



# LOGO CONTEST

- Selected LOGO prize is \$2500 includes the Artist fee, design, collaboration, design rights, and all related costs.
- OPEN to community members from Sts'ailes, Sq'ewlets First Nation and/or Leq'á:mel First Nation
- Submit entry package via email to: Angela Paul (formerly George)  
[Angela.George@stsailles.com](mailto:Angela.George@stsailles.com)
- Submission Deadline: **EXTENDED**  
**October 27, 2023, at 4:00PM PST**

Seeking a LOGO for the Sts'ailes Community Care Campus, a First Nations-led Primary Care Initiative (FNPCI) site that will be located at 46090 Lougheed Hwy on the property local known as Beach Camp.

NEW NAME for the SCCC is:

**Éyameth'** ~ "Shaping health together"

**Details attached**

# NAME THE NEW CLINIC



## CALL FOR SUBMISSIONS ~ LOGO CONTEST

### Sts'ailes Community Care Campus (SCCC)

NEW NAME for the SCCC is **Éyameth'** ~ *“Shaping health together”*

Sts'ailes is seeking a LOGO for the new Sts'ailes Community Care Centre (SCCC). The SCCC logo will be reflective of Coast Salish artwork and/or symbolic of innovative wholistic health and wellness. This LOGO CONTEST is open to any community member who identifies as Indigenous, or collaborates between Indigenous and non-Indigenous Artist(s) connected to one or more of the following communities: Sts'ailes, Sq'ewlets First Nation and/or Leq'á:mel First Nation. Following a review, by the evaluation committee, of the submitted logo designs, the winning artist(s) will be selected to work with the SCCC team to finalize the LOGO that will be used for branding, communications, signage etc.

**ARTWORK BUDGET:**

The total budget is **\$2500** which includes the Artist fee, design, collaboration, design usage rights, and all related costs.

**ELIGIBILITY:**

Any Artist who identifies as Indigenous, or collaborations between Indigenous and non-Indigenous artist(s).

**TARGET INSTALLATION:**

November 2023

## INQUIRIES:

Issued: October 2, 2023

**EXTENDED Submission Deadline:**  
October 27, 2023, at 4:00PM PST

Angela Paul (George)

[Angela.George@stsailles.com](mailto:Angela.George@stsailles.com) or Chad Paul

[Chad.Paul@stsailles.com](mailto:Chad.Paul@stsailles.com)

### Introduction

The Sts'ailes people is a sovereign Coast Salish First Nation and community located just north of Lougheed Highway (Hwy 7) on the Morris Valley Road, within the Fraser Valley Regional District. Sts'ailes Xa'xa Temexw includes the entirety of Harrison Lake, Harrison River, Chehalis Lake, Chehalis River, the lower Lillooet River, the northeastern portion of Stave Lake, and the Fraser River between Hooknose and Queens Island.

The name 'Sts'ailes' is derived from the Halq'eméylem word 'Sts'a'íles', which means "the beating heart". Today, as in the past, Sts'ailes culture and economy is centered on the land and its resources. Just as its ancestors knew the significance, use, and value of all resources and lands, the current day Sts'ailes community does also. Sts'ailes believes this not only enables it to fully participate in the broader economy, but also to protect those resources and lands that are integral to Sts'ailes identity, success, and permanence. Restoring our traditional ways of health and wellness is a priority.

This Request for Logo submissions is an invitation from Sts'ailes ("the Owner") to submit up to 3 logo designs for the Sts'ailes Community Care Centre, a First Nations-led Primary Care Initiative (FNPCI) site that will be located at 46090 Lougheed Highway on the property locally known as Beach Camp ("the Project"). The owner is seeking responses from interested Artists to deliver the desired cultural elements to the project.

### Eligibility

This contest is open to any artist who identifies as Indigenous, or collaborates between Indigenous and non-Indigenous Artist(s) connected to the following communities; Sts'ailes, Sq'ewlets First Nation and Leq'á:mel First Nation. The selected Artist will be required to enter into agreements and contracts with Sts'ailes, which will include, without limitation, conditions for the fabrication of the art logo. It is the Artist's responsibility to make necessary inquiries to determine the amount and character of the work involved prior to submission. No allowance will subsequently be made for any errors or omissions on the part of any Artist.

## Project Overview

### SCCC Vision statement

The SCCC will offer patient-centred, wholistic health care that weaves together the best of western medicines and primary health care models and traditional Indigenous health and wholistic wellness practices.

## Project Overview

Sts'ailes has been approved by the First Nation Health Authority and the BC Ministry of Health as a First Nations-led Primary Care Initiative (FNPCI) site, and intends to construct, own, and operate a community (primary) care campus (SCCC) facility near their community. The project is due to break ground in October 2023 and is fully funded.

The SCCC will serve the Indigenous and non-Indigenous communities and residents living north of the Fraser River between Agassiz and Mission. At least 4,000 residents residing in the SCCC catchment area do not have immediate, local access to culturally safe, quality primary health care, face significant health issues and disparities and significant logistical challenges to access primary care services elsewhere. At least 1,400 of these residents are not attached to a primary health care provider. The SCCC is intended to address these inequities and its operation will be supported financially by the Ministry of Health and the First Nations Health Authority.

The SCCC focus will be on family health, being the core strength of community health. SCCC programs and services will support all generations together while meeting individual health needs with a high standard of culturally safe, quality health care from maternity and pediatric to geriatric. The SCCC will offer patient-centred, wholistic health care that weaves together the best of western medicines and primary health care models and traditional Indigenous health and wholistic wellness practices. The Sts'ailes people have a wealth of traditional knowledge of health and wellness and have been focused on building capacity to heal from past trauma caused by imposed laws and systems including health care systems and are restoring Sts'ailes health laws and practices.

The Sts'ailes Community Care Centre project has the following schedule:

- Break ground – October 2023
- Facility opening – November 2024

**The Sts'ailes expects completion of the SCCC facility around November 2024.** This is an important and highly visible project for the Owner, the local community, and the region.

The SCCC will be located at 46090 Lougheed Highway, on the property locally known as Beach Camp. Building design renditions shown below:



Logo Opportunity – to be used as main logo and iterations of logo be used for branding and communications purposes, as determined by owner.

One Artist or Artist team will be selected to create a logo with input and collaborations of the SCCC team.

The design should be reflective of the local Coast Salish people, health and wellness, concepts derived from the lands, waters and the vision of this work can all be used to inform the logo. We are seeking a logo that is simplistic, eye-catching and can be used to brand this important work.

The selected Artist or team of Artists/creators will be provided as much creative license as possible to realize a meaningful design reflecting the project vision and broad thematic contexts as outlined in this logo contest. It is expected that the selected Artist will be open to collaborate with the owner and their respective teams.

#### Call to Artists Submission Information

##### ARTWORK BUDGET

The budget for the logo includes a **\$2500 fee** which includes the artwork design, Artist or Artist team fee, design coordination work and rights to use for fabrication. If an artist team is selected, the "team" will receive the designated prize amount.

##### Artwork Goals

The proposed Logo should be simple, catchy, intriguing, and take into consideration the way their concepts connect appropriately to the location and serve to create an impactful branding of this Health Centre. The goals of the Logo design will weave us together and incorporate:

- A sense of community for Indigenous peoples in the region by enhancing the cultural vibrancy of the area through the logo, and branding designs created from the logo, by offering catchy and relevant branding as well as reflection, education, and inspiration.
- The relevance of the local area as inhabited by the Sts'ailes, Sq'ewlets, and Leq'á:mel people.
- Use of traditional symbols, animals and/or spiritual beings that represent the intent of the building rooted in healing, care giving, wholistic traditional wellness and protection.

### **SUBMISSION REQUIREMENTS (Clear and finely Hand Drawn and/or Digital Format)**

- i. **Cover letter:** Briefly outlining your background and affiliation with the local community, the meaning, concept, and/or Artistic approach to the work, community context and themes explored (300 words maximum)
- ii. **Statement of Interest:** Provide insight to your creative influences and underlying themes in your work.
- iii. **Submission amounts:** Applicants may submit up to three (3) submissions.
- iv. **Artist contact information:** Name, Email, Address, Phone Number

#### Evaluation committee

Evaluation committee to include the following members:

SCCC Executive Director  
 Capital Project Manager  
 SCCC Society Board representative  
 Elder

#### Submission Location

The Submission Deadline for Logo Submissions is October 23, 2023, 4:00 PM, delivered via email to:

Angela Paul [Angela.George@stsailles.com](mailto:Angela.George@stsailles.com)

Submissions must be received no later than the Submission Deadline.

Onus and responsibility rests solely with the Submitting Artist to ensure delivery and receipt of its Submission in the manner described. The Owner does not accept any responsibility or liability for the delivery and receipt of submissions. Proponents are advised to make submissions well before the deadline and ensure the file size is transmittable and receivable.

### Contact Person

All enquiries related to this Logo Contest are to be directed, in writing, to the following person (“Contact Person.”) Information obtained from any other source is not official and should not be relied upon.

Angela Paul [Angela.George@stsailles.com](mailto:Angela.George@stsailles.com)

Executive Director, Éyameth’ Community Care Campus