



WELCOME TO YUKON GATEWAY SIGN CALL FOR ARTWORK PROPOSALS SUBMISSION GUIDELINES

Project background

The Department of Tourism and Culture invites Yukon artists to submit proposals for original artwork designs for Welcome to the Yukon gateway signs at various locations around the territory. The signs will showcase Yukon artists and their artwork, while adding artistic flair to the unique landscape and welcoming visitors to the Yukon. This call for artwork proposals will provide funding to artists and will connect their work with visitors from around the world.

We encourage applications from artists from varying disciplines or practices. Government of Yukon is committed to creating meaningful opportunities and providing support for Indigenous arts practices.

[art or artwork in this document refers to all original visual creative work—photography, illustration, painting, drawing, mixed media, etc.—produced by artist or artist group in response to the *call for artwork proposals* for the Government of Yukon]

This call is an opportunity for an artist to express visually what it means to be living in the Yukon or part of a Yukon community. The selected applicants will proceed in creating an original artwork that will be incorporated into signs at predetermined locations and signs around the territory and used in promotional materials. Artists may also submit existing artwork that fits within the theme and can be cropped to fit within the provided template.

Whether experienced by a resident or visitor, the integrated art is intended to promote a sense of place, pride, and community, all while welcoming and connecting travelers to the region. Designs should reflect the theme of “Welcome to the Yukon.” In addition to being welcoming, the theme can include the excitement of a Yukon adventure and/or depict Yukon’s heritage, cultures, wildlife, distinctive landscape features, and community and family.

Sign designs are based on the Yukon Brand. For more information on the Yukon Brand visit [Yukon-brand.ca](https://www.yukon-brand.ca).

DEADLINE FOR SUBMISSION: FEBRUARY 26, 2024

Note: Submissions must be received before 16:30 on the deadline; allow time to mail your submission if required.

Keep in mind the following when considering work to submit:

- Work will be reviewed, and selections made in March 2024
- Results will be mailed and e-mailed promptly.

Project schedule

Contracts awarded	March 20, 2024
Design creation	March/April 2024
Delivery of final designs	April 19, 2024
Digitization and Incorporation into sign designs	April 2024
Art Panel fabrication	May 2024
Sign installation	Phased over June to September 2024

Artwork design requirements

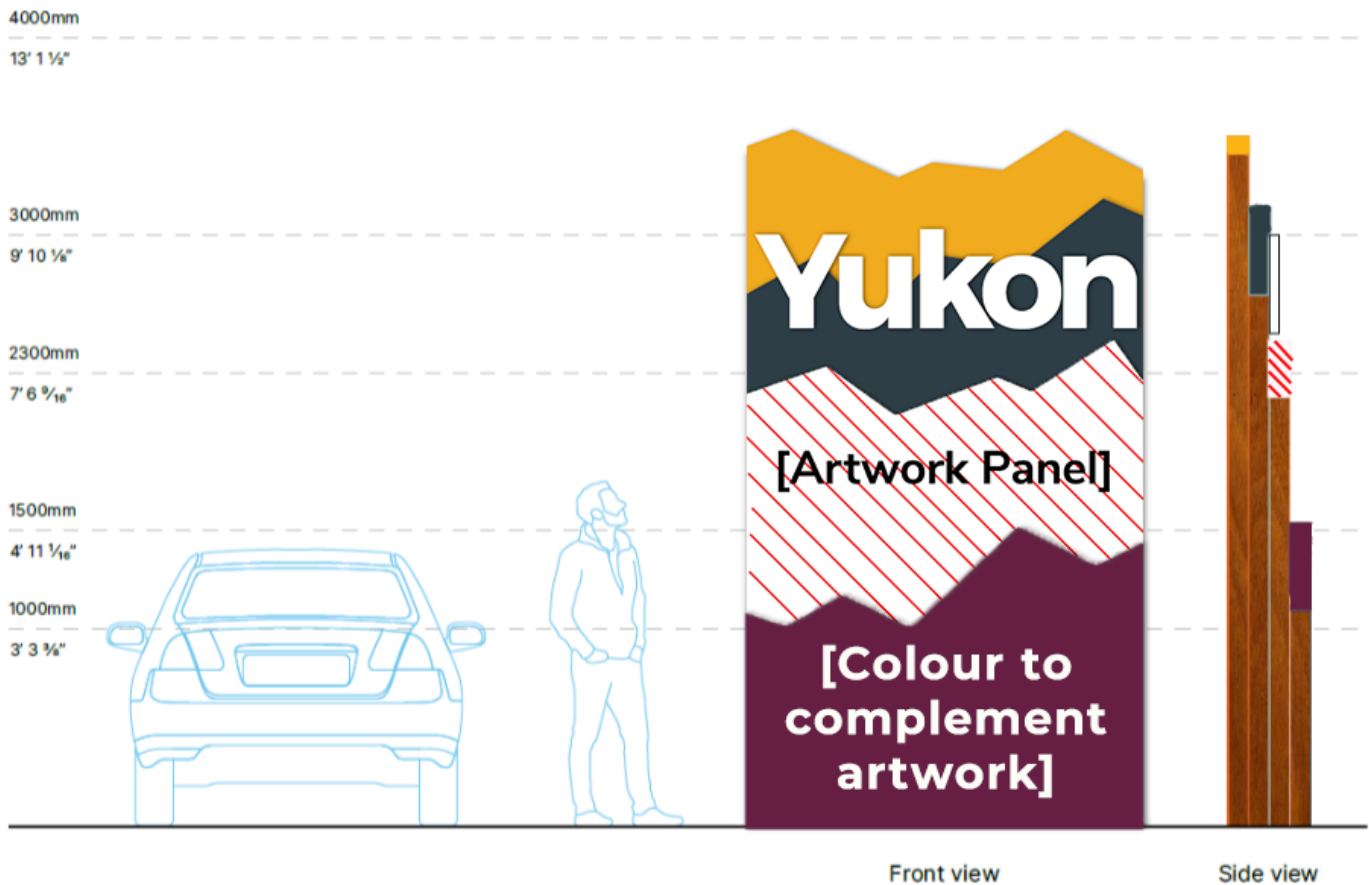
The artwork will be installed as part of a larger aluminum clad vehicular gateway sign. The artwork panel is a separate aluminum composite (ACM) panel that is digitally printed with a selected artwork. The panel is then fixed to the back panel of the sign with bolts.

Artwork can include photography, paintings, patterns, drawings, illustrations, sewing and beadwork, carving, textile, printmaking and other mediums. Yukon government will photograph and digitize the final artwork and work with a graphic designer and fabricator to incorporate the design onto the ACM panel.

Proposed designs must fit within the panel specifications and dimensions provided in the template in Appendix A, or be able to be cropped to fit within it.

Digitization, design of print files, fabrication, and installation will be at the expense of the Government of Yukon.

The signs will all be built using three main colour schemes. The top panel colour will always be Midnight Sun, the second panel from the top will be Dark Sky, the third panel from the top will be the art panel and the bottom panel can be any of the three colours identified in Appendix B: Colour Schemes.



Colour

The colour palette of the artwork should work in concert with the Yukon Brand Colours. Consider using one or two of the brand colours in a significant way, however do not feel restricted to the brand colours alone. Ensure there is effective contrast in colour choice and tone so that the design has strong visual impact from a distance. See Appendix C for the Yukon Brand colours. Indicate in your proposal form which colour scheme will best match your concept. The final colour choice for the bottom panel will be at the discretion of the design based on the final submitted artwork and to ensure variety across the 9 signs.

Other design considerations

- Designs must be effective from long viewing distances over a short duration. Consider that signs will be viewed from the road at speeds up to 90 km/hr but also may be viewed up close at roadside pullouts.
- Use colours that provide contrast with the environment.

Sign locations

The submitted artwork will be applied to a designated area on one of nine highway signs.

When completing the application, specify your preferred sign location(s). Artists can apply to be considered for more than one location but **can only be selected for one**. See Appendix D for a map of sites and Appendix E for images of current sign locations and surroundings.

Locations include:

- Klondike Highway, km 80
- Stewart Cassiar highway, km 730
- Top of the World, km 105
- Alaska Highway, km 970.5
- Alaska Highway, km 1423 (Whitehorse Airport)
- Alaska Highway, km 1902.5
- Haines Highway, km 145.2
- Dempster Highway, km 465
- Atlin Road, km 41

Scope of work

Contracted artists will provide the following:

1. Completion of one original highway sign design that:
 - conveys theme “Welcome to the Yukon”
 - follows the specifications as outlined in Appendix A - Sign Design Template; and
 - is delivered by the date indicated in the Project Schedule. Any substantial changes to the approved design must be approved by the Project Manager.
2. A progress meeting with the Project Manager at 50% completion of the work. The artist will also immediately notify the Project Manager should any unforeseen issues arise.
3. A non-exclusive licensing for the following:
 - Reproduction rights for one image to be installed on a Welcome to Yukon sign.
 - In exchange for fair value of promotion, which is deemed to be exchanged in full, Government of Yukon (YG) may create postcards with the sign design, that will include artist biography and contact information to be distributed free of charge at Visitor Information Centres throughout the Yukon.
 - reproduction rights for Tourism promotional stickers (not for sale): run of up to 500 per year for five years.
 - Artists will also provide a non-exclusive license to YG to use images of the artwork for the promotion of Tourism and Culture programs and initiatives including print and online use and for internal communication and reports.
 - Any additional uses outside of the contract will be negotiated to the satisfaction of both parties.
 - Artists will have final approval of the layout of the signs.

Copyright

Artists will retain ownership of the original artwork. The license will not affect moral rights for the work, which will be retained by the artist.

As the artwork will be made accessible in public space, the artwork will fall under Section 32.2 (b) of the Canadian Copyright Act, which states that it is not an infringement of copyright for any person to reproduce it in a painting, drawing, engraving, photograph, or cinematographic work.

The fee for copyright licensing described above and on page 6 (budget) will be included in this contract.

Artist eligibility

This Call for Proposals is open to all interested Yukon artists. This includes and is not limited to Indigenous, Black, and racialized people; newcomers and immigrants; 2SLGBTQIA; people with (dis)abilities; and those with low-incomes or living in poverty.

- Yukon artists are defined as Canadian citizens or permanent residents of Canada who currently reside in the Yukon and have lived in the Yukon for at least one continuous year prior to the closing date of the Call for Proposals. Non-Yukon artists are not eligible.

Selection

To support regional representation for the various sign locations, selection of artwork will be made by four regional committees made up of visual artists, tourism operators and community members connected to the region.

Sub-regions will be divided as follows:

Northern region	Top of the World and Dempster Highway
Western region	Beaver Creek (Alaska Highway) and Haines Road
Eastern region	Alaksa Highway at BC/YT border and Stewart-Cassiar Highway
Southern region	Whitehorse Airport, South Klondike Highway and Atlin Road

Final selection will include nine sign concepts by nine different artists. The committees will be looking for work that demonstrates exceptional creativity, experience, interpretation of the theme and is representative of the Yukon and that specific region. Preference will be given to artists that reside in, or have ties to, the region(s) they've identified in their application. The four sub-regional committees will meet to finalize selections to ensure the nine selected artworks represent the Yukon's diverse peoples, cultures and artistic styles, and meet the selection criteria described below. Artists who live in communities not included in the sub-regions are encouraged to apply. Consideration to artists not in regions with Welcome Signage will be factored into diversity in artist selection.

Selection criteria

- Originality and artistic merit.
- Alignment with the theme.
- Content appropriate for community members of all ages.
- Overall scale, appropriate format and size, visibility, and content clarity.
- Previous experience and quality of previous work.
- Late or incomplete applications will not be considered by the selection committee.

Budget

Total commissioning and licensing budget per sign design is \$6000 (for artwork production as well as image licensing for signs and promotional items described in Scope of Work).

Total \$6,000 CAD

Proposal requirements

To submit a proposal, artists must fill out the attached Welcome To Yukon Gateway Sign Call For Artwork Proposal form and provide the following:

- **Artist biography and/or curriculum vitae (max 2 pages):**

Indicate artist's personal art background, experience, and media. This may include training and education (formal or informal, mentorships etc.), exhibitions, collections, public art commissions, awards, reviews and articles. The artist should indicate any past experience in incorporating themes into artwork, following specifications for production (e.g., followed dimensions, orientation, content, colours, etc.) or creating commissioned artwork and/or public art.

- **Portfolio:**

Provide up to six images of past work that highlight two-dimensional work and clearly demonstrates:

- Artistic style.
- Suitability for public display.
- Artistic excellence.
- Wherever possible, portfolio examples should reflect the style the artist will work in for their proposed sign.

The Portfolio must consist of two parts – artwork images and a corresponding image list.

- Artwork images can be printed photos, PDFs, or JPEG or PNG files which should not exceed 2MB.
- Original artwork will not be accepted.
- Label each printed photo or digital image file to correspond with the image list.

- **Two concept sketches:**

Refer to Appendix A – Sign Design Template for specifications on final sign designs. The concept sketches must work within this template. The artists must select from the colour themes options described in Appendix B and must specify which sign location their submission is for or if it could be applied to any of the sign locations indicated.

- Proposed submission may be of completed/existing artwork or proposed artwork. If completed artwork, demonstrate how the design will work within the Sign Design Template.
- Do not send the original physical artwork or sketches; send images.

- **Images**

- Digital or printed portfolio images and concept sketches are acceptable; submit only one format.
- Digital images should be PDFs or high quality JPG or PNG and should not exceed 2MB.
- Once the submitted, there is no way to rectify bid documents that are incomplete or unable to be opened. Applicants requiring assistance can contact Rebecca Jansen at 867-667-8258 or rebecca.jansen@yukon.ca.

Submit Proposal to*: Rebecca Jansen,
Manager Historic Sites unit,
Department of Tourism and Culture

In person: Historic Sites unit, Department of Tourism
204 Lambert Street, Suite 304, Whitehorse, Yukon

By mail: Historic Sites unit
Government of Yukon
Box 2703 (L-2),
Whitehorse, Yukon
Y1A 2C6

By email: rebecca.jansen@yukon.ca

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Artist information

Given name		Family name		
Phone:	Email:			

Mailing address

Unit number	Street number and name/ PO box	City/Town	Territory/Province	Postal code
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Artist eligibility

Indicate your eligibility by confirming the following:
 I am a Canadian citizen or permanent resident of Canada who currently resides in the Yukon and I have lived in the Yukon for at least one continuous year prior to the deadline for this Call for Artwork Proposals.

Submission checklist

Submit the following:

<input type="checkbox"/> Completed proposal form	<input type="checkbox"/> Portfolio (up to 6 images of Artist’s artwork and image list)
<input type="checkbox"/> Biography and/or C.V. (approx. 250 words)	<input type="checkbox"/> Concepts (2 sketches)

Preferred sign location for artwork

<input type="checkbox"/> Klondike Highway, km 80 <input type="checkbox"/> Stewart-Cassiar Highway, km 730 <input type="checkbox"/> Top of the World Highway, km 105 <input type="checkbox"/> Alaska Highway, km 970.5 <input type="checkbox"/> Alaska Highway, km 1423 (Whitehorse Airport) <input type="checkbox"/> Alaska Highway, km 1902.5 <input type="checkbox"/> Haines Highway, km 145.2 <input type="checkbox"/> Dempster Highway, km 465 <input type="checkbox"/> Atlin Road, km 41 <input type="checkbox"/> All of the above	I reside or have ties to the following region(s): <input type="checkbox"/> Northern region (Top of the World and Dempster Hwy) <input type="checkbox"/> Eastern region (Beaver Creek and Haines Road) <input type="checkbox"/> Western region (Alaksa Highway- BC/YT border and Stewart-Cassiar Highway) <input type="checkbox"/> Southern region (Whitehorse, South Klondike Highway, Atlin Road)
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Concept 1

Title of work	Materials/Medium
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Select one colour scheme: Colour scheme 1 Colour scheme 2 Colour scheme 3

Artist’s description: Describe inspiration, imagery, materials, colours etc. for the first concept you’ve selected to allow the selection committee to envision the sign in its final form. Attach a separate page if necessary.

Concept 2

Title of work

Materials/Medium

Select one colour scheme: Colour scheme 1 Colour scheme 2 Colour scheme 3

Artist's description: Describe inspiration, imagery, materials, colours etc. for the first concept you've selected to allow the selection committee to envision the sign in its final form. Attach a separate page if necessary.

Declaration

I have read and understand the information in the Submissions Guidelines.

I declare that all material submitted is original artwork and that I am sole the owner of copyright of the work.

By completing this application, I consent to share this information with Government of Yukon for the purpose of administering the Call for Artwork Proposals for the Welcome to Yukon Gateway Signs.

ARTIST'S NAME [PRINT]

ARTIST'S SIGNATURE

YYYY/MM/DD
DATE

Submit Proposal to*: Rebecca Jansen,
Manager Historic Sites unit,
Department of Tourism and Culture

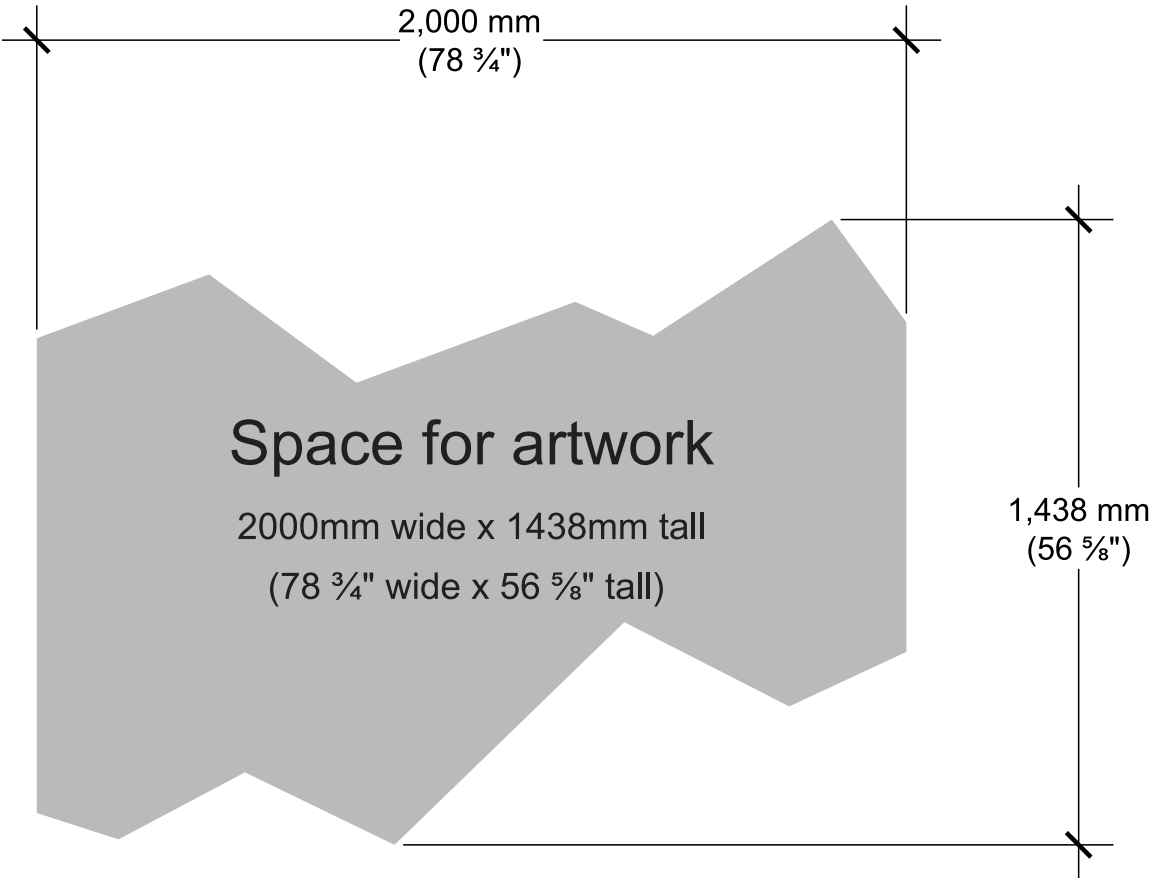
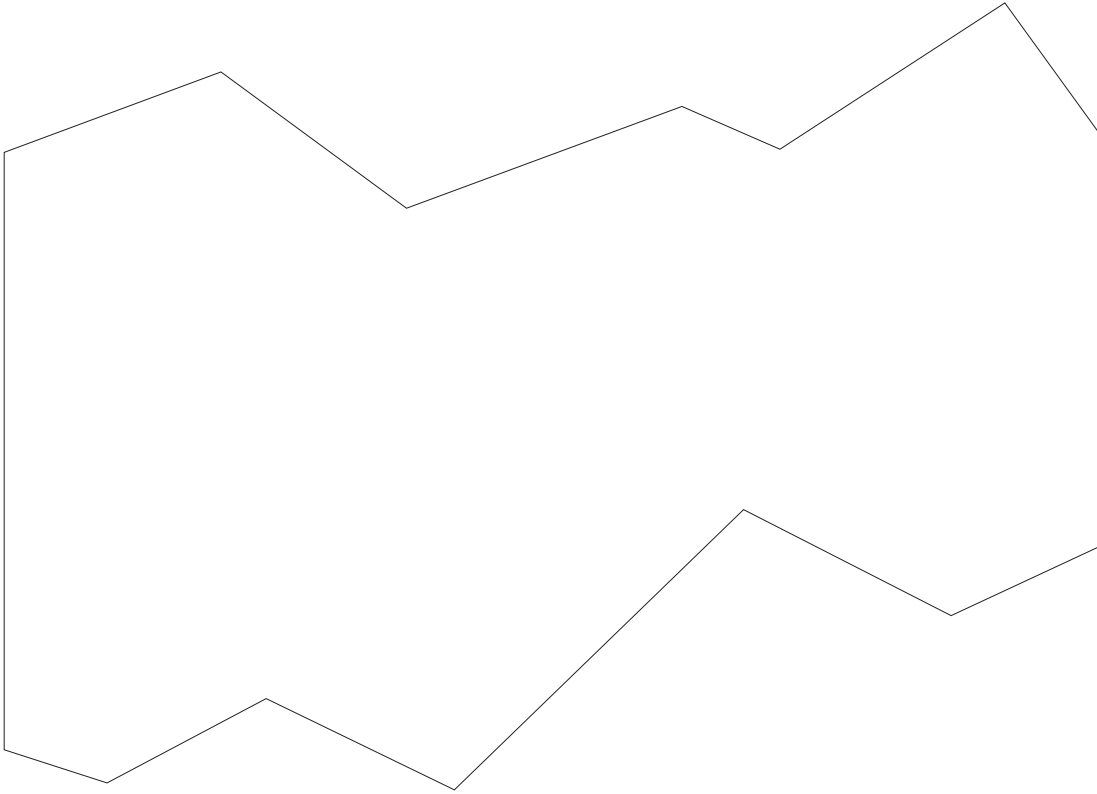
In person: Historic Sites unit, Department of Tourism
204 Lambert Street, Suite 304, Whitehorse, Yukon

By mail: Historic Sites unit
Government of Yukon
Box 2703 (L-2),
Whitehorse, Yukon
Y1A 2C6

By email: rebecca.jansen@yukon.ca

Appendix A: Sign design template

Artwork template:



*the dimensions are shown at the widest and tallest points of the panel





Yukon

[Artwork Panel]

**Colour to
complement
artwork**



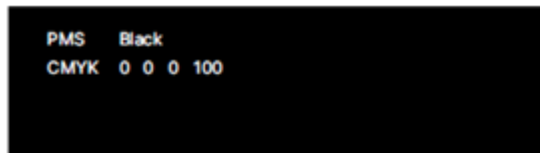
Yukon

[Artwork Panel]

**Colour to
complement
artwork**

Appendix C: Yukon Place brand standards — colours

Primary colours



Black



Midnight sun

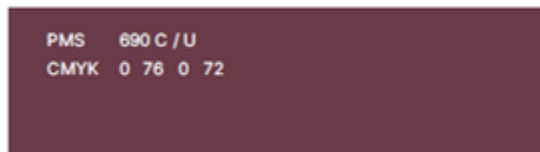
Secondary colours



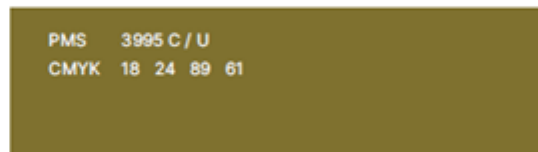
Dune



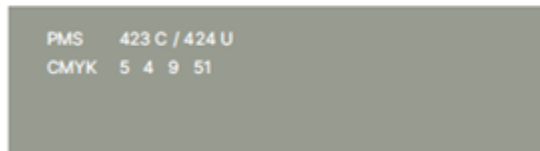
Pink sunset



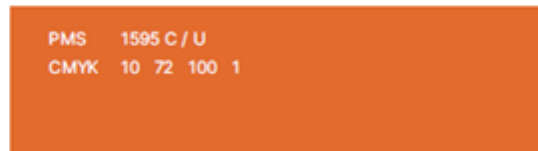
Fireweed



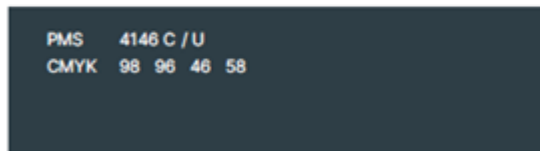
Fir



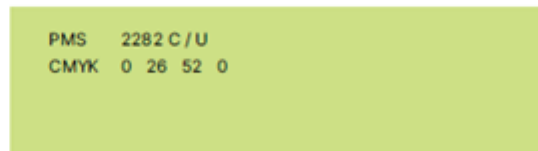
Grey stone



Autumn



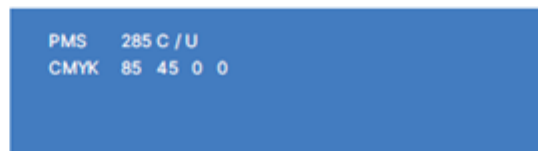
Dark sky



Lichen



Glacier



Lazulite

For access to Yukon Brand visual assets, including colours, visit <https://yukon-brand.ca/visual-assets>.

Appendix D: Map of locations



Appendix E: Images of current signs/locations



Whitehorse Airport
Alaska Highway
Km 1423



Alaska Border
Alaska Highway
KM 1902.1



BC Border
Alaska Highway
KM 970



BC Border
Atlin Road
KM 41



NWT Border
Dempster Highway
KM 465



US Border
Haines Road
KM 145.2



BC Border
Klondike Highway
KM 80



Stewart Cassiar Highway
Km 465



US Border
Top of the World Highway
KM 105