Government of Yukon
Brand standards

Edition 3.3 / 12.2022

Yukon

One government
One brand

Yukon

What's new: updates to edition 3.3

Welcome to version 3.3 of the Government of Yukon Brand Standards, published in November 2022.

- On page 36, you'll find a new supporting graphics element: Connections.
- On page 46, you'll find the new email signature that include a promotional tagline.

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Introduction

The Government of Yukon is dedicated to helping Yukoners lead healthy, productive, happy lives.

We have many departments, branches and agencies, each with a specific mandate, and we work together to achieve our overarching goal of serving and supporting Yukoners. This is at the heart of what we do and why we are here — as an organization and as individuals. Every day we seek to accomplish this goal by working in ways that are resourceful, decisive and build confidence. This is the brand we aspire to.

To best support and communicate this brand, we have developed a unified visual identity and graphic standards. This visual identity represents our territory and the people who live here. We want to highlight Yukon's uniqueness, history, culture and strengths through a modern and unified brand.

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

In addition, this visual identity consists of a number of other elements that will be used across government: standard fonts, colour palettes, photography guidelines, tone of voice, supporting graphics 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.

The purpose of this document is to provide the guidelines and standards that will help Government of Yukon employees realize the consistent application of the unified brand. All government staff are expected to apply these standards in all government communications.

The guidelines and standards in this document are intended to work in conjunction with other key government policies and guidelines. These include:

- the Government of Yukon's corporate communications strategy;
- the Government of Yukon Style Guide and the Government of Yukon Digital Standards;
- the government's guidelines on French language communications; and
- policy 2.13 of the General Administration Manual, which establishes proper use of the Yukon logo and crest. We will review this policy as part of the process of implementing the visual identity.

Finally, it is important to recognize that though the visual identity will help raise awareness and support perception of the Government of Yukon's unified brand, this visual identity must be much more than a candy wrapper. A brand is how an organization is perceived in the minds of its audience. In order for our audience's perception to align with what we aspire to, all our employees must also ensure they carry out their day-to-day work in a way that reflects the brand.

The Government of Yukon brand

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 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 well-being. 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, which means being approachable, listening to concerns and always following through on our commitments.

Decisive: Yukoners are courageous, 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.

The Government of Yukon brand

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 to exercise our long-term vision, to listen, to be thoughtfully responsive and to 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 our citizens.

Thoughtful responsiveness: The Government of Yukon responds to the needs of Yukoners. Whether that's 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 can't 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 well-being of the territory now and long into the future.

Brand architecture

A brand architecture is a holistic framework that organizes brands within an organization, clarifying the relationships of the brands, and ultimately helping an audience relate to a brand. It also provides a direction for brand identity development and design.

While there are many departments, branches and agencies that are part of the Government of Yukon, we are one organization and should therefore have one corporate brand.

Brand exceptions

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 unless specifically exempted under the following rules.

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

Rules for exception:

1. Organizations funded by 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 fulfill 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 apply in advance to the Communications Management Committee (CMC) for a modification to the brand standards where the full implementation of the brand standards may negatively affect the effectiveness of the campaign. Includes advertising of goods on behalf of a producer.

Partial implementation:

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 alongside that of the program or branch. The logos would not be presented in a “lock-up” orientation but would both be present on the document.

Delayed implementation rules:

7. Uniform badges, flashes and patches will incorporate the new Government of Yukon logo along with other design elements that recognize the brand standards and the history of their programs. Affected branches and program areas will have additional time to implement. Note: uniform insignia is not to be used as a logo for other materials. Other materials included in rules one through six.

Departments, branches and other parts of the government that believe they meet one of these exceptions can formally apply to the Communications Management Committee for review.

Brand elements: overview

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

Brand elements: tone of voice

The tone of voice 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 do this whenever we communicate with people. We will use:

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

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

In addition, whenever we can, we will refer to ourselves as the Government of Yukon rather than by the department or branch we're 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'll no longer give our departments individual names, such as "Environment Yukon" or "Yukon Education."

Brand elements: logo

The Government of Yukon logo is our key visual element. It is used across all of our public facing products to identify the role of our government in 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.

This brand element drew its inspiration from the previous Travel Yukon logo, which we are now bringing into our government's unified brand. Through a subtle refresh, it evokes the majesty of our territory's landscape, speaks to the vision of our government today and inspires a sense of pride and empowerment.

master logo

Reverse application

Reverse colour application

Solid application

Brand elements: logo file formats

Encapsulated postscript (EPS)

EPS is a vector format that can be scaled infinitely without losing image quality. This is the preferred version and must be used for offset printing.

Applications: signage, print ads, flyers, and other print collateral materials.

Scalable vector graphics (SVG)

SVG is an XML-based vector image format for two-dimensional graphics with support for interactivity and animation.

Applications: website, animation.

Portable network graphics (PNG)

PNG is a raster graphics file format for digital imaging, web applications and electronic templates. Raster formats have a fixed resolution which means that if the image is increased in size, the image will degrade, losing detail and appearing unsharp or out of focus.

PNGs are the preferred format over JPGs as they allow transparent backgrounds for easy placement over coloured areas.

Applications: web ads, social media, Word documents, PowerPoint presentations.

Brand elements: logo protective space

One logo application

Also known as the minimum exclusion area, the protective space is the area around the logo into which no type or other element should encroach.

For right and left sides of the logo the minimun protective space is equal to the hight of the “n” from the logo. For the top and bottom sides the protective space is equal to the with of the stem of the same “n” element.

Please see the diagram for placement.

Brand elements: logo minimum sizes

Print

To protect the integrity and impact of the Government of Yukon logo it should never be reproduced smaller than 0.7" (17.78 mm) wide.

Web

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

0.7" (17.78 mm)

50 pixels

Brand elements: logo application dos

To preserve the integrity of the Government of Yukon logo, it is vital the logo be used correctly. To the right are examples of how the different versions of the logo should be used in various applications to ensure legibility.

It is important that the logo is used in its original form. It should always be placed 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.

Colour applications

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

Restrictive colour applications

Solid black version of the logo should be used on white or light backgrounds for black and white applications.

Tonal variation

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

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.

Reverse (white) versions of the logo should be used on black or dark backgrounds for black and white applications, or when the reverse colour version is not appropriate.

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

Brand elements: logo application don’ts

It is important to preserve the integrity of the logo – all versions of the logo should not be altered or misused. To the right are examples of how different versions of the Government of Yukon logo should not be used in different applications.

The wordmark and the icon should never be separated and used in isolation.

The logo must never appear as part of the title of a publication.

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

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

Do not use the logo on colours that are too similar in tone or hue, that clash or cause the logo to visually vibrate. In this situation use the reverse (white) version.

Do not squish the logo. Use only with original proportions.

Do not change the colour of any of the elements within the logo.

This includes the placement of the primary colour palette within the logo.

Do not add any drop shadow to the logo.

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

Do not use low resolutions files of the logo.

Brand elements: 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

Yukon
CANADA

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

Travel Yukon

Yukon
LARGER THAN LIFE

The government has developed this version of the master logo that speaks directly to visitors 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.

Yukon
PLUS GRAND QUE NATURE

Yukon
LARGER THAN LIFE
PLUS GRAND QUE NATURE

Premier and Ministers
(Lock-up with the Yukon Coat of Arms)

Yukon

The Yukon Coat of Arms (crest) has specific restricted use. The crest 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 Legislative Assembly, or for special use by the Office of the Premier. See GAM policy 2.13.

Coat of arms minimum size:

In order to maintain recognition and legibility, do not display the coat of arms smaller than 1/4" (0.635 cm) in width.

Brand elements: typography

Typography plays a key role in the Government of Yukon's overall brand identity. The typeface is 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.

You must only use the primary and secondary fonts in designed materials.

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

Do not add drop shadows to text.

Primary fonts

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

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

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat

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

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nunito Sans

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

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aleo

Brand elements: typography

Secondary fonts

Only in cases where Montserrat, Aleo and Nunito Sans are not available, Arial or Helvetica are our secondary fonts.

Sometimes words from other languages are used in our communications materials. An example of this is words from Yukon First Nations languages.

In order to display the text properly, sometimes a special font is required. Please contact visual.design@yukon.ca to ensure you are using the correct font.

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

The brand fonts Monserrat, Nunito Sans and Aleo are installed on all government computers and work well internally. However they are not likely installed in other organisations or private citizen's computers, so when used in email for outside of government these fonts will be converted to another font like Times Roman, which isn't our brand.

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica

Brand elements: colour and palettes

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

You can only use colours from these palettes.

Primary colour palette

The primary colour palette consists of two base colours. Listed to the right are the different specifications for the palette in Pantone, CMYK (four-colour process), RGB and hexadecimal values. This colour palette must be reproduced accurately to ensure consistency across all materials.

Secondary colour palette

The secondary colour palette offers designers considerable latitude in reflecting the various moods and landscapes of Yukon. Each colour variation is strong enough to hold the logo in a variety of applications.

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

Brand elements: colour and palettes

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

Brand elements: partnership logo positioning

When 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 and images on social media, print ads, brochures and posters.

When the Government of Yukon's logo appears with partnership logos, the Government of Yukon's logo 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 and white, then the Government of Yukon's logo must be in black and 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). If you don't think you can follow this rule, contact 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 any others.

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

Brand elements: partnership logo positioning

When the Government of Yukon is a partner but not the project lead

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

If the partnership logo is in black and white, then the Government of Yukon's logo must also be in black and 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, depending on the arrangement, even if neither the Government of Canada or the Government of Yukon are the lead. 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 don't think you can follow this rule, contact 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.

When the Government of Yukon is a sponsor

If all other sponsor logos are in black and white, then the Government of Yukon's logo must be in black and white. However, if at least one other logo appears in colour, then the government's logo must also be in colour.

In this case, there are no rules regarding the placement of the government's logo, though it must be about the same size as the logos appearing alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm). If you don't think you can follow this rule, contact 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.

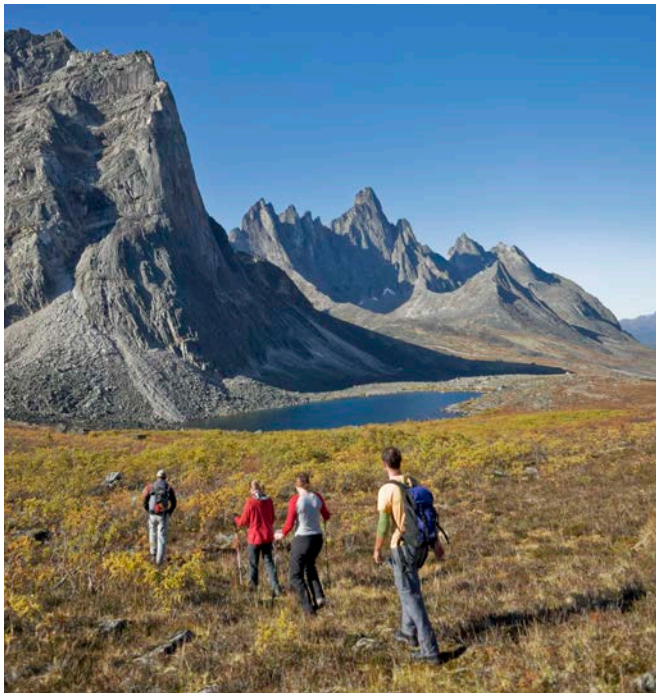
Brand elements: photography guidelines

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 our territory's many cultures and diversity;
- be of a consistent visual quality; and
- be of appropriate resolution for the media it will be used in.

A source for Yukon photos is the Tourism Yukon Media Library located at yukonphotos.gov.yk.ca.



Brand elements: photography guidelines

Original vs. stock photography

Whenever possible, use original Yukon imagery. This will add to the authenticity of our 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. Environment-based stock imagery may be necessary to use when telling a broader story.

Do not add drop shadows to images.

Photography don’ts

Do not use images with clichéd points of view.

Do not use images with special effects.

Do not create illustrations from photography.

Do not use images shot from extreme angles.

Do not use artificially colourized imagery.

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

Do not use faded images or insert them as watermarks.

Do not use clichéd metaphorical imagery.

Do not use images that are not distinctly Yukon.

Brand elements: illustration guidelines

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 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 generic rather than portraying specific people doing specific things;
- 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 cost-effective substitute when photography doesn't exist; and
- provide a great deal of creative scope as the creative boundaries are virtually limitless.

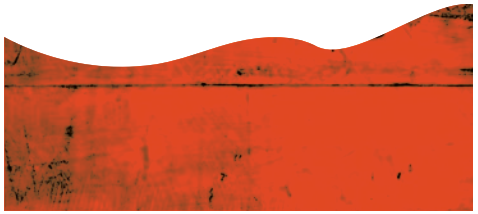
If you're having trouble deciding between a photo or an illustration, here are some questions to consider:

- 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 isn't available, do you have money in your budget to hire a photographer?

If you're still having trouble deciding, contact visual.design@yukon.ca for guidance. Apply the same rules for illustration as for photography on page 22. Never use clip art-style imagery because it looks unprofessional and of low quality.

Textures

Do not use textures, watermarks or overlays. When working with colour blocks, only solid colours should be used.



Exception: you may use any of the supporting elements in the background.

Brand elements: supporting graphics

Aurora

The aurora graphic plays a lead role in the Government of Yukon brand. It can be used in any internal and external government products.

The soft waves of the aurora branding balance the rugged edges of Yukon's mountainscape and can be adapted to represent other elements of this territory such as our people, our wildlife and our environment. The aurora is one of several supporting graphics you can use.

Never use supporting graphics as part of the title of a publication. Supporting graphics must not be used as a watermark. Do not add drop shadows to supporting graphics.

Supporting graphics can only be flipped vertically and cannot be modified, including modifying their colours.

You can use the aurora graphic as it is or you can use smaller sections to meet your design needs. Use the aurora in full colour, all black, all white, greyscale or tone-on-tone applications. If you're using full colour, don't modify the individual colours.

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

Print
0.7" (17.78 mm) wide.

Web
50 pixels.

Brand elements: supporting graphics

Aurora

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

Brand elements: supporting graphics

Aurora on coloured backgrounds

Here is what the aurora will look like when placed on a coloured background. As noted on the previous page, the corresponding foreground colour must be set to 75%.

Brand elements: supporting graphics

Aurora greyscale use on white and black.

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

Brand elements: supporting graphics

Spirit flame

In some instances the aurora graphic may need to be rotated 90 degrees to be used in vertical applications. When that scenario arises, aurora becomes “spirit flame.”

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

Brand elements: supporting graphics

Additional elements

There are many themed elements that you can use to enhance the brand.

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

Supporting graphics can only be flipped vertically and cannot be modified, do not extract portions, do not use impositions, do not modify their colours.

If none of these elements fits your needs there is a process for requesting new elements: see page 37 for more information.

Environment

Wildlife

People

Brand elements: supporting graphics

Generations

Hiking

Kayaking

Brand elements: supporting graphics

Forestry

Construction

Education

Brand elements: supporting graphics

Mining

Justice

Transport

Brand elements: supporting graphics

Time

Business

Agriculture

Brand elements: supporting graphics

Shelter

Arts

Energy

Brand elements: supporting graphics

Connections

Brand elements: New supporting graphics approval process

Any new graphic will be available for anyone in the Government of Yukon to use, not just a particular program or department.

If none of the supporting graphics fits your needs follow this process for developing new graphics:

- Write a rationale for why you need a new supporting graphic and what it might look like.
- Send your request to the Executive Council Office at eco-digital@yukon.ca and eServices at visual.design@yukon.ca.
- If your request is approved, you can go ahead with getting the new supporting graphic designed. You're responsible for paying for the design work.
- Do not commission any design work before you get approval.
- The new supporting graphic must be the same style as other supporting graphics.
- The new supporting graphic must be generic enough to be used throughout the Government of Yukon as anyone in the government will be able to use it, not just your program or campaign.
- eServices will add the new supporting graphic to the brand standards book and make it available to staff and designers.
- Once approved you must provide a package of 46 final files for each new upporting graphic to visual.design@yukon.ca:
  - Two CMYK files (EPS and PDF)
  - Two Pantone files (EPS and PDF)
  - Two RGB files (SVG and PNG)
  - Two B&W files (EPS and PDF)
  - Two reverse B&W files (SVG and PNG)

  Include the following files for each of the six brand colour (Lichen, Moss, River Blue, Sun, Twilight, Zinc).

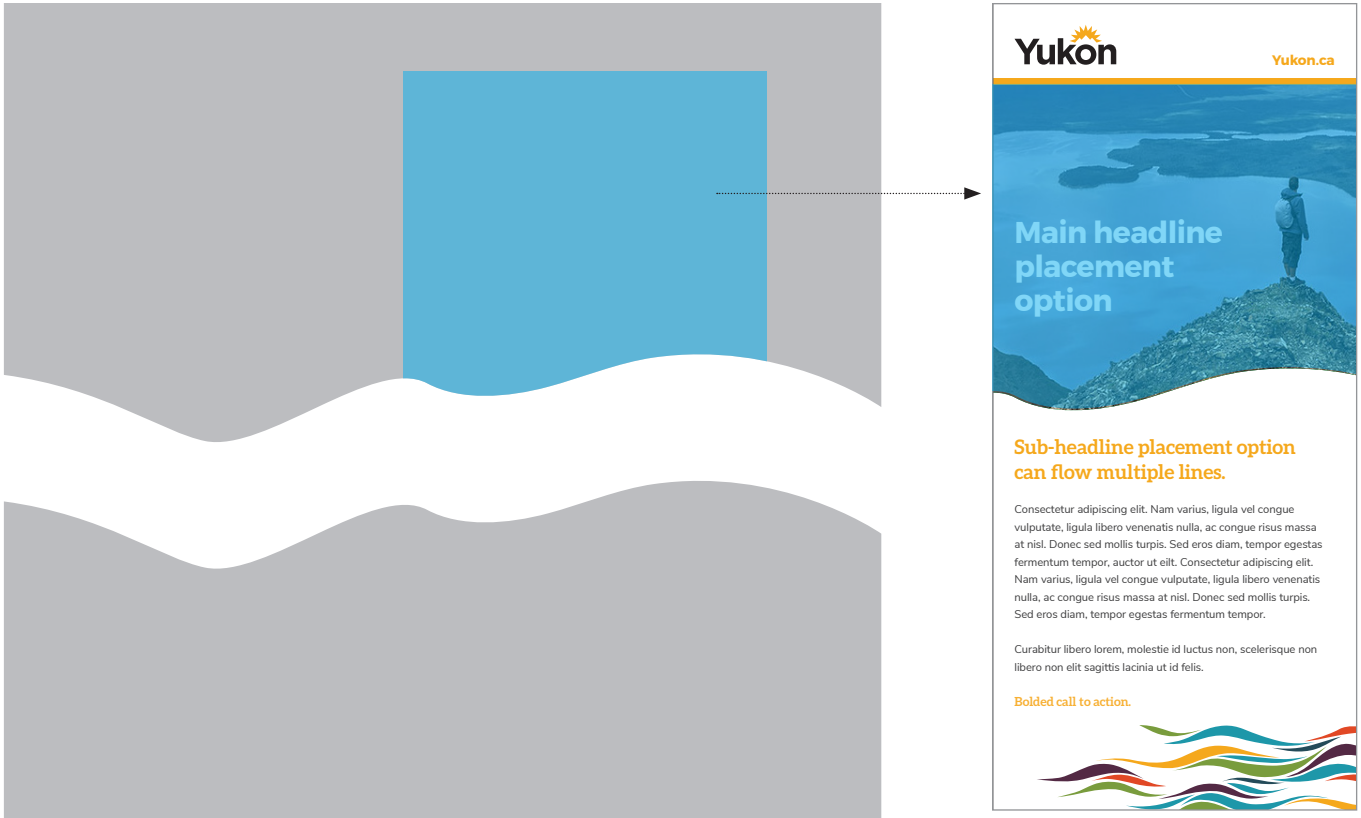
  - CMYK two files (EPS and PDF)
  - Pantone two files (EPS and PDF)
  - RGB two files (SVG and PNG)

Brand elements: supporting graphics

Aurora-inspired cropping

The brand elements allow photos and solid colour blocks to be framed using the aurora-inspired cropping.

The grey containers below 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. Stretching the containers proportionally is permitted. Use of these elements are at the discretion of the graphic designer.

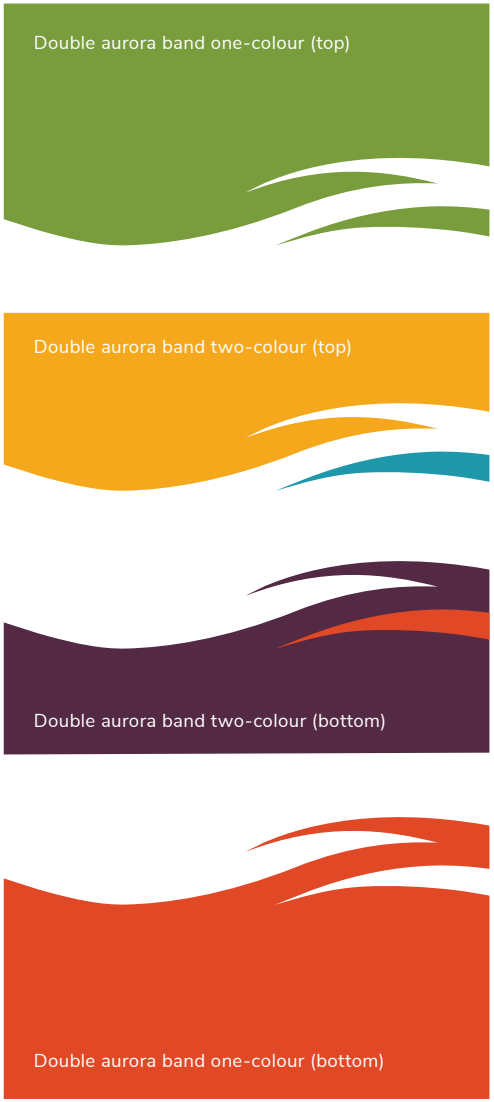


Brand elements: supporting graphics

Single and double aurora band cropping

These brand elements allow you to frame photos and solid colour blocks with the single and double aurora band crop containers.

You can use this container at the top or bottom of your document but you must not flip, invert or rotate it. You can stretch the containers proportionally.



Brand elements: applications

Business card

You can order business cards through Acquistion Services and Planning (ASaP). 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

Premier and Ministers (front)

Premier and Ministers (back)

Brand elements: applications

Letterhead

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

If you wish to have your documents printed on colour letterhead, order item #100242 from Central Stores. For letterhead for the Premier or a Minister, order item #100244. Because printer quality varies, do not print the colour letterhead on standard office printers. 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

Yukon

Department
Address

Day Month, 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

Premier and Ministers

Yukon

Department
Address

Day Month, 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

Brand elements: applications

Envelope

We have a standard, fixed place for the logo and address block for all envelopes 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.

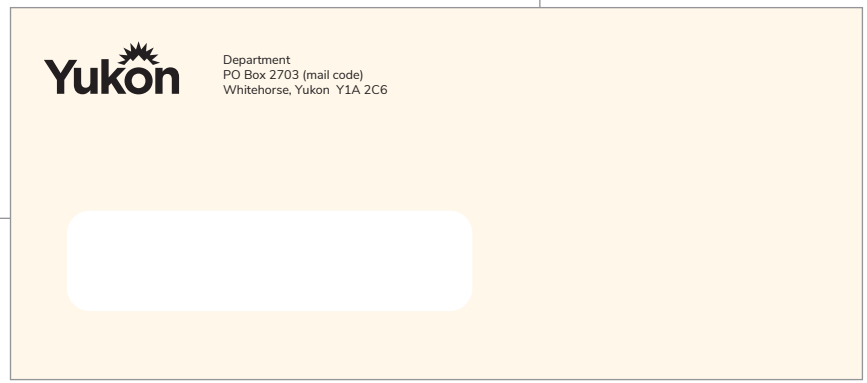
You can order generic Government of Yukon envelopes from Central Stores.

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.

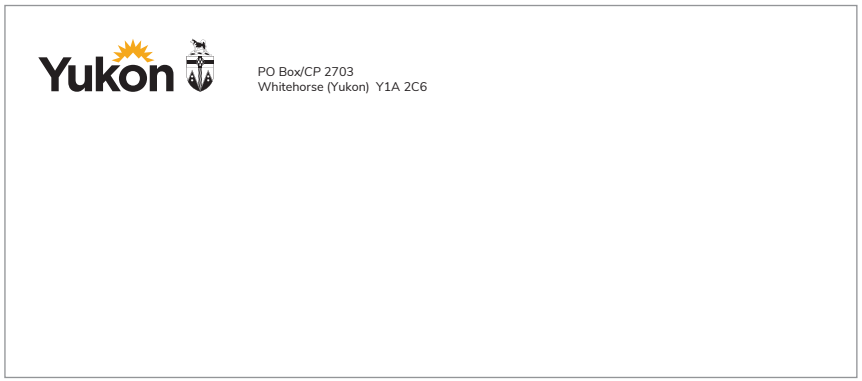
To order custom return address envelopes please contact your ASaP's account manager who will arrange to have them printed for you.

All Government of Yukon staff

Example of custom envelope



Premier and Ministers



Brand elements: applications

Email signature

Use Arial 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, which is the dark blue from the secondary palette.

Keep your signature clean and corporate. If you're promoting an event or other activity, include it in the body of the email, don't add it to your signature. Similarly, do not include a confidentiality statement below the signature block or otherwise alter the template in any way. This will help to keep the branding consistent and strong.

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

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.

Brand elements: applications

All staff must use the same overall email signature format. You can choose whether to include one of the supporting graphics, such as the aurora or environment image.

All the additional elements are available for use in your email signature. Templates for each of the elements have been created. Be sure to use the templates rather than recreating the email signature yourself.

Aurora

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

Energy

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

Enviroment

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

Brand elements: applications

Email signature

The Canada's Top 100 Employers logo is the only additional logo staff can use in conjunction with the email signature block and only if you work in a Public Service Commission or human resources role.

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. Please be aware that the accreditations are awarded at different times of the year, so you will need to check frequently for updates.

Other pre-approved logos

Name
Title
Department | Program, Branch or Unit
T 867-667-0000 | **C** 867-335-0000 | **F** 867-393-0000 | Yukon.ca

Brand elements: applications

Promotional tagline

You can include a line of text under your email signature to promote an initiative or program or to recognize a significant government milestone or achievement.

You cannot include logos, only text. You can hyperlink the text to information about the relevant program or initiative.

You can only include text about one initiative at a time and the initiative must be current.

If you include a traditional territory acknowledgement in your signature, place the promotional text a single return space underneath it.

Write your text in 9pt Arial font with no bold or italics.

The text must:

- follow the brand standards;
- adhere to the style guide;
- be clear and accurate; and
- relate to your work.

If you have queries about what you can include, ask your Communications Branch for advice or email eco-digital@yukon.ca.

For formatting guidance, email visual.design@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 respectfully acknowledge that I work within the Traditional Territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

Visit Yukon.ca to find out about government programs and services.

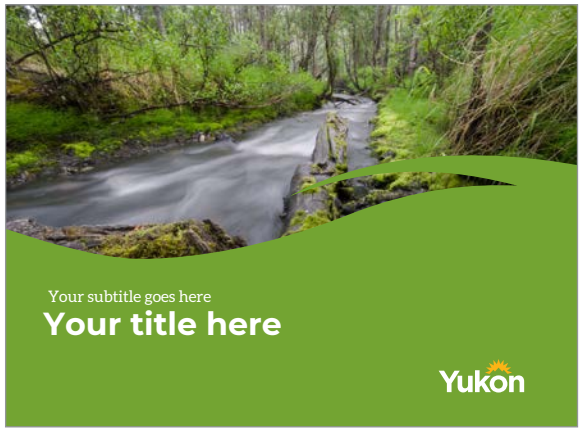
Brand elements: applications

PowerPoint

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your powerpoint presentations.

You are not limited to using these four options. These templates and many others are available oon the visual identity website.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look amateurish from a design point of view.



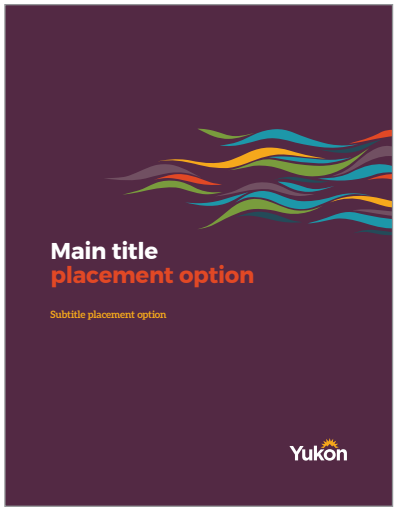
Brand elements: applications

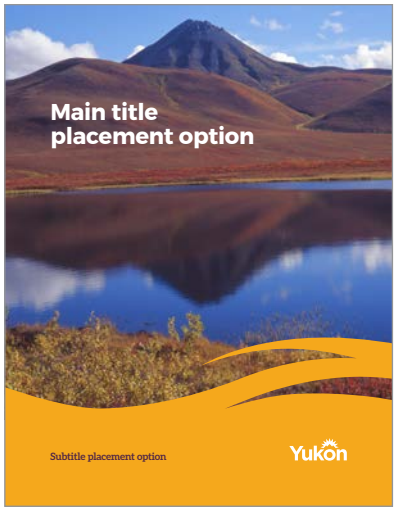
Report covers

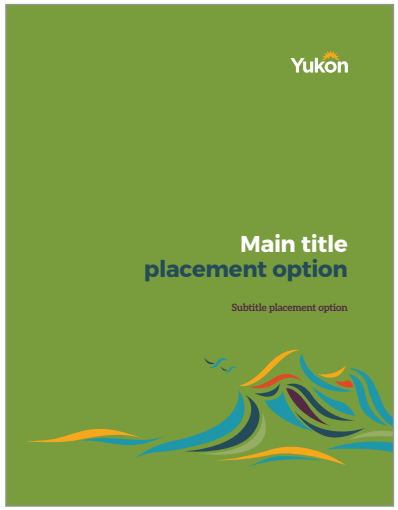
These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your reports.

You are not limited to using these four options. These templates and many others are available on the visual identity website.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look amateurish from a design point of view.







Brand elements: applications

Pop-up banners

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your pop-up banners.

You are not limited to using these three options. These templates and many others are available on the visual identity website.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look amateurish from a design point of view.

Brand elements: applications

Print ads

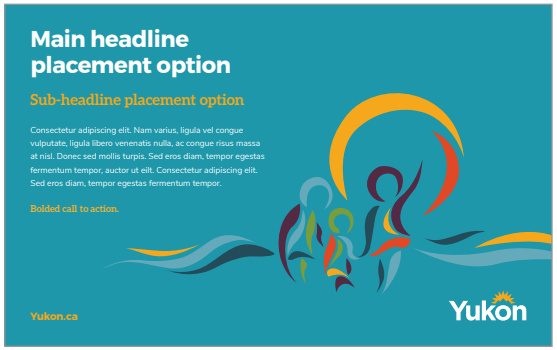
These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your print ads.

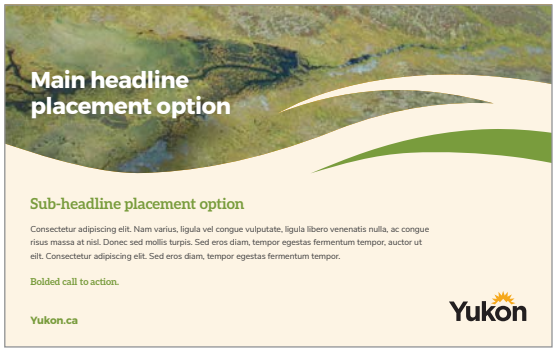
You are not limited to using these four options. These templates and many others are available on the visual identity website.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look amateurish from a design point of view.

Vertical ad samples

Horizontal ad samples





Brand elements: applications

Digital ads

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your digital ads.

All digital ads, including those on social media, must use the Government of Yukon logo.

You are not limited to using these four options. These templates and many others are available on the Visual Identity website.

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look amateurish from a design point of view.

Brand elements: applications

Social media visual identity

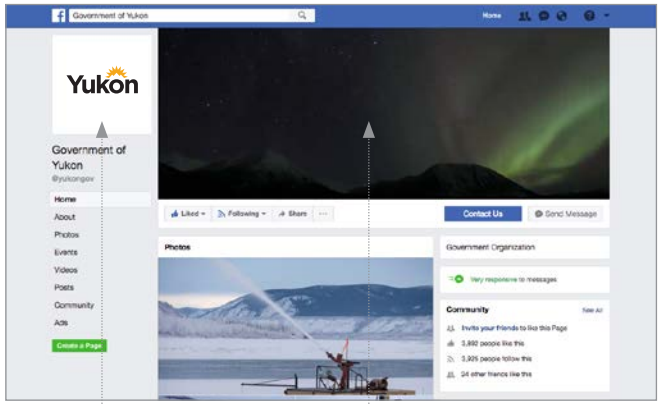
The visual identity was developed to ensure the public can quickly recognize a Government of Yukon product such as our social media channels.

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

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

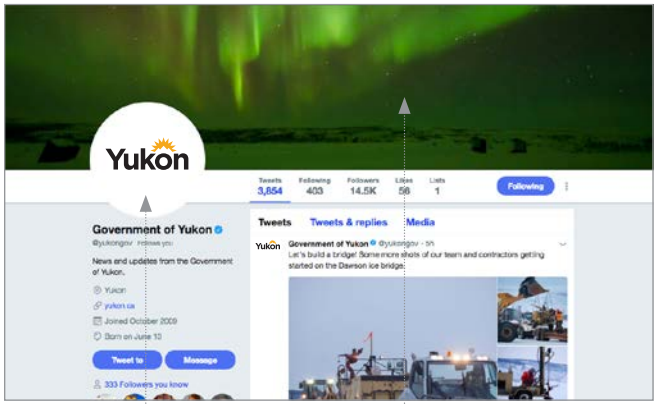
Use only the master logo on social media profile photos and follow the protective space guidelines.

Facebook



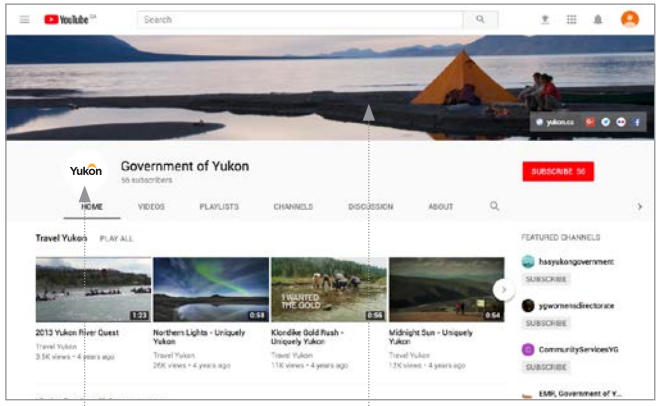
profile photo cover photo

Twitter



profile photo cover photo

YouTube



profile photo cover photo

flickr

profile photo cover photo

Brand elements: applications

Badges

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

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

Brand elements: applications

Brand elements: applications

Brand elements: applications

For information or guidance on the brand standards or use of the Government of Yukon brand, please contact visual.design@yukon.ca or ecoinfo@yukon.ca.

Yukon