

# Creative Project Brief

## First Nations Interpretation of the Destination Vancouver wordmark icon.

### **The Background:**

As the destination marketing and management organization for Vancouver, Destination Vancouver recognizes that the city exists on the traditional, ancestral, and unceded territories of the Musqueam, Squamish, and Tsleil-Waututh Nations. These lands, waters, and cultures are foundational to the identity of this place. Destination Vancouver has an ongoing and long-term commitment to deepening its relationships with the three Nations.

The upcoming World Cup event presents a unique and timely opportunity to visibly demonstrate to local communities and global audiences a commitment to greater cooperation between Destination Vancouver and the three Host Nations.

**As one expression of this commitment, Destination Vancouver envisions a Coast Salish interpretation of the organization's wordmark icon (the compass).**

### **The Project:**

The artist will re-imagine the central icon and present it as a standalone graphic, and as part of the Destination Vancouver wordmark in place of the current icon (the compass).

The re-interpreted icon will connect the destination with its First Nations ancestry, and it will illustrate the bringing together of Destination Vancouver and the Musqueam, Squamish and Tsleil-Waututh Nations, now and into the future.

This artwork will be a starting point for greater discussions about the destination's full visual identity system, brand framework and storytelling. A separate call for Expressions of Interest may be sent out to artists for this larger project at a later date.

### **Destination Vancouver:**

Destination Vancouver is a 123-year-old not-for-profit, membership-based Destination Promotion and Management Organization with a mission to support Vancouver's tourism industry in developing their experiences, and promoting Vancouver in target Canadian, U.S., and international markets.

The organization's purpose is to transform communities and visitors through the power of travel.

### **Vancouver's Destination Brand:**

Vancouver's destination brand purpose (core brand value) is that Vancouver is a place that believes in **the pursuit of well-being**. This comes in many forms ranging from the power of natural spaces to physical and mental health, a sense of belonging, truth & reconciliation and in other ways. The Brand promise is that Vancouver offers a **journey of invigoration**.

**Brand framework**

<small>OUR PURPOSE</small>	<small>OUR PROMISE</small>	<small>OUR PROOF</small>	<small>OUR PERSONALITY</small>
We believe in the pursuit of well-being.	We offer a journey of invigoration.	Immersive outdoors Urban vibrancy Converging cultures Fresh perspectives	Effortless Embracing Energizing Fresh

**The Design Challenge:**

The Destination Vancouver wordmark will be reimaged as a cultural expression – crafted by an artist representing the Musqueam, Squamish or Tsleil-Waututh Nation.

The chosen artist, using Coast Salish design principles, will re-design the compass rose and points as the Eye of the Creator graphic, ensuring that the O and the V in wordmark are replaced by a circle and trigon points, while retaining their relative size, and readability.

*Current wordmark & icon design*



*NOTE: The typeface in the wordmark is a custom font created by Destination Vancouver’s agency.*

While no additional elements of a Visual Identity System are required beyond the compass icon within the wordmark, it is important to note that Vancouver’s Brand Visual Identity System is intended to evolve in the future, and the reimaged wordmark icon design is a first phase in a long-term collaboration on the place brand.

Once this phase is completed, other elements (ie: graphic icons, holding shapes, lines or colours) may also be reviewed as a future project, within the context of a more holistic examination of the brand and visual identity, and a deeper relationship between the three Nations and Destination Vancouver.

Please see Supporting Documents (below) for more insight into the Destination Vancouver wordmark, palette and associated destination brand.

**Specifications:**

**Design**

- The wordmark’s minimum size must not be smaller than 1 inch or 100 pixels to ensure legibility.

**White space**

- Nothing must encroach on the space holding the compass point; White space around the wordmark and icon must be a minimum of the equivalent of the current height and width of the letters in the wordmark



### Colour

- While colour change is not mandatory, any suggested evolution of colour should feel cohesive within the broader brand system and function effectively across digital, print, and physical applications.

**Please note:** This is not a total re-design; It is a version of a design element (within a wordmark) reimagined through a cultural lens.

### The Audience(s):

- Vancouver's tourism and hospitality industry including accommodations, attractions, restaurants etc.
- The local business community and local residents
- Meetings and conventions, travel trade and other business audiences
- Local media and international travel media
- Consumers/travellers in Canada and global markets
- Other.

### Use Cases:

- Artwork will not be used for commercial purposes. It will be used as a wordmark on presentations, promotional materials, video and digital assets for the purpose of identifying the organization and the destination brand, in the course of promoting the destination. This may include use on the Destination Vancouver website domain.
- Artwork will be usable across multiple platforms and backgrounds (white, colour and imagery backgrounds), digital screens, as well as potential printed, carved, embossed, embroidered or other applications.

### Intellectual Property:

- This work is being commissioned by Destination Vancouver for exclusive use by the organization.
- Destination Vancouver also recognizes the potential, in specific agreed-upon instances, for additional sharing of the wordmark by others in the community to articulate the nature of the relationship between the organization and the three Indigenous Nations – the Musqueam, Squamish and Tsleil-Waututh.
- The artist's name and nation will be recognized as the designer of the icon in the wordmark, whenever possible.

### The Deliverables:

- Please submit final artwork (and any accompanying elements) in vector format (.eps and .png) to [asmith@destinationvancouver.com](mailto:asmith@destinationvancouver.com)
- Please provide full and/or single colour versions
- Please include monochrome versions (black & white, reversed out & greyscale)
- Please provide a brief, written rationale outlining:
  - Creative concept
  - Symbolism and design references
  - Cultural considerations (where appropriate).

### Timing:

- Draft artwork submitted by – End of day (4:00 pm) **April 28, 2026**
- Final amendments – between April 28 – May 7, 2026
- Final delivery - **May 8, 2026.**

### Supporting Documents:

*These resources will provide detailed information on the destination brand framework, the current wordmark for the organization (as well as other logos for reference only), colour palate and more.*

- Destination Vancouver [Brand Book](#)
- Destination Vancouver [Wordmarks & Logos](#)
- [Brand Onboarding Video](#).