# Tourism Yukon Brand Standards

Information and guidelines on how to use Travel Yukon brand assets

Yukon
LARGER THAN LIFE

# Contents

# Our Vision

The Yukon is an unparalleled destination for those seeking something bigger, something otherworldly, something authentic. It's a place where travellers are captivated by shimmering skies without skyscrapers, and endless summer nights without summer crowds. Drawing you in with its wide-open spaces and untouched beauty. Telling you richly woven stories through arts, culture and the warmth of the locals. The Yukon is filled with extraordinary encounters and one-of-a-kind experiences unlike anywhere else—for those who are weary of everywhere else.

# Our Voice

# Our Voice

**TONE OF VOICE**

Our target audience are travellers seeking to explore unique places with experiences, cultures, and landscapes strikingly different from their everyday norm. The Yukon is a destination that feels worlds away even though it's just in Canada.

While the beauty of our imagery can do a lot of the talking, it is often necessary to support these images with our brand tone of voice.

Our voice is authentic, original and down-to-earth. We want our audience to feel inspired by the beauty of our words, be entertained with our offbeat energy, and laugh at our playful honesty. We understand what we are and what we are not— and we're not afraid to say it. The Yukon is unlike anyone or anywhere else and our writing reflects that.

To maintain our consistent tone of voice, English copy should not be directly translated to French, but adapted and crafted in a way to accurately reflect the brand in the French language.

**WE ARE**

**Inclusive**
**Playful**
**Creative**
**Energetic**
**Friendly**
**Honest**
**Carefree**
**Uninhibited**
**Offbeat**

**WE AREN'T**

**Elitist**
**Aggressive**
**Generic**
**Overly technical**
**Crass**
**Blunt**
**Condescending**
**Apprehensive**
**Conventional**

# Our Voice

**SPEAKING IN DIFFERENT MEDIA**

When speaking to our audience on different types of media, we can acknowledge the context they're in—sometimes even breaking the fourth wall as part of our playful honesty. All communication should keep the psychographics of our Authentic Experiencers and Cultural Explorers audience in mind, with a slight exception on our social media platforms. Here, our audience skews younger, so our language should be more relevant to that generation and aware of the context of the online social space; tone of voice should also be more inviting to promote dialogue and interaction.

**YUKON V. THE YUKON**

Wherever possible in written and spoken word, use of "The Yukon" is preferred over "Yukon." In instances where the context and structure of the sentence makes "The Yukon" sound awkward or feel forced, using just "Yukon" is acceptable.

**THE NITTY GRITTY (GRAMMAR & PUNCTUATION)**

Canadian style spelling and grammar is the default, but exceptions can be made in cases where something has become widely accepted as a norm. You are free to use your discretion in such cases.

Because of our down-to-earth, authentic tone, grammar rules do not always have to be followed as a hard and fast rule in all instances if the outcome is a more conversational tone.

For telephone and fax numbers, we use periods between numbers instead of dashes.

# Our Logo

# Our Logo

**Yukon**
## LARGER THAN LIFE

**OVERVIEW**

The Travel Yukon logo is our key visual element. It is used across all of our public facing material. It evokes the majesty of our territory's landscape, speaks to the vision of Tourism Yukon today and inspires a sense of pride and empowerment.

In order for our communications to be accessible for all audiences, logo guidelines set out on the following pages should be adhered to.

# Our Logo



## PRIMARY LOGO

Our logo is made from the icon (1), wordmark (2) and tagline (3). The relationship of the symbol to the wordmark (their relative proportions and placement) must not be altered in any way. Do not alter or change the logo in any way. Use only supplied logo files.

The wordmark and tagline fonts are Akzidenz Grotesk. This font should be reserved for logo application and must not be used to typeset the wordmark or the tagline.

# Our Logo



**FRENCH & BILINGUAL LOGOS**

Use these versions of the logo when applicable and apply the same rules as English language versions. The bilingual logo must be used in instances where the communication is speaking to an audience within the Yukon vs. outside of the Yukon.

# Our Logo

**ENGLISH**

**FRENCH**

**50% ENGLISH**

**50% FRENCH**

**50% ENGLISH**

**50% FRENCH**

**Yukon**
LARGER THAN LIFE

**Yukon**
PLUS GRAND QUE NATURE

**Yukon**
LARGER THAN LIFE

**Yukon**
PLUS GRAND QUE NATURE

**Yukon**
LARGER THAN LIFE
PLUS GRAND QUE NATURE
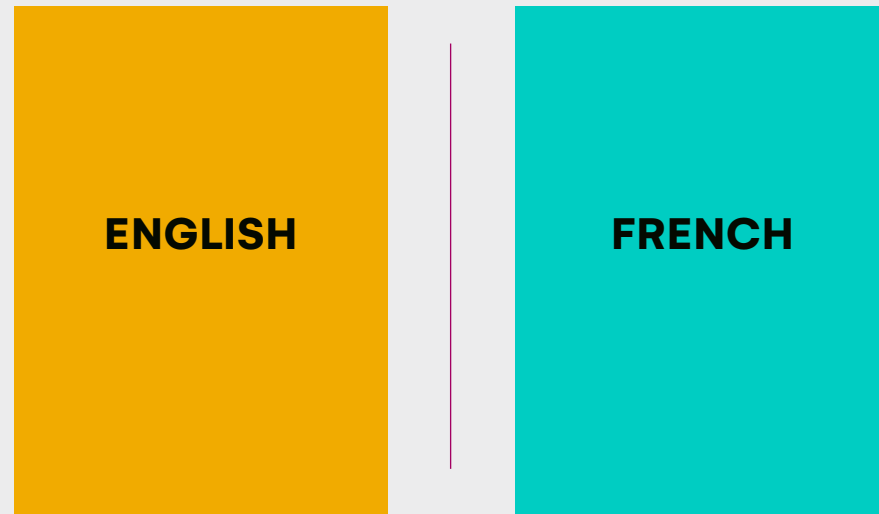
USE THE
EN LOGO

USE THE
FR LOGO
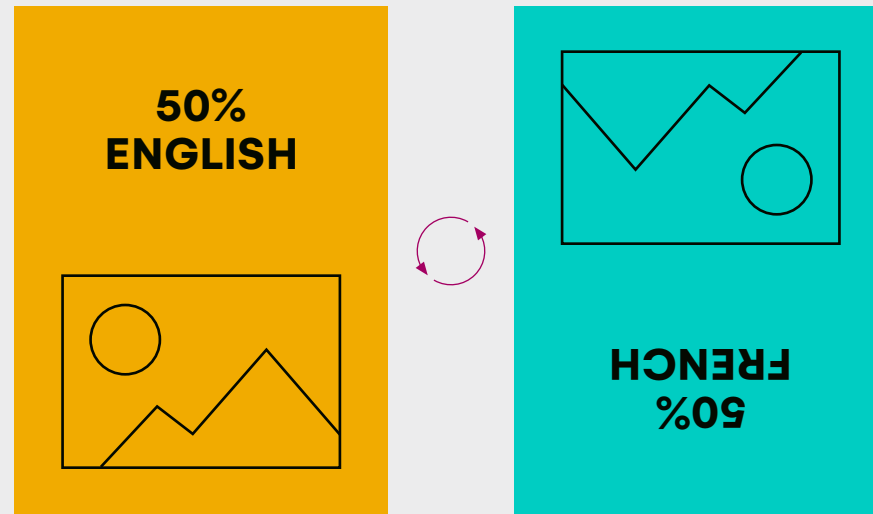
USE THE EN
LOGO ON THE
EN SIDE

USE THE FR
LOGO ON THE
FR SIDE
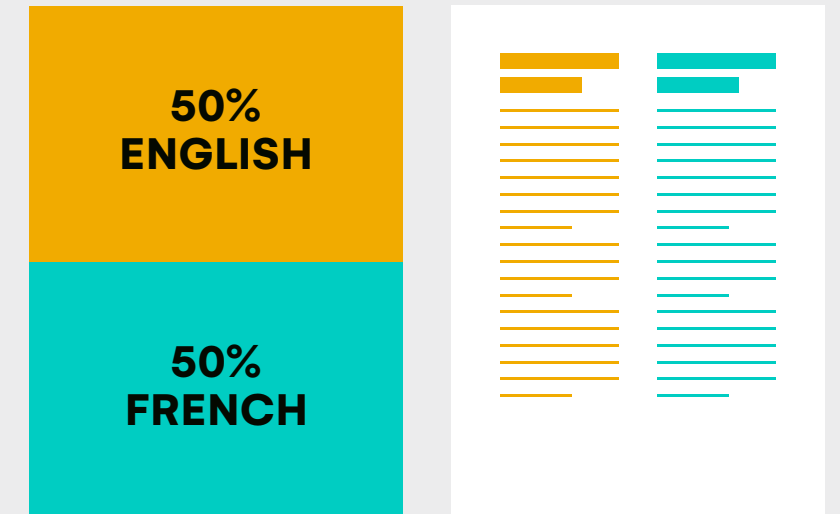
USE THE
BILINGUAL
LOGO

**WHEN TO USE ENGLISH, FRENCH & BILINGUAL LOGOS**

It's important to use the correct logo that relates to the language(s) used in your document. Please use the guide above to determine which logo to use.

# Our Logo



## MINIMUM SIZE

Given the Yukon's brand positioning of being Larger Than Life, it only makes sense that the logo should not be reduced to a size that is too small. Besides hindering the legibility, it works against the brand. Therefore, a minimum size for the logo has been created and must be adhered to. The diagram shown here illustrates how to determine a minimum size for the logo.

## CLEAR SPACE

The logo must have sufficient clear space around it. Whenever possible, the logo should be represented on a white background with other graphic elements positioned at a specified minimum distance away from the logo and tagline. This is known as clear space. The minimum required clear space for the Travel Yukon logo is one letter case, as shown. Where possible, clear space distances should be increased.

# Our Logo

**Yukon** *LARGER THAN LIFE*

PARTNER LOGO

2 X n    2 X n

**Yukon** *LARGER THAN LIFE*

AIR NORTH
Yukon's Airline

**WORKING WITH PARTNERS**

When the Travel Yukon logo needs to be positioned alongside a partner's logo, use a rule line to separate them in a lock up. The space on either side of the rule line should be equal to 2x the width of the "n" from the logo. A partner's logo is generally treated as a secondary logo and should never appear larger than ours. However, depending on partnership agreements, a partner logo may be featured as the primary logo. Exceptions like this are assessed on a case–by–case basis.

# Our Logo
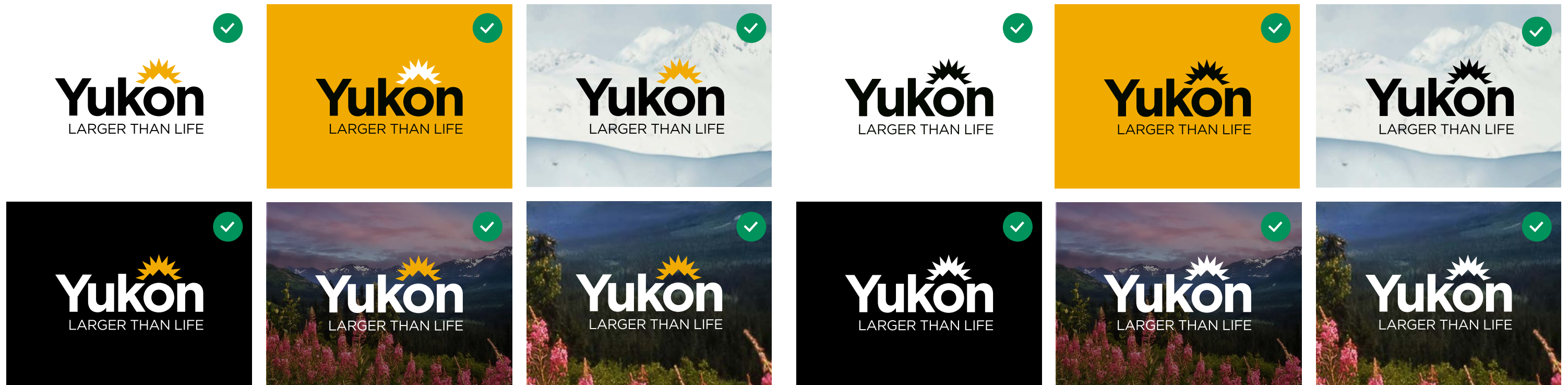


## FULL COLOUR

When at all possible it is recommended to use the full colour logo. Colour versions of the logo should be used on white or yellow solid colour backgrounds. Reversed colour versions should only be used on solid black backgrounds and on images with a dark overlay, or in a quiet area of an image that offers sufficient contrast.

## SOLID COLOUR

As an alternative to the full colour logo, you can use the solid colour logo. Black versions of the logo should be used on white or yellow solid colour backgrounds. Reversed (white) versions should only be used on solid black backgrounds and on images with a dark overlay, or in a quiet area of an image that offers sufficient contrast.

# Our Logo



## MISUSES

While it is important for all our partners to have access to Travel Yukon's logo to promote their businesses, projects, campaigns and organizations, it is also important that the integrity of the logo is maintained. For legibility, the logo must always contrast sufficiently with its background.

## DO NOT

- replace any of the text within the logo
- replace the typeface used within the logo
- change the colour of the logo or any of its elements
- outline or otherwise alter the logo
- remove, replace, or reposition any of the logo's elements

- skew the logo
- place it over a busy image without a darkening overlay underneath the logo
- place it on a busy background
- give it a special effect, such as a shadow
- rotate the logo

# Our Logo
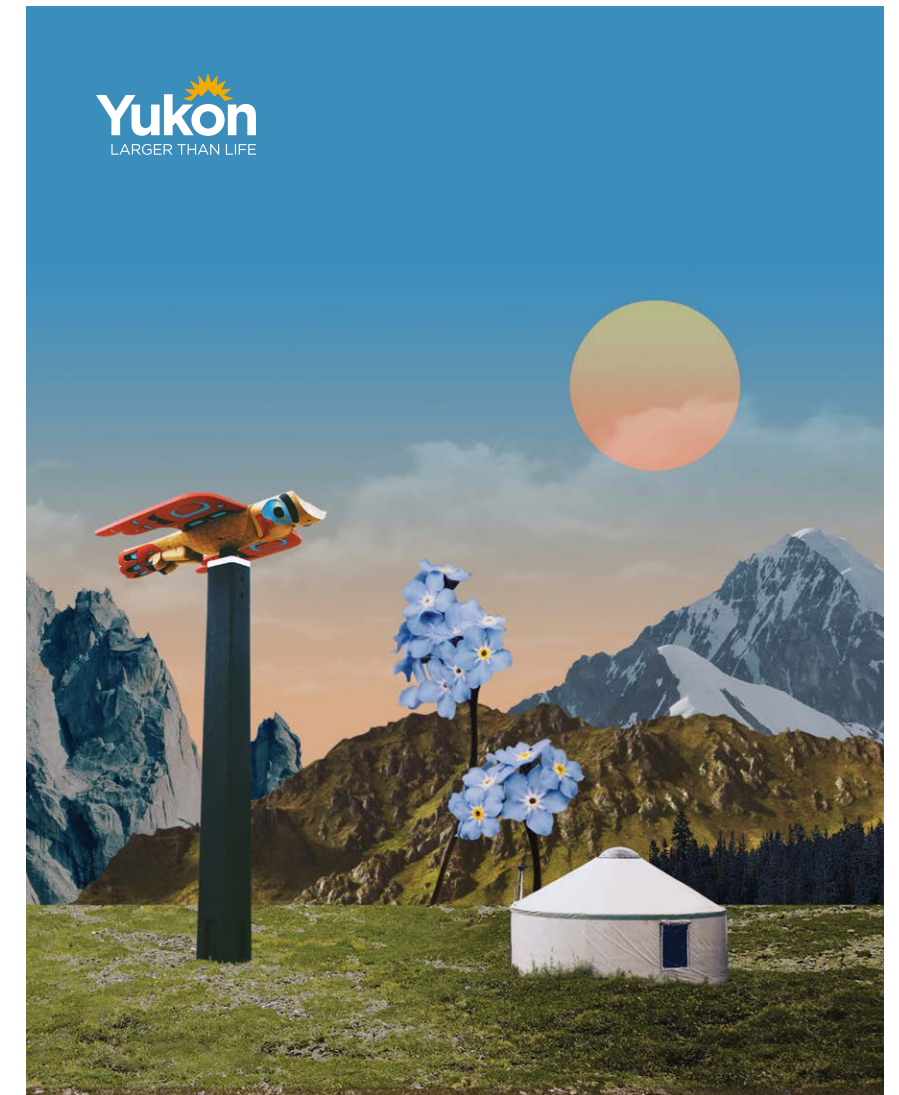


## PLACEMENT

The logo must be positioned to ensure prominence and visual impact. The visual hierarchy should also determine positioning. The logo should be anchored in the corner to sign off and complete the ad. Ensure that when considering placement of the logo that it has enough contrast from the background image or colour. In most applications, the logo should be located at one of the four corners of the image or layout.

# Our Logo



WIDTH Y WIDTH Y

HEIGHT X

LOGO HEIGHT

HEIGHT X

LOGO WIDTH

**OPTICALLY CENTERING OUR LOGO**

When centering the logo in a frame, please ensure that you optically center the logo both height– and width–wise. This can be done by centering the logo based on the width of the tagline and the height of they Y and tagline combined so that the spacing above and below the logo (height x) and the spacing either side of the logo (width y) are optically the same.

# Our Logo

100%

50%

15%

**LOGO REPRODUCED AT 50%**
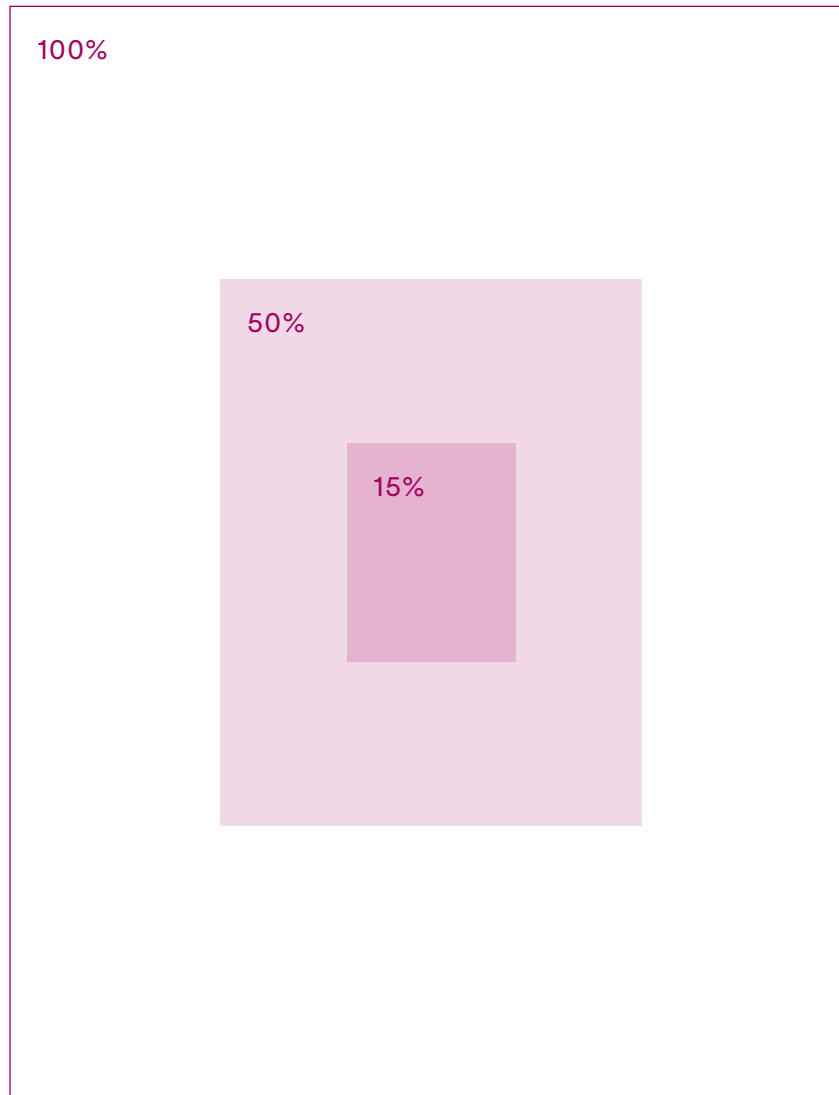
**LOGO REPRODUCED AT 50%**
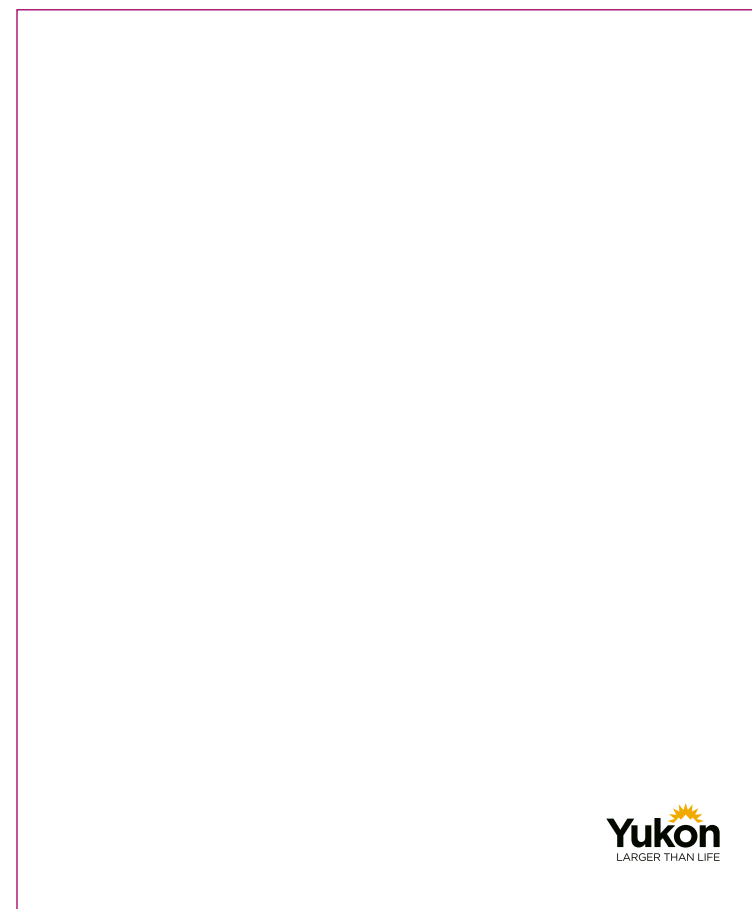
**LOGO REPRODUCED AT 15%**

## PROPORTION & SCALE

As a general rule, the logo should not be used smaller than 15% of the width/height or larger than 50% of the width/height of the application. Each application is unique and should be applied accordingly.

# Our Logo



55px
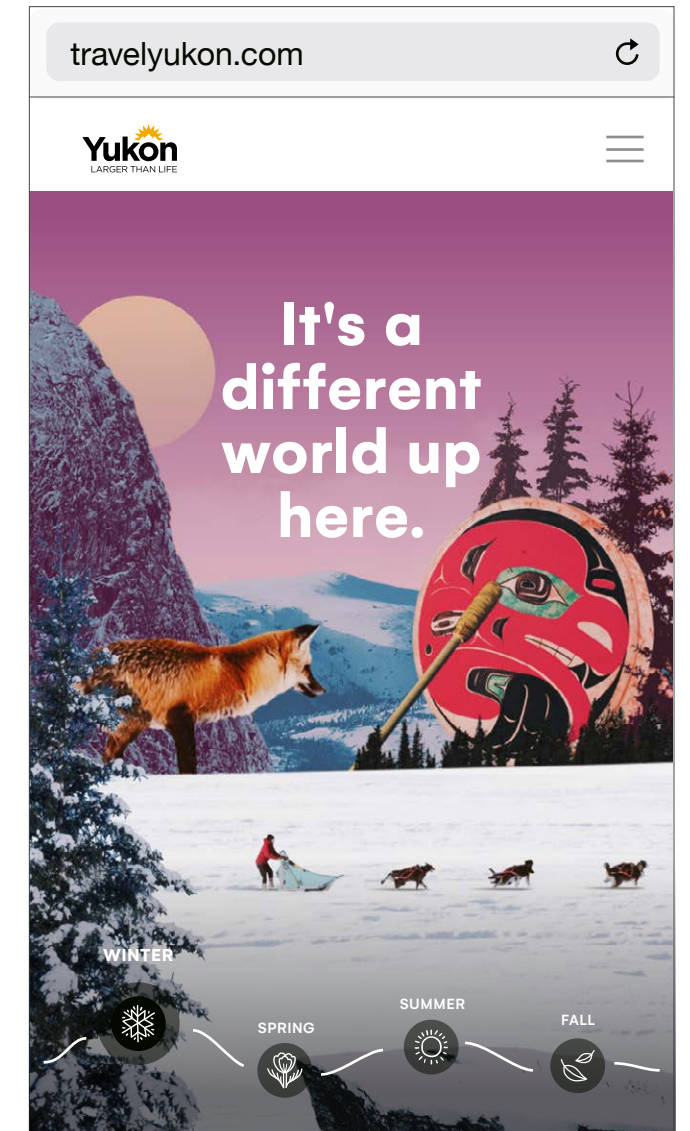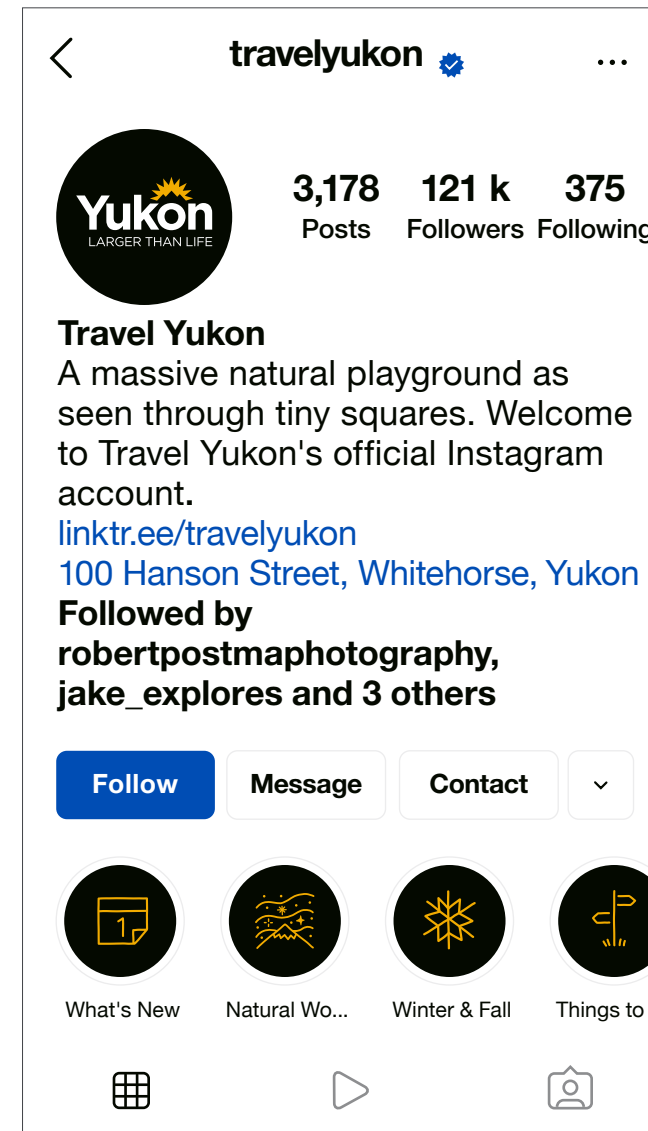
## DIGITAL APPLICATIONS

A specific file has been created for digital applications.
Conversion from EPS to JPG will result in a colour discrepancy.
Use only the master JPG. A minimum size of 55 px wide has been
defined to ensure legibility.

# Our Logo





**ANIMATED LOGO**

The animated logo should be used in all Tourism Yukon video content. It is at the discretion of the creative team whether it appears at the beginning or end—but please avoid doing both. Clarity is important, if the background is too busy, please use a block colour to place the logo on. Please see pages 14–15 for guidelines on how to ensure our logo is accessible and which logo to use depending on the background or image it's appearing over.

**LOGO & URL IN VIDEOS**

TravelYukon.com should only be included when it is being used as part of a direct call to action. Avoid including it in clickable digital videos, since the link will already be embedded in the file. When the logo and Travel Yukon URL are both required in the design, they should never be combined in a lockup.
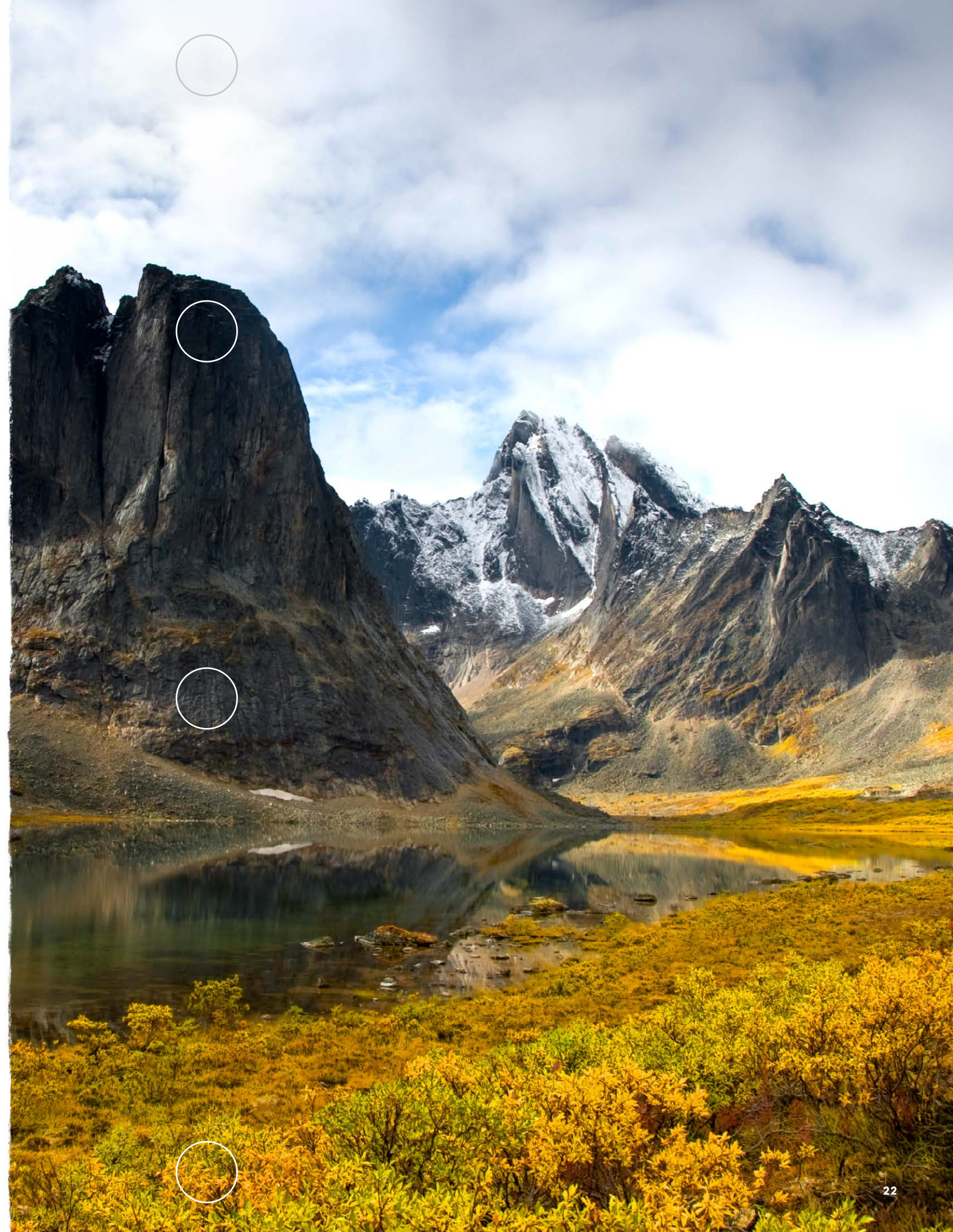
# Colours

# Colours

| | | | | |
|---|---|---|---|---|
| White | | C = 0<br>M = 0<br>Y = 0<br>K = 0 | R = 255<br>G = 255<br>B = 255 | #FFFFFF |
| Charcoal | PMS Black 3 | C = 80<br>M = 70<br>Y = 60<br>K = 80 | R = 18<br>G = 24<br>B = 31 | #12181F |
| Slate | PMS 433 | C = 64<br>M = 55<br>Y = 50<br>K = 50 | R = 65<br>G = 67<br>B = 71 | #414347 |
| Gold | PMS 130 | C = 0<br>M = 30<br>Y = 100<br>K = 0 | R = 241<br>G = 171<br>B = 0 | #F1AB00 |

**PRIMARY PALETTE**

For any visitor to Yukon, the colours of nature become one of the distinct memories they take away from their visit. An important component in maintaining brand integrity is ensuring that colour usage is consistent, not only with the colours used in the logo, but with the supporting colour palette. Pantone colour inks should be used whenever possible to reproduce the logo. If match colour reproduction is not available, a four–colour printing process may be used instead.

When using colour from the primary or secondary palette please adhere to the accessibility guidelines of contrast and legibility. Please always ensure that there is sufficient contrast for copy and imagery in order to be viewed easily for all audiences. Please refer to for approved colour combinations for use with type.

# Colours

| | | | | |
|---|---|---|---|---|
| Field | PMS 347 | C = 96<br>M = 10<br>Y = 100<br>K = 0 | R = 0<br>G = 154<br>B = 68 | #009A44 |
| Glacier | PMS 325 | C = 52<br>M = 0<br>Y = 24<br>K = 0 | R = 0<br>G = 205<br>B = 194 | #00CDC2 |
| Midnight | PMS 294 | C = 100<br>M = 88<br>Y = 26<br>K = 22 | R = 0<br>G = 46<br>B = 108 | #002E6C |
| Violet | PMS 2593 | C = 54<br>M = 94<br>Y = 0<br>K = 0 | R = 158<br>G = 55<br>B = 148 | #8A3794 |
| Sunset | PMS Orange 021 | C = 0<br>M = 82<br>Y = 100<br>K = 0 | R = 255<br>G = 102<br>B = 26 | #FF661A |

**SECONDARY PALETTE**

Our secondary palette is designed to complement and support our primary palette. It is inspired by the changing temperatures, colours and landscapes of our seasons—the lush nature and endless days of summer, and winter's cooler temperatures and natural wonder of the northern lights.

The secondary palette should be used sparingly and only when the primary palette is not enough. It can be used in instances where a visual hierarchy is needed to help organize information, such as in long format documents for use in graphs and charts.

Be careful not to combine contrasting colours that clash and vibrate when placed directly next to each other, such as glacier and sunset, or violet and field.

# Colours

| | | | | |
|---|---|---|---|---|
| Grass | PMS 366 | C = 34<br>M = 0<br>Y = 61<br>K = 0 | R = 168<br>G = 220<br>B = 125 | #A8DC7D |
| Iceberg | PMS 572 | C = 30<br>M = 0<br>Y = 19<br>K = 0 | R = 149<br>G = 222<br>B = 207 | #95DECF |
| Twilight | PMS 2716 | C = 33<br>M = 23<br>Y = 0<br>K = 0 | R = 162<br>G = 175<br>B = 233 | #A2AFE9 |
| Crocus | PMS 2563 | C = 18<br>M = 34<br>Y = 0<br>K = 0 | R = 205<br>G = 162<br>B = 217 | #CDA2D9 |
| Dusk | PMS 1485 | C = 0<br>M = 35<br>Y = 60<br>K = 0 | R = 255<br>G = 156<br>B = 99 | #FF9C63 |
| Dune | PMS 7404 | C = 0<br>M = 10<br>Y = 100<br>K = 0 | R = 253<br>G = 207<br>B = 65 | #FDCF41 |
| Stormcloud | PMS 427 | C = 5<br>M = 7<br>Y = 10<br>K = 4 | R = 194<br>G = 199<br>B = 202 | #C2C7CA |

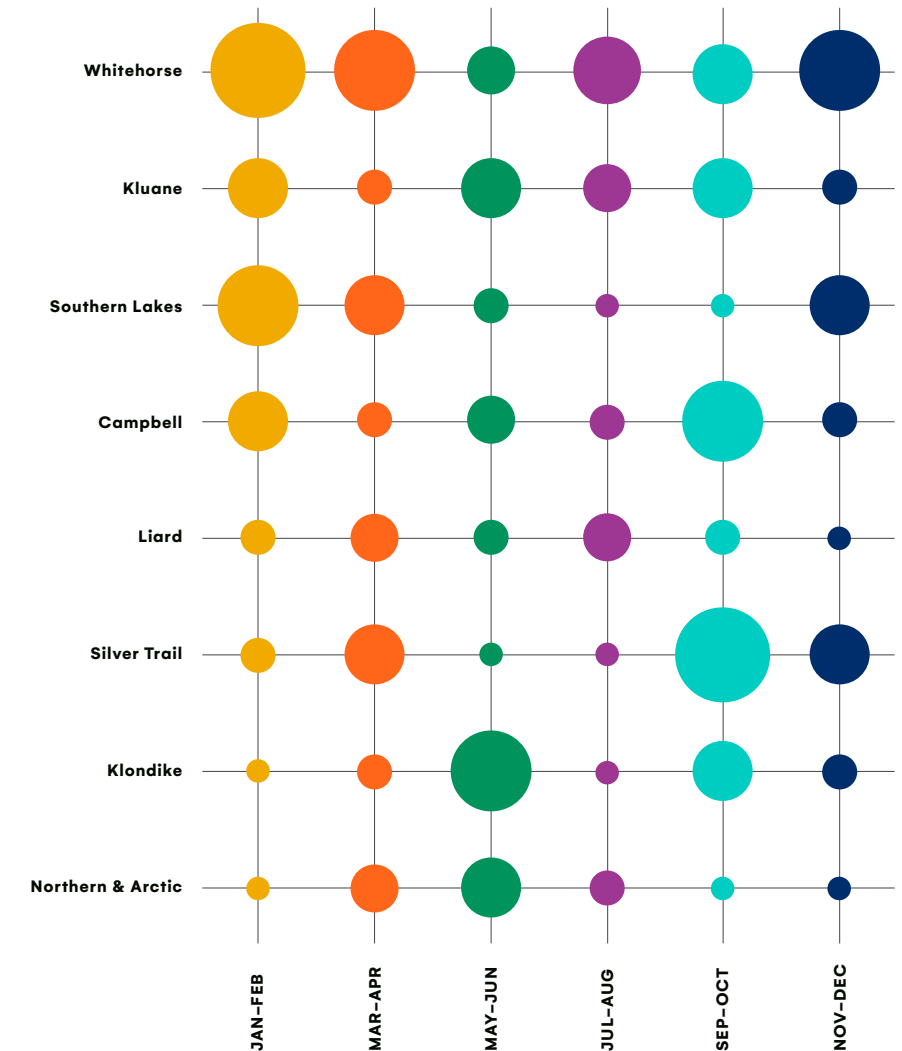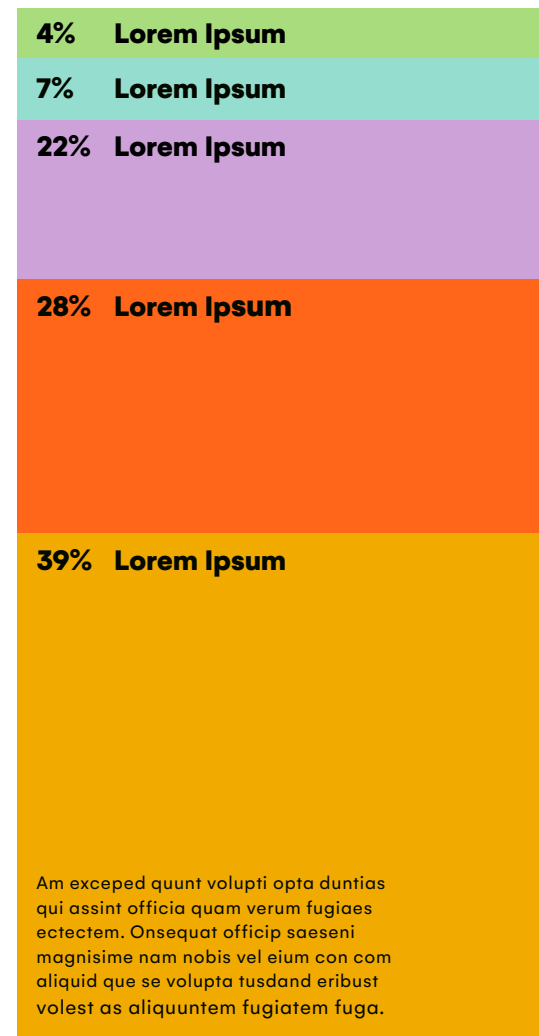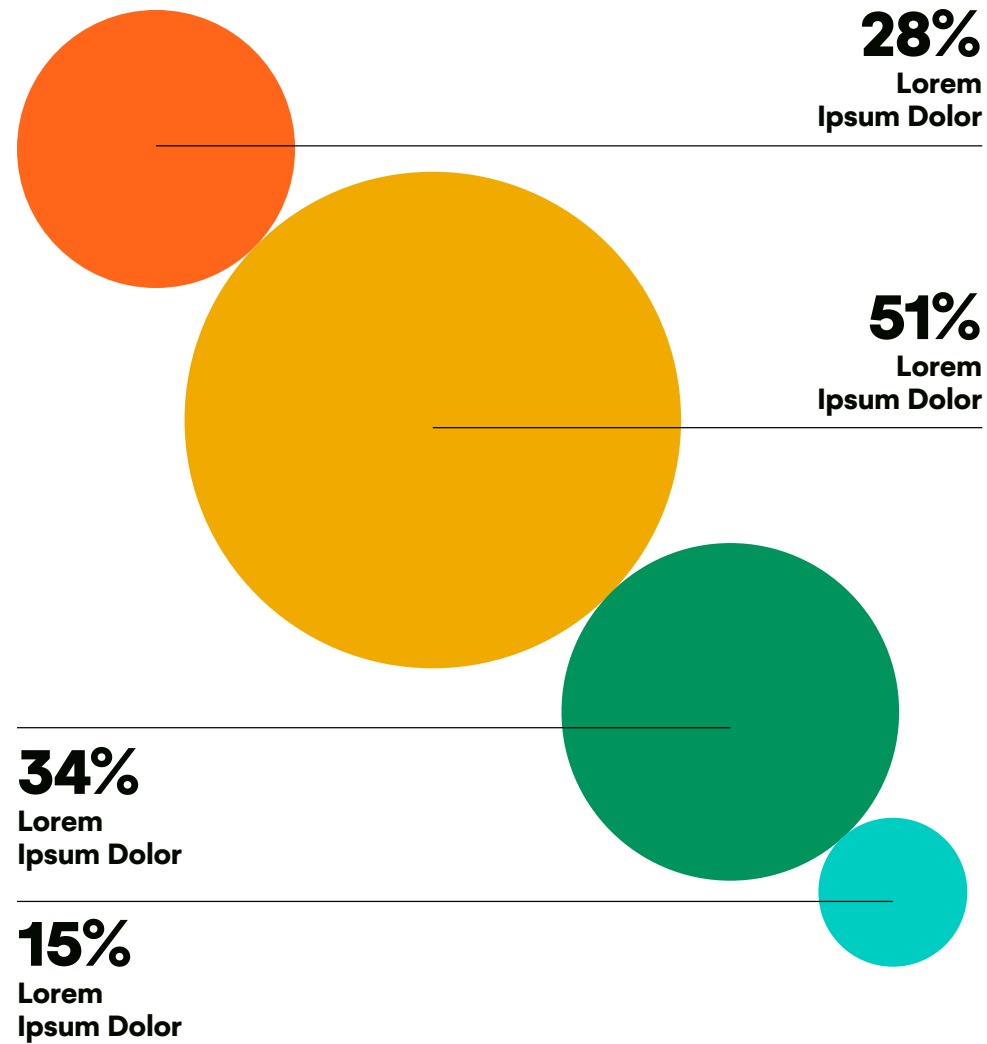| | | | | |
|---|---|---|---|---|
| Spring | PMS 372 | C = 18<br>M = 0<br>Y = 43<br>K = 0 | R = 209<br>G = 240<br>B = 143 | #D1F08F |
| Frost | PMS 573 | C = 23<br>M = 0<br>Y = 16<br>K = 0 | R = 181<br>G = 233<br>B = 222 | #B5E9DE |
| Reflection | PMS 2707 | C = 33<br>M = 9<br>Y = 0<br>K = 0 | R = 199<br>G = 219<br>B = 244 | #C7DBF4 |
| Petal | PMS 531 | C = 6<br>M = 21<br>Y = 0<br>K = 0 | R = 228<br>G = 199<br>B = 235 | #E4C7EB |
| Sunrise | PMS 2015 | C = 0<br>M = 13<br>Y = 30<br>K = 0 | R = 255<br>G = 218<br>B = 182 | #FFDAB6 |
| Sundog | PMS 1205 | C = 0<br>M = 4<br>Y = 42<br>K = 0 | R = 255<br>G = 228<br>B = 149 | #FFE495 |
| Dust | PMS 7541 | C = 7<br>M = 1<br>Y = 3<br>K = 0 | R = 221<br>G = 228<br>B = 230 | #DDE4E6 |

**TERTIARY PALETTE**

Our tertiary palette is to be used only for things like figures and graphs where the primary and secondary palettes are not sufficient. For instance, when there are multiple elements within a diagram and where using the primary and secondary palettes would mean that colours would have to repeat, or, for example,

if you need to show details like terrain or water, or some of the colours would cause accessibility issues when copy or details are laid overtop, this palette may be used. When using colours directly next to each other, please ensure that they don't clash or vibrate with each other.
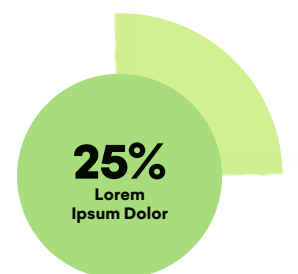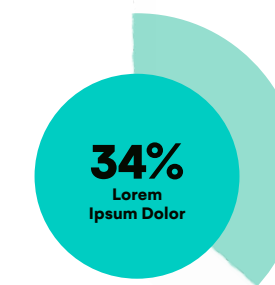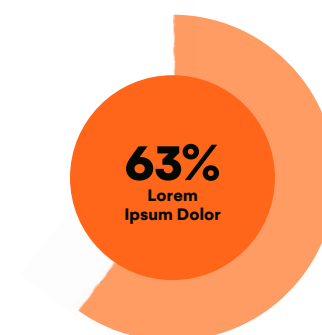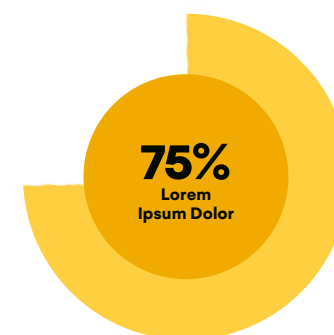
# Colours

**28%**
Lorem
Ipsum Dolor

**51%**
Lorem
Ipsum Dolor

**34%**
Lorem
Ipsum Dolor

**15%**
Lorem
Ipsum Dolor

| | |
|---|---|
| 4% | **Lorem Ipsum** |
| 7% | **Lorem Ipsum** |
| 22% | **Lorem Ipsum** |
| 28% | **Lorem Ipsum** |
| 39% | **Lorem Ipsum** |

Am exceped quunt volupti opta duntias qui assint officia quam verum fugiaes ectectem. Onsequat officip saeseni magnisime nam nobis vel eium con com aliquid que se volupta tusdand eribust volest as aliquuntem fugiatem fuga.

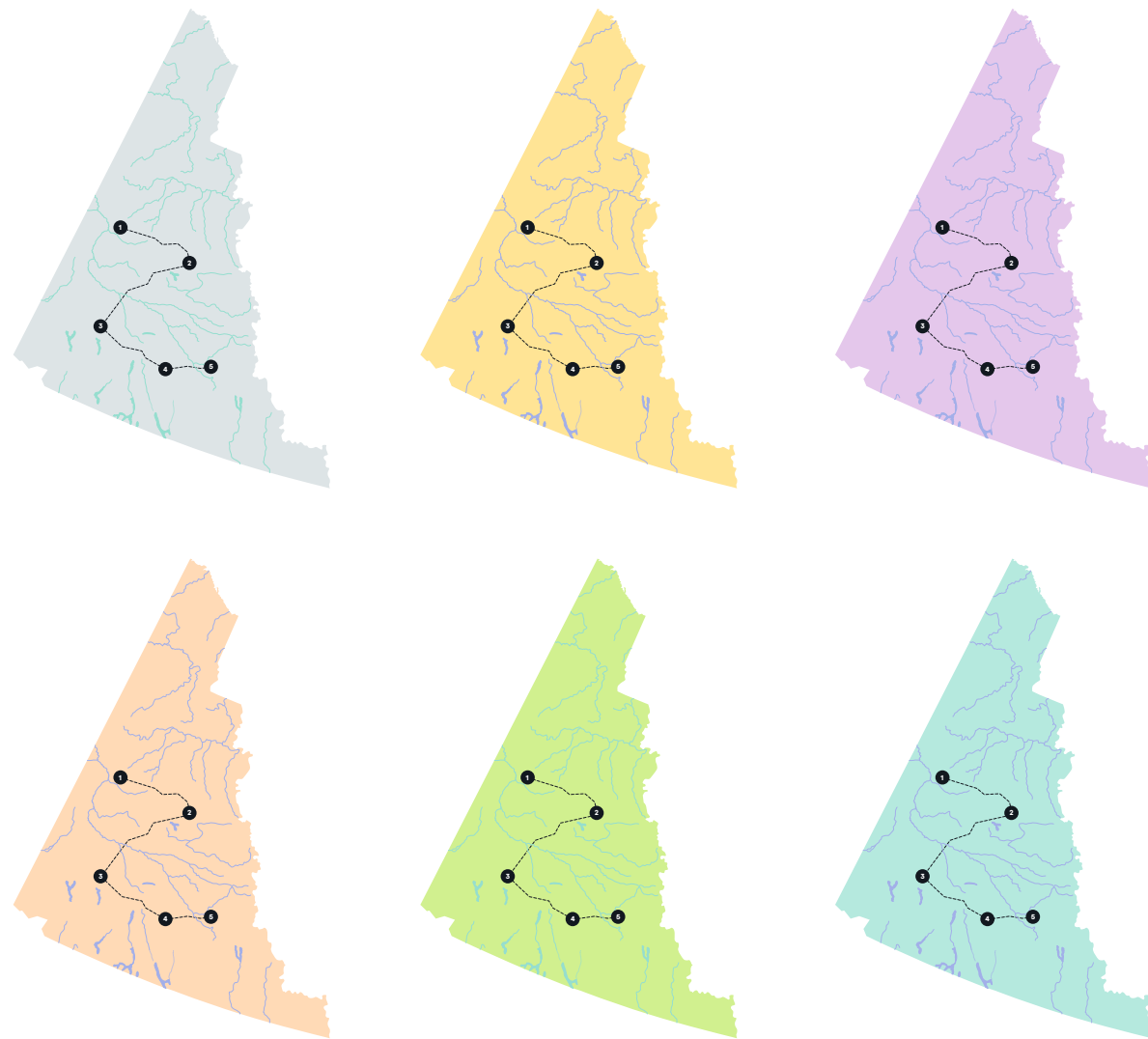| | JAN–FEB | MAR–APR | MAY–JUN | JUL–AUG | SEP–OCT | NOV–DEC |
|---|---|---|---|---|---|---|
| Whitehorse | | | | | | |
| Kluane | | | | | | |
| Southern Lakes | | | | | | |
| Campbell | | | | | | |
| Liard | | | | | | |
| Silver Trail | | | | | | |
| Klondike | | | | | | |
| Northern & Arctic | | | | | | |

## USING THE SECONDARY PALETTE IN CHARTS & GRAPHS

When creating diagrams, charts and graphs, it's possible to use the secondary and tertiary palettes to help visualize information when needed. However, since it's a defining colour of our brand, yellow should be used as the most prominent colour in these types of data visualizations. This could mean using yellow for the largest piece of data, or for the first piece of data, for example. The styling of graphs and charts should reflect the simplicity and boldness of the brand.

**75%**
Lorem
Ipsum Dolor

**63%**
Lorem
Ipsum Dolor

**34%**
Lorem
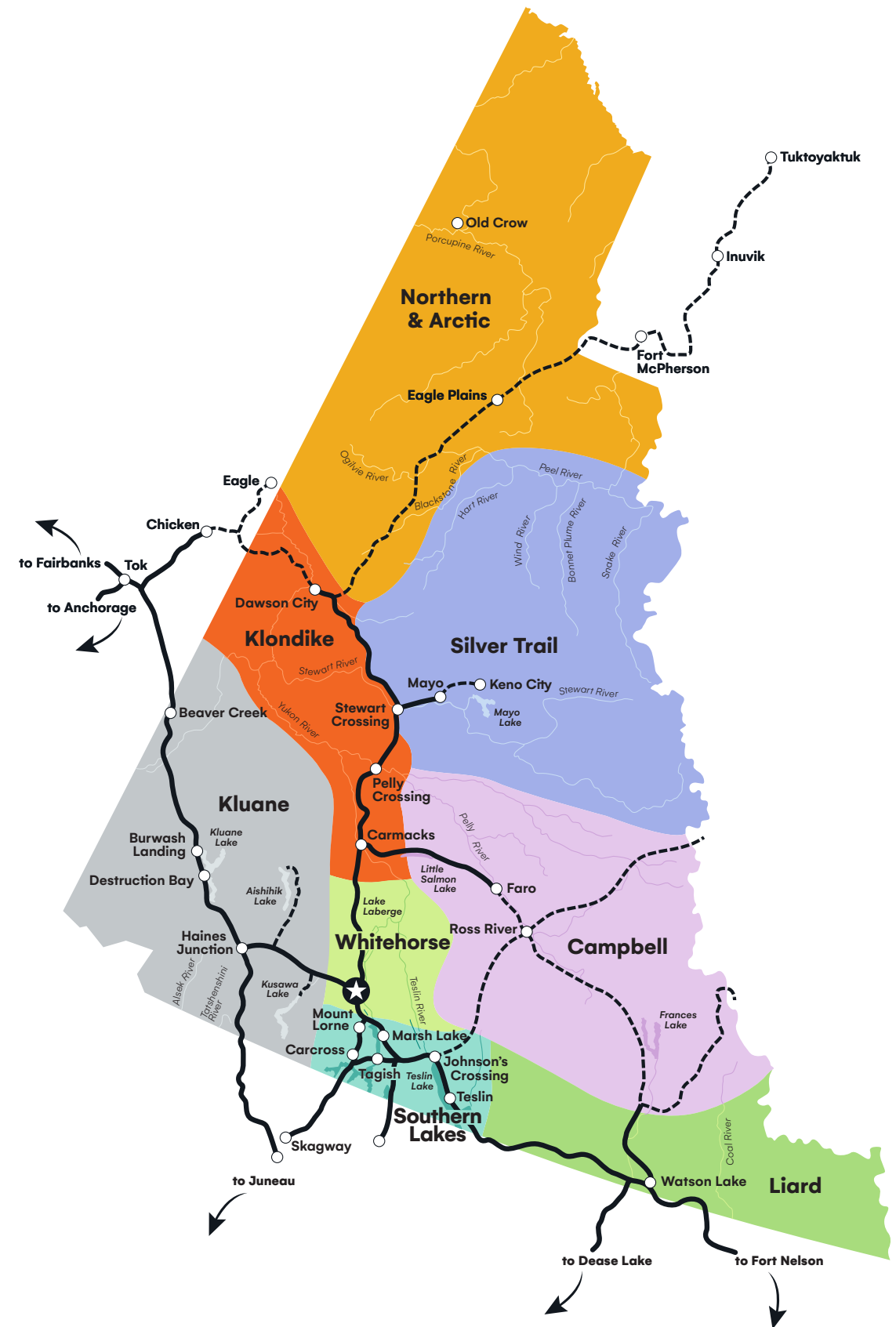Ipsum Dolor

**25%**
Lorem
Ipsum Dolor

# Colours



## USING OUR COLOURS IN MAPS & COMPLEX DIAGRAMS

We have a wide range of colours that should suit all needs. Please refrain from adding colours to our palette as this will dilute the brand. Use primary colours first and foremost. In the case of complex maps and diagrams, if the primary and secondary palettes aren't sufficient, you may use colours from the tertiary palette. Always ensure that there is enough contrast between the copy and background colour so that it is legible. Some examples of how maps may be treated are shown here, but these are not exhaustive.
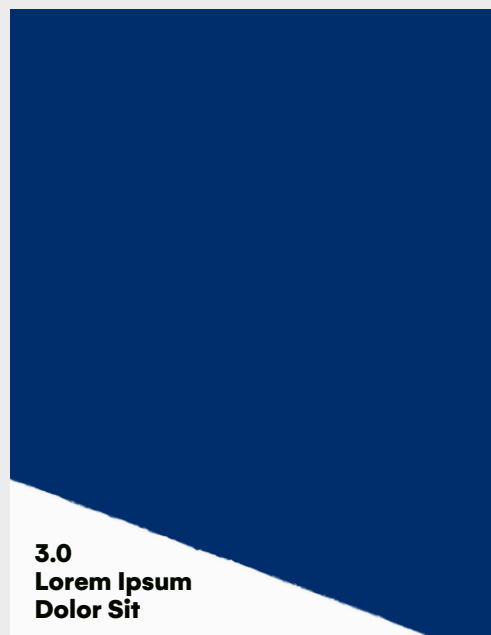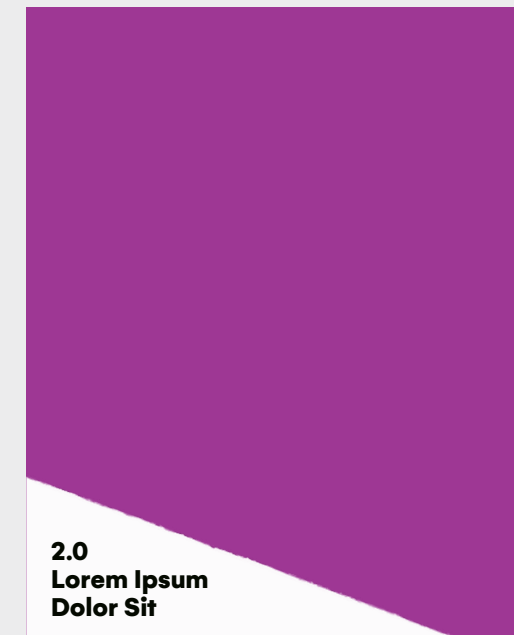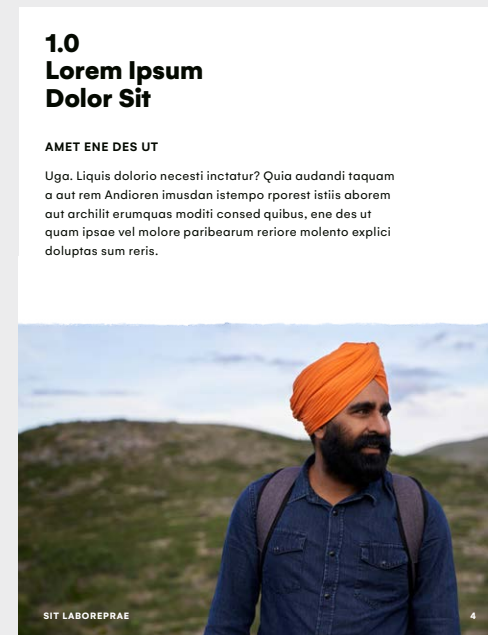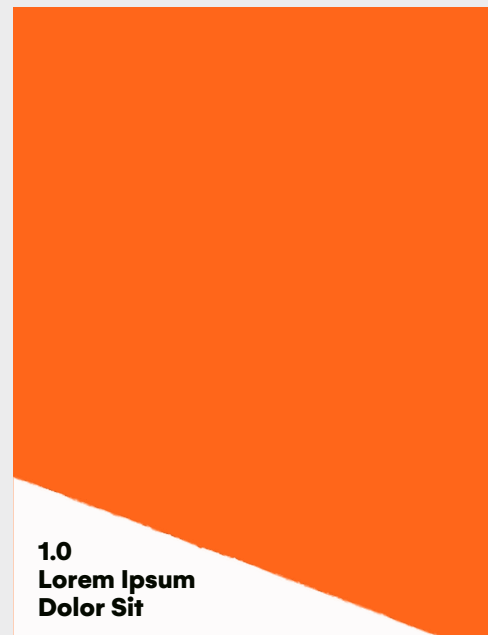
# Colours



**USING THE SECONDARY PALETTE IN LONG FORMAT DOCUMENTS**

If creating a long format document, you may wish to use the secondary palette as a means to visually define sections. This can be done using the secondary palette colours for divider pages (and these colours can be rotated if necessary for documents with a lot of sections).

Keep in mind, however, that the primary brand colours should still remain the foremost colours used in order to maintain brand recognition. In the example above, although the dividers are secondary colours, the primary palette is used in the rest of the document.

# Typography

# Typography

✅ **Gelion Black**
✅ **Gelion Bold**
✅ **Gelion Medium**
✅ Gelion Regular

❌ ***Gelion Black Italic***
❌ ***Gelion Bold Italic***
❌ ***Gelion Semibold Italic***
❌ ***Gelion Medium Italic***
❌ *Gelion Regular Italic*
❌ *Gelion Light Italic*
❌ *Gelion Thin Italic*

**TYPEFACE**

The character of a typeface can communicate as much as the words themselves. It should be simple and familiar, avoiding character complexity and ambiguity. Our typeface is Gelion. It is modern sans serif with a geometric touch that is clean and highly legible.

Gelion provides a certain degree of flexibility to suit a wide range of applications. Its minor variation in certain characters and ligatures give it a bit of quirkiness, playfulness and warmth that is consistent with the Travel Yukon brand. This typeface is used in all brand applications, from print to digital, including web.

**ACCESSIBLE FONTS**

For optimal legibility, we only use Gelion Black, Gelion Bold, Gelion Medium, and Gelion Regular. Please do not use italics or any weights lighter than Gelion Regular, as these can be especially difficult to read for those who are vision impaired.

# Typography

**Headline ipsum dolor sit amet consetetur**

**SUBHEAD LOREM IPSUM DOLOR**

Body copy can be set in Gelion Regular. Od ulparia eperio verum fugit venditisque nones ium dolorem aut harundi oruntibus cus et facepudi tem fugitiatur abo. Nobit, quo verum hillorrum res etumque derio etur simpelatius.

**HYPHENS WITHIN HEADLINES**

Hyphens within headlines should be condensed in width to 65%.

**Experience year–round beauty.**  100%

**Experience year-round beauty.**  65%

**HIERARCHY**

Creating hierarchy helps guide the viewer's eye to assess the order of importance on the page accordingly. You can use type size, weight, colour, placement and layout to create a visual hierarchy. As a guide, set type in intervals of 3pt to ensure that everything is mathematically scaled.

# Typography
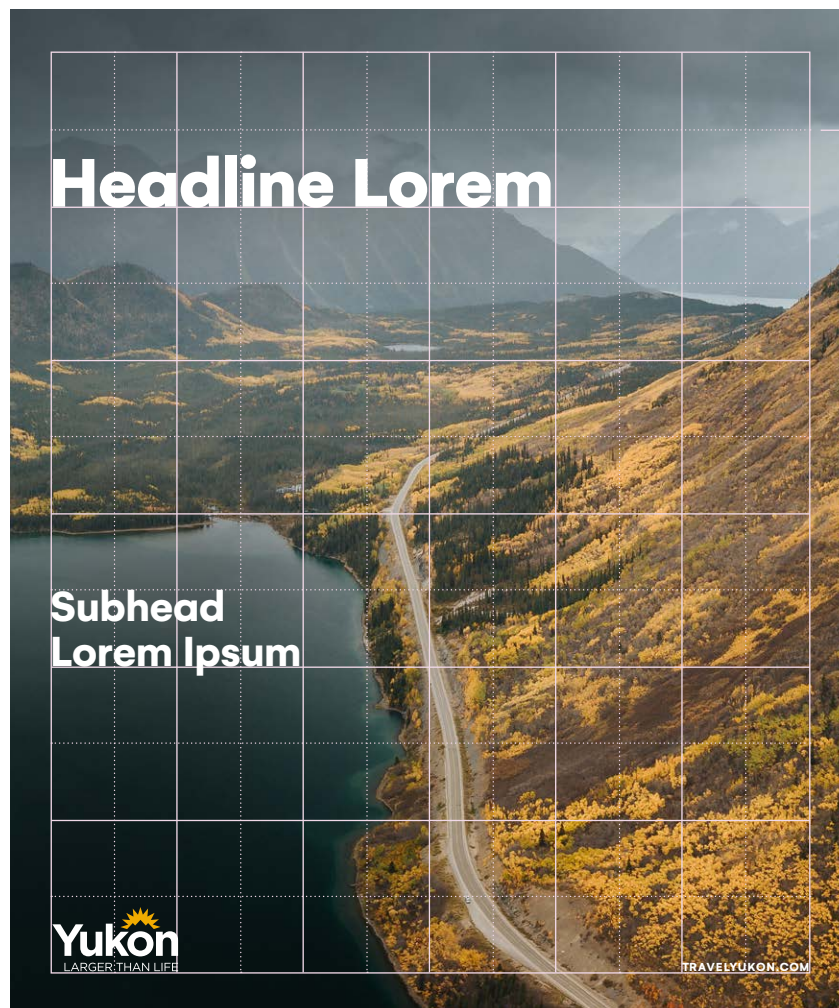


**GRID**





**GRID**



**USING TYPOGRAPHY OVER IMAGES**

We often choose a quiet spot in an image or place the type in such a way that it can interact harmoniously with the lines of the landscape or other elements of the image. When we do this, our typography is laid out on a grid in order to maintain a sense of structure.

For type with more than one line, align the baseline of one of the lines of type to the grid. This can be any of the lines of type for a headline or subhead.

It is recommended to avoid setting body copy over an image as it can be difficult to read, but it can be done when the copy is a larger point size and set in bold, and there's sufficient contrast with the background. Please see the accessible typography guidelines on <u>pages 32–39</u>. For body copy, align the first or last line of type to the grid. For placement, use your best judgement based on what makes the most sense for layout and legibility.

# Accessible
# Typography

The Yukon has everything for visitors, from hardcore hikes to scenic sightseeing tours, we are truly open to all to enjoy our natural splendour. And our marketing and communications should provide equal access and opportunity to enable a consistent user experience for a wide variety of users.

Accessibility for all can be achieved by how we treat typography.

# Accessible Typography

✓ **Headline Lorem**

40px/40pt
LEADING 40px/40pt
TRACKING 0
OPTICAL KERNING

✗ **Headline Lorem**

40px/40pt
TRACKING LESS THAN 0
OPTICAL KERNING

✓ **Headline Lorem Ipsum Dolor**

40px/40pt
LEADING 40px/40pt
TRACKING 0
OPTICAL KERNING

**HEADLINE SIZE, WEIGHT & TRACKING**

Headlines should be set in Gelion Black. There is a generous amount of tracking built into this font, so tracking should be set to 0 to ensure accessibility.

**LEADING**

For accessibility, leading should be a minimum of 1x the size of the type.

# Accessible Typography

✅ **GELION BLACK**

40px/40pt
TRACKING +30
OPTICAL KERNING

✅ **GELION BOLD**

40px/40pt
TRACKING +15
OPTICAL KERNING

✅ **GELION BLACK**

14px/14pt
TRACKING +50
OPTICAL KERNING

✅ **GELION BOLD**

14px/14pt
TRACKING +25
OPTICAL KERNING

**UPPERCASE WEIGHT, TRACKING & KERNING**

For accessibility, it's important to use uppercase sparingly as it's more difficult to read for people with visual impairments or dyslexia. Please only use Gelion Black or Gelion Bold for all–caps and ensure that it is tracked out when used in smaller point sizes in order to make it more easily legible. Kerning should also be set to optical. As a general rule, Gelion Black should be tracked out 2x as much as Gelion Bold.

**UPPERCASE AT SMALLER SIZES**

The smaller the point size, the more tracking is required when using uppercase. Per the guidelines on accessible minimum type size, do not use all–caps in a point size smaller than 14px in digital format, or 12pt in print format. See page 26 for more information.

# Accessible Typography

✓ **Gelion Black**
**Gelion Bold**
Gelion Medium
Gelion Regular

**PRINT BODY COPY**
MINIMUM 12pt
TRACKING +10
OPTICAL KERNING

OK **Gelion Black**
**Gelion Bold**
Gelion Medium
Gelion Regular

**DIGITAL BODY COPY**
MINIMUM 14px
TRACKING +10
OPTICAL KERNING

✓ **Gelion Black**
**Gelion Bold**
Gelion Medium
Gelion Regular

**DIGITAL BODY COPY**
16px OR GREATER
TRACKING +10
OPTICAL KERNING

✓ Officimodi que re vero dolupti blacit reria aut labor sa dolorestio od ute pariatiur? Voluptate volupta quatium, ilique nequi denecae in ferfero quo.

12pt POINT SIZE
TRACKING +10
LEADING 15pt
OPTICAL KERNING

✓ Officimodi que re vero dolupti blacit reria aut labor sa dolorestio od ute pariatiur? Voluptate volupta quatium, ilique nequi denecae in ferfero quo.

16px POINT SIZE
TRACKING +10
LEADING 20px
OPTICAL KERNING

✗ Officimodi que re vero dolupti blacit reria aut labor sa dolorestio od ute pariatiur? Voluptate volupta quatium, ilique nequi denecae in ferfero quo.

16px POINT SIZE
TRACKING +10
LEADING 14px
OPTICAL KERNING

## SIZE & WEIGHT

Printed typography should be a minimum of 12pt. Digital typography must be a minimum of point size 14px (preferably 16px). Across all mediums, we should always avoid using very heavy and/or very light weights and/or italics. Please stick to the weights identified for use on page 29.

Body copy should be tracked out by +10 to aid legibility.

## LEADING

For accessibility, leading should be a minimum of 1.25x the size of the type.

For example: 16pt x 1.25 = 20pt. So, if your copy is 16pt, then your leading should be 20pt.

# Accessible Typography

✓ Officimodi que re vero dolupti blacit reria aut labor sa dolorestio od pariatiur? Voluptate volupta quatium, ilique nequi denecae in ferfero.

70–71 CHARACTERS LINE LENGTH
9–12 WORDS PER LINE

✓ Officimodi que re vero dolupti blacit reria aut labor sa dolorestio od ute pariatiur? Voluptate volupta quatium, ilique nequi denecae in ferfero quo. Solum latem eatibus non ea doles dolupta atem eatur? Paruptiume posti que eseque deles

36–44 CHARACTERS COLUMN LINE LENGTH
5–7 WORDS PER LINE

OK Officimodi que re vero dolupti blacit reria aut labor dolorestio od pariatiur? Voluptate voluptas quatium, ilique nequi denecae in ferfero. Omnisquu ntioribea.

79–80 CHARACTERS LINE LENGTH
9–12 WORDS PER LINE

✗ Nequi denecae in ferfero quo. Solum latem eatibus non ea doles dolupta atem eatur? Paruptiume posti que eseque deles milibea tendips apelicient. Nemquam, ne pedipis debit velese. Tat. Non cus, voluptam facipsae sunti rest de est.

111–118 CHARACTERS LINE LENGTH
18 WORDS PER LINE

**LINE LENGTH**

Scanning long lines of text is tiring for the eyes. The optimal line length for ease of reading is 45–75 characters, or 7–12 words per line (not counting spaces); at most, line lengths should be 80 characters. For multi–column blocks of copy, 40–50 characters is optimal. There are various ways to check line length and character count depending on the program used. Use the help function in your program for more information on how to do so.

# Accessible Typography



✓ **fl fi ti tu**

DISCRETIONARY LIGATURES
ARE TURNED OFF

✗ **fl fi ti tu**

DISCRETIONARY LIGATURES
ARE TURNED ON
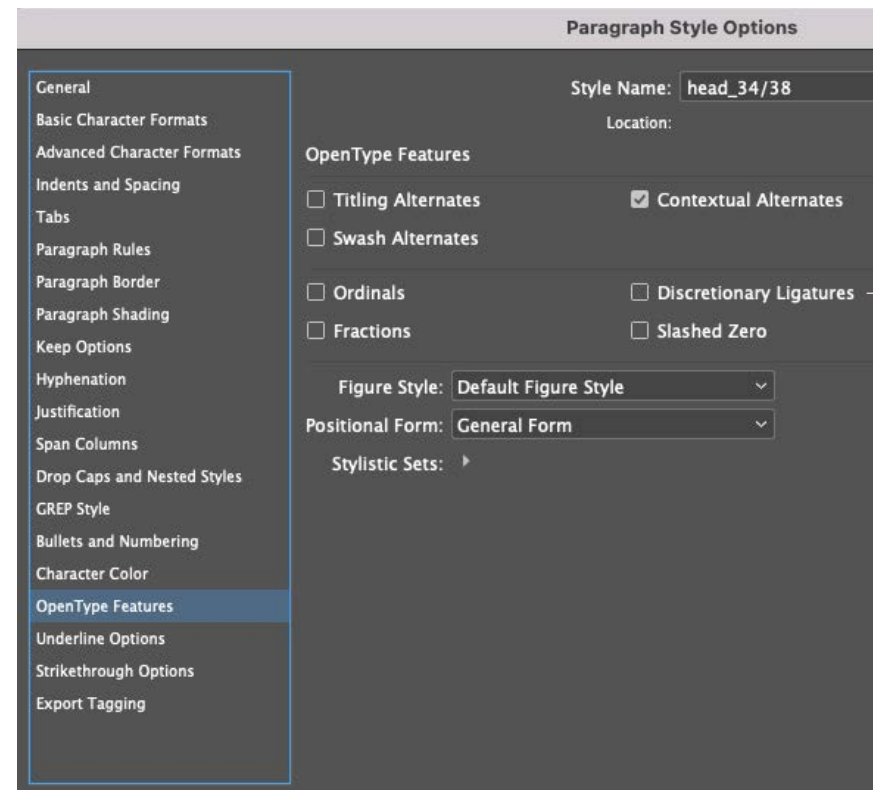


UNCHECK
DISCRETIONARY
LIGATURES
IN OPENTYPE
SETTINGS

**DISCRETIONARY LIGATURES**

Ligatures (combined letters) can add flow to typography, but can also make type less accessible.

**TURNING OFF DISCRETIONARY LIGATURES**

Please ensure that ligatures are turned off in type styles. This can be done by ensuring that the Discretionary Ligatures option in OpenType is unchecked.

# Accessible Typography
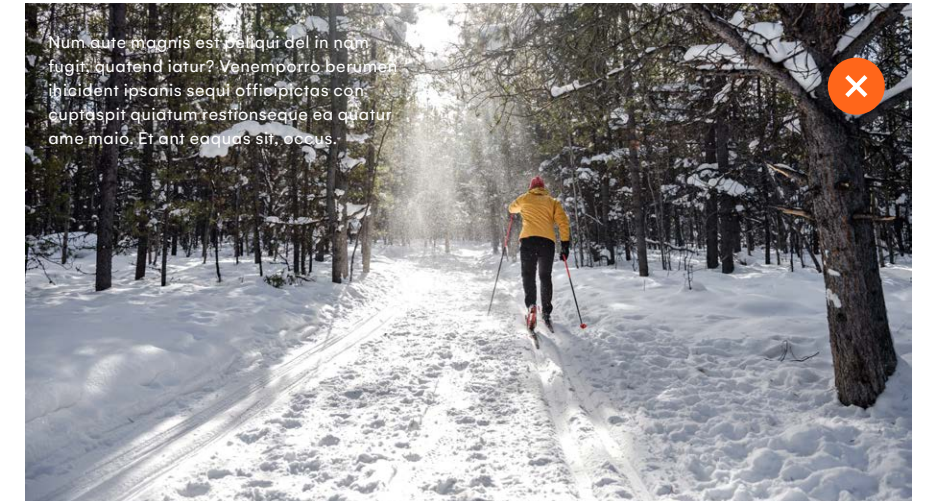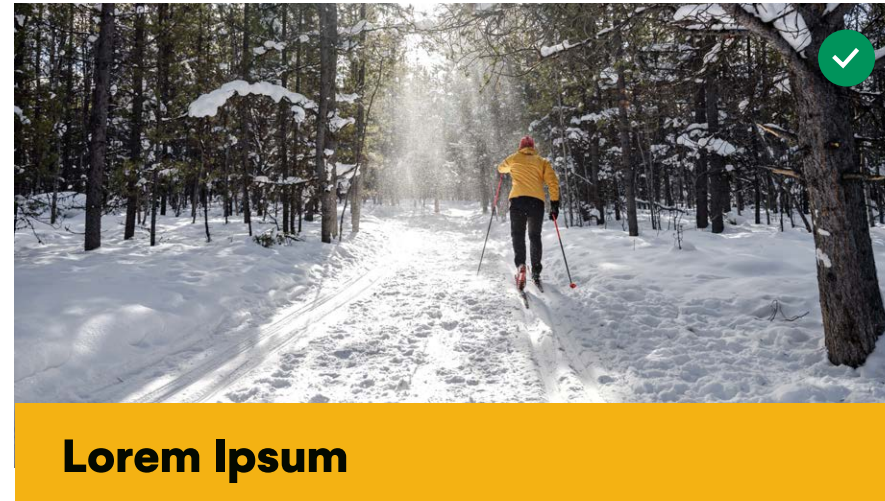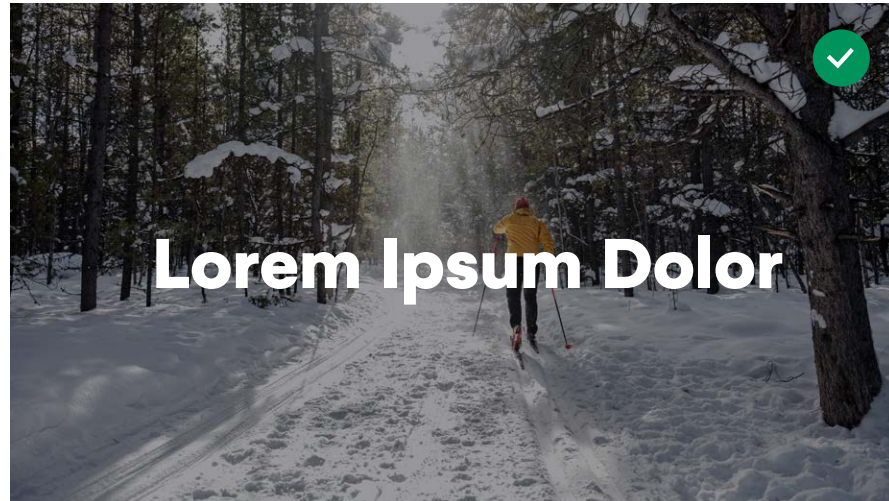


## SIZE, WEIGHT, & BACKGROUND

Whenever overlaying live type on an image, please use Gelion Black or Gelion Bold. It's highly recommended that the typography be placed on a solid colour background that offers sufficient contrast to meet accessibility standards (per the chart on the previous page). The wedge shaped torn paper device or a rectangle can be used. When using a solid coloured background for the type isn't possible, use white type and a darkening layer multiplied over the image to ensure sufficient contrast. It's recommended not to set body copy over an image. However, if you do, please use: a larger point size, Gelion Bold, and use a darkening layer or retouch the image if necessary to ensure enough contrast.

## MISUSES

Do not use low contrast colour for type, a small type size, or a finer weight of font.

# Accessible Typography

| White | Field | Grass | Spring |
|---|---|---|---|
| Abc  Abc | Abc | Abc | Abc |

| Charcoal | Glacier | Iceberg | Frost |
|---|---|---|---|
| Abc  Abc | Abc | Abc | Abc |

| Slate | Midnight | Twilight | Reflection |
|---|---|---|---|
| Abc | Abc | Abc | Abc |

| Gold | Violet | Crocus | Petal |
|---|---|---|---|
| Abc  Abc | Abc | Abc | Abc |

| | Sunset | Dusk | Sunrise |
|---|---|---|---|
| | Abc | Abc | Abc |

| | | Dune | Sundog |
|---|---|---|---|
| | | Abc | Abc |

| | | Stormcloud | Dust |
|---|---|---|---|
| | | Abc | Abc |

**TYPOGRAPHY CONTRAST ON SOLID COLOUR BACKGROUNDS**

In order to maintain legibility, typography must have enough contrast with the background colour. The chart above shows the approved colour combinations for use with type on a white or coloured background.

# Typography
# Applications

Using the guidelines set out for accessible typography, this section shows examples where the typographic guidelines have been applied.

# Typography Applications



HEADLINE,
GELION BLACK

**Discover Year-Round Beauty**

WEBSITE URL,
GELION BOLD

TRAVELYUKON.COM

Yukon
LARGER THAN LIFE



Yukon
LARGER THAN LIFE

HEADLINE,
GELION BLACK

**Lorem ipsum
dolor consecteturs**

HASHTAG,
GELION BOLD

**#ExploreYukon**

TRAVELYUKON.COM
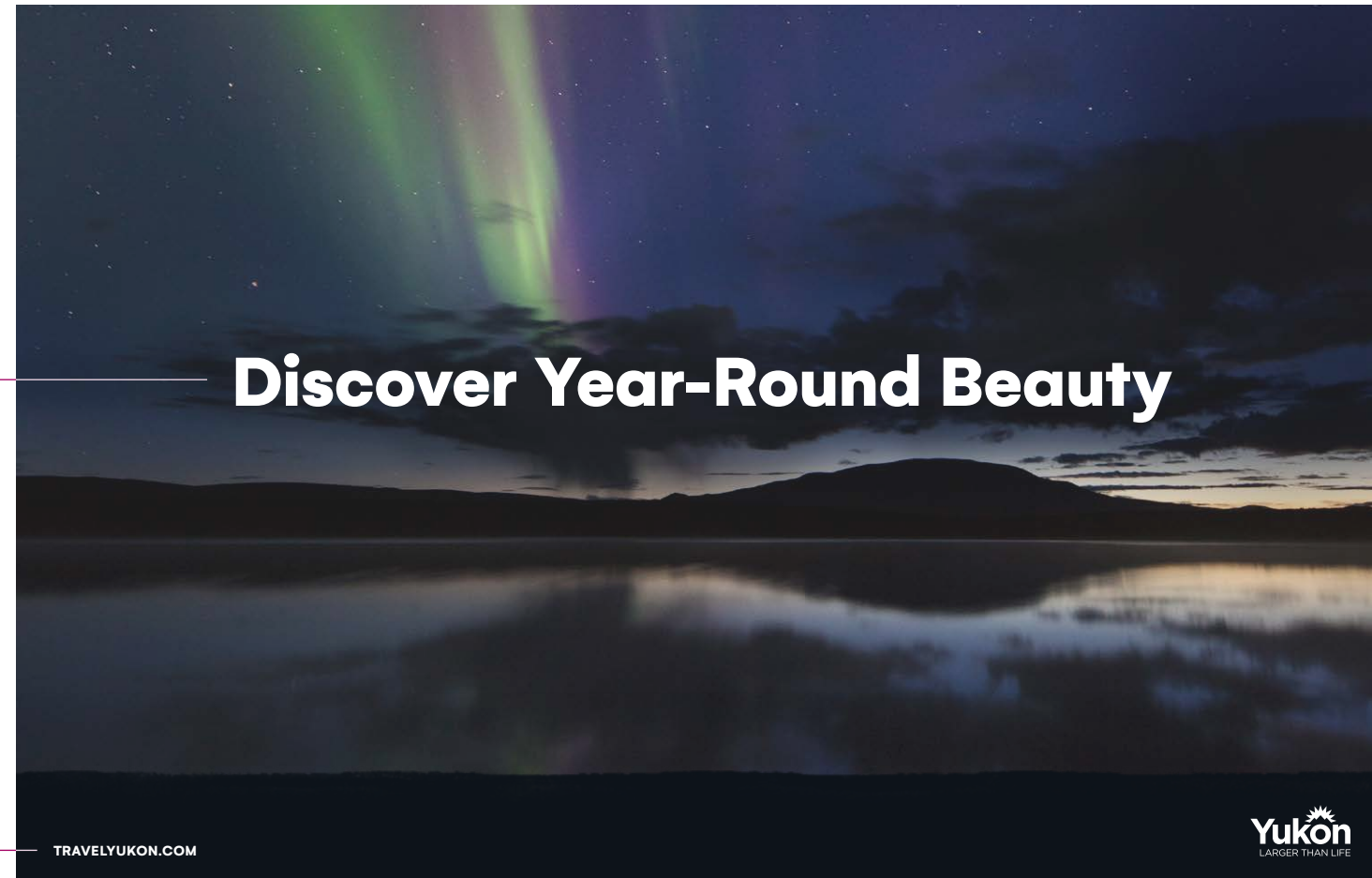
WEBSITE URL,
GELION BOLD

## APPLICATIONS

Since Gelion is our typeface, it should be used
for all of our communication, including headlines,
subheads and body copy in both print and digital
applications.
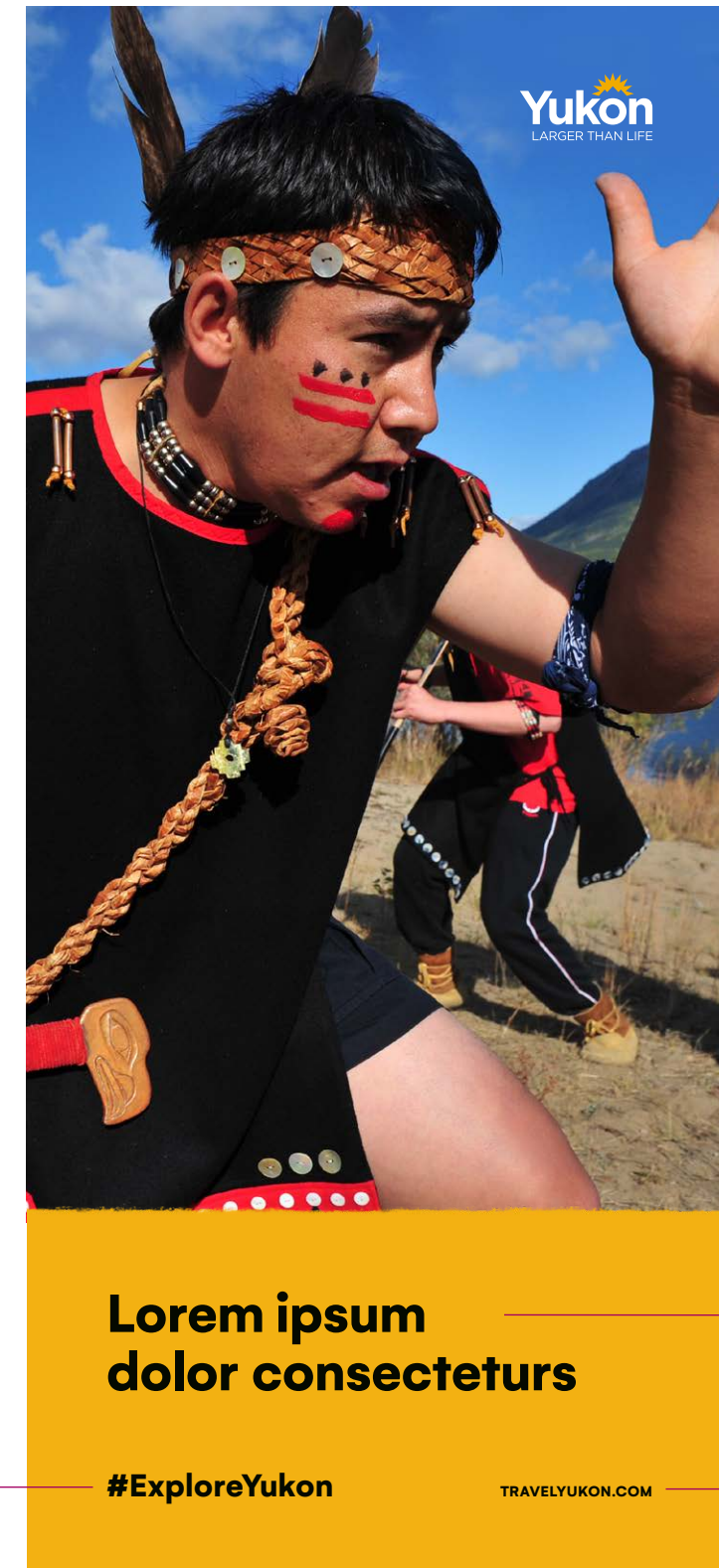
# Photography

# Photography

The photography we use should showcase our amazing natural phenomena—the northern lights, midnight sun, wide-open spaces, and striking beauty. It's also an opportunity to illustrate the "take-home-with-you" experiences we have to offer. While scenic beauty is one of the most compelling reasons why people come to the Yukon, it's equally important to focus on capturing the magic of people experiencing it to its fullest.

# Photography

**GUIDELINES**

Tourism Yukon offers a collection of main brand assets that showcase our attributes. These assets are available to third parties, travel media and the tourism industry for use in the promotion of travel to the Yukon.

All assets made available by Tourism Yukon are available for unlimited usage in perpetuity.

Tourism Yukon will apply their own discretion as to when the producer may be credited for photo/video. Third party photography/video will be credited per usage and copyright restrictions.

Assets are available at yukonphotos.gov.yk.ca.

If you are using your own photography, or are sourcing stock photos, ensure that all images represent the Tourism Yukon brand. When using existing photography or shooting new photography that includes people, include a diverse range of ethnicities, ages, and abilities whenever possible.

# Photography

## LIFESTYLE

We always strive to capture authenticity of the Yukon. Whether it's the people from our towns or the animals from our mountain ranges, each subject provides an invitation into a moment in time and an introduction to our community.

## STYLE & TONE

The feeling we want to evoke comes in the form of imperfection—crooked smiles, windswept hair, being open and unguarded. Our preferred photography style is real, natural, and in-the-moment, with attention to real life detail. Contrast and depth of field provide a sense of intimacy. Subjects can be candid, point of view or straight on, but never forced or formal.

# Photography
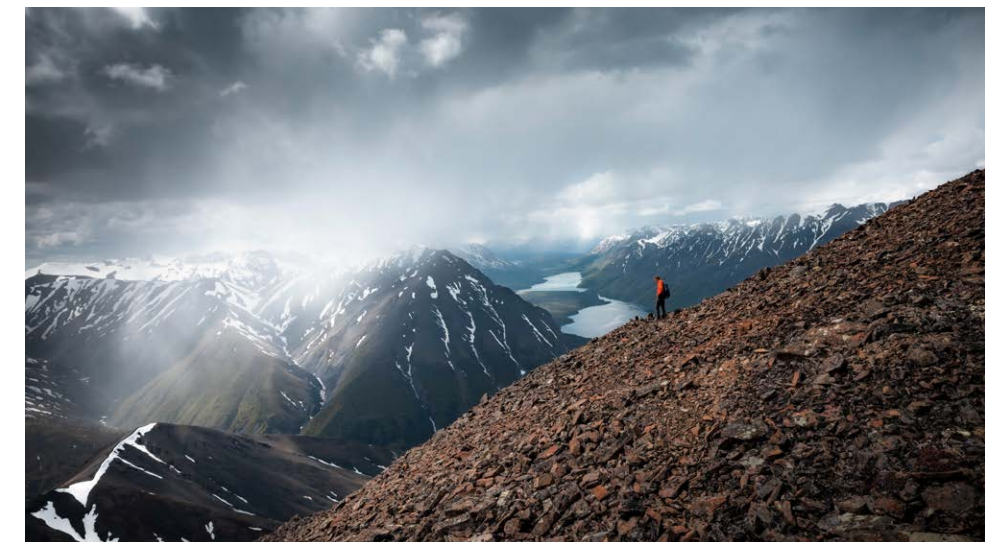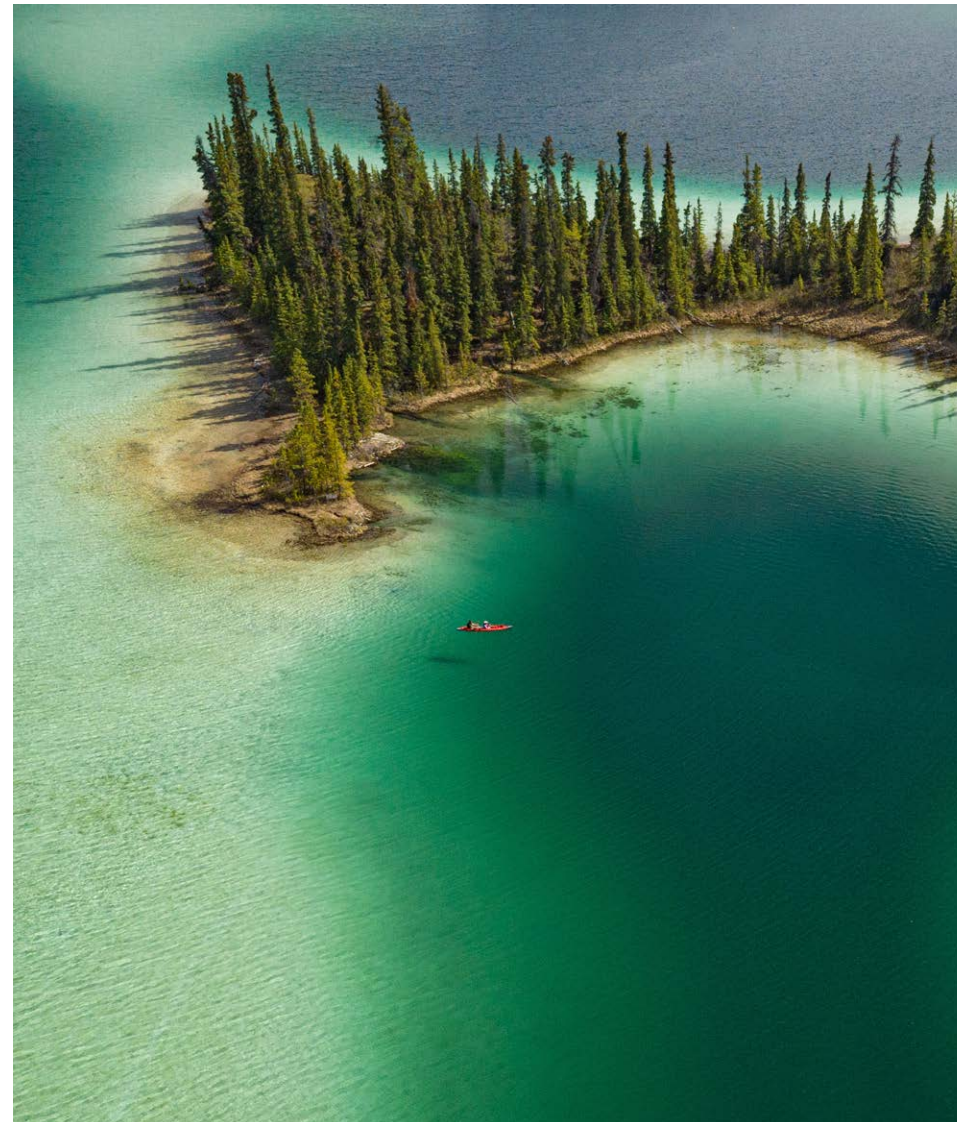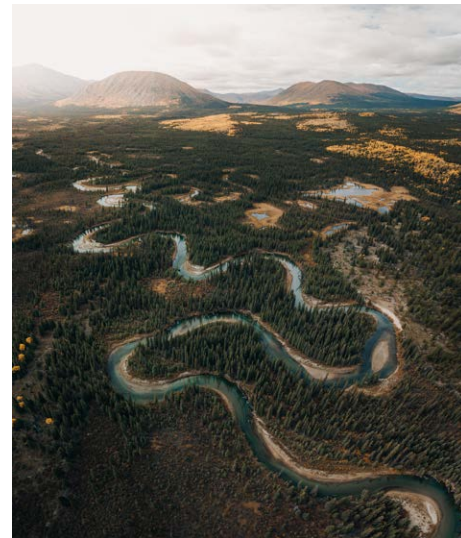


## LANDSCAPE

The warmth of the Yukon and the unique brilliance and quality of the light inspire our identity. To further communicate this, we recommend that photography be captured (whenever possible) during Golden Hour—the period shortly after sunrise or before sunset, during which daylight is redder and softer than when the sun is higher in the sky.

## SCALE

Using a subject within the photograph is a way for viewers to grasp the extreme scale that is otherwise lost without reference. For example, a photograph of a mountain is stunning, but a photograph of the same mountain with a person in the composition illustrates the epic proportions of our landscape.

# Photography



Only use images that are of the Yukon.



Ensure all images represent First Nations in the Yukon.
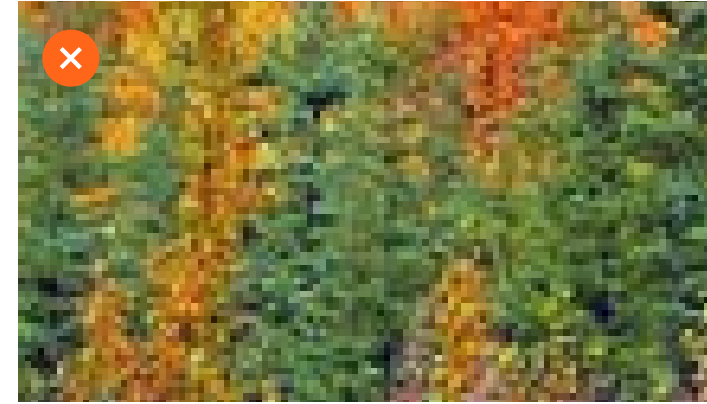


Ensure images are not low resolution or grainy.



Ensure images are not over– or under– exposed.



Ensure all stock photography is properly licenced.



Avoid images that look overly staged or posed.



Avoid images with cliché points of view or grinning.



Only use images of animals native to the Yukon.

## MISUSES

It is important for all our partners to accurately represent Travel Yukon's brand while respecting our people and landscapes when using photography for their projects, businesses, campaigns and organizations.

# Graphic Devices

# Graphic Devices
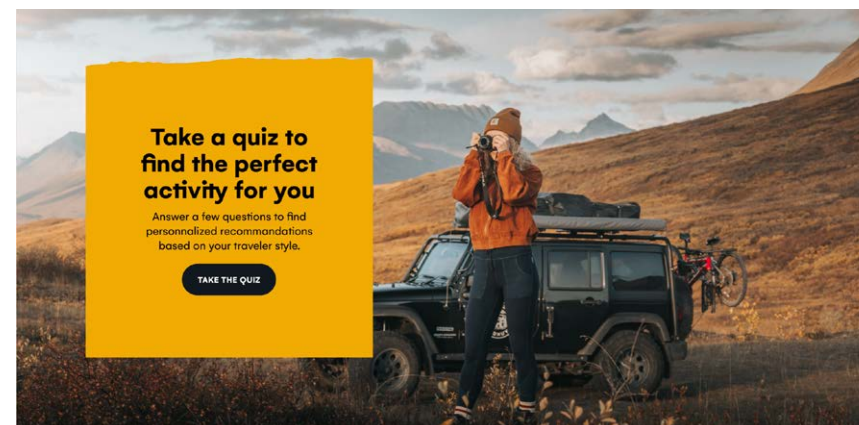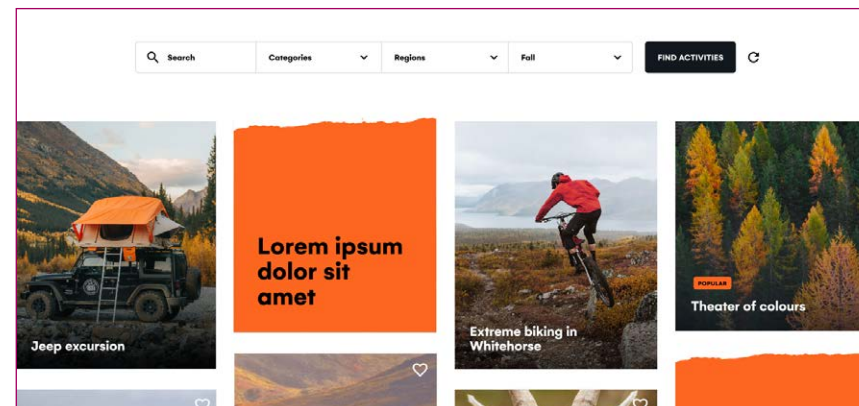


## PAPER DEVICE

This torn paper device is unique to the Travel Yukon brand and adds a tactile element to all of our communications, whether in print or online. It can be used to divide, organize or highlight information. The paper can only be used in our primary or secondary colours, or in white, and can be torn horizontally, vertically, or at an angle.

As a general rule, be mindful of the contrast of the wedge with the image: it is best practice to ensure the torn paper doesn't blend into the background. When using the Travel Yukon logo inside a wedge shaped format, always ensure that it has enough clear space, doesn't feel crowded, and is optically centered in the paper device.

# Graphic Devices
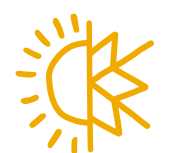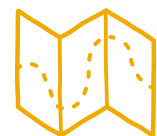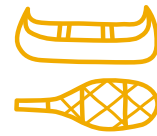
## ILLUSTRATED ICONS

As part of our brand, we have created an ever–growing set of illustrated icons that reflect the Yukon's seasons, cultural and historical experiences, and wide–range of attractions and activities.

These icons are hand drawn in a monoline style, capturing the warmth and quirkiness of our brand, and making them unique to the Yukon.

They can be used as a storytelling device in our communication, as well as help to categorize the different types of experiences the Yukon has to offer—like on our website.

The full series of icons and colour variations is shown in the Appendix.

# Social

# Social

## ACCESSIBLE SOCIAL POST DESCRIPTIONS

Descriptions should provide information on who or what is in the scene and any notable descriptors such as colours, cultural objects, landscape, weather, landmarks, activities being performed, etc., so as to accurately describe the image for someone whose vision is impaired. Descriptions should use inclusive, respectful, body–neutral language and the correct pronouns. If pronouns are not known, descriptions may use the pronouns they/them/their or person/people to refer to the subject(s) of an image.

Representation matters, so it's particularly important to identify a person's race/ethnicity whenever possible. If describing a person's race or ethnicity—for example, "an Indigenous person," "a Black person," or "an Inuk" —be mindful of using the correct terminology and not making presumptions about race/ethnicity if a person's race/ethnicity is unknown. If the information has not been provided, do not include it in the description. We should always capitalize a person's race/ethnicity.

When writing image descriptions, colour is to be referenced when relevant to the scene, subject or action, or prominent in the image, otherwise overuse may cause confusion or excessive character count. The ideal character limit is kept around 280. That said, in cases where it is very important to add more detail or context to an image in the description, the character count may be exceeded if necessary.



**travelyukon** ✔

♡ ○ ◁            ⊏

**956 likes**

**travelyukon**  Working in partnership with First Nations chefs. Michele Genest's progressive cooking is grounded in the techniques, ingredients, and seasonality of the land she lives on. Explore New North Cuisine with chef Michele Genest. —link in bio.

Image description: A person's hands are using a knife to cut the stalk of one of two flat topped mushrooms growing in short green ground cover. There is a handwoven basket with freshly foraged mushrooms, and the person's jacket is purple.



**travelyukon** ✔

♡ ○ ◁            ⊏

**956 likes**

**travelyukon**  It might make you tired to reach these heights, but you'll never get tired of seeing them. 📷 @username

Image description: An aerial shot from a plane shows a river snaking through a lush, green, coniferous forest with a lightly snow capped mountain range in the distance. Breaks in the cloud reveal blue skies with rays of sunlight peeking through to illuminate the river and forest.

# Social

## ACCESSIBLE DESCRIPTIONS FOR INDIGENOUS CONTENT

When referring to First Nations/Métis/Inuit people in a general way, we can use the term Indigenous person or Indigenous Peoples. However, when we're speaking about a specific group, we should be as specific as possible and use those terms instead. In the image to the right, we've named the Nation the group belongs to as well as the name of the dance group. If the First Nation was unknown and we were referring to them more generally, we would use First Nation or First Nations to describe the people in the image.

Specifics in colour, details and designs/motifs should be included where possible due to the importance they hold within Indigenous cultures. When describing objects and regalia, be particularly sensitive to things like colour and terminology. For example, when describing the mask in the image to the right, the colours used in the mask are all culturally relevant, so it would be best to either call out all of the colours or none rather than only describing one or two.

Also pay particularly close attention to making sure that you're using the correct terminology to refer to cultural pieces. For example, in this image, the person is wearing a button blanket, not a cape, and to call it a cape would be culturally insensitive. If you don't know the terminology for something, don't make assumptions. Check with a reputable source. In some cases you may need to consult with Tourism Yukon or the Indigenous group in question. Consultation with Indigenous groups or individuals can take time, so ensure that you've allowed for that in your project timelines.

We should always do our due diligence in researching the correct terminology, but if details cannot be clarified by research, either refrain from describing something or find a way to describe it with cultural sensitivity. For example, if you don't know the type of animal the mask in this image represents, simply refer to it as a carved wooden mask of an animal.



DETAILED CAPTION/ DESCRIPTION

**travelyukon** The Dakhká Khwáan dancers perform outside the Carcross Learning Centre. Expressing their rich Tlingit cultural heritage for locals and visitors alike.

Image description: A Tlingit Dakhká Khwáan dancer dances barefoot on paving stones in the foreground in front of a concrete fire pit with sparks of a fire visible. The dancer is wearing a painted wooden eagle mask with white fur trim, a black tunic with a red whale on the chest, and a button blanket with a natural tanned hide fringe. Behind them is a person singing and three people drumming, all wearing traditional regalia, with trees and a cloudy sky visible.



LESS DETAILED CAPTION/ DESCRIPTION

**travelyukon** First Nations performers outside the Carcross Learning Centre. Expressing their rich cultural heritage for locals and visitors alike.

Image description: A First Nations dancer dances barefoot on paving stones in the foreground in front of a concrete fire pit with sparks of a fire visible. The dancer is wearing a painted wooden animal mask with white fur trim, and a black tunic with a red animal insignia on the chest. Behind them is a person singing and three people drumming, all wearing traditional regalia, with trees and a cloudy sky visible.

# Social
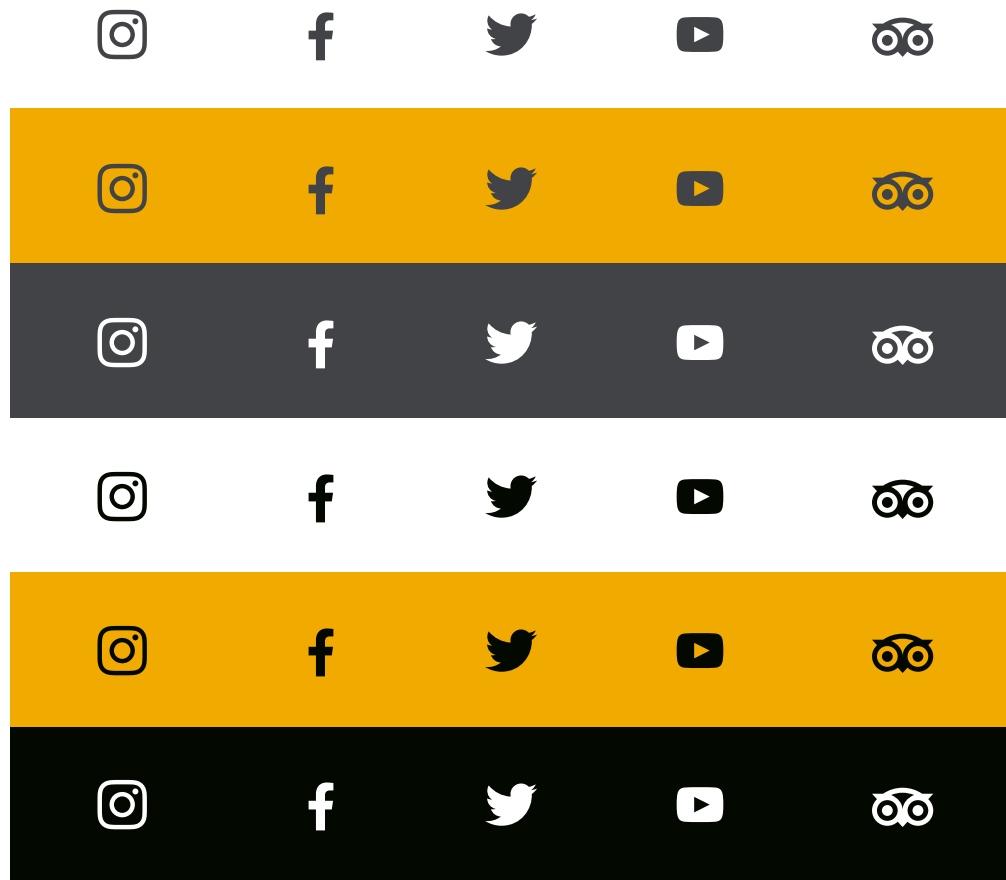


@travelyukon

/TravelYukon

@TravelYukon

/travelyukon

@TravelYukonOfficial

**SOCIAL ICONS IN DIGITAL APPLICATIONS**

The Travel Yukon brand already has a strong presence on all of our social channels, but sometimes we need to let people know where they can follow us. Standalone icons are only to be used in digital applications (including digital PDFs) where the icon is clickable and links directly to the specific social channel. They may be used in the above colour combinations. They should not be used over an image unless there is enough contrast that the icons are accessible—some image retouching may be required.

**SOCIAL ICONS IN PRINT APPLICATIONS**

For printed materials, the icons can be smaller and because they aren't clickable, the profile name should be printed beside them. These icons and profile names should be used only when directly applicable to the content or useful for the user. In printed format, these icons can be used in the same colour combinations as in digital format. As with digital applications, these icons and accompanying profile names should not be used over an image in print unless sufficient contrast for accessibility can be achieved.
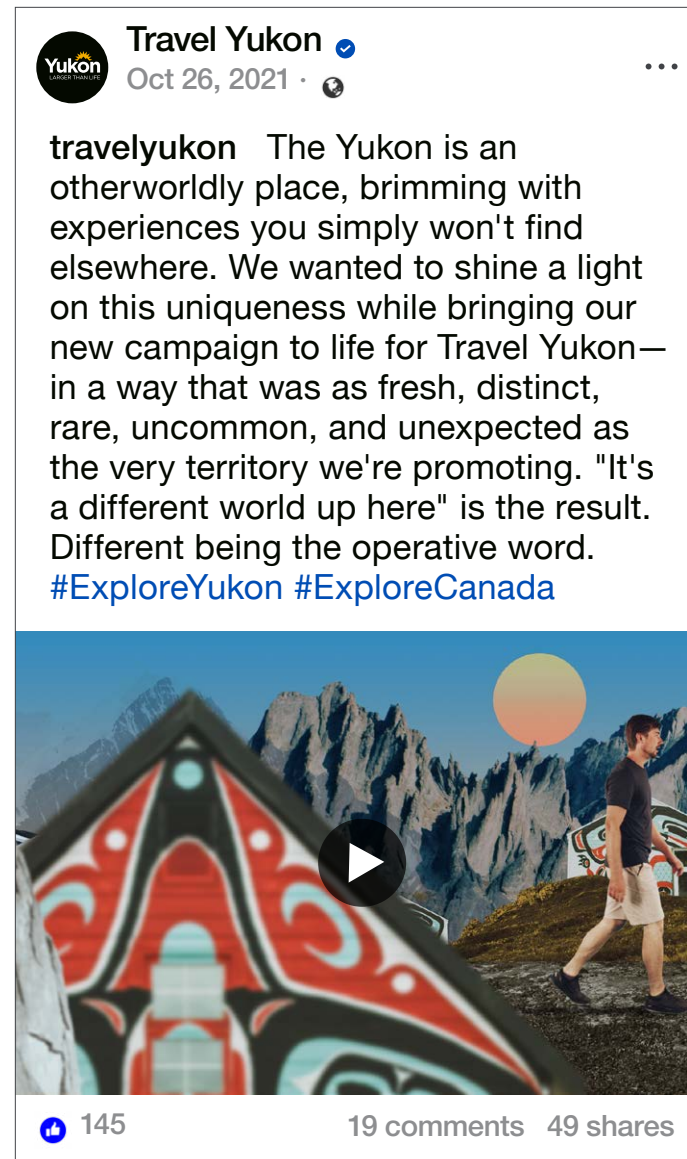
# Hashtags

# Hashtags

Hashtags can be an effective tool for campaigns, but not in every case. They should only be used outside of social channels when they are an integral component of a call to action. For example, we generally do not use hashtags for print pieces unless a print piece belongs to a series of content that we want people to be able to easily find on social, or if we're asking people to contribute user–generated content.

As a general rule, we only use a maximum of two hashtags at a time in the body of a post, and they should always be aligned with Travel Yukon: #ExploreYukon or #ExploreCanada. Further hashtags may be added via a first comment on the post.



Travel Yukon
Oct 26, 2021 ·

travelyukon   The Yukon is an otherworldly place, brimming with experiences you simply won't find elsewhere. We wanted to shine a light on this uniqueness while bringing our new campaign to life for Travel Yukon— in a way that was as fresh, distinct, rare, uncommon, and unexpected as the very territory we're promoting. "It's a different world up here" is the result. Different being the operative word.
#ExploreYukon #ExploreCanada

145          19 comments   49 shares



travelyukon

956 likes

travelyukon 🌷In the Yukon, crocuses are a sign that summer is around the corner. We haven't seen one yet, but hopefully they'll make a comeback soon... 📷 @shaun.parent.9 #ExploreYukon

# Cultural & Intellectual Property Credits

# Cultural & Intellectual Property Credits

**SOCIAL APPLICATIONS**

When using artwork in any Tourism Yukon assets, always credit the author of the work. Add descriptors to indicate which piece of artwork is referenced.

Ensure that any piece of cultural property is credited, such as: music, dance/dancer, artwork, masks, regalia, etc. It's important to always do due diligence in finding out who created the piece and ensure that they're credited with their full name. For Indigenous artists, it's important to also include their Nation/Council information whenever possible.
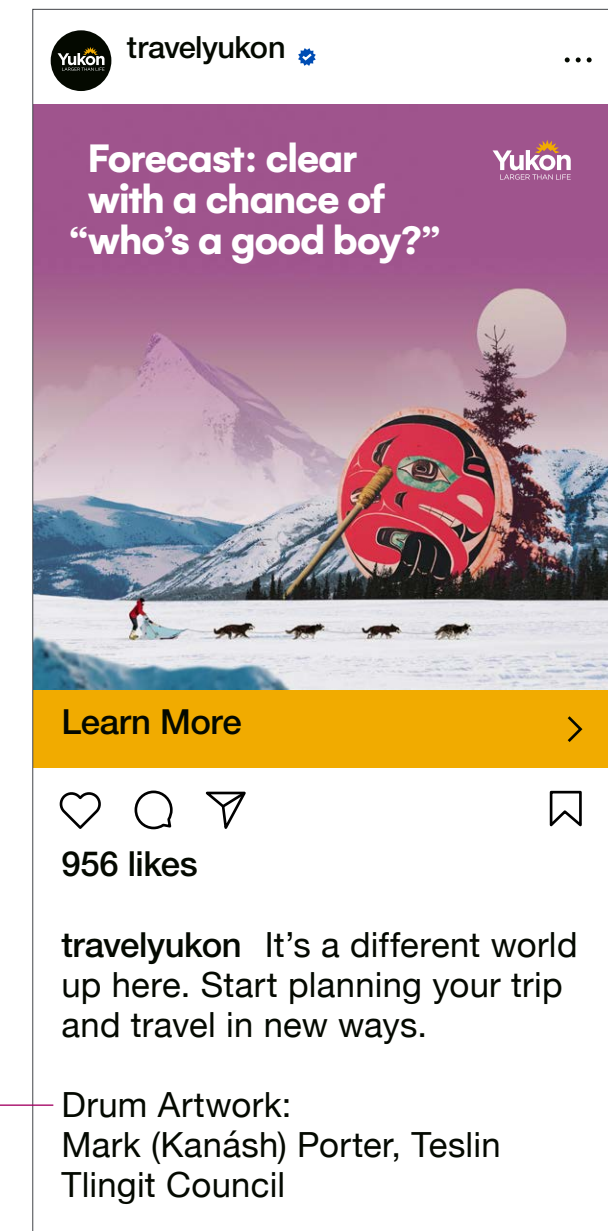
For Indigenous Peoples' names, use syllabics and glyphs whenever appropriate, and if an individual or First Nation requests a different spelling for their name or group, follow their wishes.

On social posts, credits can appear in the captions. On other pieces that don't have a caption, such as print pieces, please include the information in the image.



**travelyukon**  The Dakhká Khwàan dancers preform outside the Carcross Learning Centre.

ARTISTS' CREDITS

Dancers/Performers:
Dakhká Khwàan, Teslin Tlingit Council



Forecast: clear with a chance of "who's a good boy?"

**Learn More**

**travelyukon**  It's a different world up here. Start planning your trip and travel in new ways.

ARTIST'S CREDIT

Drum Artwork:
Mark (Kanásh) Porter, Teslin Tlingit Council

# Cultural & Intellectual Property Credits



Forecast: clear
with a chance of
"who's a good boy?"

It's a different world up here.
Learn why at travelyukon.com/winter

Drum Artwork: Mark (Kanásh) Porter, Teslin Tlingit Council

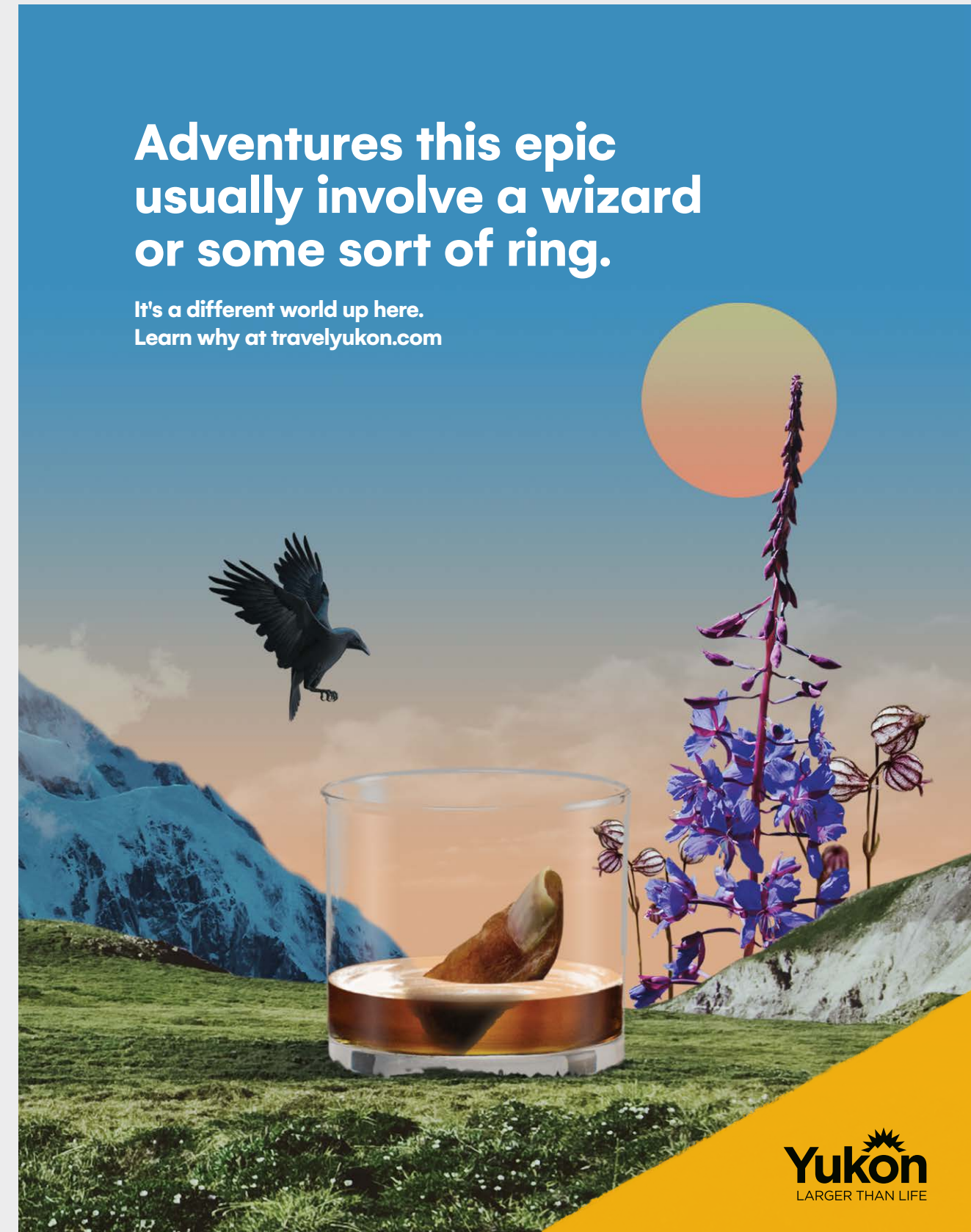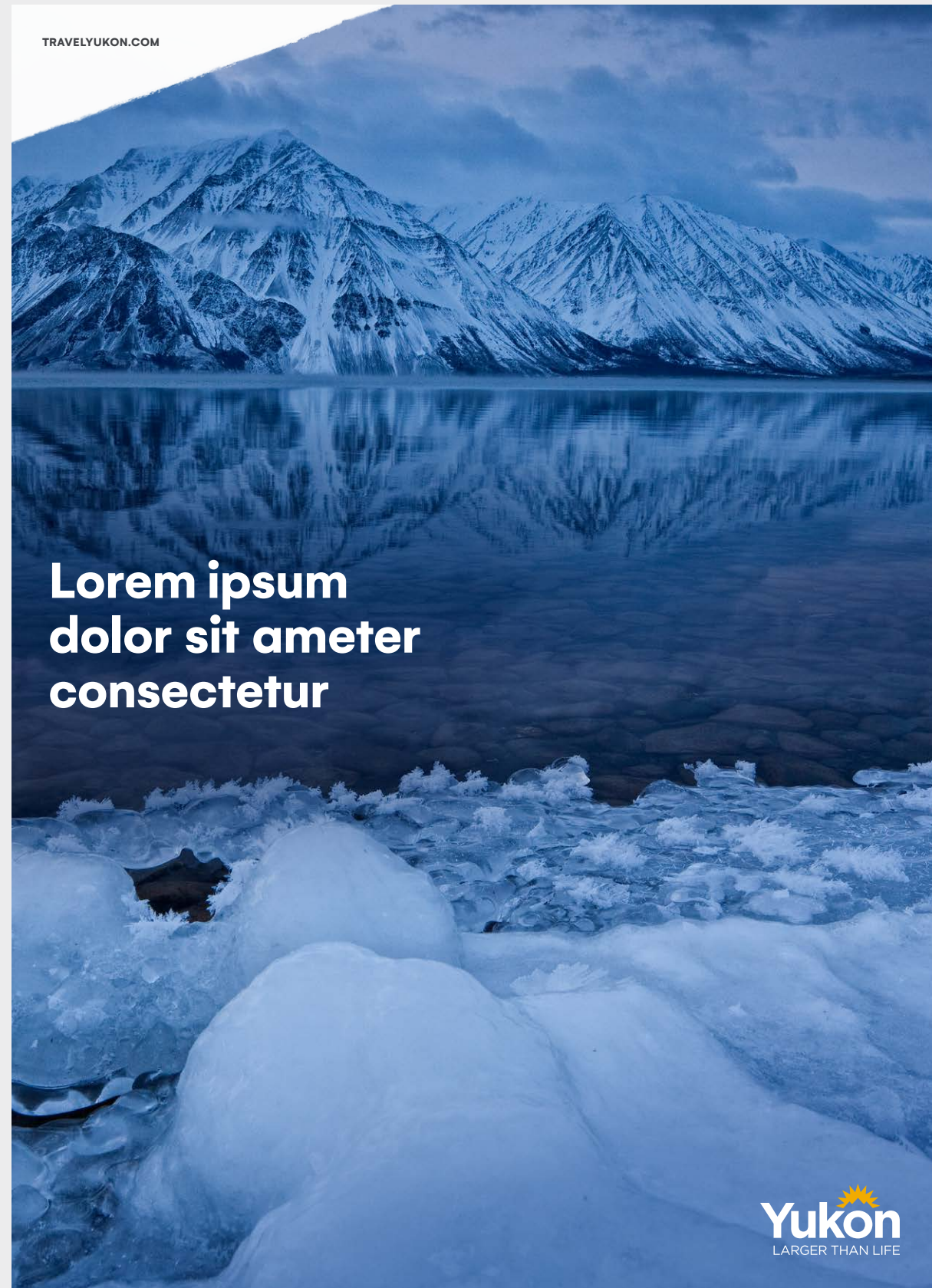ARTIST'S
CREDIT

**APPLICATIONS WITHOUT CAPTIONS**

On assets that don't have a caption, such as a printed poster, include credit information in the image. The caption does not have to stand out, but should be clearly legible should someone wish to read it. Please pay close attention to size and contrast to ensure accessibility.

# Applications

# Applications

# Applications



Discover Year-Round Beauty

TRAVELYUKON.COM

Yukon
LARGER THAN LIFE



Discover Year-Round Beauty

TRAVELYUKON.COM

Yukon
LARGER THAN LIFE
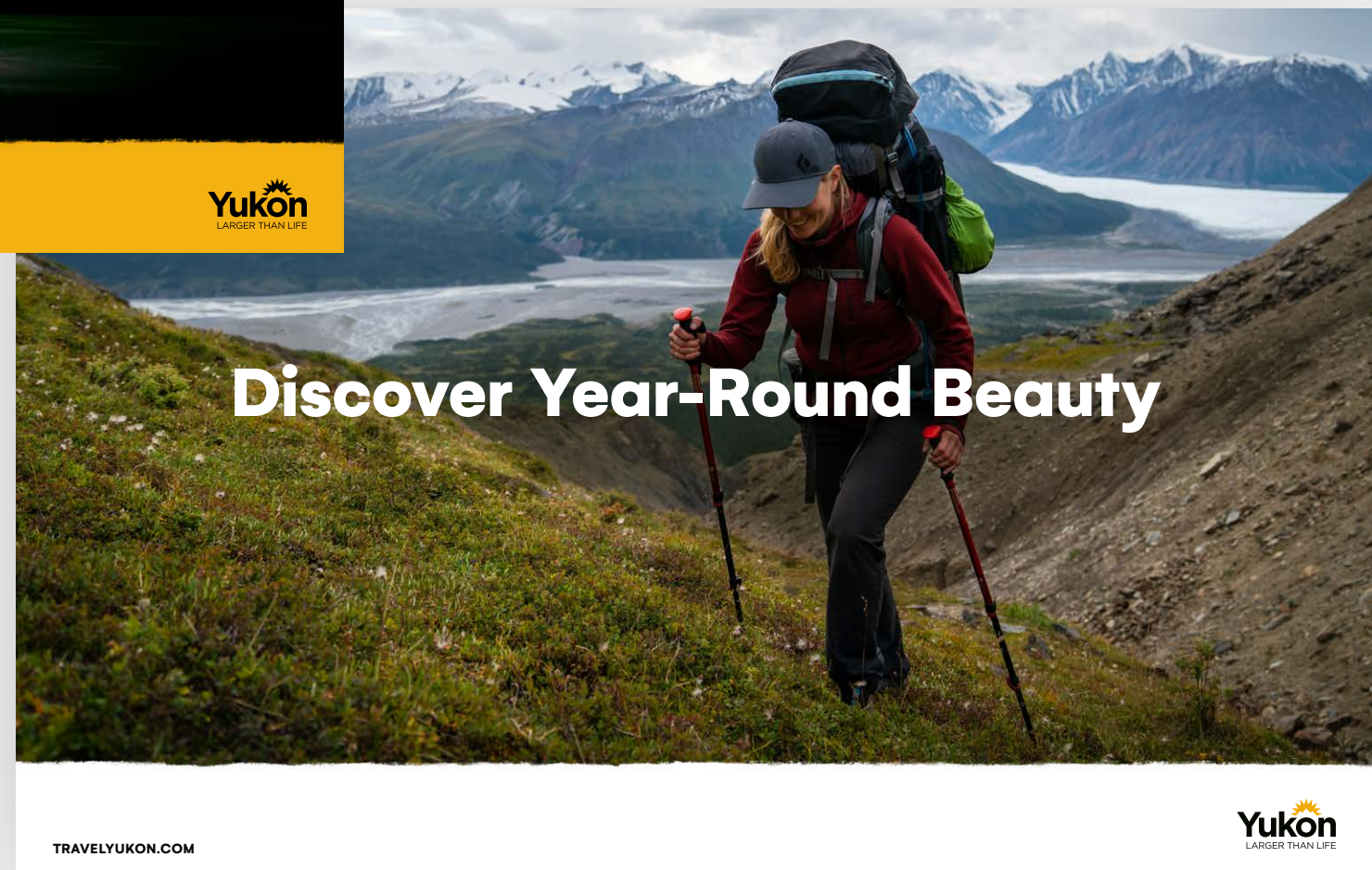
# Applications



Lorem ipsum dolor consecteturs

TRAVELYUKON.COM



Lorem ipsum dolor consecteturs

TRAVELYUKON.COM



Lorem ipsum dolor consecteturs

TRAVELYUKON.COM

# Applications

Adventures this epic usually involve a wizard or some sort of ring.

Forecast: clear with a chance of, "who's a good boy?"

It's just like a fairytale. But if the animals start talking to you, be concerned.

If you were in a movie, this is the part where they'd put the epic music.

Bet you've never...

camped on a site where the night sky is brighter than your fire.

#ExploreYukon

Yukon
LARGER THAN LIFE

Yukon
LARGER THAN LIFE

Yukon
LARGER THAN LIFE

# Appendix

# Appendix: Resources

**ACCESSIBILITY RESOURCES**

Inclusive Design for Social Media

WW3.org Web Content Accessibility Guidelines

WebAIM Quick Reference: Web Accessibility

APA Style: Accessible Typography

Accessibility Guild Accessible Typography Guide

Accessible Web Typography: Design, Application and Technicalities

RGD Access Ability 2: A Practical Guide on Accessible Graphic Design

**PRINT ACCESSIBILITY GUIDELINES**

CNIB Clear Print Accessibility Guidelines

**GENDER INCLUSIVITY RESOURCES**

Gender Inclusive Diversity Analysis (GIDA)

# Appendix: General Icons

**ACTIVITIES**

**BED & BREAKFAST**

**LODGES & CABINS**

**CAMPER & RV**

**CAMPING**

**FERRIES**

**HERITAGE & CULTURE**

**HOSTELS**

**HOTELS**

**MOTELS**

**MOTORCOACH & BUS**

**NATURAL WONDERS**

**RAIL**

**SEASON – ALL**

**SEASON – FALL**

**SEASON – SPRING**

**SEASON – SUMMER**

**SEASON – WINTER**

**TOURING**

**VEHICLE RENTALS**

**WILDERNESS & WILDLIFE**

**GENERAL ICONS**

Icons are available as Illustrator AI in CMYK and RGB colour
breakdowns: Yellow (Y), Black (K), White (wht) and PMS130.
Photoshop PNG in RGB colour breakdown: Black, White and Yellow.

# Appendix: Event Icons

**ARTS**



**FESTIVALS & EVENTS**



**DINING**



**SHOPPING**



**SPORTS**



**MUSIC**



**WELLNESS**



**HERITAGE & CULTURE**



**WILDERNESS & WILDLIFE**



**EVENT ICONS**

Icons are available as Illustrator AI in CMYK and RGB colour
breakdowns: Yellow (Y), Black (K), White (wht) and PMS130.
Photoshop PNG in RGB colour breakdown: Black, White and Yellow.

# Appendix: Experience Guide Icons

**ABOUT**



**AIR SERVICE**



**ARTS**



**ATTRACTION**



**CAMPER & RV**



**CANOEING**



**CRUISES & FERRIES**



**CULTURAL CENTRE**



**DAY TRIPS**



**DINING**



**DOGSLEDDING**



**EXPLORE**



**FESTIVALS & EVENTS**



**FISHING**



**FLIGHTSEEING**



**KLONDIKE GOLD RUSH**



**GOLFING**



**HIKING**



**HISTORIC SITE**



**HORSEBACK RIDING**



**HUNTING**



**ICE FISHING**





**EXPERIENCE GUIDE ICONS**

Icons are available as Illustrator AI in CMYK and RGB colour
breakdowns: Yellow (Y), Black (K), White (wht) and PMS130.
Photoshop PNG in RGB colour breakdown: Black, White and Yellow.

# Appendix: Experience Guide Icons

**INTERPRETIVE CENTRES**

**KAYAKING**

**MOTORCOACH & BUS**

**MOUNTAIN BIKING**

**MUSEUM**

**NORTHERN LIGHTS**

**OUTDOOR EQUIPMENT RENTALS**

**PLAN**

**POWERBOATING**

**RAFTING**

**RAIL**

**SHOPPING**

**SKIING**

**SNOWMOBILING**

**SNOWSHOEING**

**TRAVEL AGENTS & TOUR OPERATORS**

**VEHICLE RENTALS**

**VISITOR INFORMATION**

**WEDDINGS**

**WELLNESS**

**WILDERNESS PARKS**

**WILDLIFE VIEWING**

**EXPERIENCE GUIDE ICONS**

Icons are available as Illustrator AI in CMYK and RGB colour breakdowns: Yellow (Y), Black (K), White (wht) and PMS130. Photoshop PNG in RGB colour breakdown: Black, White and Yellow.
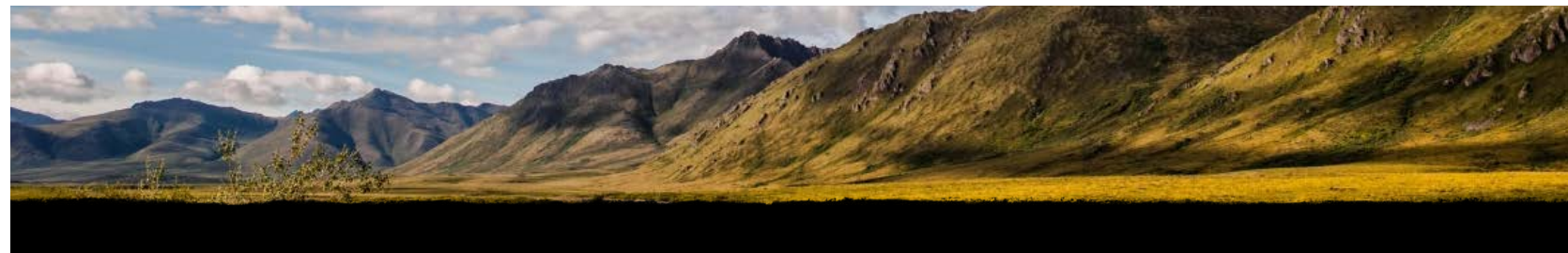
# Appendix

PRINT     TY_Texture_24in_CMYK_300_white



PRINT     TY_Texture_24in_CMYK_300_yellow



PRINT     TY_Texture_24in_CMYK_300_black



**PAPER DEVICE—PRINT**

Paper Devices are available as PSD and JPG at
300 ppi in CMYK white, black and yellow.

When creating large format communications, it is
necessary to tile the paper texture. Do not scale up
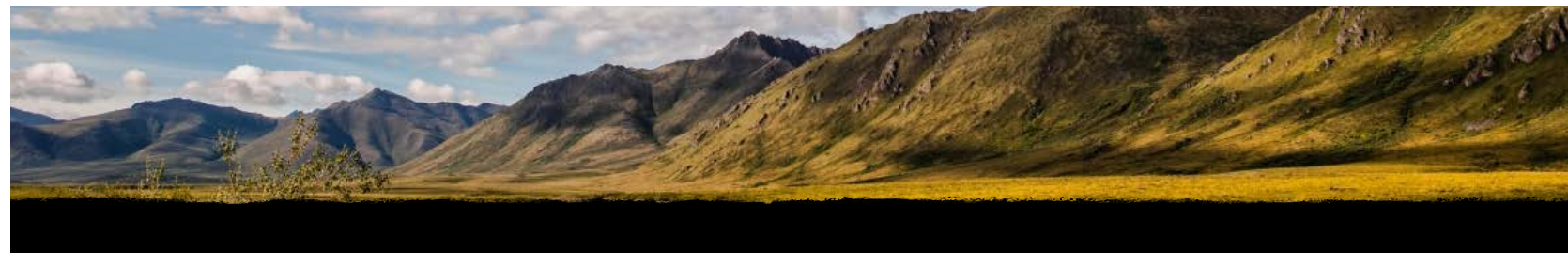as this will result in a loss of resolution.

# Appendix

DIGITAL    TY paper texture 1920px_RGB_white



DIGITAL    TY paper texture 1920px_RGB_yellow



DIGITAL    TY paper texture 1920px_RGB_black



**PAPER DEVICE—DIGITAL**

Paper Devices are available as PSD and transparent PNG at 72 ppi in RGB white, black and yellow.

When creating large format communications, it is necessary to tile the paper texture. Do not scale up as this will result in a loss of resolution.

We hope you find the Brand Standards Manual helpful and easy to use. Please be eco-conscious: don't print this guide unless absolutely necessary.

If you have any questions, please contact the Marketing Unit of the Yukon Government Department of Tourism and Culture:

**Robin Anderson**
Global Marketing Manager
Tourism and Culture

T +1.867.667.3532
E robin.anderson@yukon.ca

For partners who wish to use our logo and content assets as a part of their promotional materials, they can be found here:

W yukonphotos.gov.yk.ca

# Thank You