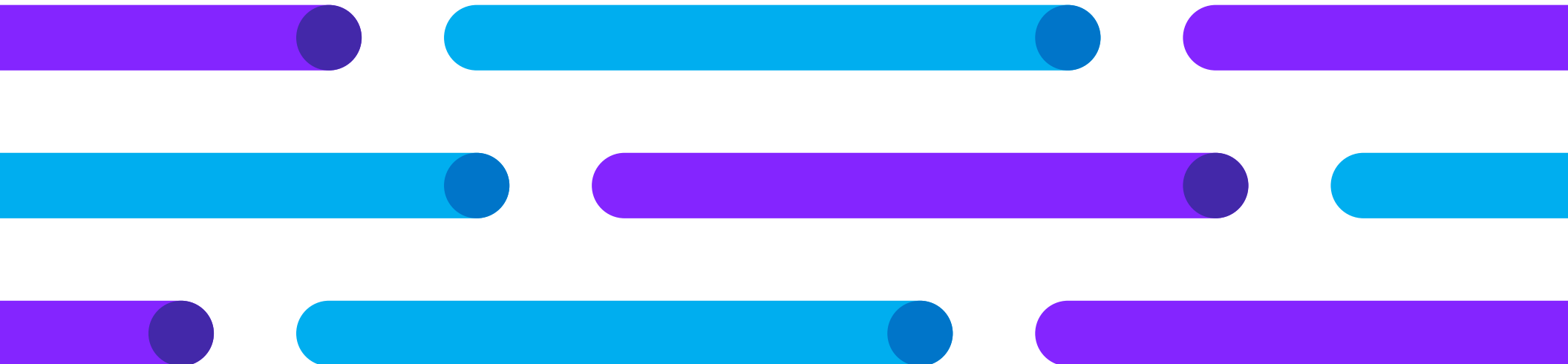


# A call for emerging artists

Indigenous Artwork Program



We respectfully acknowledge that we are privileged to live and work on the Traditional and ancestral homelands, both unceded and treated, of Indigenous Peoples and Nations across British Columbia, each with their own unique traditions, histories and cultures.

This document was written at the ICBC Head Office near the village of Eslhá7an, on the Traditional ancestral Indigenous territory of the Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation). We're committed to learning how to better partner with Indigenous communities to further Reconciliation.



A school of fish, artwork by Jeannie Chipps.  
Cover artwork: wheel by Jeannie Chipps.



As a key facilitator of transportation throughout the province, ICBC recognizes, acknowledges and celebrates the many modes of transportation that has occurred on these lands throughout time. Through a new Indigenous Artwork Program, ICBC invites interested First Nations, Métis, and Inuit artists to collaborate with the ICBC brand.

Artwork will be published on a variety of materials created to support Indigenous customers and employees in areas such as driver licensing, health and healing, job opportunities, employee ceremonies, events in Indigenous communities and centres, and the work of the ICBC Indigenous Relations team.

The artwork program is part of ICBC's commitment to Reconciliation and support's ICBC's inaugural Reconciliation action plan ([icbc.com/Reconciliation](https://www.icbc.com/reconciliation)), focused on building better experiences for Indigenous customers and employees.

Canoe, artwork by Jeannie Chipps.

# Artwork guidelines and examples

ICBC has partnered with artist Jeannie Chipps, SC'IANEW (Beecher Bay First Nation) to experiment and demonstrate with how her original art can be showcased within the ICBC brand system. Jeannie's art, shown throughout this guide, demonstrates how an artist can bring their own style into the brand guidelines.



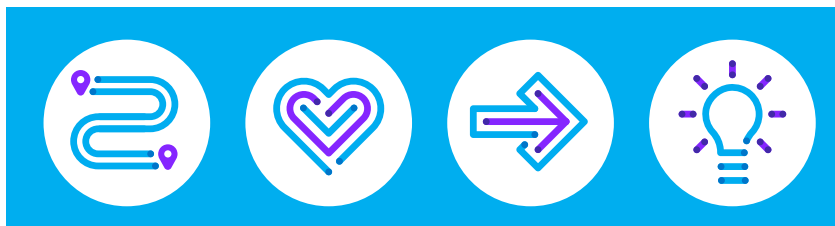
Embark on a journey through the captivating artistry of Jeannie Chipps, a gifted Coast Salish mixed media artist hailing from the SC'IANEW First Nation. With an unwavering passion for creation that ignited when she first grasped a pencil, Jeannie's artistic journey is a testament to her innate talent and dedication.

Versatile in her approach, navigating both a love for traditional realism styles of art and coast Salish art and combining them into both artistic styles that she is able to call her own.

**“As an artist, I walk in two worlds – the very personal art practice that has been shown to me through teachings and the work that I make for corporate clients, such as ICBC, Rugby Canada, and BC Housing.”**

# ICBC's brand

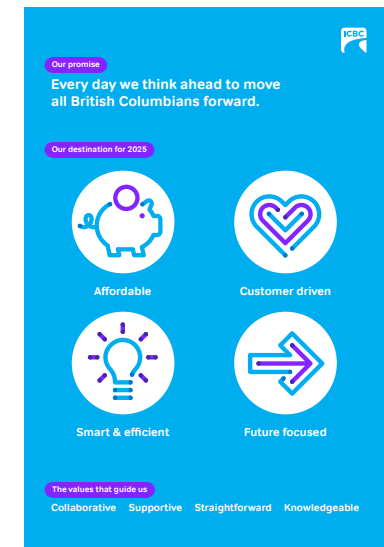
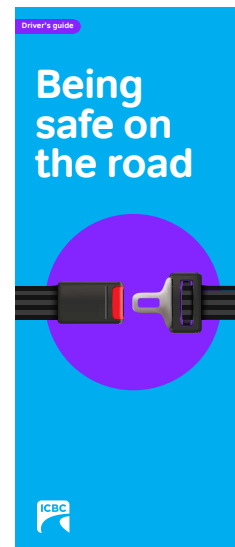
ICBC launched a new brand in 2021. New design elements, such as circles, illustrations and icons were introduced into company branding as a way of demonstrating a recommitment to our purpose — Moving All Forward, and our values of being Supportive, Straightforward, Collaborative and Knowledgeable.



Road Safety



Driver Licensing

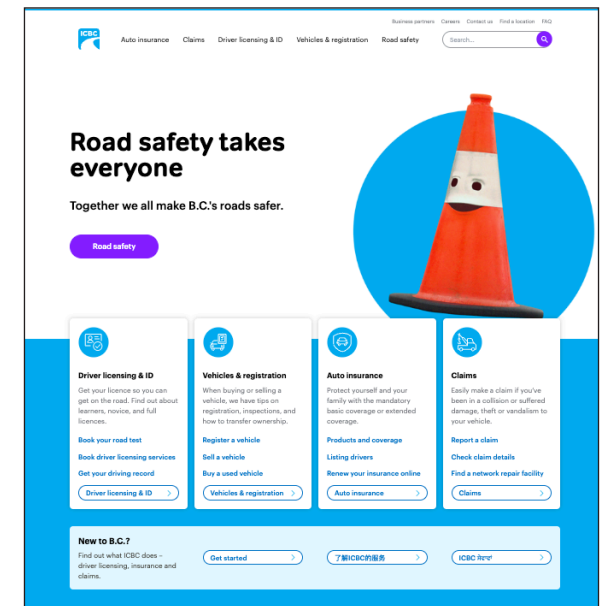




The new branding system introduced the colour purple along with the classic blue of the ICBC logo. Purple represents a commitment to our values, purpose and support for all living in B.C. Two accent colours of dark blue and purple are used in feature illustrations and artwork.



Illustrations, photos, icons and captions appear in circles throughout ICBC communications material.



Working with the ICBC brand elements of a circle and the colours of blue, purple and black; artist Jeannie Chipps experimented with how her form line design could be used to communicate to Indigenous customers and employees. The circle became her canvas. Jeannie worked with different subjects related to the idea of what transportation meant to her.



"A canoe for community, travel journeys, and traditional ways of gathering food."



"A wheel to represent transportation."



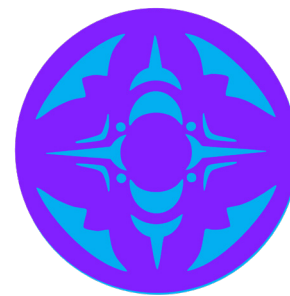
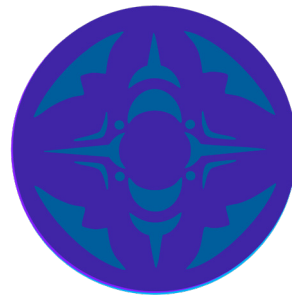
"A goose migrates over land seasonally, to find food and shelter."



"A salmon journeys through rivers and oceans to be able to spawn. The salmon journey ends with helping people or nature."

## Experimenting with colour

Working with ICBC's colours, Jeannie tried different colour combinations of black and white, purple on blue and blue on purple.



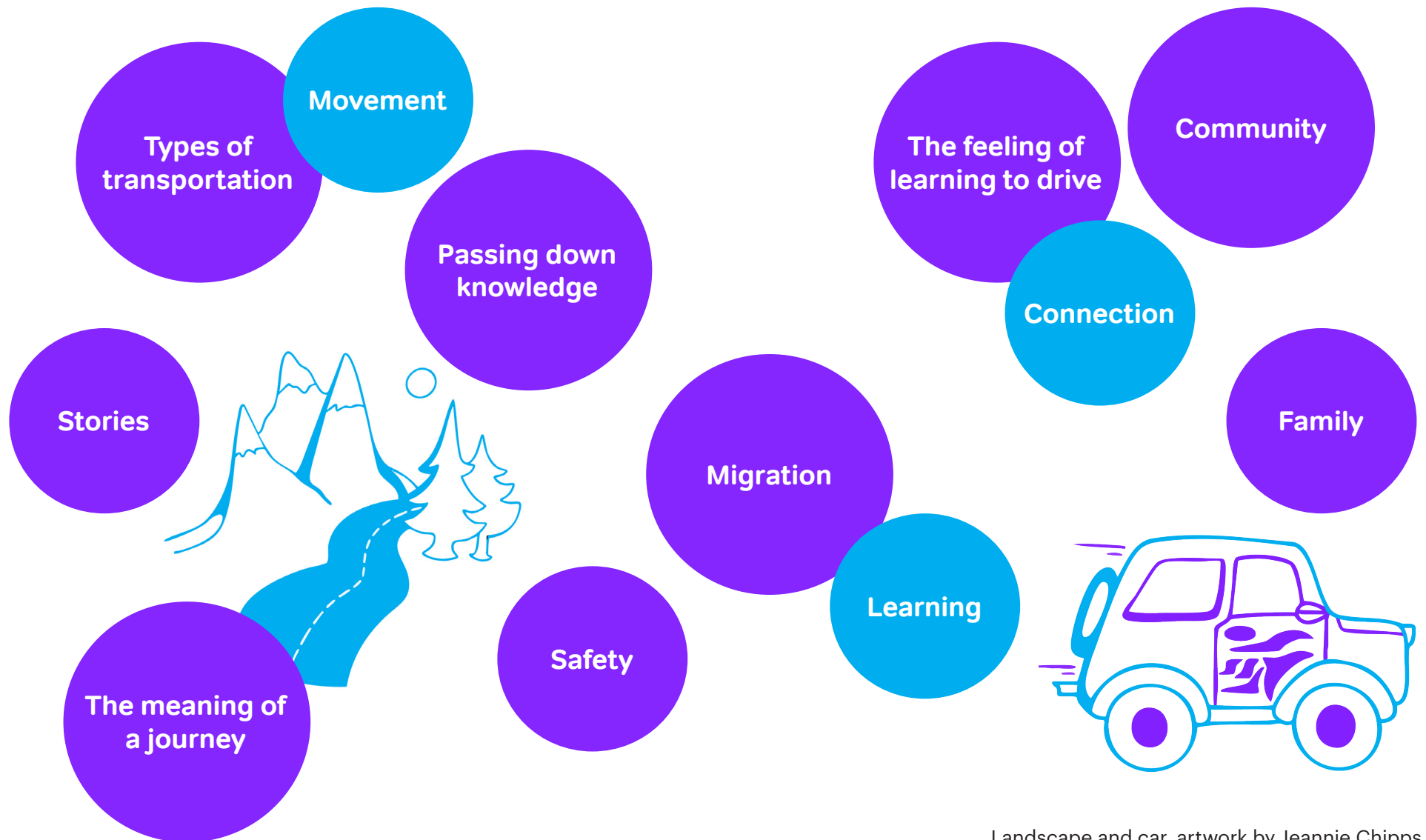
"A flower opening represents a transformative journey"

Jeannie tested her designs in many different colour combinations of the ICBC colours to see which one she liked best.





# The theme of transportation explored many ways



Landscape and car, artwork by Jeannie Chipps.

Materials that share news about ICBC's Reconciliation journey

On a webpage celebrating the artists in the program

Banners for community events

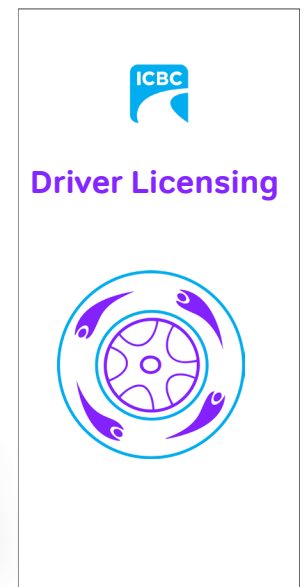
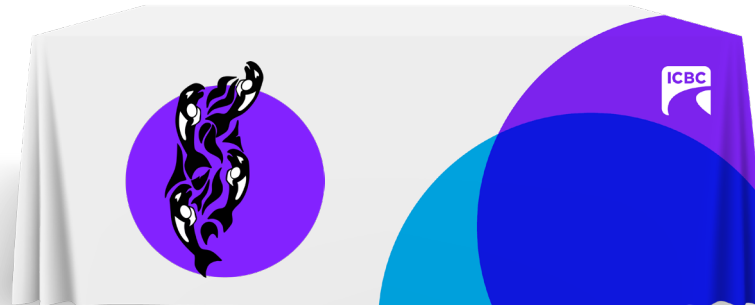
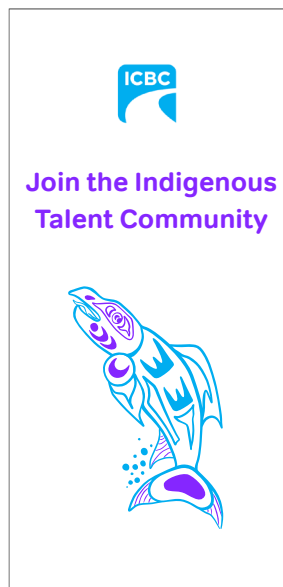
Swag and postcards to promote job openings for Indigenous talent at ICBC

Giveaways & gifts

Welcome materials for new Indigenous employees

## Where will the art appear?

Materials that celebrate new and returning Indigenous drivers in getting their license.

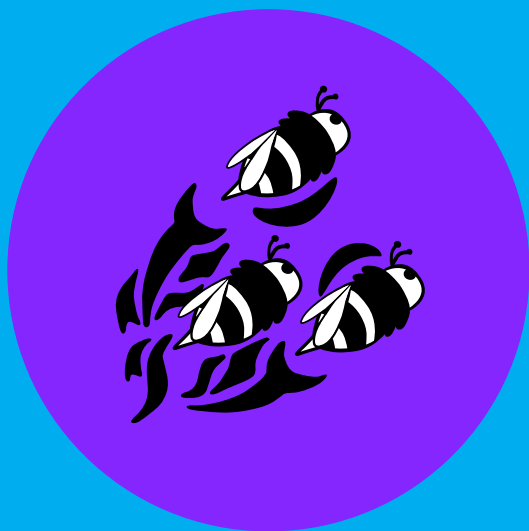


## Artist selection process

An advisory group of Indigenous arts professionals will review all applications and select one new artist every three to four months. Applications are accepted on an ongoing basis and will be reviewed quarterly.

## The Commissioned Artwork Guidelines

Artists who are selected to participate will be commissioned to create one original piece of artwork that speaks to the theme of what transportation means to them. Artists will be asked to work within ICBC's brand colours and including the shape of the circle within their work. Throughout the development process, artists will receive support from the artwork coordinator and members of ICBC's Creative Services team.



Swarm of bees, artwork by Jeannie Chipps.

## Artist compensation

Artists who are selected will receive a \$5,000 professional fee for their contributions, as well as recognition and credits on all materials that feature their artwork.

Participating artists will also be invited to include their biography, photo and artist statement on ICBC's website.

## Questions?

If you have questions about the process or need support with the submission process, please reach out to Leanne at [creativeservices@icbc.com](mailto:creativeservices@icbc.com).

Rushing river, artwork by Jeannie Chipps.



