



# ABORIGINAL HERITAGE GARDEN

*Eel River Bar First Nation, New Brunswick CANADA*

*Solutions  
with a  
Focus on  
Cultural  
& Natural  
Heritage*

Commonwealth and the Tourism Company recently led a team that provided an interpretive plan and a business plan for development of an aboriginal heritage garden. The client, Eel River Bar First Nation of northeastern New Brunswick, was anxious to revive traditional knowledge and use of plants, and to do so in ways that would attract visitors and generate revenue.

The study showed that there is considerable potential for development a tourism attraction based on plant use and propagation, and that there could be a rich variety of interpretive

themes and storylines created to appeal to a broad range of visitors. The study included frequent consultation with the Band and with a steering committee made up of the Bank, funding partners,

and research organizations

with which the Garden had signed memoranda of understanding.

The project has been enthusiastically received by the Band and by the funding partners and is well on its way into a detailed development phase.



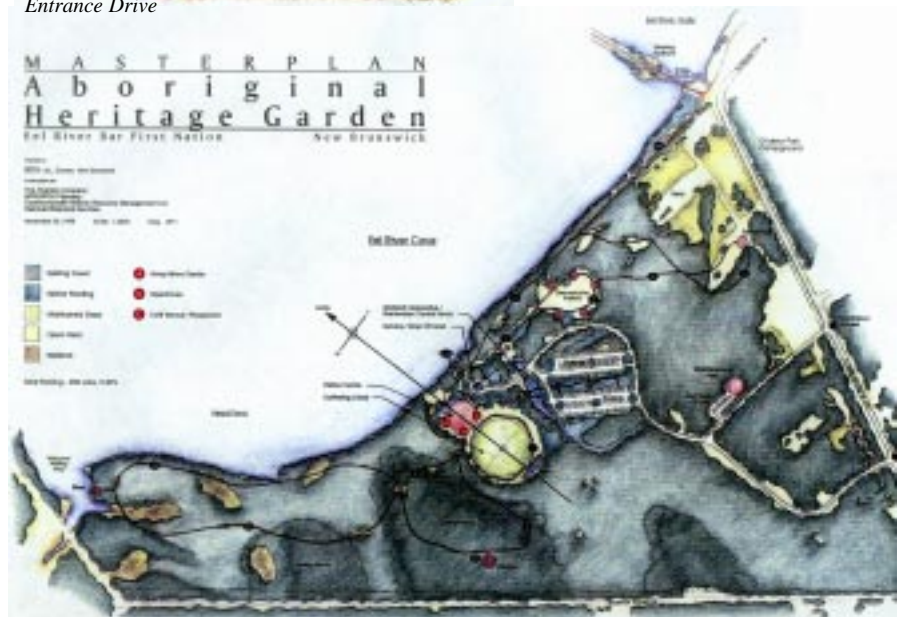
*Woodland Trail*

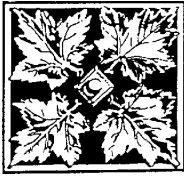


*Entrance Drive*



*Walk to Visitor Centre*





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Commonwealth designed a complete graphics package for the Aboriginal Heritage Garden (Mi'gmac) including logo design, interpretive signage, stationery package, corporate signage and applications for promotion.

The logo image was designed to depict several aspects of Eel River Bar. It is reminiscent of a woodland fern,

a pine bough and a pair of feathers.

The colours represent spring and growth.

It is focused primarily on the botanic interpretation of the site.



**Pin or Embroidered Emblem**



**Business Card**

**Letterhead**



**Interpretive Signage**



**Staff T-shirt**



**Hats for Souvenirs or Staff**



**Staff Vehicle**