

Shared Asset Usage: General Guidelines

The Southern Gulf Islands Tourism Partnership (SGITP) provides a curated library of visual assets to help partners showcase our beautiful region. Below is an overview of how you can use these resources effectively and legally.

OWNERSHIP & LEGAL PROTECTION

All assets provided by SGITP are either owned by us or licensed from our creators. These materials are protected by intellectual property laws, including copyright and trademark. For more detailed legal information, please refer to our full [Terms and Conditions](#).

PERMITTED USES

You are encouraged to use these assets in materials that promote tourism within the Southern Gulf Islands. This includes:

- Physical media: Brochures, collateral, and event/trade show displays.
- Digital media: Websites, digital advertising, and presentations.

Key Requirements:

- Materials must be free of commercial intent and distributed to the public **free of charge**.
- Assets may only be used on owned channels (social media use is excluded).

USAGE RESTRICTIONS

To maintain the integrity of our brand and the work of our photographers, the following actions are strictly prohibited:

- You cannot sell, sublicense, or use assets on any products intended for sale or revenue generation.
- Assets must only be used to promote travel to and within the Southern Gulf Islands region.
- Assets may not be used in defamatory, obscene, or unethical contexts.
- You may not redistribute or transfer these files to third parties. If a third party requests these files, please direct them to SGITP.

- Minor cropping is permitted, but you may not otherwise modify the assets, including applying colour correction, heavy filters, overlay text other than credit requirements, or digitally alter/remove elements from the original scene.

MANDATORY CREDITING

Crediting the source is required for every use case. Credits can be placed directly beneath the image or overlaid on the photo itself using the following format:

Credit: Southern Gulf Islands Tourism / [Photographer Name]