



Government of Yukon

# Brand standards

Edition 4 | 10.2026



**One government**  
**One brand**



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# Introduction

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The purpose of this document is to provide the guidelines and standards that help Government of Yukon employees consistently apply the brand.

These standards apply to all government communications and to all government products and services.

The visual identity was developed to ensure the public can quickly recognize a Government of Yukon product, program or service.

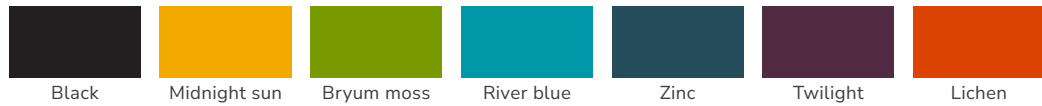
To best support and communicate our brand, we have a unified visual identity and graphic standards manual. Our visual identity represents our territory and its people, while highlighting the Yukon's uniqueness, history and culture.

Our visual identity uses one master logo to help identify all government services, programs, branches, departments and facilities. It reflects the Government of Yukon as a cohesive, unified organization that is working towards one goal: serving Yukoners.

This visual identity consists of a number of other elements: standard fonts, colour palettes, photography guidelines, tone of voice, supporting graphics, icons and emblems. All these elements work together to establish a clear visual identity for the Government of Yukon and, through consistent application, serve to build credibility and trust.

# Overview

Our brand uses key elements to convey our positioning. These elements include our logo, fonts, colour palettes, photography, graphic elements and icons and other emblems.

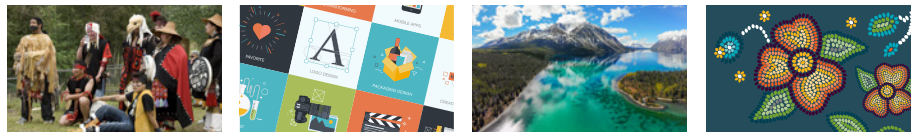


**AaBbCcDdEeFfGgHh**  
**AaBbCcDdEeFfGgHh**  
**AaBbCcDdEeFfGgHhIi**

Montserrat, Nunito Sans and Aleo



Aurora



Photography and illustrations



Icons

Logo

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# Logo

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The Government of Yukon logo is our key visual element. We use it across all of our public-facing products to identify our government facilities, services and programs.

The logo consists of two elements: the Yukon wordmark and the icon of the sun bursting out from behind a mountain peak. It evokes the majesty of our territory's landscape and inspires a sense of pride and empowerment.



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## Logo: protective space and minimum sizes

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The protective space is the area around the logo into which no type or other element should encroach.

For the right and left sides of the logo the minimum protective space is equal to the height of the “n” from the logo. For the top and bottom sides the protective space is equal to the width of the same “n” element.

See the diagram for placement.

The Government of Yukon logo must be no smaller than 0.7” (17.78 mm).

For web use, the Government of Yukon logo should not be shown in a size smaller than 50 pixels.



When the Government of Yukon logo needs to be placed inside of a circle – on a coin, for example – less protective space is required. Use the example to the left as a guide.

# Logo: application

The primary logo is in black and yellow. The other applications may be used to accommodate different background colours.

It is important to use the logo in its original form. Always place it on a plain background that gives enough contrast for the logo to be easily read. If there is not enough contrast, use the black or white logo.

## Solid colour applications



Colour versions of the logo should be used on white or light coloured backgrounds.



The logo should only be applied to areas that are not too busy or that do not contain much tonal variation.



Apply the logo to a background that is solid or mostly solid.

## Reverse colour applications



Reverse colour versions of the logo should only be used on mid-range to dark coloured backgrounds. This is the preferred version for reverse applications.



The reverse colour version of the logo can be used against backgrounds that do not contain much tonal variation.



The logo should be placed in the least cluttered area of the image.

## Black and white applications



For black and white materials, the solid black version of the logo should be used on white or light backgrounds.



The reverse (white) version of the logo should be used on black or dark backgrounds, or when the reverse colour version is not appropriate.



The reverse version of the logo can be used against dark backgrounds that do not contain much tonal variation.

# Logo: application

To preserve the integrity of the Government of Yukon logo, it is vital to use it correctly.

Wordmark and the icon should never be separated and used in isolation.

Do not use the primary colour palette within the logo.

Do not squish, shear or italicize the logo. Only use the logo's original proportions.



Do not place the logo over busy backgrounds which make the logo illegible.



Do not apply the logo to a background with a similar hue.



Do not use a holding device or shape to contain the logo.



Do not rotate the logo.



Do not include any department, branch or program name with the logo.



Do not use low resolution files of the logo.

# Logo: additional logos

The Government of Yukon's master logo has three additional versions that can be used in specific contexts. These are the international, Travel Yukon and Premier and Ministers versions of the master logo.

## International



This version of our master logo helps place the Government of Yukon's brand in an international context. It should only be used outside of Canada.

### Canada red:

SPOT: Pantone 032

CMYK: 0 / 100 / 100 / 0

RGB: 235 / 45 / 55

HEX: #FF0000

Canada red is the specific colour used for the Government of Canada wordmark

## Travel Yukon



The government has developed this version of the master logo that speaks directly to visitors from outside the territory. This logo, with the tagline "larger than life" underneath, must only be used for tourism marketing or by the external tourism industry.



## Premier and Ministers



The Yukon Coat of Arms has specific restricted use. The coat of arms appears with the Yukon logo in specific executive level applications (Office of the Premier and Ministers). The coat of arms does not stand alone except when it is used on the Yukon flag, as a symbol for the territorial judiciary or the Yukon Legislative Assembly or for special use by the Office of the Premier. See General Administration Manual policy 2.13.

In order to maintain recognition and legibility, do not display the coat of arms smaller than 1/4" (6.35 mm) in width.

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# Logo: partnership logo positioning

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## When the Government of Yukon is the project lead

The Government of Yukon logo must appear on all publications that are produced by the government, including digital ads, images on social media, print ads, brochures, posters and swag.

When the Government of Yukon's logo appears with partnership logos, it must be on the left if appearing in a lateral arrangement, or on top if logos are presented in a top to bottom arrangement. The logo must be in colour if at least one of the other partner's logo is in colour.

If the partnership logo is in black or white, then the Government of Yukon's logo must be in black or white.

When the Government of Canada's logo appears with the Government of Yukon's logo, the Government of Canada's logo takes precedence and will appear to the left of or above the Government of Yukon's logo, depending on the arrangement. Apply the same rules for colour as above.

The Government of Yukon's logo must be about the same size as the logos alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm).

Perfect alignment between logos may be difficult to achieve if the logos are different shapes, but no logo should be noticeably bigger than any others.

If the product belongs to the Government of Yukon or is a joint project where the Government of Yukon is the lead, then the full Government of Yukon brand must be applied.

Do not include logos from companies who provide us services as it could be seen as promoting a private organization.



Reach out to [visual.design@yukon.ca](mailto:visual.design@yukon.ca) for guidance.

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## Logo: partnership logo positioning

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### **When the Government of Yukon is a partner or a sponsor**

When the Government of Yukon is not the project lead, you only need to make sure the logo is used. No other Government of Yukon branding should be applied. The lead partner's logo may appear before the Government of Yukon's logo.

If the partnership logo is in black or white, then the Government of Yukon's logo must also be in black or white. However, the logo must be in colour if at least one of the other partner's logo is in colour.

Whenever the Government of Canada's logo appears with the Government of Yukon's logo, the Government of Canada's logo takes precedence and will appear to the left of or above the Government of Yukon's logo. Again, the logo must be in colour if at least one of the other partner's logo is in colour.

The Government of Yukon's logo must be about the same size as the logos alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm). If you do not think you can follow this rule, contact [visual.design@yukon.ca](mailto:visual.design@yukon.ca) for guidance.

Perfect alignment between logos may be difficult to achieve if the logos are different shapes, but no logo should be noticeably bigger than the others.

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## Logo: overview

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**Do:** use the primary black and yellow logo when possible.

**Do:** only place the logo on solid or uncluttered backgrounds.

**Do:** maintain the logo's protective space in all applications.

**Do:** use the logo on all government products, materials and services.

**Don't:** alter the logo.

**Don't:** separate the logo text and sun icon.

**Don't:** place the department, branch or program name directly beside, above or below the logo.

# Typography

The bottom of the slide features a series of overlapping, wavy horizontal bands in various shades of teal and blue, creating a sense of movement and depth.

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# Typography: primary typefaces

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Typography plays a key role in the Government of Yukon's brand identity. The typefaces are intended to portray a modern, clean image that is friendly, open and highly legible. The typography standards that follow have been developed to provide typographic consistency, while maintaining a certain degree of flexibility to suit a wide range of applications.

## Primary typefaces

The brand has three primary typefaces. These are for use in print and digital materials, brochures and all designed applications.

The brand has three primary typefaces with a range of fonts.

## Montserrat

Use Montserrat in headers, large display text, highlighting and callouts.

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## Nunito Sans

Nunito Sans is a light and easy to read font for body copy, tables and side bars.

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## Aleo

Aleo is a strong, professional and warm slab serif. Use in smaller titles, highlighting, as well as a secondary body copy font at the discretion of the graphic designer.

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# Typography: primary typefaces

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In designed materials, only use the primary and secondary typefaces. Information about secondary typefaces is on the next page.

All of the typefaces and their fonts are open source and are available to anyone to use at no cost.

**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Montserrat**

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**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Nunito Sans**

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**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aleo**

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# Typography: secondary typefaces

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Our secondary typefaces are Arial and Helvetica. Only use Arial or Helvetica if Montserrat, Aleo and Nunito Sans are not available.

The most common uses for these secondary typefaces are email, PowerPoint and Microsoft Word files (such as a typed letter or report). Forms will use Helvetica.

The primary brand typefaces Montserrat, Nunito Sans and Aleo are installed on all government computers.

A special font may be required to display text in some languages. Contact [visual.design@yukon.ca](mailto:visual.design@yukon.ca) to discuss this.

**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Arial

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**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Helvetica

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# Typography: what to avoid

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Avoid any styles or design techniques that make the text difficult to read or appear as unprofessional.



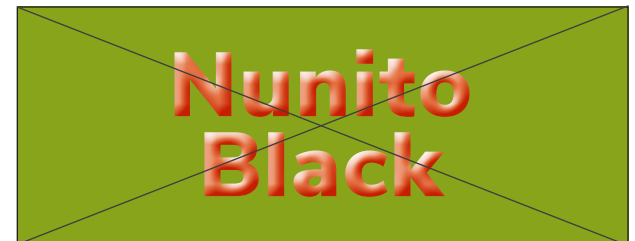
Do not add any drop shadow to text.



Do not add special effects to text.



Do not change vertical and horizontal scale of text.



Do not add special effects to text.



Do not rotate text.



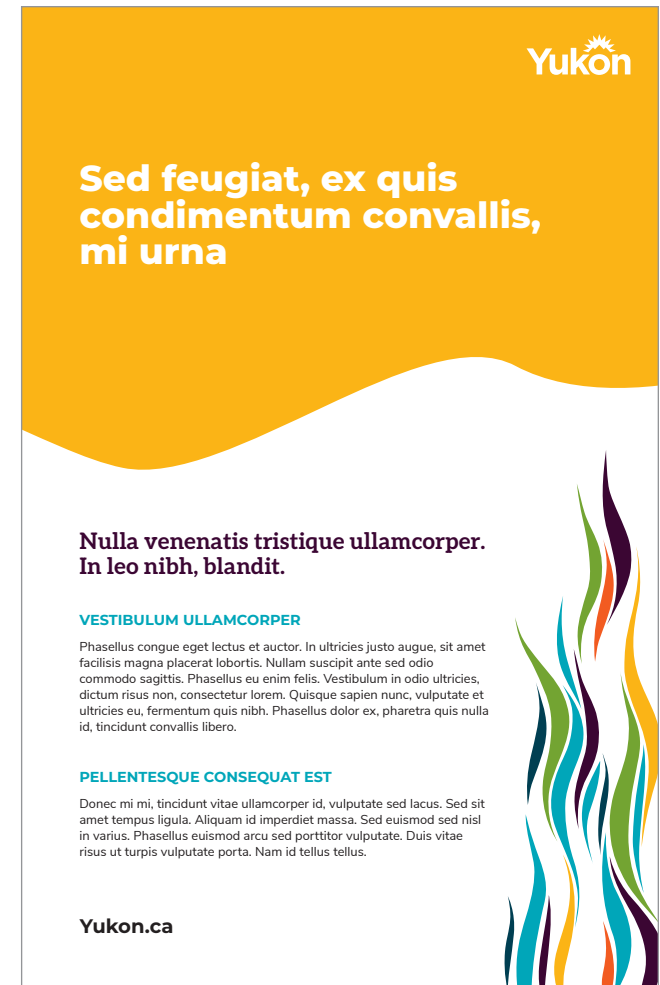
Do not add outlines to text.

# Typography: use of capitals

Avoid using all capital letters in your materials. All caps is harder to read than sentence case or lower case letters.

We want to use an inclusive and approachable tone for government communications, and this is difficult to achieve using all caps.

The use of all caps may be permissible for some signage or to label dangerous products. In standard communications products all caps may be used sparingly for short sub-headers to create a visual break.



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# Typography: overview

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**Do:** use the primary typefaces in all government materials.

**Do:** use the secondary typefaces if the primary typefaces are unavailable.

**Do:** use sentence case.

**Don't:** add special effects to text.

**Don't:** use all caps.

Colour

The bottom of the slide features a series of overlapping, wavy horizontal bands in various shades of blue and teal, creating a sense of movement and depth.

# Colour: colour and palettes

Our colour palettes support our logo and other visual elements in identifying our brand.

## Logo colour palette

The logo colour palette consists of two base colours – Midnight sun and Black. This colour palette must be reproduced accurately to ensure consistency across all materials.

## Primary colour palette

In addition to the logo colours, the primary colour palette offers designers latitude in reflecting the various moods and landscapes of the Yukon.



### Black

SPOT: **Pantone Process Black C**  
CMYK: **0 / 0 / 0 / 100**  
RGB: **0 / 0 / 0**  
HEX: **#000000**

### Midnight sun

SPOT: **Pantone 130 C**  
CMYK: **0 / 32 / 100 / 0**  
RGB: **242 / 169 / 0**  
HEX: **#F2A900**

### Bryum moss

SPOT:  
**Pantone 377 C**  
CMYK:  
**50 / 1 / 100 / 20**  
RGB:  
**122 / 154 / 1**  
HEX:  
**#7A9A01**

### River blue

SPOT:  
**Pantone 7711 C**  
CMYK:  
**98 / 0 / 28 / 4**  
RGB:  
**0 / 151 / 169**  
HEX:  
**#0097A9**

### Zinc

SPOT:  
**Pantone 7477 C**  
CMYK:  
**86 / 29 / 21 / 67**  
RGB:  
**36 / 76 / 90**  
HEX:  
**#244C5A**

### Twilight

SPOT:  
**Pantone 5115 C**  
CMYK:  
**51 / 91 / 21 / 70**  
RGB:  
**81 / 42 / 68**  
HEX:  
**#512A44**

### Lichen

SPOT:  
**Pantone 1665 C**  
CMYK:  
**0 / 79 / 100 / 0**  
RGB:  
**220 / 68 / 5**  
HEX:  
**#DC4405**

# Colour: colour and palettes

As a standard, use the brand colours at 100% opacity, meaning full saturation of the colour. Tints of the colour palette may be used at the discretion of the graphic designer.

**Opacity** is measured by how much light passes through an object. It affects how much of the background is visible and is the degree of an object's transparency.

**Tint** is the process of adding white to a colour to make it lighter while remaining opaque (not transparent). This means that any percentage of tints can be placed over a coloured background.

You may use any percentage of a tint in your design.

| Full saturation | Tints |     |     |     |     |     |
|-----------------|-------|-----|-----|-----|-----|-----|
| 100% opacity    | 75%   | 65% | 55% | 45% | 35% | 25% |
| Black           |       |     |     |     |     |     |
| Midnight sun    |       |     |     |     |     |     |
| Bryum moss      |       |     |     |     |     |     |
| River blue      |       |     |     |     |     |     |
| Zinc            |       |     |     |     |     |     |
| Twilight        |       |     |     |     |     |     |
| Lichen          |       |     |     |     |     |     |

# Colour: exceptions

Exceptions can be made in areas of an illustration that cannot be easily substituted with our brand colours – for example, in earth and skin tones.



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# Colour: overview

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**Do:** control the use of colour.

**Do:** use colours that complement photographs or backgrounds.

**Do:** use colours for text that have adequate contrast to the background or photograph.

**Do:** email [visual.design@yukon.ca](mailto:visual.design@yukon.ca) for guidance if you are not sure.

**Don't:** use clashing colours.

**Don't:** use low contrast colour combinations for text.

Illustration

The bottom of the image features a series of stylized, overlapping wavy lines in various shades of blue and teal, creating a sense of movement and depth, reminiscent of water or a landscape.

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# Illustration: guidelines

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Illustrations are another central visual element of our brand. They can be used when original photography does not exist or cannot be used to help tell a specific story.

Illustrations outside of the aurora and supporting graphics style can be used in government communications products.

Illustrations can:

- match the tone and mood of your product and be especially helpful in evoking a specific emotion or feeling;
- give a less formal feel to a designed product;
- be used to explain an idea or concept, whether abstract or realistic;
- communicate text-based information, such as an infographic;
- be eye-catching and engaging in a unique way;
- be a reasonable substitute when photography does not exist; and
- provide a great deal of creative scope as the creative boundaries are virtually limitless.

If you are having trouble deciding between a photo or an illustration, here are some questions to consider.

- How important is realism?
- Would a realistic photographic treatment be more effective to communicate with your audience, or are there benefits to using an illustrative style, such as a drawing, painting or infographic?
- Are there existing assets in the Government of Yukon's photo library that you can use?
- If pre-existing photography is not available, do you have money in your budget to hire a photographer?

If you are still having trouble deciding, contact [visual.design@yukon.ca](mailto:visual.design@yukon.ca) for guidance. Apply the same rules for illustration as for photography on pages 35 to 39.

All illustrations should adhere to the brand colours.

# Illustration: guidelines

## Clip art vs illustrations

Do not use clip art for illustrations in government materials.

A unique brand identity is built on distinct visual elements, and using clip art will damage or undermine that brand identity and its credibility.

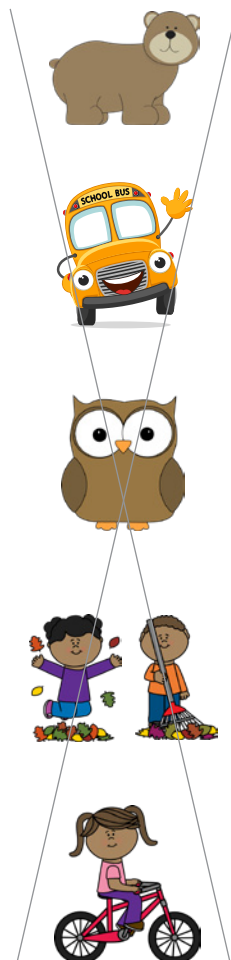
Clip art is a general term for illustrations that are often overused, dated and amateur in quality, often resembling stickers. As a result, your communications pieces will look unprofessional.

Stock illustrations are usually high-quality, professional, curated and licensed for commercial use, typically requiring a purchase or subscription.

Modern, high-quality alternatives like original illustrations, custom graphics and higher-quality stock images are better choices for professional use and provide more sophisticated options than traditional clip art.

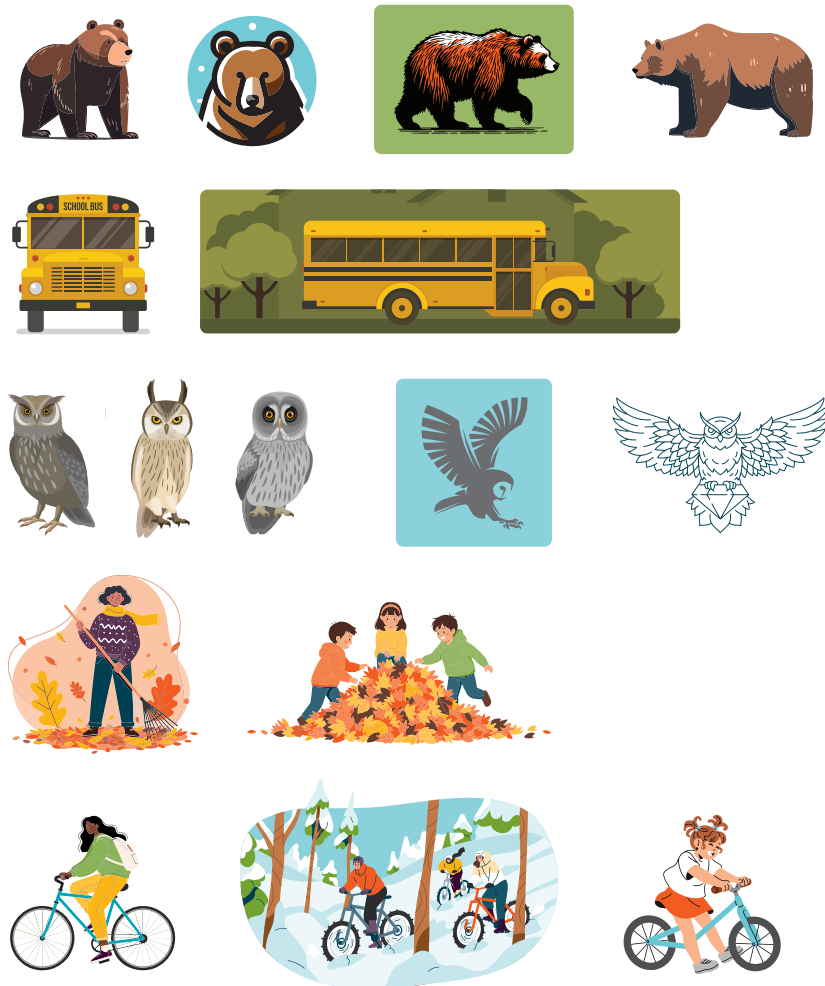
**Illustrations should be converted to our brand colours. Various shades of brown or earth tones occurring in nature – for example, in animals, trees, skin and hair – can use colours outside the brand palette.**

## Clip art



Bus clip art: Canva. Other clip art: [mycutegraphics.com](https://www.mycutegraphics.com).

## Stock illustrations



Illustrations: Adobe Stock

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# Illustration: guidelines

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## AI art

Thoughtful and limited use of artificial intelligence (AI) images is permitted in Government of Yukon communications products and channels.

Strive to be transparent and authentic in your communications to build trust with your audience.

Be aware that this guidance will change over time, and that staff must follow Government of Yukon directives.

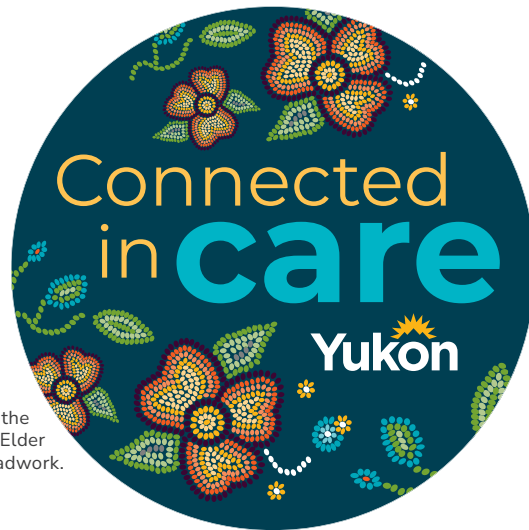
Wherever possible actual photos, original graphics and illustrations are preferable. AI-generated imagery is the final option if applicable. Maintain a balance between AI-generated and authentic content to keep your campaigns engaging and diverse.

All AI images must be identified as such. Caption your AI images with “Created with AI”.

Always double-check the new image very closely to ensure that there are no errors or unintended additions.

- Do not use AI to create images that feature people as the focal point. AI may inadvertently create images based on the likeness of a real person. If your image includes humans in the background always double-check for anatomical accuracy.
- Use authentic local images for trade, infrastructure, cultural or program-specific photos. For example, AI may not realize that American powerlines look totally different from Canadian powerlines. There may be some exceptions to this guideline.
- Avoid AI creation of actual places. If a photo of Haines Junction is required, use an actual photo.
- Avoid the generation of AI images to represent sensitive or important topics, like cultural events or artwork for example.
- To avoid intellectual property infringement, avoid asking AI to create “in the style of” for photos or illustrations.
- Do not feed AI apps existing images.
- Do not create any images that contribute to disinformation or misrepresentation.
- Monitor the performance and feedback of AI-generated images on social media to assess their effectiveness.
- For guidelines on the use of AI technologies for Government of Yukon staff, [read the existing guidance on SharePoint](#).

# Illustration: applications and examples



This design is adapted from the late Kwanlin Dün First Nation Elder Annie Smith's beadwork.



Created with AI.



# Illustration: applications and examples







## Forging ahead:

The Yukon's continuing response to COVID-19

### Purpose

Forging ahead: The Yukon's continuing response to COVID-19 guides the way forward as we adapt to living with COVID-19 risk. The Government of Yukon will continue to support Yukoners and manage the next steps following the lifting of the State of Emergency.

### Goals

**Goal 1:** Protect our vulnerable populations

- Seniors and elders
- Children
- Women
- Health conditions
- Precarious or insecure housing
- Effectiveness of vaccines

**GOAL 2:** Enhance Yukoners' wellbeing

- Social connection
- Mental and physical health
- Economic vitality

### The six pillars to forge ahead

**Pillar 1**  
First Nations and community partnerships

We have and will continue to ask our partners, "How can we help?"

**Pillar 2**  
Vaccination

The more people who get vaccinated, the safer the territory will be. A continued increase in vaccination opportunities will improve vaccine rates and strengthen the Yukon's protection against COVID-19.

**Pillar 3**  
Testing and surveillance

Targeted and timely testing will ensure that the right tests are provided to the right people in the right place at the right time.

**Pillar 4**  
Surge capacity

Keeping the Territory's health and social care system prepared to respond to future cases will ensure Yukoners continue to receive high quality health care and social supports.

**Pillar 5**  
Social supports for vulnerable people

We will continue to work with community partners to support vulnerable populations with services they know and trust.

**Pillar 6**  
Public health measures

We will continue to urge Yukoners to observe essential practices including staying home when sick, washing our hands, being mindful of others' personal space, maintaining clean and well-ventilated spaces and self-isolating when we are asked to. We will also continue with our existing mask use recommendations.



### 3. Fonts

Use **Montserrat** in headers, large display text, highlighting and call-outs.

Use **Aleo** in smaller titles and in highlighting.

Use **Nunito Sans** for body copy, tables and side bars.

Only use the secondary fonts, Arial or Helvetica, when Montserrat, Aleo and Nunito Sans aren't available.

### 4. Supporting graphics

The Government of Yukon visual identity has a great number of supporting graphics that you can use.

There is no need to use more than one supporting graphic. Using only the white aurora band cropping at the top of this document is sufficient.

Do not modify or alter the supporting graphics and their colours.

### 5. Photos and illustrations

Illustrations and photos should be placed under or within supporting graphics.

If resolution and space allow for it, bleed photos off the page.

If vector illustrations are used, replace the original colours with the Government of Yukon brand colours wherever possible.

QR codes should be placed against white backgrounds or areas of an illustration rather than over photographs or illustrations.

For more information, see our brand standards guide. For any questions, email [visual.design@yukon.ca](mailto:visual.design@yukon.ca).



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# Illustration: overview

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**Do:** use current, modern illustrations over clip art.

**Do:** use high-quality stock illustrations as needed.

**Do:** use Government of Yukon brand colours wherever possible.

**Don't:** use clip art.

**Don't:** use AI to create images that feature people as the focal point.

**Don't:** use AI creation of actual places.

**Don't:** use AI generation to represent sensitive or important topics.

**Don't:** use AI creation of actual places.

**Don't:** feed AI apps existing images.

**Don't:** ask AI to create “in the style of” for photos or illustrations.

**Don't:** create any images that contribute to disinformation or misrepresentation.

# Photography



# Photography: guidelines

## Government of Yukon photography

Photography is another central visual element of our brand. Like all visual elements, use of photography in our communication materials should leave Yukoners feeling confident, included and empowered.

To achieve this, photography should:

- be current;
- be authentic;
- reflect our territory as it is today;
- reflect the territory's many cultures and diversity;
- be of a consistent visual quality; and
- be of appropriate resolution for the media in which it will be used.

Ensure that people in photos have signed the appropriate model release form. Contact [photounit@yukon.ca](mailto:photounit@yukon.ca) for guidance.

Access the Government of Yukon's photo portal at [Yukon.canto.com](http://Yukon.canto.com).

Photos: Government of Yukon



# Photography: guidelines



Photos: Government of Yukon

# Photography: guidelines

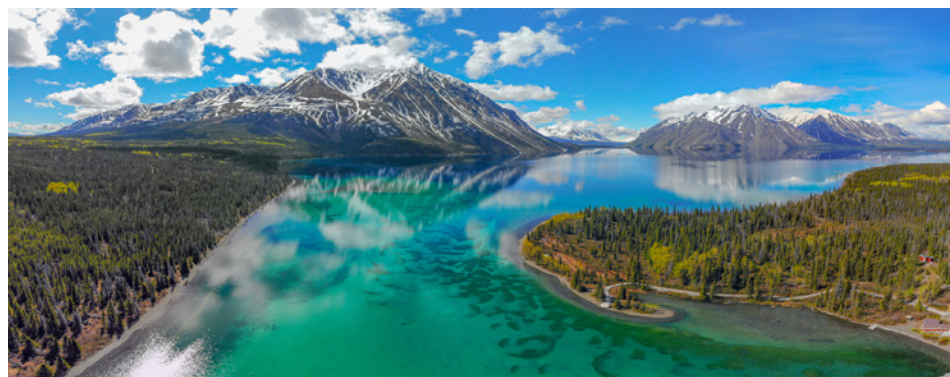
## Stock photography

Whenever possible, use original Yukon imagery. This will add to the authenticity of the story and develop the visual strength of our brand.

In the event that original photography does not exist or cannot be used or created to help tell a specific story, stock photography can be used.

When selecting stock imagery, make sure it can co-exist seamlessly alongside original Yukon photography.

Ensure you have the proper licences and credit appropriately.



Photos: Adobe Stock

---

# Photography: guidelines

---



Photos: Adobe Stock

# Photography: guidelines

Avoid photos that look staged or use unnatural effects.



Do not use images shot from extreme angles.



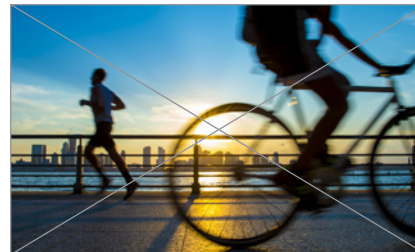
Do not use images with special effects.



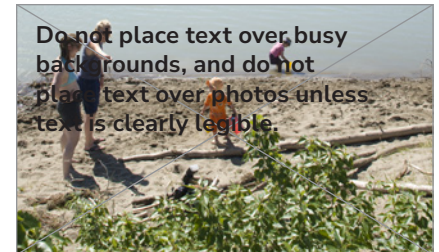
Do not use faded images or insert them as watermarks.



Do not use images or models that look overly staged or posed.



Do not use images that are not distinctly Yukon.



Do not place text over busy backgrounds, and do not place text over photos unless text is clearly legible.

Do not place text over busy backgrounds or photos unless it is clearly legible – for example, against a clear sky.



Do not use clichéd metaphorical imagery.



Do not add drop shadows to images.

---

# Photography: overview

---

**Do:** use current, authentic Yukon photos whenever possible.

**Do:** use high-quality stock images as needed.

**Do:** make sure you have model releases for people featured in photos.

**Don't:** add special effects to photos.

**Don't:** use overly staged photos.

**Don't:** use images that are not distinctly Yukon.

**Don't:** use images without permission.

Icons

The bottom of the slide features a series of overlapping, wavy horizontal bands in various shades of blue, creating a stylized, ocean-like or layered effect.

# Icons

Icons are simple graphic symbols that help people quickly find, understand and navigate information. Used consistently, they create a clear visual language that supports the brand.

Icons should enhance communication, not replace it. Pair icons with text, and choose icons that accurately reflect your message. Only use icons in the approved style across all materials and channels. Icons must be used in Government of Yukon brand colours only and must not be altered, stretched, outlined or combined with visual effects.

To maintain clarity and legibility, icons must not appear smaller than 24 px × 24 px in digital applications or 6 mm in print.

If a required icon is not available in the approved library, departments may request a custom icon. New icons must follow the established icon style and be approved before being added to the shared icon library hosted on the Visual Identity website.

Many of the icons are sourced from Tabler and are available for use in government materials. Refer to the [Tabler licence](#) for any applicable requirements.



Consistent use of iconography helps create a recognizable, accessible and professional experience across all Government of Yukon communications.

# Supporting graphics



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# Supporting graphics: aurora

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The aurora graphic is a key supporting graphic in the Government of Yukon brand. It can be used in any internal or external government products.

The soft waves of the aurora balance the rugged edges of the Yukon's mountainscape. The aurora is one of several supporting graphics you can use.

Use of the aurora in government products and materials is not mandatory. Reserve use of the aurora for designs that would be improved by its inclusion.

Smaller sections of the aurora can be used to meet your design needs.

Reach out to [visual.design@yukon.ca](mailto:visual.design@yukon.ca) before using the aurora or supporting graphics in building or vehicle signage.



Examples of smaller sections taken from the aurora

# Supporting graphics: what to avoid

Use the aurora in full colour, all black, all white, greyscale or tone-on-tone applications.

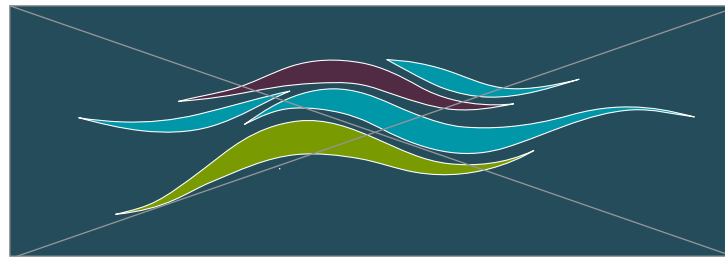
Wherever possible, bleed auroras and other supporting graphics off the page rather than have them float in the layout. For examples, [see pages 53 to 59](#).



Stretching the aurora disproportionately is not permitted.



Stretching the aurora disproportionately is not permitted.



Do not outline the aurora.



Do not decrease the size of a supporting graphic to the point where it looks like a logo.

Minimum sizes for supporting graphics are the same as the logo.

**Web:** 50 pixels

**Print:** 0.7" (17.78 mm) wide

Reducing the size of a supporting graphic to below minimum size may be necessary in smaller format materials like business cards, envelopes and email signatures, but in larger format materials they will then usually appear too small.

---

# Supporting graphics: auroras

---

## Vertical aurora

The aurora graphic may be rotated 90 degrees for vertical applications.

## Aurora

The aurora graphic consists of every colour in the colour palette of the Government of Yukon brand. The aurora can be used on any brand colour background by adjusting the corresponding foreground colour to 75% or by using the supplied aurora from the brand kit.

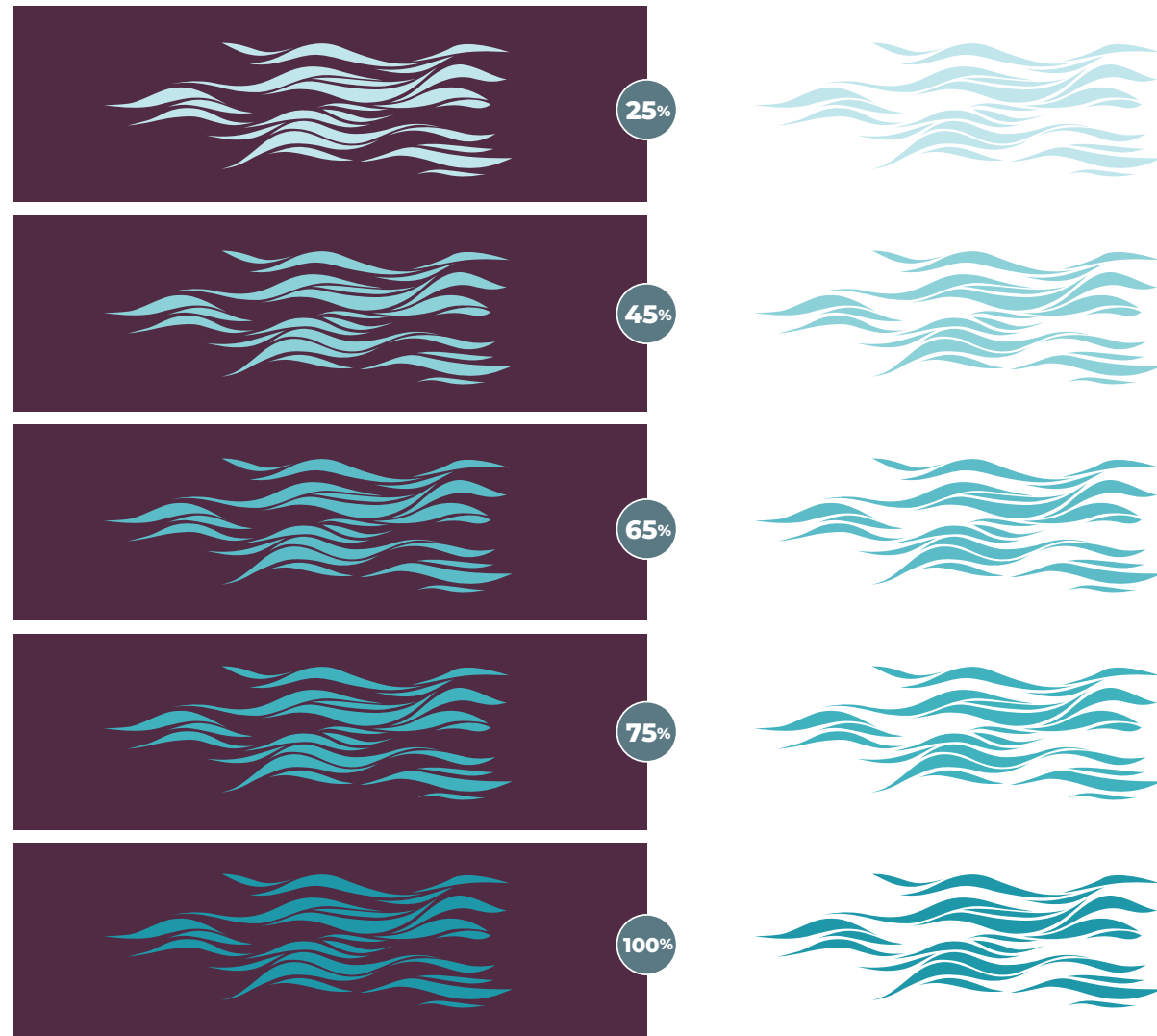


# Supporting graphics: auroras

## Auroras in one colour

Here's an example of the auroras in River blue, placed on Twilight purple and white backgrounds. You can do a similar treatment with the other auroras which come in Midnight sun, Lichen, Bryum moss and Zinc Blue, with tints ranging from 15% to 100%, graduating every 10%.

Greyscale versions of the auroras are also available, ranging from 15% to 100% and graduating every 10%.



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# Supporting graphics: auroras

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## Auroras in various tints

The aurora is available in black, white and greyscale as well as in the colours on this page.



# Supporting graphics: additional elements

There are several other supporting graphics that you can use to enhance the brand to communicate ideas.

Supporting graphics can be flipped horizontally or slightly tilted to fit the design. Do not change the colours or stretch the graphics.

Other previously-created supporting graphics may still be used at your discretion.

Environment



Forestry



Fireweed



People



Nature



River salmon



Sections of the graphics can be pulled out and used on their own.



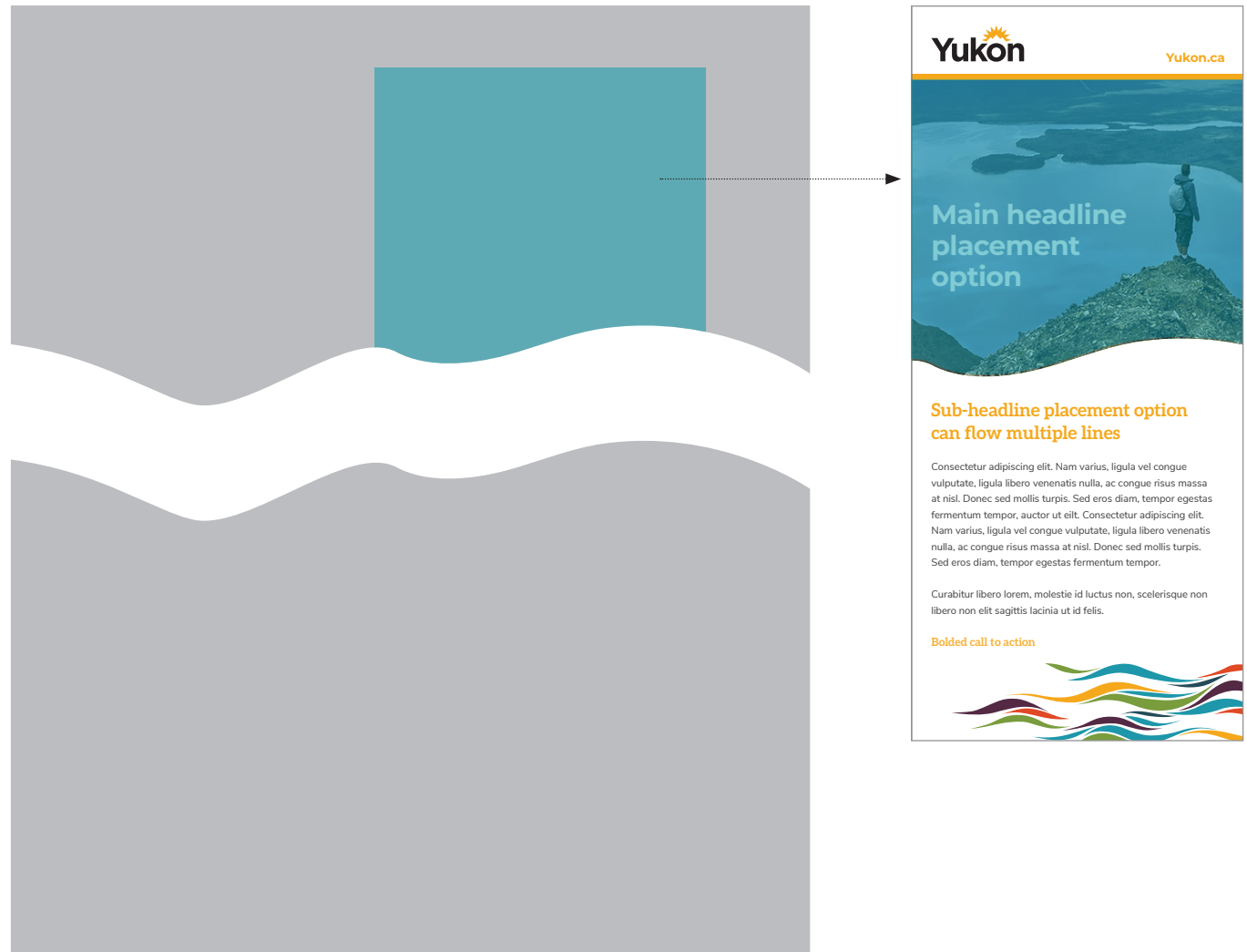
# Supporting graphics: crop containers

You can frame photos and solid colours using aurora-inspired crop containers.

The containers can be cropped in any manner that best suits the layout of your product, as well as filled with a photograph or any solid colour from the colour palette.

The containers can be stretched proportionally and layered to best suit your design.

All previously-stated rules in the supporting graphics section apply.

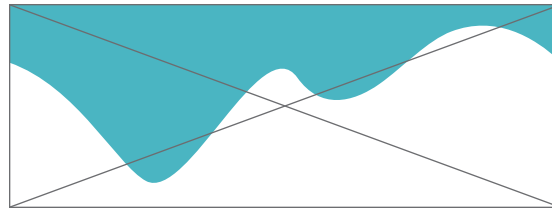


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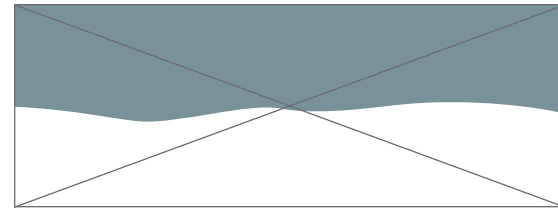
## Supporting graphics: aurora-inspired cropping

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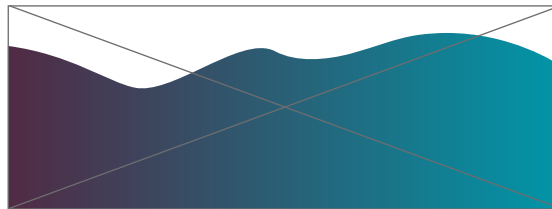
Apply the supporting graphics rules to the crop containers.



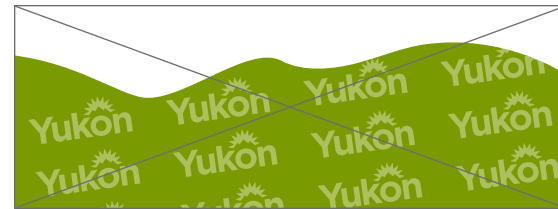
Do not stretch crop containers disproportionately.



Do not stretch crop containers disproportionately.



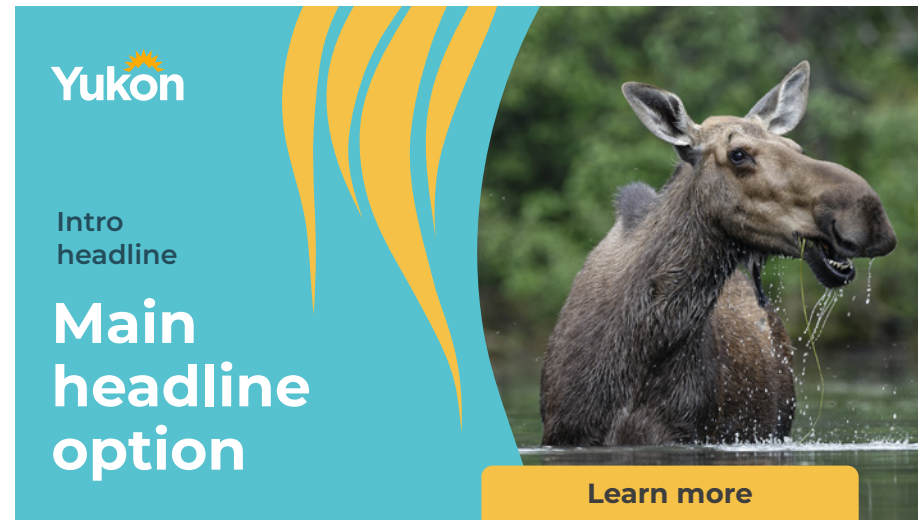
Do not use gradients or textures



Do not add watermarks to crop containers.

# Supporting graphics: applications and examples

When using overlapping crop containers, avoid colours that clash or vibrate. Keep the effect subtle. Ideally, no more than two crop containers should be used in a single design. If the elements are off-set in appearance, ensure it appears intentional in design choice.



# Supporting graphics: applications and examples

## Your title or header here

Sub title here

### Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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## Youth Directorate

Supporting programs and services that promote wellness and allow youth to reach their full potential



- Youth Investment Fund (YIF)
- Outstanding Youth Achievement Awards (OYAAs)
- Youth Developmental Asset Program (YDAP)
- Youth Network Group Meetings
- Youth Camp Listings



## Yukon Public Libraries

Bibliothèques publiques du Yukon

yukonlibraries.ca bibliothequesyukon.ca 

Yukon Public Libraries  
Bibliothèques publiques  
du Yukon 

Join us for a

# Tribute to Hank Karr



 Monday,  
April 27 at 1 pm  
Yukon Legislative Assembly  
2071 2nd Ave, Whitehorse



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# Supporting graphics: overview

---

**Do:** use crop containers to frame photos and design.

**Do:** use sections of supporting graphics on their own.

**Do:** arrange supporting graphics so that they bleed off the page rather than float in the layout.

**Do:** use supporting graphics thoughtfully and intentionally.

**Do:** use the aurora and supporting graphics in the context of a complete design, not in isolation.

**Don't:** use the aurora in place of the logo.

**Don't:** stretch graphics disproportionately.

**Don't:** use supporting graphics on all materials by default.

**Don't:** use the aurora and supporting graphics in isolation.

# Applications

The bottom of the slide features a series of overlapping, wavy horizontal bands in various shades of teal and blue, creating a sense of movement and depth.

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# Applications: accessibility

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Accessibility should be considered in every design decision. Accessible communications are easier to read, understand and engage with.

- Support readability through clear typography, hierarchy, layout and plain language.
- Use a colour contrast of at least 45:1 for text on a background.
- Ensure content is easy to scan and understand.
- Consider a range of abilities, devices, formats and viewing conditions.
- Design products that are accessible to a wide range of audiences.

Contact [eco-digital@yukon.ca](mailto:eco-digital@yukon.ca) for more information on accessibility design.

Accessible design is clear and inclusive. For digital products, the government's accessibility standard is Web Content Accessibility Guidelines (WCAG) 2.2 AA.

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# Applications: layout

---

A clear and consistent layout helps people scan and understand your design. Use structure and intentional spacing to create clear designs.

- Use grid systems to organize your content and create a simple visual structure. A grid system is an invisible framework of columns, gutters and margins used to organize text, images and other elements in a layout.
- Establish hierarchy through typography, contrast, scale and placement.
- Apply whitespace intentionally for clear and balanced designs.
- Maintain consistent alignment and spacing throughout a design. Generally, left alignment is preferred over centre alignment in government products.
- Adapt layouts to suit different formats while preserving clarity and brand consistency.

Every element in your design should have a purpose. Use layout to communicate your message, not as decoration.

# Applications: layout

Use clear heading sizes and levels to organize content and help readers scan the page. A larger size for textual headers stands out, guiding the reader's eye and helping them understand the page's organization.

These are examples to illustrate how various combinations of the brand elements can be tailored to suit the content of your reports, ads and more.



# Applications: layout



Discover the Yukon's **growers, producers and businesses**

From sporting goods to handcrafted artwork, local shops offer carefully created pieces inspired by the North. Community markets feature artisan products, culinary treats and fresh, Yukon-grown produce. End the day at a craft brewery or enjoy one of the territory's many renowned restaurants.

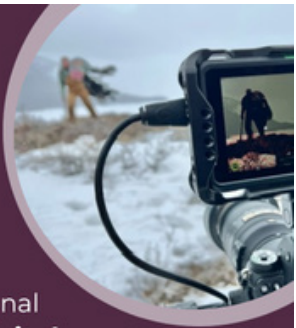


Choosing to shop locally supports more than 2,800 businesses across the territory. Beyond providing goods and services, these businesses create jobs, sponsor sports teams, host community events, and help sustain the vibrant life we enjoy here in the Yukon.



**Headline placement option**

Call to action placement option



Have an idea for a professional **film, tv or digital media project?**

Get your project off the ground with support from the Predevelopment Fund



**Main title placement option**

**Sub-headline placement option**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



**Main title**

Subtitle placement option



# Applications: layout

🚗 CAR SAFE 🚲 BIKE SAFE ✓ ALL SAFE

**Look around.  
Don't glance.**



Motorcycles can blend into the background, especially at a distance.

**Yukon**



**Headline placement option**

Sub-headline

**Yukon**



**WATSON LAKE  
LONG-TERM CARE PLANNING**

**Join the community engagement session**

The Government of Yukon is planning a future long-term care home in Watson Lake. We want to hear from community members about what matters most as this work moves forward.

This session will include:

- information about current services and supports in Watson Lake;
- information about long-term care planning; and
- an opportunity to share your views on key planning considerations.

We want to hear your input on:

- what would make a long-term care home feel right for Watson Lake;
- location considerations;
- size and type of care model;
- staffing and staff housing challenges;
- community infrastructure needs; and
- how long-term care should work alongside other supports for aging in community.

**Community session details**

Date: Wednesday, July 29, 2026  
Time: 6:30 pm to 8:30 pm (doors open at 6 pm for food and refreshments)  
Location: Curling Lounge, Watson Lake Recreation Centre

**Ways to participate**

You can participate by attending the community session or by providing written input to [WatsonLakeLTC@yukon.ca](mailto:WatsonLakeLTC@yukon.ca) by August 15, 2026. For more information, or if you need another way to take part, please contact Brigitte Poirier, A/Director, Care & Community, at 867-334-3046 or [brigitte.poirier@yukon.ca](mailto:brigitte.poirier@yukon.ca).

**Yukon**

**Headline placement option**

**Yukon**



**Headline**

Header option

**Yukon**



Yukon Media Development is a proud sponsor of the Dawson City Music Festival. Congratulations to the board and staff on another amazing festival.



[yukon.ca/filming-yukon](https://yukon.ca/filming-yukon)

**Yukon**

**Yukon**



# Applications: layout



# Applications: layout

We provide some templates for products such as PowerPoint presentations and reports.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards.

You are not limited to using the templates we provide. You are welcome to create your own templates and designs. However, government staff should work with designers wherever possible to create professional, quality designs.

The Government of Yukon logo must be used on the front of all public-facing materials.

PowerPoint templates



# Applications: what to avoid in layouts

## Do not place headers too close to main body of text

Left edge of text is not aligned with left edge of header above. Allow more space between main body of text and header, and avoid too much space in leading. Do not place text over graphics, and avoid “orphan” text.

Do not mix left-aligned text with right-aligned text, and avoid too little leading between lines of text

Yukon

## Avoid too many bold headers

### Avoid excessive bolding

### Avoid all header fonts in the same weight

Quia voluptas sit aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, ut labore et dolore magnam aliquam quaerat voluptatem.

Yukon

## Text is too close to photo

Be careful when placing the full-colour aurora over aurora-inspired crop containers or images

When an aurora is placed incorrectly or haphazardly over a crop container or image, the aurora, crop container and image will fail to stand out. It will also be hard on the eyes, causing your layout to look busy or cluttered. Instead, place the aurora over a clear area of the image if there is one, use a solid-coloured or a white aurora, or only use the crop container.

Photo: Eclipse Nordic Hotsprings, © Government of Yukon / Andrew Strain



Incorrectly placed caption

Main header is too small compared to sub header

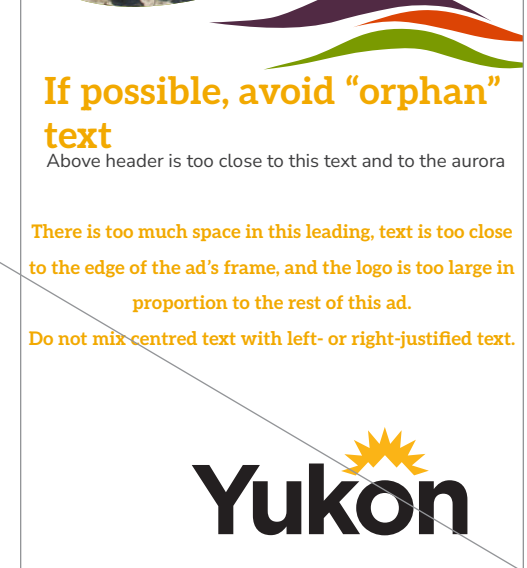
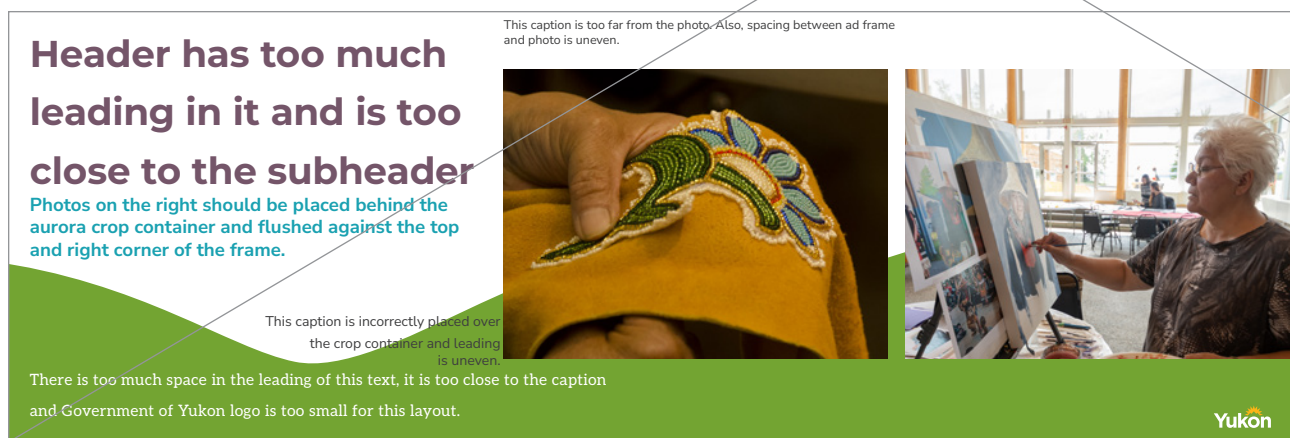
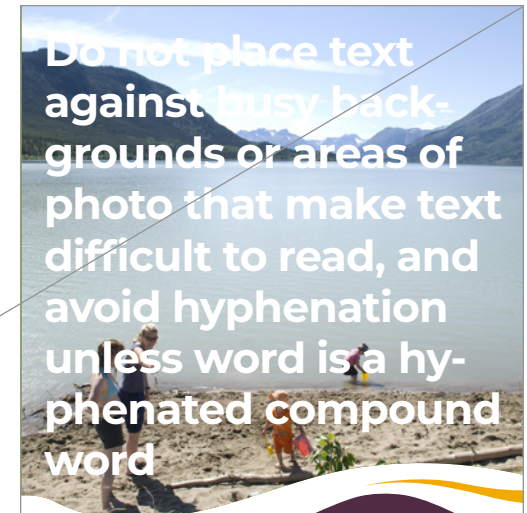
Do not italicize text unless it is an act or regulation

Do not place a QR code over an image. There is enough white space here to have the QR code at the bottom left of this layout.

If there is no white space in your layout for a QR code, you can create one – perhaps by adding a white bar or crop container – as long as the finished design meets the brand standards.

Yukon

# Applications: what to avoid in layouts



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# Applications: signage

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Follow the protocols and guidance for design in this brand standards guide.

All sign colours should align with the visual identity. Non-painted materials – for example, wood and building exteriors as a background – are acceptable even if they are not in the brand colours.

Our Zinc colour, when used as a background with white text, has a contrast of 9.3:1; this is more than enough to meet the Canadian Standards Association's [Accessible design for the built environment](#). As a background colour, we prefer to use Zinc over black.

Our visual identity standard allows Arial and Helvetica only when Montserrat, Nunito or Aleo are not available. However, make sure the contractor uses Montserrat instead of Arial or Helvetica. Our Montserrat typeface, in bold, meet the Canadian Standards Association's [Accessible design for the built environment](#).

For more guidance, follow the [the Government of Yukon capital project signs – design and installation guide](#).

The Government of Yukon requires French on all public signs.

When using Braille, make sure of the following:

- The standard for Braille in Canada is Unified English Braille.
- For braille signs of 10 words or fewer, use uncontracted Braille.
- For French text, use uncontracted Braille.

Reach out to [visual.design@yukon.ca](mailto:visual.design@yukon.ca) before using the aurora or supporting graphics in building or vehicle signage.

# Applications: social media

All Government of Yukon social media channels must use the logo as a profile picture, as it is a digital landmark for visitors and reassures the user they are at an official Government of Yukon property.

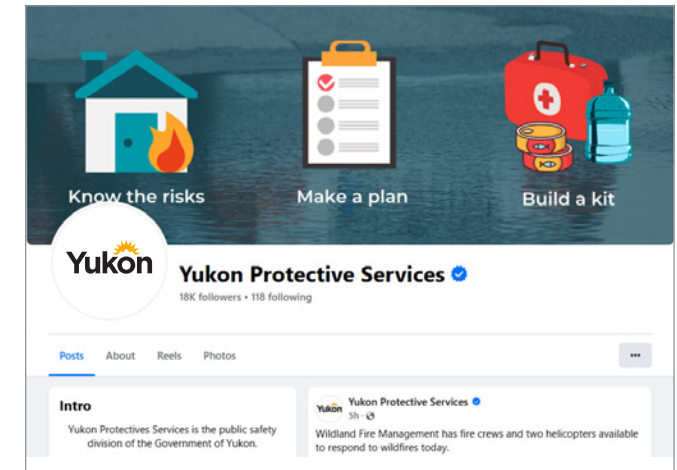
Make sure the public name of the social media channel identifies the service or program you are providing, for example “511 Yukon” or “Yukon Protective Services”. Use a cover photo that clearly connects to the service or program and communicates a message, theme, initiative or event.

Use only the full-colour logo on social media profile photos, and follow the protective space guidelines. Do not use any supporting graphics.

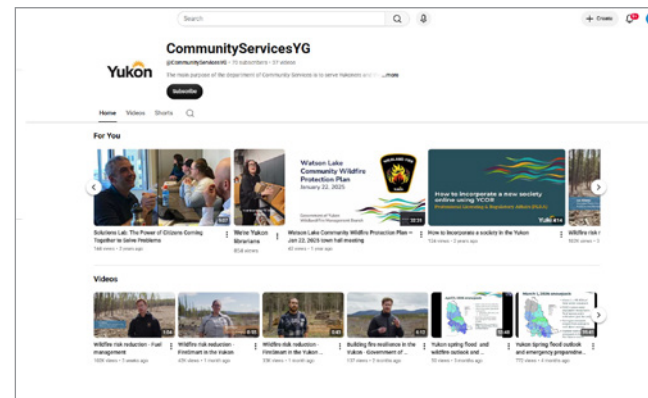
Facebook



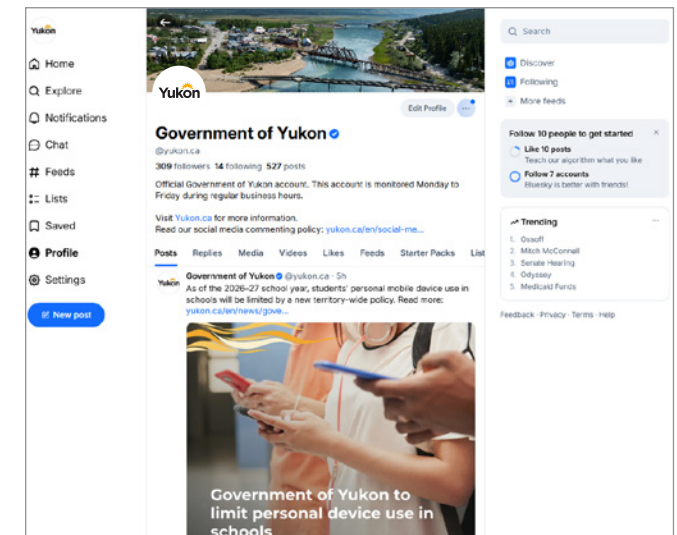
Facebook



YouTube



Bluesky



# Applications: business cards

You can order business cards through Acquisition Services and Planning. Contact their operations support person for assistance.

A standard business card format is used for all government personnel, including Deputy Ministers.

The Premier and Minister business card format is only for use by Premier and Ministers.

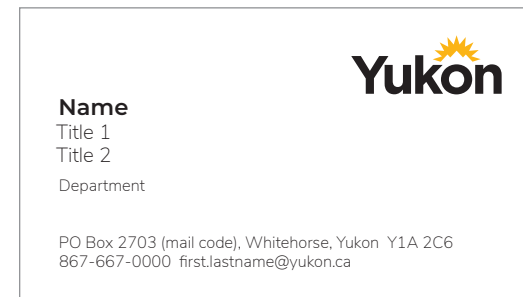
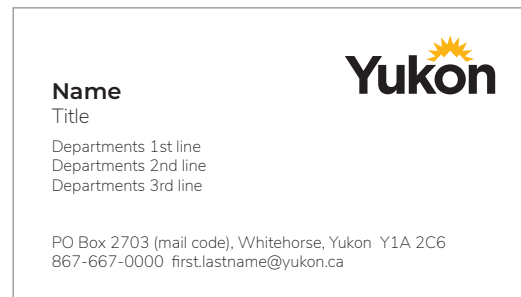
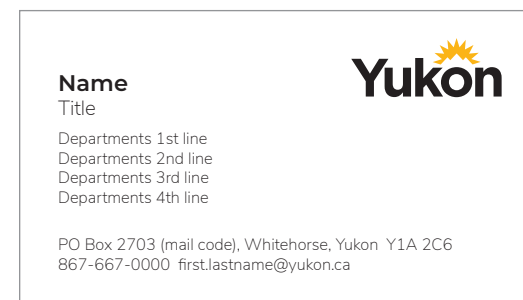
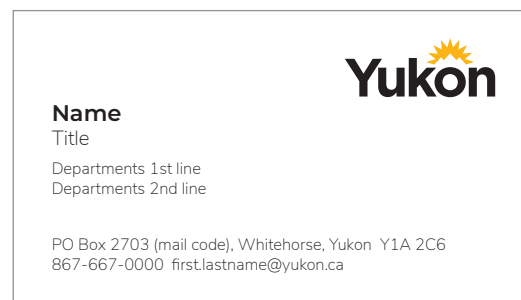
## All Government of Yukon staff



## International



## Premier and Ministers (front)



# Applications: letterheads

We have a standard, fixed place for the logo and aurora on our letterheads.

The letterhead with the aurora graphic is available in both colour and black and white versions.

Because printer quality varies, do not print the colour letterhead on standard office printers. If you wish to have your documents printed on colour letterhead, order item #100242 from [Acquisition Services and Planning](#). For letterhead for the Premier or a Minister, order item #100244.

The black and white version can be easily printed in your office.

If your letter is longer, you can order blank sheets from Central Stores using the order item #100247.

## All Government of Yukon staff



**Department**  
**Address**

Month date, year

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Lorem ipsum

## Premier and Ministers only



**Department**  
**Address**

Month date, year

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Lorem ipsum

# Applications: envelopes

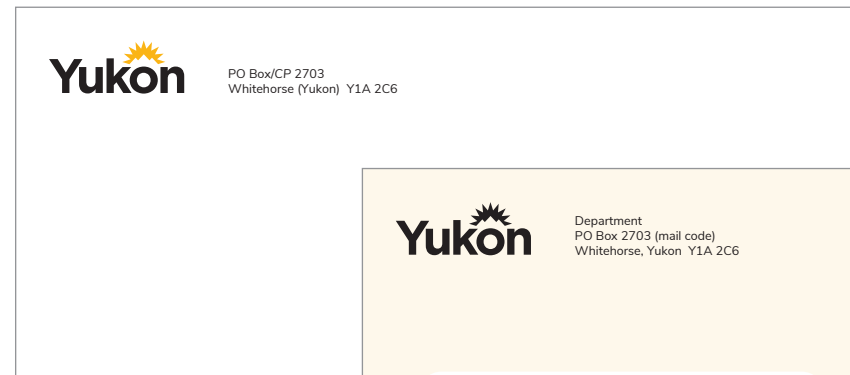
We have a standard, fixed place for the logo and address block for all envelope sizes. The Government of Yukon logo is in the upper left corner and the address block is to the right of the logo, maintaining the protective space around the logo.

You can order generic Government of Yukon envelopes from Central Stores.

You can also order envelopes with a custom return address. This address should use a branch, program or service name, rather than the department name. Return addresses may be two or three lines high and must include the mail code on the same line as the PO box number.

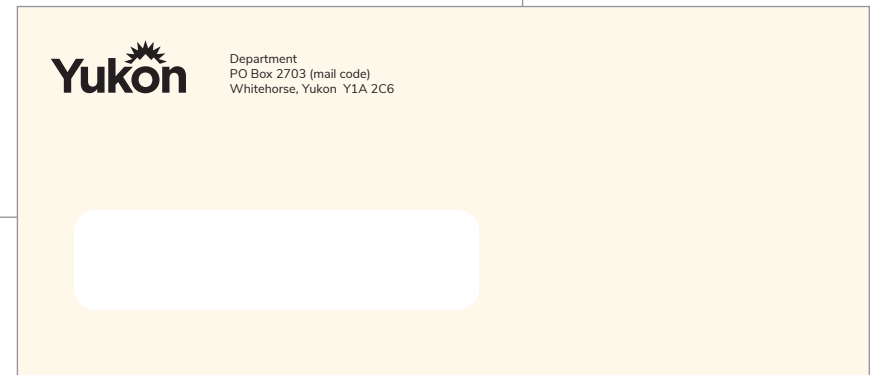
To order custom return address envelopes contact your [Acquisition Services and Planning's account manager](#) who will arrange to have them printed for you.

## All Government of Yukon staff

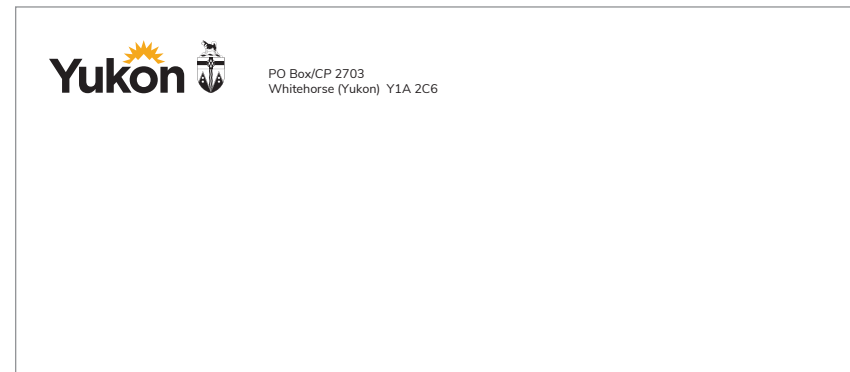


Example of bilingual envelope

Example of custom envelope



## Premier and Ministers



Example of bilingual envelope

# Applications: email signatures

Keep your signature clean, professional and consistent.

All staff must follow this email signature format.

Use Arial in black for your email signature. Set the font to 12 points for your name and 10 points for the text below your name. Put your name in bold and use the regular font for the rest of the text.

For the body of your emails, use Arial in 100% black.

Your name in the signature should be in the Zinc colour.

Do not promote events or activities in your signature. Do not include a confidentiality statement in your signature.

Simple



## Name

Title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Simple with pronouns



## Name

Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]

Title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Yukon First Nations acknowledgement



## Name

Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]

Title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I respectfully acknowledge that I work within the Traditional Territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

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# Applications: email signatures

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## Canada's Top 100 Employers logo

The Canada's Top 100 Employers logo is the only additional logo staff can use in conjunction with the email signature block. Only staff working in the Public Service Commission or a human resources role may use it.

These logos are awarded for a year at a time. If the government loses any of these accreditations, you must remove the associated logo from your email signature.

## Hours of work

You can include a line of text under your signature to include your part-time hours of work if applicable. This is optional.

Formatting must match the rest of the signature.

Use the text seen in the examples to the right.



### Name

Title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca



### Name

Pronouns: [link your pronouns to: <https://guide.yukon.ca/inclusivity>]  
title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I work on Mondays, Tuesdays and Thursdays from 11 am to 4 pm.

# Applications: badges

Uniform badges, flashes and patches incorporate the Government of Yukon logo along with other design elements that recognize the brand standards and the history of their programs.

The yellow border is required for all badges and acts as a unifying element for officers. Using one colour sets the badge apart like a yield sign showcasing what is in the centre.

For text-only versions of badges for non-officers, the border colour can be changed as long as it is a Government of Yukon branded colour.

Uniform badges may only be used for uniforms and vehicle decals. They must not be used as a logo for other materials.



## Applications: badges



## Applications: badges



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# Applications: overview

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**Do:** follow principles of good design.

**Do:** ensure text and background have sufficient contrast for accessibility.

**Do:** follow the brand standards for all government materials.

**Do:** favour left-aligned text.

**Do:** keep logo size proportional to the rest of the design.

**Do:** leave appropriate space between headers and borders, body text and graphic elements.

**Do:** work with graphic designers to create professional and creative designs.

**Do:** modify templates to suit your design needs within the boundaries of the brand standards.

**Don't:** use excessive bolding.

**Don't:** use clashing colours.

**Don't:** use all caps.

**Don't:** place text over graphics or busy backgrounds.

**Don't:** place a full-colour aurora over full-colour crop containers.

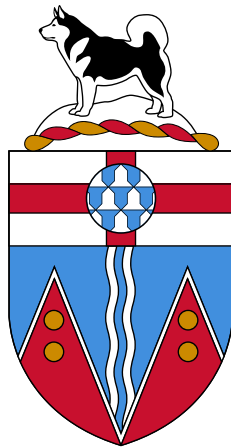
# Yukon emblems



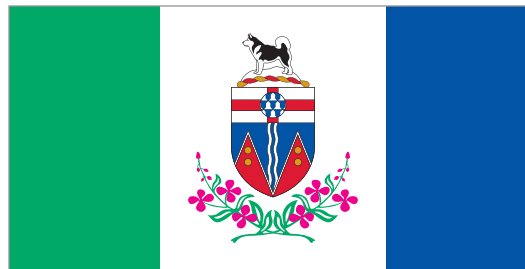
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# Yukon emblems

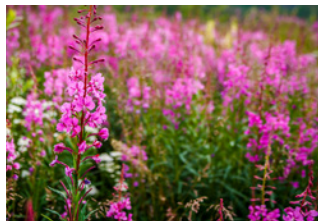
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Coat of Arms



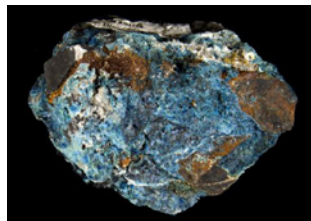
Yukon flag



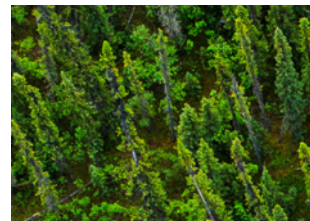
Fireweed



Raven



Lazulite



Sub-alpine fir



Yukon tartan

# Brand overview

The bottom of the slide features a series of overlapping, wavy lines in various shades of teal and blue, creating a sense of movement and depth.

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# The Government of Yukon brand

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A brand is how an organization is perceived in the minds of its audience. Any brand consists of essential, key attributes including the brand essence, brand character and brand promise.

## Essence

The Government of Yukon's brand essence is "serving Yukoners together". This is really the heart and soul of our brand. Serving Yukoners together speaks to our commitment to public service. It reminds us of our duty to the people of the Yukon, while reinforcing the pride staff have in "doing what matters". It also reminds us of the profound importance of working together as Yukoners to advance our shared interests and wellbeing. This means staff working collaboratively together internally, as well as together with communities, organizations and First Nations and other governments.

## Character

The brand character describes the aspirational personality of the brand. For the Government of Yukon, this character is resourceful, dependable and decisive.

**Resourceful:** Yukoners take pride in their resourcefulness and our government reflects that resourcefulness in everything that we do. Resourcefulness means seeing things differently. It means looking for opportunities to progressively improve things, and it also means using our funds wisely to ensure the most impact. It implies that we are knowledgeable and wise, but our sense of resourcefulness allows us to bring others' points of view into consideration to share expertise so we can find the best solution together.

**Dependable:** Yukoners have each other's backs. Our history has shown us the importance of being able to rely on each other. The Government of Yukon understands that our role is to support Yukoners. To be reliable and dependable means being approachable, listening to concerns and always following through on our commitments.

**Decisive:** Yukoners are courageous and bold and take advantage of opportunities that arise. And Yukoners demand this sort of decisiveness from their government. Decisiveness means gathering the right information and then making smart, clear decisions. Our government always seeks to make the best decision, not the easy one.

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# The Government of Yukon brand

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## Promise

A brand's promise is about articulating an organization's most fundamental promise to its key target audience. As the government of this amazing territory, we promise all Yukoners that we will exercise our long-term vision, listen, be thoughtfully responsive and effect positive, lasting impacts.

**Long-term vision:** The Government of Yukon offers thoughtful, measured, long-term solutions to the big issues that face our territory. And we know that real change takes more than an inspiring vision – it also takes clear commitment and conscientious follow-through.

**Genuine listening:** The Government of Yukon takes the time to hear from Yukoners. Public engagements are not box-ticking exercises – they are important opportunities for our government to better understand the needs of citizens.

**Thoughtful responsiveness:** The Government of Yukon responds to the needs of Yukoners. Whether that is sending a quick email or launching a major initiative, we hear the needs of Yukoners, we chart a course to satisfy those needs when we can and we explain our rationale when we cannot immediately take action.

**Lasting impact:** The Government of Yukon prioritizes efforts that will have lasting and positive impact on our people and the territory. We use our resources – including our time, talent and attention – to effect change for the prosperity and wellbeing of the territory now and long into the future.

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# Brand exceptions

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The brand standards were created with the understanding that there be few exceptions to the overall standards.

The brand standards apply to all government departments, government corporations and agents of the Government of Yukon.

This includes all departments, the Yukon Development Corporation, Yukon Housing Corporation and the Yukon Liquor Corporation.

Departments, branches and other parts of government that believe they meet one of these exceptions can apply for an exception through the Executive Council Office at [visual.design@yukon.ca](mailto:visual.design@yukon.ca).

## Rules for exception

1. Organizations funded by the Government of Yukon and:
  - a. not an agent of the government;
  - b. an agent of the Yukon Legislative Assembly; or
  - c. an agent of the federal government.
2. A board, agency, corporation or office that needs to maintain a public perception that it is free of conflict of interest with the Government of Yukon and that it is not under direct political control of the government.
3. Where there are requirements to fulfil partnerships for funding or contractual obligations.
4. The retail sales arms of departments, corporations and commissions that are providing tangible retail products and distribution of those products including:
  - a. retail sales of liquor;
  - b. retail sales of cannabis; and
  - c. retail sales of lottery tickets.
5. Social marketing and advertising campaigns of a limited time (typically, less than five years) may be submitted in advance to the Communications Management Committee for a modification to the brand standards where the full implementation of the brand standards may negatively affect the effectiveness of the campaign. This includes the advertising of goods on behalf of a producer.
6. Special consideration for schools, museums or programs and branches working with First Nations where using just the Government of Yukon logo would overshadow the cooperative nature of the initiative. These programs would need approval for exception status and would still use the Government of Yukon logo. The logos would not be presented in a “lock-up” orientation but would both be present on the document.

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# Tone of voice

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The tone of our communications helps reflect our unified brand. Staff should adopt a clear and consistent approach to all our written materials. We want to leave Yukoners feeling confident, assured, heard, included and empowered.

There are three main ways to help us use our tone of voice whenever we communicate with people. We use:

- plain language;
- inclusive language; and
- a consistent style.

For more guidance on this style and approach see the Government of Yukon style guide.

Typically we refer to ourselves as the Government of Yukon rather than by the department or branch we are in. This is clearer for the public and helps communicate that we are one government with the common goal of serving Yukoners.

This means we never give our departments individual names such as “Environment Yukon” or “Yukon Education”.

In public communications pieces, your department or branch can be included in contact information, building signage or other specific uses.



For guidance on the Government of Yukon  
brand standards contact [visual.design@yukon.ca](mailto:visual.design@yukon.ca).

