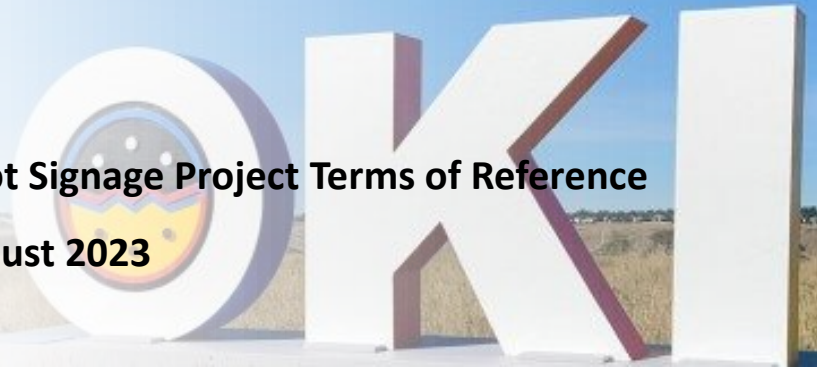


South-Western Alberta Blackfoot Signage Project Terms of Reference

August 2023

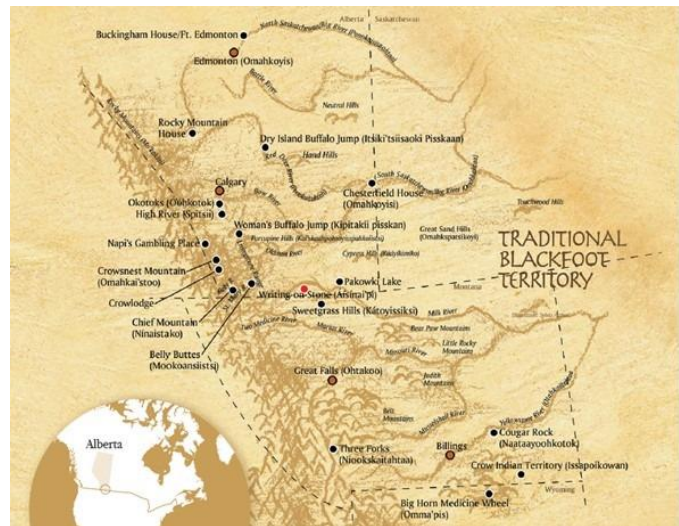


The Blackfoot Language and Southern Alberta

Southwestern Alberta is the home and historical territory of the Blackfoot Confederacy, a group of nations that collectively make up the Blackfoot people. The confederacy includes the Blackfoot-speaking Káinai, Siksiká, and Pi'ikanni nations in southern Alberta who have called the region home for many generations.

The Blackfoot language was historically a spoken language without its own form of writing. However, after contact with European settlers and colonizers, the nations of the Confederacy began to create a system of writing for their language using adopted characters from the latin alphabet.

The locations and communities of southern Alberta have had names and titles in Blackfoot that either predate the arrival of Europeans or were given to them by the local people as they arrived. In recent years the decline of historical revisionism in Canada combined with the ongoing project of reconciliation has seen a resurgent interest in understanding the deep historical roots of the Canadian landscape and bringing back the Blackfoot language names of peoples and places is a window that invites all Canadians and visitors to look deeper into our history.



The Project

Formed as a partnership between the Kainaiwa, the SouthGrow Regional Initiative, Community Futures Lethbridge Region, Tourism Lethbridge, and Alberta SouthWest Regional Alliance, this project aims to provide matching funding for the installation of Blackfoot language signage for communities, businesses, institutions, and more across the region, with the Kainaiwa providing



the translation/interpretation services needed to either inform applicants of their Blackfoot name or assign the proper Blackfoot translation/interpretation to a location.

The goal is to provide a proof of concept and proof of demand for the installation of such signage across southwestern Alberta as a pilot for continued investment in this space.

Desired Outcomes

The immediate goal is to provide up to \$40,000 in 2023 /24 in matching money to applicants for the creation and installation of Blackfoot Language signage, and have that money realize several dozen deployments across the region.

The intention is for this signage to:

- a.) Further the work of regional reconciliation in accordance with the recommendations included in the Truth and Reconciliation Commission of Canada: Calls to Action (2015), particularly with respect to articles 13-17
- b.) Add a layer of cultural and historical complexity to the landscape of Southern Alberta to invite residents and visitors to explore and learn about the deep history of the region that is unique in Canada.
- c.) Create enthusiasm for more signage demand to assist in the re-funding of the program to deploy an increasing amount of signage.

The Program

The program will give out **up to \$2000 per applicant** for **up to 80%** of the costs of constructing signage for your location. Signage is available in a variety of dimensions and will be sole-sourced from DaVinci signs in the City of Lethbridge.

The full list of dimensions and associated costs is available in the program application.

The Grant does not cover the price of installation, only sign construction at DaVinci Signs.

The Process

1. Access and fill out the project application found at www.lethbridgeregion.albertacf.com and submit it to cfléthbridge@albertacf.com with the subject line **'Blackfoot Language Sign Application'**
2. Direct any program questions to Community Futures Lethbridge Region.



3. Your application will be reviewed by the Project Committee made up of individuals from the Project partners.
4. Then the project will be forwarded to the Blackfoot Naming Committee which meets monthly for translation/interpretation services.
5. The translated/interpreted name will be forward to DaVinci Signs along with the application details for creation of proofs.
6. Design proofs will be confirmed with the applicant by DaVinci Signs
7. Signs will be created.
8. Community Futures Lethbridge Region will bill the applicant directly for their 20% portion and directly pay DaVinci Signs the amount owing.
9. Applicants will pick up their signage when completed to install themselves.
10. Signage can only be delivered to the applicant once the project invoice has been paid.

Sign Sizes and Costs

Signs are ½” Crezon wood signs sided with prismatic reflective vinyl background and premium vinyl graphics. All sign installation cost and logistics are the responsibility of the applicant. Custom sign design parameters and cost to be determined by the sign company and project administrator in conjunction with the applicant.

The project will fund up to 80% of costs associated with signage construction. Pricing subject to change.

Dimensions	Cost
12" x 48"	\$400.00
12" x 72"	\$500.00
12" x 96"	\$600.00
18" x 72"	\$700.00
18" x 96"	\$800.00
Custom	TBD

Note: Custom sign sizes can be accommodated with pricing to be determined in conversation between applicant, Community Futures Lethbridge Region, and DaVinci Signs.



Style Determination and Use Rules

1. Sign can be customized within reason to fit applicant's own style guide by Da Vinci Signs except for the following mandatory rules:
 - I. The Sign must be installed in compliance with all legal and bylaw requirements that may apply within the jurisdiction that it is installed.
 - II. Any Blackfoot Language on the sign must be unaltered from the translation/interpretation given by the translation/interpretation committee.
 - III. The Sign must adhere to the base style guidelines contained in Appendix A of this document.
 - IV. The Project Committee retains sole discretion to determine if a sign is within the project guidelines listed above.



SIGN STYLE GUIDELINES

For each sign, check that it follows the ABC rules:

- A** **Able to read easily**
- Choose a font that is easy to read quickly from far away
 - Avoid cursive fonts, or fonts with thin lines
 - Is it big enough? Remember on outdoor signs it is better to be too big than too small



SIGN

SIGN

sign



sign

Sign

SIGN

- B** **Breathing room**
- Is there enough space between letters and words that the meaning is clear?
 - Is there enough space around the phrase that it doesn't look squished to the space?



SIGN



SIGN

- C** **Contrast is high**
- Choose high contrast colours so you can see the words clearly from the background



SIGN



SIGN

Appendix B: Application

Blackfoot Signage Project Application

Organization Name: _____

Address: _____

I have read and understand the Blackfoot Signage Project Terms of Reference

Proper name to be translate/interpretd: _____

Requested Signage:

Signs are ½" Crezon wood signs sided with prismatic reflective vinyl background and premium vinyl graphics. All sign installation cost and logistics are the responsibility of the applicant. Custom sign design parameters and cost to be determined by the sign company and project administrator in conjunction with the applicant.

The project will fund up to 80% of costs associated with signage construction. Pricing subject to change.

Requested Signage			
Dimensions	Number	Cost	Subtotal Cost
12" x 48"		\$400.00	\$
12" x 72"		\$500.00	\$
12" x 96"		\$600.00	\$
18" x 72"		\$700.00	\$
18" x 96"		\$800.00	\$
Custom		To be determined	\$
Total			\$
X 80%			\$
Project Contribution Amount			\$



Total project contribution amount cannot exceed \$2,000.00 per applicant.

Proposed Signage Location (complete at least one of the following):

1. Civic Address: _____
2. GPS Coordinates: _____
3. Google Street View Link: _____

Image of proposed location from street view or photo:

(Image can either be inserted here or attached to email with application)

Applicant Representative:

Name: _____

Title: _____

Telephone: _____

Email: _____

I am authorized to sign on behalf of the applicant organization.

Signature

Date



