

BRAND USE GUIDELINES

For Travel Trade Partners & Industry Stakeholders

Updated October 10, 2025)

1. Our Brand: Who We Are

Located on the traditional and unceded territory of the Lhtako Dene Nation, shared together with the Secwépemc peoples, Barkerville Historic Town & Park is a Canadian National Historic Site operated by the Barkerville Heritage Trust. As the largest living-history museum in western North America, we are committed to preserving, interpreting, and celebrating British Columbia's gold rush history.

Our brand reflects **authenticity**, **heritage**, and **immersive storytelling**, with a strong commitment to **Indigenous inclusion and representation**. We recognize and honour the rich and ongoing histories of the Indigenous peoples of this land, particularly the Lhtako Dene Nation, on whose traditional territory Barkerville stands.

All partners are expected to use our brand assets respectfully and accurately to help protect the integrity of this unique destination and the diverse histories it represents.

2. Logo Use Guidelines

Approved Use:

- Use only the official logo files provided by Barkerville Heritage Trust.
- Maintain proper proportions and aspect ratio when resizing.
- Place the logo on a clean, uncluttered background for visibility.

Do Not:

- Stretch, distort, or crop the logo.



— THE —
BARKERVILLE
— HERITAGE TRUST —

MANAGING PARTNER OF BARKERVILLE HISTORIC TOWN & PARK & COTTONWOOD HOUSE HISTORIC SITE.

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- Change the logo's colour scheme.
- Place the logo on visually busy or low-contrast backgrounds.
- Add effects like drop shadows, outlines, or glows.

3. Image Use Guidelines

Approved Use:

- Use only the photos provided via the official Barkerville shared drive.
- Use images solely to promote travel to Barkerville Historic Town & Park.
- Basic cropping or resizing is allowed to fit layouts.

Do Not:

- Apply heavy filters or edits that alter the authenticity of the scene.
- Use images in unrelated, non-tourism, or commercial contexts.
- Overlay unrelated text or logos on top of Barkerville photos.

4. Attribution

Whenever possible, include the following credit line with images:

Photo courtesy of Barkerville Heritage Trust

If a specific credit is embedded in the image file name or metadata, please use that instead.



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A national historic site of Canada & Province of BC heritage properties
Charitable registration number: 86376 6234 RR001



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5. Do's and Don'ts Summary

DO:

- Use approved logos and photos
- Credit Barkerville when possible
- Promote Barkerville experiences authentically

DON'T:

- Modify logos or apply graphic effects
- Use images for unrelated products or destinations
- Use assets in political or controversial contexts

6. Questions or Special Requests?

For access to official logos and photos, or to request permission for alternate use, please contact:

Barkerville Heritage Trust
Stewart Cawood
Manager, Public Programming & Media
stewart.cawood@barkerville.ca
1 (888) 994-3332 Ext. 41



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