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nunavut
canada®

visual identity guidelines

for the Authentic Nunavut brand for arts + crafts

www.authenticnunavut.com

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Visual Identity Standards for the Brand for Nunavut Arts and Crafts

Introduction

The Government of Nunavut's Department of Economic Development & Transportation wants to build an identity for the arts and crafts sector in Nunavut through the development of an international branding program. This project supports the implementation of *Sanaugait: A strategy for growth in Nunavut's arts and crafts sector*.

The Authentic Nunavut brand will be available to all artists of Nunavut who register for the program.

Purpose

The purpose of this visual identity standards manual is to ensure consistency in the visual representation of the logo and the brand. Over time, this consistency will convey a clear impression of Nunavut arts and crafts to consumers, tourists and the general public, fostering confidence in what Nunavut's artists can offer.

These guidelines set the standards of usage for the logo to ensure a clear and consistent visual image for marketing materials. It is imperative that all logo reproductions maintain the same standard of quality.

The key outcomes for this overall arts and crafts international branding program have been identified as:

- Nunavut arts and crafts are increasingly visible in Canada and internationally;
- Nunavut arts and crafts sector is better positioned to capture additional market share and earn additional revenue; and,
- Nunavut and its artists are recognized for excellence in the national and international markets.

This manual contains detailed instructions and guidelines for the proper use of the logo for Nunavut arts and crafts for communications and promotional purposes.

Although the branding program is set up to be flexible, please review this manual carefully to select the best way to use the logo and the brand to support the image of Nunavut arts and crafts. By adhering to these guidelines, you help to ensure that the Authentic Nunavut logo and brand remain a consistent representation of Nunavut arts and crafts as authentic and valuable.

The Brand for Nunavut Arts and Crafts

Branding is part art and part science. It is the golden thread connecting strategy, history and culture directly to the heart of the customer. A brand makes a promise that everyone who uses it can trust. The promise of this brand says the art work bearing the Authentic Nunavut symbol is authentic and handmade by a Nunavut artist.

The Authentic Nunavut symbol was influenced by 50 Nunavut artists who 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 about the people that live there, togetherness and community. The land brings the artists happiness, which is shared through their art. This image captures the elements of that inspiration.



Official Slogan

Nunavumiit Sanauagallataat, or Authentic Nunavut in English, is the official slogan for the brand for Nunavut arts and crafts. This slogan conveys the promise of the brand in a straightforward manner – the arts and crafts identified with the logo are an authentic piece of Nunavut. The concept of authenticity reflects the integrity of the piece, the artist and the land.

The slogan exists in four languages: Inuktitut (syllabics, Nunavumiit Sanaugallataat), English (Authentic Nunavut), Innuinaqtun (Nunavunmit Hanaugammarit) and French (L'authentique Nunavut).

If the design will not be translated into all four languages, a modified slogan may be used. The Inuktitut slogan in syllabics should always be included in a modified layout with the language of the design. For example, if the design will only be in English, the modified slogan would include Inuktitut and English. If the design is in Innuinaqtun, the modified slogan would include Inuktitut and Innuinaqtun.

Trademark and Certification

To protect both the artists of Nunavut and the buyer, the Government of Nunavut has registered the Authentic Nunavut symbol as a registered trademark (No. 919, 725). Nunavut arts and crafts bearing the Nuna Tag are certified by the Government of Nunavut to be authentic handmade works by a Nunavut artist.

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authentic nunavut
nunavunmit hanaugammarit
authentique nunavut

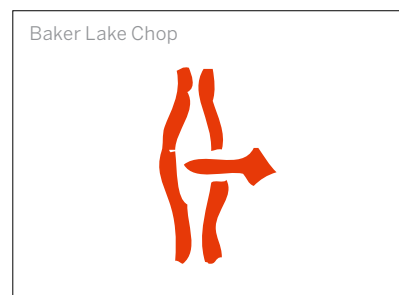
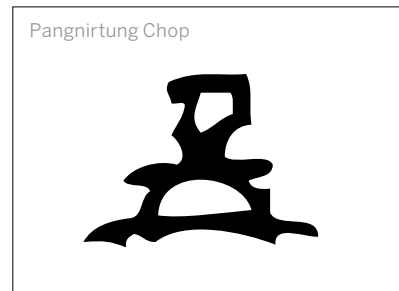
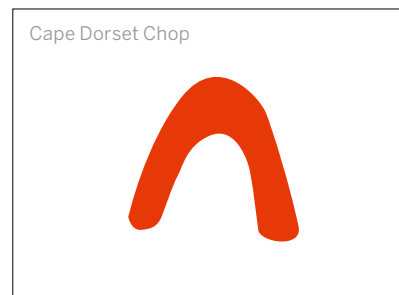
ᓄᓇᓇᓇᓇᓇᓇᓇᓇᓇᓇ ᓇᓇᓇᓇᓇᓇᓇᓇᓇᓇᓇᓇ ᓄᓇᓇᓇᓇᓇᓇᓇ
Certified authentic by the Government of Nunavut
Certifié authentique par le gouvernement du Nunavut

Existing Brands

Existing tags and logos available to Inuit artists include: Igloo Tag; Cape Dorset chop; Pangnirtung chop; Baker Lake chop. These existing brands are well established with broad awareness; credibility with collectors; and established international trade/customs protocols. They form a strong foundation for the Nunavut international branding project on the global market. The Authentic Nunavut brand will complement, not replace these existing tags and logos.

If a Nunavut artist is already using his or her own logo or brand, the Nunavut brand can be used in partnership with this identity.

Retailers that are registered with the program are welcome to use the branding logo on their own bags, price tags and product packaging produced at their own expense; however, the identity guidelines must be followed.



Logo Guidelines

Internal Use of the Brand for Nunavut Arts and Crafts

The brand logo for Nunavut arts and crafts is to be used as a formal identifier and not as a design element.

The Department of Economic Development & Transportation encourages the use of the logo by Nunavut artists and retailers who sell Nunavut arts and crafts. Every use of the logo reinforces the recognition of brand and the promise it makes about authenticity. It also raises awareness of the brand and the arts and crafts for the consumer and collector.

The Authentic Nunavut logo can be used for promotional and commercial purposes.

Permission to use the Authentic Nunavut logo will be granted to registered users of the program. Specific guidelines will be outlined in the Terms of Usage Agreement (see Program Guidelines). All registered users of the logo are required to sign this agreement.

Permission to use the logo under this agreement will denote a marketing relationship with the Department of Economic Development & Transportation, and may not imply or directly suggest an exclusive endorsement or sponsorship.



Logo Components

Symbol

The Authentic Nunavut logo design 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, the Authentic Nunavut logo 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.

This design was approved by the Government of Nunavut on January 14, 2009.

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 colours chosen for the Nunavut brand for arts and crafts are inspired by the land – nuna. 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.

The sun has been given attributes of a Northern sun: low on the horizon; golden yellow hues; and, the presence of sun dogs. The rising direction conveys hopefulness and optimism.

The blue water is surrounded by white space, 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.



Primary logo: 3-colour design

Use this one for most applications

Wordmark

The words Nunavut and Canada have been uniquely crafted, modeled after the typeface Thonburi. The soft lines of the text mirror the shape of the land.

The Inuktitut syllabics are Pigiarniq Bold and say 'Nunavut'.



Construction

The logo is structured on an underlying grid that should never be altered in any way.



Minimum Size and Clear Space Allowance

The Authentic Nunavut logo is scalable to any size to accommodate different advertising and marketing needs as long as the reproduction adheres to the centred grid layout and required clear space. Clear space is the area immediately surrounding the logo that must be kept free of other graphic elements to maximize visual impact and clarity.

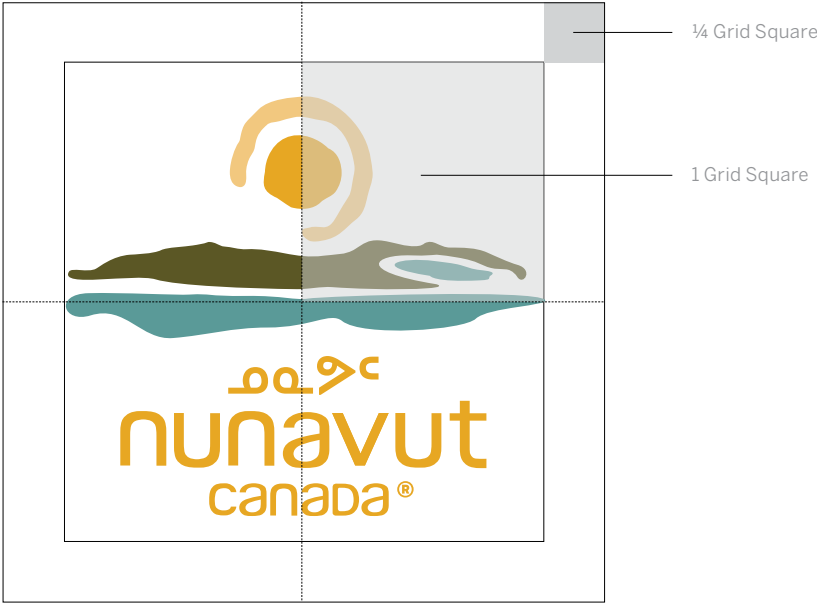
Reproduction in small scales may compromise the readability of the wordmark and clarity of the symbol; therefore, a minimum size standard of 3/4" wide (0.75") has been developed to guarantee sharp and easily read reproduction.



MINIMUM SIZE
The minimum size standard is 3/4" wide (0.75").

CLEAR SPACE ALLOWANCE

The clear space requirement around the symbol equals 1/4 of the square used as the underlying grid structure.



Colour Usage

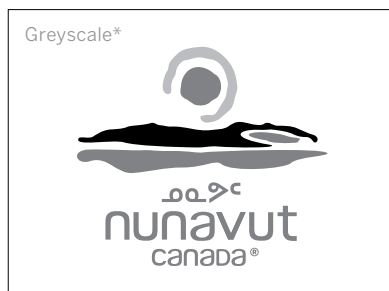
The background upon which the Authentic Nunavut logo is used should always offer enough contrast for the logo to be clearly visible. If there is not enough contrast, the reversed logo should then be used or a different background considered.

The Authentic Nunavut logo may appear in one of four ways.

Positive conditions

- 1 Greyscale***
Against white background
- 2 Black**
Solid 100% Black against white or solid colour background
- 3 3-Colour** (Pantone Spot, CMYK, or RGB)
Against white background

*preferred usage on solid white background in instances where colour can not be used.



Negative conditions

- 4 White**
Solid 100% against a solid colour background with sufficient contrast.



Colour Palette

Primary Colour Palette

COLOURS	YELLOW	GREEN	BLUE
Pantone	131 CVC/CVU	5815 CVC/CVU	7475 CVC/CVU
CMYK	0-32-100-9	0-0-91-79	50-0-25-30
RGB	231-166-20	91-86-0	90-154-152
Web	e7a615	5c5600	5a9699



The colours shown on this page and throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone Colour Standard. Refer to Pantone Colour Selector to ensure colour match.



Complimentary Colour Palette

COLOURS	YELLOW 2	ORANGE	GREEN	SANDSTONE	TEAL	DEEP BLUE
Pantone	123 CVC/CVU	145 CVC/CVU	575 CVC/CVU	5845 CVC/CVU	7473 CVC/CVU	7477 CVC/CVU
CMYK	0-24-94-0	0-47-100-8	48-0-100-43	0-1-47-30	70-0-38-8	80-0-10-68
RGB	255-196-37	229-142-26	76-114-29	191-182-120	46-175-164	0-85-104
Web	fec426	e48e19	4a711c	beb579	32b0a6	005569



The colours shown on this page and throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone Colour Standard. Refer to Pantone Colour Selector to ensure colour match.

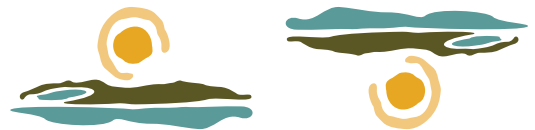
Misuses

A great deal of thought and effort was invested in the development of the Authentic Nunavut logo. Misrepresentation of the design will damage the integrity of the overall message. Proper logo usage will ensure that the brand is immediately and appropriately recognized.

Do not condense or stretch the logo.



Do not flip the symbol.



Do not rearrange the elements.



Do not rotate the logo.



Do not add or remove words.



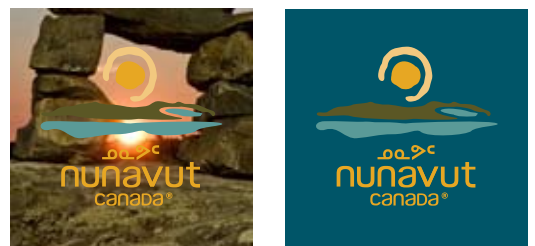
Do not alter the fonts or use alternate colours.



Do not use elements of the logo in the creation of a new logo.



Do not place on background colours that will compromise the legibility of the logo.



Typography

The official font family chosen for the Authentic Nunavut brand for arts and crafts is Benton Sans. All materials produced by the Department of Economic Development & Transportation will use this font.

Registered users of the Authentic Nunavut brand can use promotional materials printed by the Government of Nunavut to provide additional information and awareness for the brand.

For artists and retailers who wish to create their own promotional materials, the recommended desktop font is Trebuchet MS.

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Benton Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&()*

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;/-+!@#\$\$%^&*()

Graphic Elements

To create the “look” of the brand, graphic elements have been introduced to reinforce the concepts of land and vastness in an attractive and eye-catching manner. These are a landscape bar and a horizontal bar.

For promotional materials, the horizontal and landscape bars are the same solid colour using one colour from the official palette (see pages 10 to 12). The placement for the horizontal bar (A) is always placed horizontally across the top. The landscape bar (B) is positioned along the bottom. These two elements are always used together.

The landscape bar mirrors the shape of the water along the bottom edge of the logo. With this close connection to the logo, the landscape bar should never be flipped. The landscape bar should never be on the right or left side, along the top or more than one colour.

The horizontal bar should never be on the right or left side, along the bottom or more than one colour.

Primary Colour Palette



Watermark

The Authentic Nunavut symbol may be used on its own without the syllabics and the text as a graphic device in the form of a watermark, provided that the complete logo appears on the same piece of material. The complete logo should appear in close proximity to the watermark when it is used in this manner. The watermark should never be more than a 10% screen.

Primary Colour Palette



Website Address

The website address, www.authenticnunavut.com, should always appear in two colours from the official colour palette (see pages 10 to 12) with the word "nunavut" clearly visible in a contrasting colour.

www.authenticnunavut.com

www.authenticnunavut.com

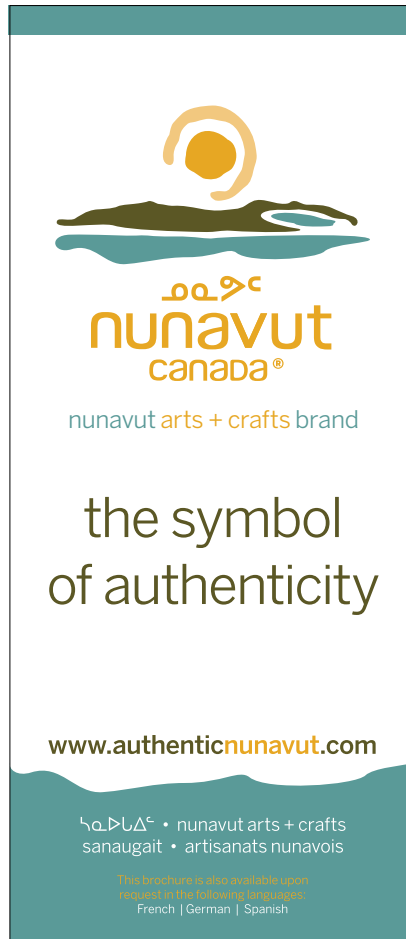
www.authenticnunavut.com

Samples

TENT CARD



BROCHURES



Application for Logo Use and Approval

The Department of Economic Development & Transportation owns the trademark for the Nunavut brand for arts and crafts. The Community and Economic Development Division administers the use of the Authentic Nunavut logo and brand program. The brand logo (stylized symbol and unique font of the wordmark) are the graphic symbols to brand marketing, information and communication products associated with the brand program for Nunavut arts and crafts.

Guidelines for use of the brand for Nunavut arts and crafts have been developed in compliance with Government of Nunavut standards and cabinet directive (January 2009).

The territory of Nunavut registers all symbols under the Trademark Act.

To obtain copies of the Authentic Nunavut logo for reproduction, registered users of the brand can;

- contact the Department of Economic Development & Transportation, or
- visit www.authenticnunavut.com

The Authentic Nunavut logo cannot be privately duplicated.

To register to use the brand for Nunavut arts and crafts or for more information about the logo and the brand, contact:

Senior Advisor for Arts and Traditional Economy
Community and Economic Development Division
Department of Economic Development & Transportation
Government of Nunavut
P.O. Box 612
Pangnirtung, NU
XOA 0R0
T: 867-473-2633
F: 867-473-2663
E-mail: authenticnunavut@gov.nu.ca





nunavut arts + crafts

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