The Traditional Knowledge (TK) and Biocultural (BC) Labels have been developed with the intention of being adapted by Indigenous communities. This document includes specific guidelines and regulations around the use of the Labels.

**USING THE LABELS**

**The Label Icon**
- The Icons have been designed by Local Contexts to be identifiable.
- The Icons may not be altered. This is to protect the integrity and international identification of the Labels across various contexts for every community that uses them.

**The Label Title**
- The Labels each have a unique title text and an abbreviated code, and appear in the format “TK Attribution (TK A)” or “BC Provenance (BC P)”.
- The Label Titles may not be altered.
- Communities are encouraged to translate the Label title into their own language(s)/dialect(s).
- Translations should be displayed in addition to the default Label title.

**The Label Description**
- Each Label has a template description. Communities are encouraged to customize the Label template text.
- Customized descriptions should be displayed in place of the description template text.

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**TK Label Icon**

TK Attribution (TK A)

This Label is being used to correct historical mistakes or exclusions pertaining to this material. This is especially in relation to the names of the people involved in performing or making this work and/or correctly naming the community from which it originally derives. As a user you are being asked to also apply the correct attribution in any future use of this work.
Displaying the Labels

There are three ways to display the Labels (see the last page for an example):
1. Label Icon (no title or description)
2. Label Icon + Label Title and/or with Translated Title
3. Label Icon + Label Title and/or Translated Title + Customized Description.

While the Label Icon may be displayed in isolation (or with one or both Titles), both Titles and the Customized Description should always be easily accessible as well. This could include providing:
- Pop up, hover tooltip, etc. to give additional information about the specific Label(s) being used.
- Link to a page within the site/project/platform with additional information about all Labels being used.

Do not recolor, reorient, crop, adjust the dimensions, skew, stretch, or otherwise alter or modify the Label Icons.

TEXT

- Wherever possible, all text should be unicode (UTF) compliant to ensure accurate representation across systems.
- Text formatting and styling (e.g., header tags, bold, italic) may be used in the translated Title and Customized Description. All text should also be readable without any styling, to ensure it can be used in different environments.
- Additional media (e.g., audio recordings) may be embedded in the Translated Title.
METADATA AND DISPLAY

If incorporating into a database, catalog, online exhibit display, content management system, or other digital platform:

- Labels should be displayed prominently on pages where they are used.
- Labels should be incorporated into a rights management or similar field.

Examples of translated TK Attribution Label Titles and customized TK Label Description in this document all shared with permission from the Passamaquoddy Tribe.

1. TK Label Icon

2. TK Label Icon + TK Label Title(s)

TK Attribution (TK A)

TK Attribution (TK A) Elihtasik - How it is done

3. TK Label Icon + TK Label Title and/or Translated Title + Customized Description

TK Attribution (TK A) Elihtasik - How it is done

When using anything that has this Label, please use the correct attribution. This may include individual Passamaquoddy names, it may include Passamaquoddy as the correct cultural affiliation or it may include Passamaquoddy Tribe as the tribal designation. If you want further advise about using any material that has this Label, please contact: Donald Soptomah (passamaquoddypeople@gmail.com).