



Created in the Yukon

Program guidelines for artists and retailers

March 2019

**CREATED IN
THE YUKON**



**CRÉATION
YUKONNAISE**

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A. Purpose of the program

The *Created in the Yukon* program is directed toward Yukoners and visitors to the territory. The purpose of the program is to raise awareness of the array of Yukon-made arts and crafts products available. Typically, visitors purchase products which remind them of their journey and, in some way, represent the region. Yukoners often seek gifts to send to friends and family which show Yukon creativity. Generally, both sectors look for uniqueness, quality and indigenous products.

This program has been developed to create a means of readily identifying Yukon-made products such as books, CDs, carvings, paintings, baskets, sculptures, pottery, soaps, jams and jellies or other items completed by Yukoners.

B. Icon description

The central element of the program is the icon or logo. The snowflake was selected for its symbolism of uniqueness; it points to the diversity and distinctiveness of arts and crafts products found in the Yukon. The design motif conveys the message that all or part of the product has been created or designed by a Yukon artist.

This Logo is copyrighted and is a registered trademark. It can only be used according to our standards of use guidelines. Refer to **C. Standards of use**.

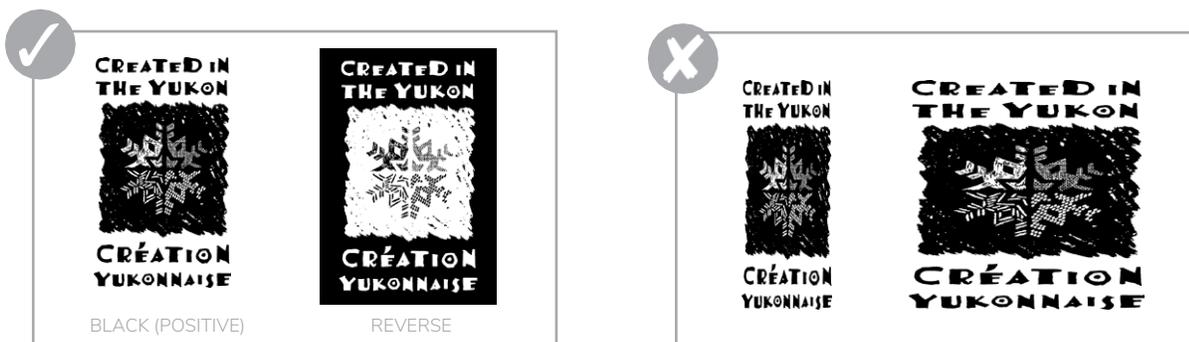
As some products, such as CDs and books, have not actually been manufactured in the Yukon, the snowflake appears with the words *Created in the Yukon* to convey that one or more elements of the product have been “touched by the hand of a Yukon artist or craftsperson”. For example, a book may have been written and published by a Yukon author, but is actually produced elsewhere in Canada.

C. Standards of use, Created in the Yukon logo

Artists and retailers registered with the *Created in the Yukon* program are free to use the *Created in the Yukon* logo on their own bags, price tags and product packaging at their own expense and according to the following guidelines.

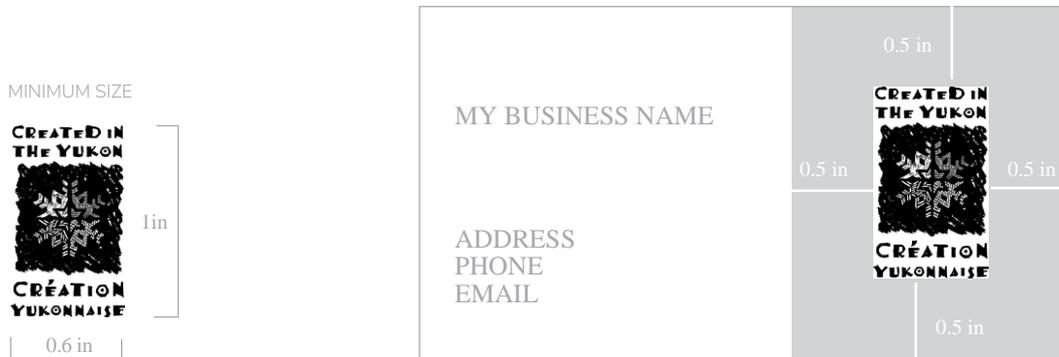
The guidelines set the usage standards for the logo and identity to ensure a clear, consistent visual image for *Created in the Yukon* printed materials. They are not intended to inhibit creativity, nor to address every design challenge, but to maintain a standard of quality for all materials produced.

- For a quality reproduction, please request the jpeg file. See **F. Contact information**, Page 4. Please do not reproduce the logo from a photocopy or a color scan, and do not redraw it digitally.
- The official one color version of the logo is as shown below (left) – 100% black. The logo may be reversed out or black may be replaced by a single solid color of sufficient contrast.



- Do not scale or stretch the logo in any non-proportionate manner, as shown above (right).

- The logo should not be made smaller than the example below, as the text or image may be obscured. The image should also have a protection zone of 0.5 inch (12.7 mm) separating it from all other elements, including type, graphics and other logos.



D. Elements of the program

Promotional materials

Retailers and artists who wish to participate in the program will be provided with the following promotional material(s) of their choice upon registration:

1. Tent cards: retailers can display the tent card on their counters to promote the fact that their store carries Yukon made arts and crafts products
2. Price tags: 1.5" x 2.5", and 4" x 1.75" price tags which have space for specific product information. (Available to artists only.)
3. Stickers: Three sizes of clear stickers with the icon and the words *Created in the Yukon* for artists to affix directly to the pieces they create or for use in packaging art. (Available to artists only.)

Sizes: 1.25" x 1.5"

1.75" x 1.75"

2.5" x 4"

4. Shopping bags: paper bags with handles and logo are available in two sizes, 8" x 4.75" x 10.5" or 10" x 5" x 13". Three sizes of flat paper merchandise bags with the logo are also available. They are 7.5" x 10", 11" x 14" and 15" x 18". Flat paper bags do not have handles.

E. Participation guidelines

Supplies

The Department of Tourism and Culture and Yukon Art Society, through Arts Underground, will co-administer the *Created in the Yukon* program. The Department of Tourism and Culture will supply the various promotional materials to Arts Underground, which acts as the registration and distribution centre for the program. Every retailer or artist who wishes to participate must complete a registration form to ensure that the program guidelines are followed.

Retailers who wish to have all Yukon made products identified by a *Created in the Yukon* price tag are encouraged to direct the artist to Arts Underground to register for the program and pick up the appropriate supplies.

Supplies for communities outside Whitehorse may be picked up in Whitehorse, mailed to the community, or delivered by Yukon Government employees through their normal travel in the course of their jobs. As a result, at least a month's notice should be allowed when ordering additional supplies, in order to make certain that materials arrive in time for events.

The guidelines for use of the icon on products made or offered for sale are as follows:

Anyone who makes, manufactures, wholesales or retails a product from either the *visual arts, **literary arts, ***performing arts or ****home crafts is eligible to participate in this program. Participant must register in person, by phone or online. Refer to **F. Contact information**, below.

***Visual arts** include two and three dimensional pieces that are either originals or manufactured as a series. These may include: paintings, prints, fibre art, photographs, sculpture, carvings, pottery, glass, jewelry and beaded items.

****Literary arts** are defined as published materials where writing is the primary form of expression. This includes, but may not be limited to, books, periodicals and plays.

*****Performing arts** include tangible items such as sound recordings and music videos as well as events such as festivals and concerts. The performing arts are comprised of storytelling, music, dance, theatre and media arts such as film.

******Home crafts** include such items as soaps, jams, jellies and honey or chocolates and clothing. Note: Agriculture Canada requires that all food products be properly labeled. For additional information please refer to **F. Contact information**, below, Agriculture and Agri-Food Canada.

Any item not wholly created in the Yukon must have the portions which are created in the Yukon clearly identified. For example, a table cloth manufactured in Ontario but embroidered by a Yukoner should be identified as: "Embroidery by (name of artist)".

F. Contact information

Registration and promotional materials

Arts Underground
305 Main St #15, Whitehorse (Hougen Centre, lower level)
Phone: 1-867- 667-4080
Email: reception@artsunderground.ca Hours:
Tuesday to Friday - 10 a.m. to 5 p.m.
Saturday - 11 a.m. to 5 p.m.
Sunday and Monday - closed

Program information and list of community distribution centres

Garnet Muething, Art Curator
Department of Tourism and Culture, Arts Section
Box 2703 (L-3), Whitehorse, Yukon Y1A 2C6
Phone: 1-867-667-5858
Fax: 1-867-393-6456
Email: arts@gov.yk.ca

Label information for food products

Anne Savoie, Senior Industry Development Officer Canadian
Food Inspection Agency
Agriculture and Agri-Food Canada
Box 2703 (K-320A), Whitehorse, Yukon, Y1A 2C6
Phone: 1-867-667-5272
Fax: 1-867-393-6222
Email: anne.savoie3@canada.ca