

Marketing/Media Style Guide - English

1. The project title is *LandMarks2017/Repères2017* generally when writing the title it should be italicized and appear with both English and French as one name for the entire project. The title in French communications should be *Repères2017/LandMarks2017*.

2. When listing artists or curators names in a block text, use alphabetical order.

Curators: Atlantic Canada Team: David Diviney, Ariella Pahlke & Melinda Spooner (ACT), Natalia Lebedinskaia, Véronique Leblanc, Kathleen Ritter and Tania Willard.

Artists: Michael Belmore, Rebecca Belmore, Chris Clarke & Bo Yeung, Raphaëlle de Groot, Maureen Gruben, Ursula Johnson, Cheryl L'Hirondelle & Camille Turner, Jeneen Frei Njootli, Douglas Scholes and Jin-me Yoon.

3. In addition to the word Canadians, use other ways to refer to our audiences including; public, people, population, communities, audiences, participants, people living in Canada and Canadians living abroad.

4. The projects understanding of Canada is expansive, indicate where possible by using descriptors such as: land, places, sites, region

5. List site locations as they are referred to officially by Parks Canada and in West to East order or verso:

Pacific Rim National Park Reserve (BC)

Vuntut National Park (YT)

Klondike National Historic Sites of Canada (YT)

Pingo Canadian Landmark (NT)

Banff National Park (AB)

Elk Island National Park (AB)

Grasslands National Park (SK)

Riding Mountain National Park (MB)

The Forks National Historic Site (MB)

Wapusk National Park (MB)

Prince of Wales Fort National Historic Site (MB)

Pukaskwa National Park (ON)

Georgian Bay Islands National Park (ON)

Rouge National Urban Park (ON)

Thousand Islands National Park (ON)

Lachine Canal National Historic Site (QC)



Mingan Archipelago National Park Reserve (QC)
Fundy National Park (NB)
Cape Breton Highlands National Park (NS)
Gros Morne National Park (NL)

List Universities East to West or verso:

Emily Carr University of Art & Design (BC)
Simon Fraser University (BC)
Grant MacEwan University (AB)
University of Lethbridge (AB)
University of Regina (SK)
University of Manitoba (MB)
University of Waterloo (ON)
University of Guelph (ON)
Sheridan College (ON)
OCAD University (ON)
Queen's University (ON)
Concordia University (QC)
McGill University - Schulich School of Music (QC)
Université du Québec à Montréal (QC)
Mt Allison University (NB)
NSCAD University (NS)

7. Project Titles should appear as:

Michael Belmore - Coalescence
Rebecca Belmore - Wave Sound | Onde Sonore
Chris Clarke & Bo Yeung - Weaving Voices | Voix entrelacées
Raphaëlle de Groot - Subsistances | Subsistences
Jeneen Frei Njootli - Being Skidoo | Être Skidoo
Maureen Gruben - Stitching My Landscape | Broder mon paysage
Ursula Johnson - (re)al-location | (ré)attribution
Cheryl L'Hirondelle & Camille Turner - Freedom Tours | Visites de la liberté
Douglas Scholes - Wanderer: (re)Marking | Le flâneur : (re)marquer
Jin-me Yoon - Long View | Regarder au loin

8. Curated by:

Michael Belmore - Natalia Lebedinskaia
Rebecca Belmore - Kathleen Ritter
Chris Clarke & Bo Yeung - Kathleen Ritter



Raphaëlle de Groot - Véronique Leblanc
Jeneen Frei Njootli - Tania Willard
Maureen Gruben - Tania Willard
Ursula Johnson - David Diviney, Ariella Pahlke, and Melinda Spooner (ACT)
Cheryl L'Hirondelle & Camille Turner - Tania Willard
Douglas Scholes - Véronique Leblanc
Jin-me Yoon - Kathleen Ritter

9. Use only approved cultural/geographical identifiers for artists:

Michael Belmore: Anishinaabe from the Lake Superior region, currently based in Ottawa, ON
Rebecca Belmore: Anishinaabe artist currently based in Montréal, QC
Chris Clarke: activist/artist Settler to Tr'ondëk Hwëch'in territory at Dawson City, YT
Raphaëlle de Groot: Québec artist, living in Montréal, QC
Jeneen Frei Njootli: Vuntut Gwitchin artist, YT
Maureen Gruben: Inuvialuit artist based in Victoria BC and Tuktoyaktuk NT
Ursula Johnson: Mi'kmaw Artist of Eskasoni First Nation living in Dartmouth, NS
Cheryl L'Hirondelle: Cree/Metis from Alberta, currently residing in Toronto, ON
Douglas Scholes: Québec artist, living in Montréal, QC
Camille Turner: Jamaica-born artist, based in Toronto, ON
Jin-me Yoon: Korean-Canadian artist based in Vancouver, BC
Bo Yeung: Chinese-Canadian artist residing on Tr'ondëk Hwëch'in territory at Dawson City, YT

10. Where possible, when including Canadian Heritage material use quotes ie: Canadian Heritage states, "The goal of the Canada 150 Fund is to create opportunities for Canadians to participate in local, regional, and national celebrations that contribute to building a sense of pride and attachment to Canada."

11. Capitalize the words "Indigenous" and "Indigeneity"

DO NOT use the words Aboriginal or Native. Instead use the term Indigenous which encompasses First Nations, Métis and Inuit peoples.

12. As a Canada 150 Signature Project, we emphasize the use of contemporary art and critical reflection. This means that we attempt to look deeper into lesser known histories, we do not avoid conflicting or controversial topics but embrace a fullness of dialogue that can offer different ways of thinking through our relationship to the lands and histories and multiplicity of voices in the lands that have come to be called Canada. We emphasize this project's commitment to diverse and multiple voices, local communities and broad public reflection.

