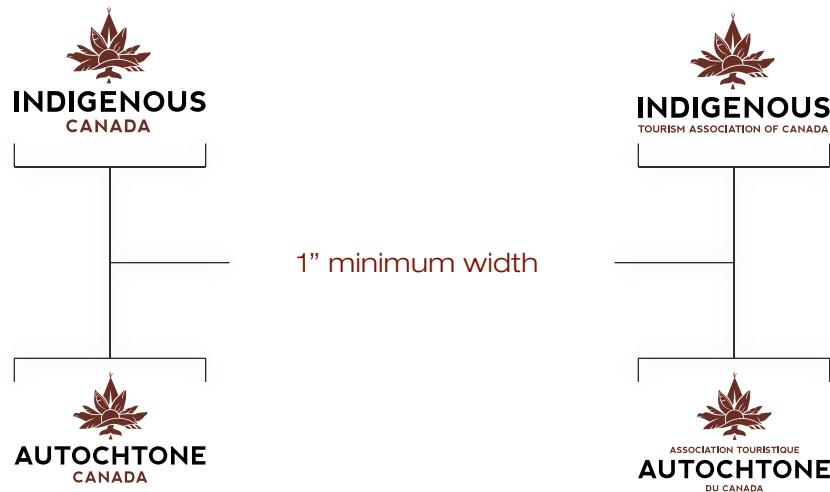


Nunavik Park — Quebec Aboriginal Tourism

## Minimum Logo Sizes

Minimum sizes ensure the logo retains its integrity and recognition properties at smaller sizes. Reducing the logo smaller than what is indicated will risk compromising recognizability and legibility.

### Centered Layout

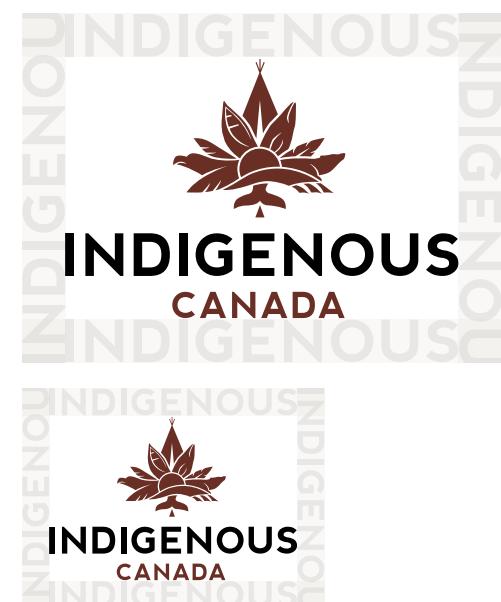


### Horizontal Layout



## Spacing the Logo Away from Other Elements

The logo has a minimum amount of white space which must be maintained at all times. For maximum impact and brand recognition, afford the logo plenty of white space. The more room afforded to the logo, the more prominent it will be become. It is almost always better to use the logo in areas with less visual clutter than to try to "make it bigger". All variations of the logo should have an even amount of white space on all sides, equal to the height of the wordmark "INDIGENOUS" or "AUTOCHTONE" used in the logo. This effect can scale according to the size of the logo, as illustrated below.



## Logo File Types & Uses

The Indigenous Canada logo has been created in a wide variety of formats. For best reproduction results, it is imperative the appropriate file format be utilized. If a file format is needed that is not represented, please contact **The Update Company (pg 24)** and the appropriate file will be provided.



### 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 support transparent backgrounds.



### PNGs

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

## Reversed Logo Formats and Usage with Textures

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.



### White Logo

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.



### Determining Contrast Levels

The full colour version of the logo can be used on light backgrounds until the value of the background is equivalent to 50% of the official black swatch. Otherwise the full colour logo does not provide enough contrast against backgrounds or images and the white logo should be used.



### Textured Backgrounds

Placement of the logo on the approved textured background shown is permitted. This background graphic can be implemented in conjunction with the logo in any document created for the Indigenous Canada brand.

## What Not to Do with the ITAC Logo

The Indigenous Canada logo's elements are of a fixed size and proportion. They must never be altered, rearranged or adjusted in any way, beyond what has been outlined in this document.



Do not replace any colours in the logo.



Do not alter the arrangement of the logo.



Do not adjust the size of the icon without proportionally resizing the text in the logo.



Do not rotate or angle the logo.



Do not reset the text in any part of the logo in another typeface.



Do not distort or skew the logo.

## Typography & Fonts

The brand's fonts have been selected to provide clarity, legibility and distinctiveness. The Indigenous Canada brand uses the fonts shown below. Guidelines for uses in branded communication materials are outlined below.



Eeyou Istchee Tourism — Ouje-Bougoumou, Québec

### Nevis Bold

This is the primary font used in the logo, and is not for general use.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&\*()\_+-=[\];”’<>,.?/

Nulla vitae elit libero, a pharetra augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed odio dui. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a ante venenatis da pibus posuere velit aliquet. Donec id elit non mi porta gravida at eget.

## Helvetica Neue LT STD 43 Light Extended

This is the font for headings and title text in “designed” communication pieces for corporate and consumer documents.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&\*()\_+-={}]|\\";>,.?/`

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris.

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## Helvetica Neue LT STD

This is the font for body text of documents in “designed” communication pieces for corporate and consumer documents.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&\*()\_+-={}]|\\";>,.?/`

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec sed odio dui. Sed posuere consectetur est at lobortis. Etiam porta sem malesuada magna mollis euismod. Praesent commodo cursus magna, vel scelerisque.

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## Helvetica

This is the general communications font. This font is used for day-to-day correspondence when possible. It should be used by staff for all B2B type communications that are printed or created in-house. This is the utilitarian font and is not meant for advertising or ‘designed’ communications.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&\*()\_+-={}]|\\";>,.?/`

Curabitur blandit tempus porttitor. Praesent commodo cursus magna, vel scelerisque nisl consecetur et. Cras mattis consecetur purus sit amet fermentum. Cras mattis consecetur purus sit amet fermentum donec.

## Digital Assets

A package of useful materials including the consumer and corporate logos (supplied in AI, EPS, and PNG formats), fonts, textures and image files is available for creating marketing materials. Please contact the personnel in charge of graphics, or contact **The Update Company** to obtain the files.

### The Update Company

[TheUpdateCompany.com](http://TheUpdateCompany.com)

1-250-400-0115

[Info@TheUpdateCompany.com](mailto:Info@TheUpdateCompany.com)

A photo bank for Indigenous Canada exists on the Destination Canada photo library and can be accessed via the link below:

[BrandCanadaLibrary.ca/en](http://BrandCanadaLibrary.ca/en)



Yukon First Nations Culture and Tourism Association — Whitehorse, Yukon



Eskasoni Cultural Journeys — Eskasoni, Nova Scotia



ITAC Board & Staff at IATC 2017 — Calgary, Alberta



Tundra North Tours — Inuvik, Northwest Territories

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ASSOCIATION TOURISTIQUE  
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**IndigenousTourism.ca**

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