



Created in the Yukon

Program guidelines for artists and retailers

October 2018



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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**.

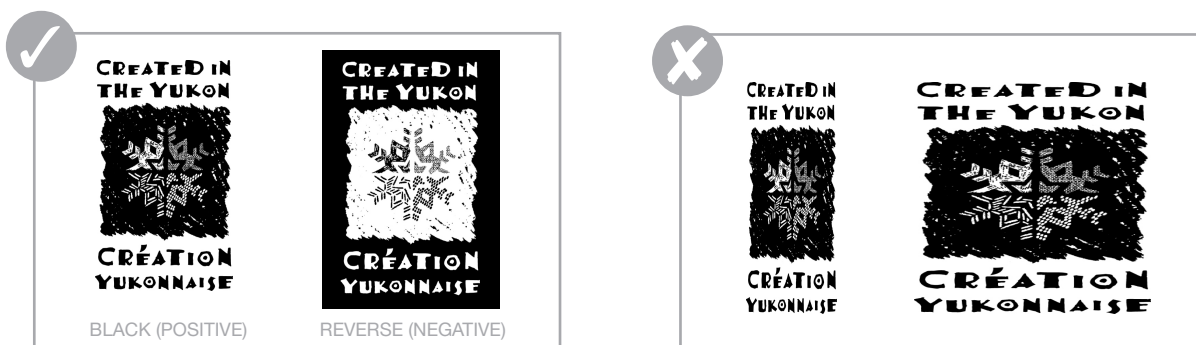
As some products, such as CDs and books, have not actually been manufactured in the Yukon, the snowflake appears with the words *Created in the Yukon* to convey that one or more elements of the product have been “touched by the hand of a Yukon artist or craftsman”. For example, a book may have been written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

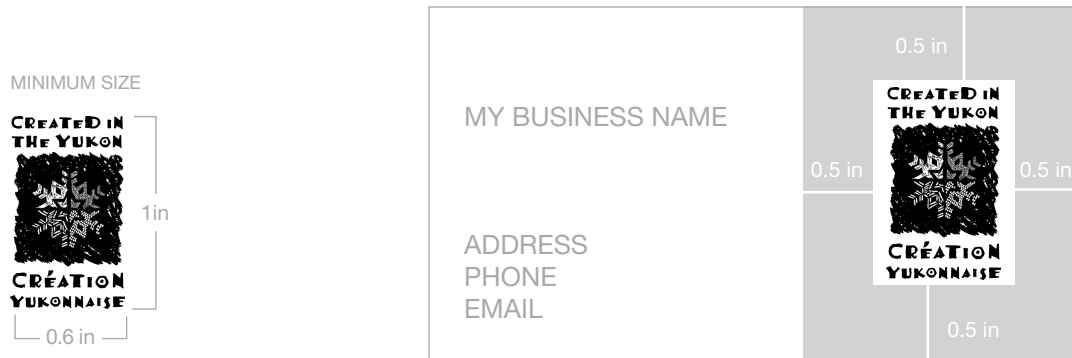
The guidelines set the usage standards for the logo and identity to ensure a clear, consistent visual image for *Created in the Yukon* printed materials. They are not intended to inhibit creativity, nor to address every design challenge, but to maintain a standard of quality for all materials produced.

- 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 the Yukon Chamber of Commerce will co-administer the *Created in the Yukon* program. The Department of Tourism and Culture will supply the various promotional materials to the Yukon Chamber of Commerce, 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 the Yukon Chamber of Commerce to register in 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 at either the Yukon Chamber of Commerce office in Whitehorse, at the Chamber of Commerce offices in the communities or at a specially designated locations in communities where there is no Chamber. 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

Yukon Chamber of Commerce
Waterfront Station
#220-2237 2nd Ave., Whitehorse, Yukon Y1A 0K7
Phone: 1-867-667-2000
Email: office@yukonchamber.com

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

Name		
Business name (if applicable)		
Mailing address	City	Postal code
Phone	Email	
Website		
I am a: <input type="checkbox"/> Artist <input type="checkbox"/> Retailer		
The product(s) which will bear the <i>Created in the Yukon</i> logo are:		
<input type="checkbox"/> Visual arts <input type="checkbox"/> Literary arts <input type="checkbox"/> Performing arts <input type="checkbox"/> Home crafts		
Product details: _____		

The use of this logo on individual artists' product is permitted, providing that the standards of use, in the program guidelines are adhered to. Program guidelines are available from the Arts Section.

I certify that the logo and promotional items I am using as part of the *Created in the Yukon* program will be used only to identify products which have been created in Yukon.

Signature

Print name

YYYY/MM/DD

Date



ORDER REQUEST

Name		Date YYYY/MM/DD
Business name (if applicable)		City
Phone	Email	
I am a: <input type="checkbox"/> Artist <input type="checkbox"/> Retailer		
The product(s) which will bear the <i>Created In The Yukon</i> logo are:		
<input type="checkbox"/> Visual arts <input type="checkbox"/> Literary arts <input type="checkbox"/> Performing arts <input type="checkbox"/> Home crafts		
Product details: _____		

Specify number of each <i>Created in the Yukon</i> product you require:		Number requested
<input type="checkbox"/>	Tent cards for counter display (4"x8", individual)	
<input type="checkbox"/>	Price tags (artists only)	Small (1.5"x 2.5", bundles of 100)
		Large folding(4"x1.75", bundles of 100)
<input type="checkbox"/>	Stickers (artists only)	Small (1.25"x 1.5", bundles of 100)
		Medium (1.75"x1.75", bundles of 100)
		Large (2.5"x 4", bundles of 100)
<input type="checkbox"/>	Paper bags	Small (8"x 4.75" x 10.5", 250/box or individually)
		Large (10"x 5"x 13", 250/box or individually)
<input type="checkbox"/>	Flat paper merchandise bags	Small (7.5"x 10", bundles of 50)
		Medium (11"x 14", bundles of 50)
		Large (15" x 18", bundles of 50)

The use of this logo on a retailers' own promotional material is permitted, providing that the standards of use, in the program guidelines are adhered to. Program guidelines are available from the Arts Section.