BIRTH OF A NEW BRAND

The Brand:

The **STÓ:LŌ MEANS BUSINESS** Brand was designed by Jason Forseth, a Seabird Island First Nation Band Member.

- The water droplet in the center of the logo represents the Stó:lō (People of the River) forming two hands shaking. A universal sign of business.
- On the outside of the droplet, there are two open native hands (in the position of ”Giving thanks” or “Honoring”) within two Salmon, which represent our culture and traditions.
- The two figures on the outside edge represent the people, businesses and organizations who support us and who we do business with.
- The cityscape in the lower part of the circle represents the future and growth of our businesses.

Trademark:

Legal trademark applications have been filed with the Canadian Intellectual Property Office (CIPO) in March, 2014. Both the full logo, its unique design features and the words **STÓ:LŌ MEANS BUSINESS**, are the intellectual property of Stó:lō Community Futures. These will be the unique identifiers for all future business and economic activities of Stó:lō Community Futures, as we work with our partners and supporters, in developing the Stó:lō economy and Aboriginal business community over the next five years.

The Artist:

Jason Forseth is a band member from Seabird Island First Nation outside of Agassiz, BC. Jason has taken a unique approach to his art, utilizing computers and the advanced techniques to interpret native culture for the 21st century. All of his original designs are inspired by the history and styles of the unique cultures of First Nations people. Nadia Design is 100% Aboriginal-owned and has operated in from Seabird Island First Nation since 2000. Jason also owns Mariah Farms, which makes handmade goat milk soap. They milk their own goats and use only the freshest whole goat’s milk in every bar of soap they produce. Their natural soaps are handmade in small batches and only the finest grades of ingredients are used.