



First Nations Health Authority  
Health through wellness

# Logo Contest



## The Gitxsan and Wet'suwet'en Primary Care Centre

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The new Gitxsan and Wet'suwet'en Primary Care Centre is seeking designs for a logo from local First Nations artists.

Located in Old Hazelton, the centre is part of the First Nations-led Primary Health Care Initiative (FNPCI), which aims to improve access to culturally safe primary care for First Nations people in BC and their families, bringing health care services closer to home. *Learn more about the FNPCI by scanning the QR code.*



The logo design must be representative of the Gitxsan and Wet'suwet'en and include the name of the centre:

### **Wilp D'mootxw – Nec'a Yikh, The Healing House**

**Eligibility:** This competition is open to Gitxsan and Wet'suwet'en people in BC.

The winning design will receive \$1,500. Four runner-up designs will be awarded \$125 each.

Submissions will be evaluated by the Cultural Committee and Working Group.

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Contact Erica Williams for more information: [erica.williams@fnha.ca](mailto:erica.williams@fnha.ca)

# The Gitxsan and Wet'suwet'en Primary Care Centre

## Logo Contest

### Submission Deadline

April 20, 2025 at 5 p.m.

### Design Considerations

- *Scalability.* The design should be simple enough to be sized down or up easily.
- *Memorable/Impactful.* The logo should capture the viewer's attention and leave a positive impression.
- *Versatile.* The logo should look equally good on the web, print material, large-scale signage, or printed on pens, etc.
- *Relevance.* The logo should be relevant to the primary care centre and in line with what it stands for and represent the communities of Gitanyow, Gitwangak, Gitsegukla, Gitanmaax, Kispiox, Sik-e-dakh, Hagwilget and Witset.
- *Integration.* Represents both the Gitxsan and Wet'suwet'en, as well as the principle of *Ama Xhaldax* (Good Medicine).

### Submission Requirements

1. Submitted designs must be original and created for this call out.
2. Include a brief written description of the design's story and context, and information on the colours.
3. Provide the artist's full name, address, community, and email.
4. Submissions should be emailed to [erica.williams@fnha.ca](mailto:erica.williams@fnha.ca)
5. The artist of the winning design will work with the Centre to finalize the logo design and produce all relevant file formats.

### Copyright and Intellectual Property

1. Winners will be required to grant Wilp D'mootxw – Nec'a Yikh, The Healing House, the right to use, reproduce, alter or modify their submitted logo design and utilize it in materials without restriction or compensation.
2. By submitting their logo design, participants warrant that the submitted logo design does not infringe upon the copyright or other rights of any other third party.
3. Wilp D'mootxw – Nec'a Yikh, The Healing House reserves the right to alter or modify the final design or to reject all submissions.
4. The winner may also be asked to make changes to the design.

