Yukon 125 logo usage guidelines

About the logo

The logo celebrates the Yukon's natural environment, from the craggy peaks of Tombstone to the midnight sun. The territory's 125 years are part of the landscape, but not our beginning: we know that First Nations have thrived on these lands since time immemorial.

How to use the logo

Use the logo in its original form to preserve its integrity and ensure it's legible. It should always be placed on a plain or uncluttered background that gives enough contrast for the logo to be easily read.

How you should not use the logo

The Yukon's 125th anniversary logo should not:

- be altered or misused;
- appear as part of the title of a publication;
- be separated; or
- be pixelated or blurry.

Where to use the logo

- The logo may be used on any promotional materials for events or initiatives funded through the Yukon 125 Fund.
- The logo may be used outside government to promote the celebration of Yukon's 125th anniversary through events, programs and products, creating a sense of pride and community.

Using the logo for government communications

- The Yukon 125 logo is to be used alongside the Government of Yukon wordmark to identify government programs, services and news.
- See the Brand Standards for more information about the Yukon government wordmark.

Logo protective space

- Allow at least 48 pixels of empty space around the logo.
- This will help ensure the integrity of the logo and make sure it's legible.

Logo minimum size

- For print use, the logo should not be smaller than 0.7" wide.
- For web use, the logo should not be smaller than 50 pixels wide.