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nunavut
canada®

nunavut arts + crafts brand
program guidelines

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Purpose of the Branding Program

The arts and crafts sector in Nunavut makes an important contribution to the overall territorial economy. It is estimated that the arts sector contributes tens of millions of dollars annually towards Nunavut's economy through the sale of a broad range of hand-made artwork, including but not limited to: carvings in stone, ivory, bone, and antler, fine art prints, drawings and paintings, ceramics, woven tapestries, basketry, contemporary fashions, traditional clothing, jewelry and metal art. All of these creations are defined as *sanaugait* – things made by hand.

The development of Authentic Nunavut – an international brand for Nunavut arts and crafts – is fundamental to establishing a recognizable presence in the national and international art markets. This brand will certify the authenticity of Nunavut artists and their work locally and around the world.

Benefits of an International Brand

- Certifies the authenticity of arts and crafts from Nunavut
- Provides a common visual identification for all Nunavut artists to market their products
- Distinguishes Nunavut from the Yukon, the Northwest Territories, Nunavik and Labrador
- Makes Nunavut's arts and crafts instantly recognizable throughout the world
- Promotes the differences between "fakelore" and authentic Nunavut art
- Enhances marketing and promotion services provided by galleries/retailers/ wholesalers
- Strengthens and supports Nunavut's rich artistic traditions, cultural heritage and identity
- Demonstrates commitment to the arts sector by the Government of Nunavut

Background

The development of a brand for Nunavut arts and crafts supports the implementation of *Sanaugait: A strategy for growth in Nunavut's arts and crafts sector*, released by the Government of Nunavut in 2007. The strategy was prepared in cooperation with artists, arts associations, other GN departments, the federal government, Inuit organizations, co-operatives and other private sector interests.

Sanaugait outlines seven (7) goals to attain the *Nunavut Economic Development Strategy* target of the sector "contributing at least \$50 million annually to the territorial economy by 2013". The international branding project implements Goal #4, a key piece of this plan.

Goal 4: Secure market share through international brand recognition

- Make Nunavut's arts instantly recognizable throughout the world.
- Promote the differences between "fakelore" and authentic Nunavut art.
- Augment the Igloo Tag program.

In 2008, the Government of Nunavut undertook an extensive consultation process with Nunavut artists, international retailers/wholesalers and consumers in Canada and the United States to determine the most effective brand design to represent all stakeholder interests. Through strategic marketing and awareness building, this brand will create the legacy to ensure continued economic benefits for communities and artists, and a sustained market presence and demand for authentic Nunavut cultural and artistic products.

Description of the Brand Logo for Nunavut Arts and Crafts



The Authentic Nunavut logo design above is the recommended brand for Nunavut art and crafts.

The idea of 'land' was a preferred concept amongst the artists of Nunavut. As a brand design, 'land' excelled in its ability to build strategic meaning among the other two stakeholder groups, the purchasers of Inuit art and crafts and the retailer/gallery owners.

- The artist consultations across Nunavut in September 2008 identified 'land' as a strong option for the international art and crafts brand logo: "it was felt that [this design] would represent the artists well".
- Among the retailers/gallery owners, 'land' had significant strengths in its ability to: secure support for use of the logo; garner global recognition; and, differentiate Nunavut arts and crafts from 'fakelore'.
- For consumers, the logo 'represented' the land; was artistic, a strong fit for authentic art and crafts; conveyed a new optimism; and, was appropriate for higher value, higher quality pieces.

This design was approved by Cabinet on January 14, 2009.

Rationale

- The colours chosen for the Nunavut brand for arts and crafts are inspired by the land – these are 'tundra colours' from Nunavut's spring, summer and fall. The generous use of white space around the design elements gives a sense of openness and vastness.
- Artists shared their observations, thoughts and feelings about life on the land, the joy of geography, discovering the land and how the land sustains them. The land is also about the people who live there, togetherness and community. The land brings the artists happiness, which is shared through their art.
- This design combines all the elements of the land in Nunavut – earth, water and sun. This holistic image resonated with the artists because "This is Nunavut. It says it all."
- The sun has been given attributes of a 'Northern sun': low on the horizon; 'cool' yellow hues; and, the presence of "sun dogs". The rising direction conveys hopefulness and optimism.
- The blue water is surrounded by white space that is open to interpretation as spring or fall ice.
- The rich earthy green of the landscape depicts attributes of Nunavut geography across the territory – open spaces, low hills, rolling terrain, coastline on salt and fresh water.

Marketing Materials for the Branding Program

Awareness Building

To create awareness of the Authentic Nunavut brand program for arts and crafts, the brand and logo will be promoted in the following ways:

- Print: tent cards, brochures
- Internet: website, free use ads
- Ad placements: magazines, travel guides, cable tv, etc. that reach the target audience
- Art exhibitions: gallery/museum shop placement, exhibition catalogues
- Radio: community level pre-recorded spots

Awareness - building activities will be initiated and maintained by the Department of Economic Development & Transportation and its partner agencies in the arts sector.

Marketing Materials

The following materials are for artists to attach to their artwork and for retailers to place in their shops/galleries or to tag art in their shop. (see samples below)

- Hang tags
- Stickers
- Tent cards
- Free use ad options



There will be nominal fees for the hang tags and stickers:

Hang Tags: \$0.15/each or \$15.00/100 tags
 Stickers: \$5.00/sheet (96 stickers per sheet)

Tent cards, brochures and on-line materials are available at no charge.

Eligibility for Use of the Brand for Nunavut Arts and Crafts

Any individual artist or retailer who makes, manufactures, wholesales or retails a product from the Nunavut arts and crafts sector and meets the eligibility criteria is entitled to participate in the Authentic Nunavut brand program.

Arts and crafts have been defined within the scope of *Sanaugait: A strategy for growth in Nunavut's arts and crafts sector* by the Inuktitut word *sanaugaq*, meaning "a thing made by hand." Within the Nunavut arts sector, no distinction is made between arts and crafts.

Retailers and artists who wish to participate in the program and use the brand on their arts and crafts are required to register for the program. This involves completing a registration form and signing an agreement for terms of use.

All users of the brand (artists, galleries, organizations) must be registered on the Nunavut Artists database. Artist information on the Nunavut Artists database can be either **public or confidential**.

Level 1: Artists

Eligibility is limited to Nunavut artists, individuals whose livelihood is to make *sanaugaq* (things made by hand), including all types of arts and crafts workers. To be eligible for this program, an artist must be a Nunavut resident and have lived in Nunavut for at least one year.

Accepted validation of Nunavut residency include:

- Valid Nunavut driver's licence
- Valid government identification
- Other proof of Nunavut residency (i.e.: utility bills, rent receipts)

Forms Required:

- Artist Registration Form – Appendix 1
- Terms of Usage Agreement – Appendix 3

Level 2: Retailers/Wholesalers

Retailers/wholesalers must sell authentic Nunavut arts and crafts and will have the sole responsibility for ensuring that all items tagged within their outlets/galleries are authentic Nunavut arts and crafts.

Retailers/wholesalers are required to submit a copy of their business licence with their registration.

Retailers/wholesalers are required to provide the following information about their operation:

- name of supplier(s) of Nunavut arts and crafts
- % of inventory that is Nunavut arts and crafts

Forms Required:

- Retailer/Wholesaler Registration Form – Appendix 2
- Terms of Usage Agreement – Appendix 3

Exceptions

Where circumstances warrant, exceptions may be made to eligibility requirements at the discretion of the Senior Advisor for Arts and Traditional Economy, Department of Economic Development & Transportation in consultation with the Regional Arts Advisors and the Nunavut Arts & Crafts Association.

For example, an artist living outside of Nunavut for medical reasons and have beneficiary status under the Nunavut Land Claims Agreement may be eligible to use the brand on their arts and crafts.

Appeals Process

Should an artist wish to appeal a denial of use of the Authentic Nunavut brand, appeals are to be submitted in writing (by post, e-mail or hand delivered) or verbally to any of the following representatives:

- the Senior Advisor for Arts and Traditional Economy
- the Regional Arts Advisors

All appeal requests will be forwarded to the Senior Advisor for Arts and Traditional Economy who will review and either accept or deny the appeal. All appeals will receive a formal written response, indicating decision and any actions considered on behalf of the artist.

Nunavut Artists Database

Through the Nunavut Artists Database, information about you and your artwork can be made accessible to the general public via the Internet. Alternately, your artist web profile can be kept confidential as a record of your registration to use the Authentic Nunavut brand. (This means your information will only be used for evaluation measurements and for report submissions for standard Government of Nunavut accounting purposes.)

Forms Required:

- Database Information Form – Appendix 5

Program Contacts

General e-mail contact: authenticnunavut@gov.nu.ca

Senior Advisor for Arts and Traditional Economy
Community Economic Development Division
Department of Economic Development
& Transportation
Government of Nunavut
P.O. Box 204
Pangnirtung, NU
X0A 0R0
T: 867.473.2633
F: 867.473.2663
E-mail: roliver@gov.nu.ca

Regional Arts Advisor – Kitikmeot
Community Operations
Department of Economic Development
& Transportation
Government of Nunavut
P.O. Box 316
Kugluktuk, NU
X0B 0E0
T: 867.982.7465
F: 867.982.3204
E-mail: mkayuryuk@gov.nu.ca

Regional Arts Advisor – Qikiqtaaluk
Community Operations
Department of Economic Development
& Transportation
Government of Nunavut
P.O. Box 389
Pond Inlet, NU
X0A 0S0
T: 867.899.7345
F: 867.899.7348
E-mail: lqammaniq@gov.nu.ca

Regional Arts Advisor – Kivalliq
Community Operations
Department of Economic Development
& Transportation
Government of Nunavut
P.O. Bag 002
Rankin Inlet, NU
X0C 0G0
T: 867.645.8454
F: 867.645.8455
E-mail: thtungilik@gov.nu.ca

appendix 1

Artists' Registration Form

appendix 2

Retailers' Registration Form

appendix 3

Terms of Usage Agreement



Terms of Usage Agreement

The Authentic Nunavut logo for Nunavut arts and crafts is a trademark owned by the Government of Nunavut. The registered user agrees to comply with the terms set out below relating to the mark.

1. The registered user acknowledges that the Government of Nunavut is the exclusive owner of the trademark and of the associated goodwill. The registered user will not contest, and will not assist any other person, directly or indirectly, to contest or question, the validity of any right of the Government of Nunavut to own or use the Authentic Nunavut trademark.
2. The registered user acknowledges that it does not have any rights or interest in and to the Authentic Nunavut trademark and that this Agreement does not confer any rights or interest in and to any of the Authentic Nunavut trademark. The registered user acknowledges that it is not a franchisee of the Government of Nunavut.
3. The registered user may not change the Authentic Nunavut trademark in any manner.
4. Should the registered user wish to display the Authentic Nunavut trademark in its own promotional material for the purpose of promoting, marketing or selling and/or transferring finished products, the user must follow the Visual Identity Guidelines.
5. The registered user may not display the Authentic Nunavut trademark in any other way without first obtaining written permission from the Government of Nunavut.
6. The registered user will immediately stop any and all use of the Authentic Nunavut trademark when it no longer intends on promoting, marketing, selling or displaying Nunavut arts and crafts.

I certify and acknowledge that I have read and understand the Program Guidelines for the brand program for Nunavut arts and crafts.

I understand that any action which contradicts this agreement or the program guidelines is grounds for the cancellation of my registration in the branding program.

By signing this form I pledge that the Authentic Nunavut logo and promotional items associated with the brand for Nunavut arts and crafts will be used only to identify products and art forms which have been created by Nunavut artists.

Signature

Date

Approved by Department of Economic Development & Transportation

Date

appendix 4

Frequently Asked Questions

Q: Who can use the brand and logo for Nunavut arts and crafts?

A: The brand program can be used by:

- any artist who lives in Nunavut and makes a living from arts and crafts;
- retailers and wholesalers anywhere in the world who sell authentic Nunavut arts and crafts.

Q: Who owns the trademark for the Nunavut brand for arts and crafts?

A: The trademark is owned by the Government of Nunavut and administered by the Department of Economic Development & Transportation.

Q: Why is there a need for a logo?

A: The development of an international brand for Nunavut is fundamental to marketing and establishing a nationally, and internationally, recognized presence of Nunavut's arts and crafts.

Q: Who is responsible for the implementation of the branding program for Nunavut arts and crafts?

A: The Department of Economic Development & Transportation is responsible for implementation of the branding program as well as for monitoring on going registration and usage of the brand and the logo.

Q: How does ED&T ensure control of the logo?

A: Guidelines and standards have been developed for the use of the logo to ensure a clear and consistent image representing the mark of authenticity for Nunavut arts and crafts. The Government of Nunavut has registered the Authentic Nunavut logo as a trademark under the Trademark Act of Nunavut.

Q: How do I become part of the program?

A: Registration packages are available at www.authenticnunavut.com, at your Regional ED&T office and at the Nunavut Arts & Crafts Association.

Q: How much does the program cost to join?

A: Registration for the program is free of charge. Tags and stickers are available for a fee. See page 3 of this guide for pricing details.

Q: What does the logo represent?

A: This design combines all the elements of the land in Nunavut – earth, water and sun. This holistic image resonated with the artists because, “This is Nunavut. It says it all.” Artists shared their observations, thoughts and feelings about life on the land, the joy of geography, discovering the land and how the land sustains them. The land brings the artists happiness, which is shared through their art.

Q: How was the logo developed?

- A: Brand logo design goals were established through an inclusive, interview process with artists at the Nunavut Arts Festival in June 2008. We learned that the priority for all Nunavut artists is 'the land' and the profound influence of the implicit landscape/environment. The cultural story of the Inuit was also expressed as intimately connected to the 'land'. The artists set the following brand logo design goals:
- connection to the land ("I want my art to speak the land it comes from");
 - place of origin (for people and for artwork);
 - authenticity (made by an artist from Nunavut); and,
 - hopefulness, optimism, togetherness.

Q: Does this logo replace the Igloo Tag?

- A: No, this logo does not replace the Igloo Tag. The two logos can be used together by retailers. The Department of Economic Development & Transportation is negotiating with Indian and Northern Affairs Canada for an official partnership between the two programs.

Q: Where can I get information about the brand logo and the program?

- A: Information about the brand logo and the program is available through the Department of Economic Development & Transportation from the territorial and regional arts advisors. See page 6 of this guide for contact information.

appendix 5

Database Information Form

Coming Soon



nunavut arts + crafts

Department of Economic Development & Transportation | Government of Nunavut

P.O. Box 612 | Pangnirtung, NU | X0A 0R0
T: 867-473-2633 | F: 867-473-2663 | E-mail: authenticnunavut@gov.nu.ca

www.authenticnunavut.com

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