

GOAL

The City of Duncan's totem pole collection is an integral part of the City's visual identity. The goal of the Totem Image and Visual Identity Policy is to ensure that references to the City of Duncan are authorized by the City and represented appropriately, and that images of the totem poles owned by the City of Duncan are used respectfully with due acknowledgement given to the artists who made them.

SCOPE

This policy applies to any image of a totem pole that is owned by the City of Duncan or any visual reference to the City of Duncan made by an external organization or individual.

POLICY

Use of City of Duncan Visual Identity Materials by External Organizations or Individuals

Any organization or individual who would like to use a City of Duncan landmark as represented in the City of Duncan Visual Identity Standards must seek permission from the City's Corporate Services Department (CSD) by e-mailing duncan@duncan.ca with their full name, organization, and reason for requesting use of the City's landmark. Only landmark files provided by the CSD may be used to represent the City of Duncan.

If an organization or individual is found to be using a City landmark improperly or without permission, the CSD may take steps to correct or discontinue the usage.

Use of Images of City-owned Totem Poles

Any organization or individual wishing to use an image of a City-owned totem pole for commercial or promotional use is required to apply to the City of Duncan's CSD for permission to do so using the City's Totem Image Use Application. Applications will be reviewed by the CSD in accordance with the following guidelines:

- In order to respect the moral rights of totem artists and First Nations communities, the compatibility of the proposed use with the artistic and cultural integrity of the work will be considered.
- Proposed uses of a totem image must include acknowledgement of the artist and the City of Duncan on the image and, where feasible, include the name of the totem.
- The CSD will seek the artist's permission for the proposed use, where required by the artist.
- In determining whether to recommend that a royalty be collected, the CSD will weigh the economic return against the promotional value of the proposed use for both totem artists and for the City of Duncan.
- Whenever possible, the CSD will seek to provide the Tourism Advisory Committee with an opportunity to provide feedback on the application, and 48 hours of notice, prior to approving or denying an application.