



Government of Yukon

Brand standards

One government
One brand



What's new: updates to edition 3.4

Welcome to version 3.4 of the Government of Yukon Brand Standards, published in June 2024.

- On [page 21](#), we've added a list of "don'ts" to the typography guidelines section.
- On [page 22](#), we've added a section on the use of all caps.
- On [page 30](#), we've added additional "don'ts" to the photography guidelines section.
- On [page 31](#), we've added additional information to the illustration guidelines section.
- On [page 32](#), we've updated the guidelines for the aurora.
- On [page 36](#), we've added new auroras to the supporting graphics elements.
- On [page 43 and 44](#) respectively, you'll find new supporting graphics elements: Our Clean Future and Our Path Forward.
- On [page 48](#), we've added examples of what not to do with crop containers.
- On [page 50](#), we've added international business cards to the list.
- On [page 56](#), we've included the option of adding part-time hours to your signature.
- On [page 58](#), we've added samples of new PowerPoint templates.
- On [page 63](#), we've added guidance on what not to do in layouts.
- On [page 64](#), we've added a section on signage.

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Introduction

The Government of Yukon is dedicated to helping Yukoners lead healthy, productive, happy lives.

We have many departments, branches and agencies, each with a specific mandate, and we work together to achieve our overarching goal of serving and supporting Yukoners. This is at the heart of what we do and why we are here – as an organization and as individuals. Every day we seek to accomplish this goal by working in ways that are resourceful, decisive and build confidence. This is the brand we aspire to.

To best support and communicate this brand, we have a unified visual identity and graphic standards. Our visual identity represents our territory and the people who live here and helps us highlight the Yukon's uniqueness, history, culture and strengths.

Our visual identity uses one master logo to help identify all government services, programs, branches, departments and facilities. It reflects the Government of Yukon as a cohesive, unified organization that is working towards one goal: serving Yukoners.

In addition, this visual identity consists of a number of other elements: standard fonts, colour palettes, photography guidelines, tone of voice, supporting graphics and emblems. All these elements work together to establish a clear visual identity for the Government of Yukon and, through consistent application, serve to build credibility and trust.

The purpose of this document is to provide the guidelines and standards that help Government of Yukon employees consistently apply the brand. All government staff are expected to apply these standards in all government communications.

The guidelines and standards in this document are intended to work in conjunction with other key government policies and guidelines. These include:

- the Government of Yukon's corporate communications strategy;
- the Government of Yukon's style guide and digital service delivery guide;
- the government's guidelines on French language communications; and
- our General Administration Manual 1.3 communications policy and 2.13 visual identity policy.

Finally, this visual identity must be much more than a candy wrapper. A brand is how an organization is perceived in the minds of its audience. In order for our audience's perception to align with what we aspire to, all our employees must also ensure they carry out their day-to-day work in a way that reflects the brand.

The visual identity was developed to ensure the public can quickly recognize a Government of Yukon product such as our social media channels.

The Government of Yukon brand

A brand is how an organization is perceived in the minds of its audience. Any brand consists of essential, key attributes including the brand essence, brand character and brand promise.

Essence

The Government of Yukon's brand essence is "serving Yukoners together". This is really the heart and soul of our brand. Serving Yukoners together speaks to our commitment to public service. It reminds us of our duty to the people of the Yukon, while reinforcing the pride staff have in "doing what matters". It also reminds us of the profound importance of working together as Yukoners to advance our shared interests and wellbeing. This means staff working collaboratively together internally, as well as together with communities, organizations and First Nations and other governments.

Character

The brand character describes the aspirational personality of the brand. For the Government of Yukon, this character is resourceful, dependable and decisive.

Resourceful: Yukoners take pride in their resourcefulness and our government reflects that resourcefulness in everything that we do. Resourcefulness means seeing things differently. It means looking for opportunities to progressively improve things and it also means using our funds wisely to ensure the most impact. It implies that we are knowledgeable and wise, but our sense of resourcefulness allows us to bring others' points of view into consideration to share expertise so we can find the best solution together.

Dependable: Yukoners have each other's backs. Our history has shown us the importance of being able to rely on each other. The Government of Yukon understands that our role is to support Yukoners. To be reliable and dependable, which means being approachable, listening to concerns and always following through on our commitments.

Decisive: Yukoners are courageous and bold and take advantage of opportunities that arise. And Yukoners demand this sort of decisiveness from their government. Decisiveness means gathering the right information and then making smart, clear decisions. Our government always seeks to make the best decision, not the easy one.

The Government of Yukon brand

Promise

A brand's promise is about articulating an organization's most fundamental promise to its key target audience. As the government of this amazing territory, we promise all Yukoners that we will exercise our long-term vision, listen, be thoughtfully responsive and effect positive, lasting impacts.

Long-term vision: The Government of Yukon offers thoughtful, measured, long-term solutions to the big issues that face our territory. And we know that real change takes more than an inspiring vision – it also takes clear commitment and conscientious follow-through.

Genuine listening: The Government of Yukon takes the time to hear from Yukoners. Public engagements are not box-ticking exercises – they are important opportunities for our government to better understand the needs of our citizens.

Thoughtful responsiveness: The Government of Yukon responds to the needs of Yukoners. Whether that is sending a quick email or launching a major initiative, we hear the needs of Yukoners, we chart a course to satisfy those needs when we can and we explain our rationale when we cannot immediately take action.

Lasting impact: The Government of Yukon prioritizes efforts that will have lasting and positive impact on our people and the territory. We use our resources – including our time, talent and attention – to effect change for the prosperity and wellbeing of the territory now and long into the future.

Brand architecture

A brand architecture is a holistic framework that organizes brands within an organization, clarifying the relationships of the brands, and ultimately helping an audience relate to a brand. It also provides a direction for brand identity development and design.

While there are many departments, branches and agencies that are part of the Government of Yukon, we are one organization and therefore have one corporate brand.



Brand exceptions

The brand standards were created with the understanding that there be few exceptions to the overall standards.

The brand standards apply to all government departments, government corporations and agents of the Government of Yukon unless specifically exempted under the following rules.

This includes all departments, the Yukon Development Corporation, the Yukon Housing Corporation and the Yukon Liquor Corporation.

Rules for exception:

1. Organizations funded by the Government of Yukon and:
 - a. not an agent of the government;
 - b. an agent of the Yukon Legislative Assembly; or
 - c. an agent of the federal government.
2. A board, agency, corporation or office that needs to maintain a public perception that it is free of conflict of interest with the Government of Yukon and that it is not under direct political control of the government.
3. Where there are requirements to fulfil partnerships for funding or contractual obligations.
4. The retail sales arms of departments, corporations and commissions that are providing tangible retail products and distribution of those products including:
 - a. retail sales of liquor;
 - b. retail sales of cannabis; and
 - c. retail sales of lottery tickets.

5. Social marketing and advertising campaigns of a limited time (typically, less than five years) may be submitted in advance to the Communications Management Committee (CMC) for a modification to the brand standards where the full implementation of the brand standards may negatively affect the effectiveness of the campaign. This includes the advertising of goods on behalf of a producer.

Partial implementation:

6. Special consideration for schools, museums or programs and branches working with First Nations where using just the Government of Yukon logo would overshadow the cooperative nature of the initiative. These programs would need approval for exception status and would still use the Government of Yukon logo. The logos would not be presented in a “lock-up” orientation but would both be present on the document.

Departments, branches and other parts of the government that believe they meet one of these exceptions can formally apply to the Communications Management Committee for review.

Brand elements: overview

Our brand uses key elements to convey our positioning. These elements include our logo, fonts, colour palettes, photography guidelines, graphic elements and other emblems.



Brand elements: tone of voice

The tone of voice of our communications helps reflect our unified brand. Staff should adopt a clear and consistent approach to all our written materials. We want to leave Yukoners feeling confident, assured, heard, included and empowered.

There are three main ways to help us use our tone of voice whenever we communicate with people. We use:

- plain language;
- inclusive language; and
- a consistent style.

For more guidance on this style and approach see the Government of Yukon style guide.

In addition, whenever we can, we will refer to ourselves as the Government of Yukon rather than by the department or branch we are in. This is clearer for the public and helps communicate that we are one government with the common goal of serving Yukoners.

This means we never give our departments individual names such as “Environment Yukon” or “Yukon Education.”

Brand elements: logo

The Government of Yukon logo is our key visual element. We use it across all of our public facing products to identify the role of our government in facilities, services and programs.

The logo consists of two elements: the Yukon wordmark and the icon of the sun bursting out from behind a mountain peak.

This brand element drew its inspiration from the previous Travel Yukon logo, which we brought into our government's unified brand. Through a subtle refresh, it evokes the majesty of our territory's landscape, speaks to the vision of our government today and inspires a sense of pride and empowerment.



master logo



Reverse application



Reverse colour application



Solid application

Brand elements: logo file formats

Encapsulated postscript (EPS)

EPS is a vector format that can be scaled infinitely without losing image quality. This is the preferred version and must be used for offset printing.

Applications: signage, print ads, flyers, and other print collateral materials

Scalable vector graphics (SVG)

SVG is an XML-based vector image format for two-dimensional graphics with support for interactivity and animation.

Applications: website, animation



Portable network graphics (PNG)

PNG is a raster graphics file format for digital imaging, web applications and electronic templates. Raster formats have a fixed resolution which means that if the image is increased in size, the image will degrade, losing detail and appearing unsharp or out of focus.

PNGs are the preferred format over JPGs as they allow transparent backgrounds for easy placement over coloured areas.

Applications: web ads, social media, Word documents, PowerPoint presentations



Brand elements: logo protective space

One logo application

Also known as the minimum exclusion area, the protective space is the area around the logo into which no type or other element should encroach.

For right and left sides of the logo the minimum protective space is equal to the height of the “n” from the logo. For the top and bottom sides the protective space is equal to the width of the stem of the same “n” element.

See the diagram for placement.



Brand elements: logo minimum sizes

Print

To protect the integrity and impact of the Government of Yukon logo it should never be reproduced smaller than 0.7" (17.78 mm) wide.

Web

For web use, wherever possible the Government of Yukon logo should not be shown in a size smaller than 50 pixels.



Brand elements: logo application dos

To preserve the integrity of the Government of Yukon logo, it is vital to use it correctly. To the right are examples of how the different versions of the logo should be used in various applications to ensure legibility.

It is important that the logo is used in its original form. Always place it on a plain background that gives enough contrast for the logo to be easily read. If there is not enough contrast, use the black or white logo.

Colour applications



Colour versions of the logo should be used on white or light coloured backgrounds.

Restrictive colour applications



Solid black version of the logo should be used on white or light backgrounds for black and white applications.

Tonal variation



The logo should only be applied to areas that are not too busy or that do not contain much tonal variation.



Reverse (colour) versions of the logo should only be used on mid-range to dark coloured backgrounds. This is the preferred version for reverse applications.



Reverse (white) versions of the logo should be used on black or dark backgrounds for black and white applications, or when the reverse colour version is not appropriate.



When necessary the logo should be placed in the least cluttered area of the image.

Brand elements: logo application don'ts

It is important to preserve the integrity of the logo – no versions of the logo must be altered or misused. To the right are examples of how different versions of the Government of Yukon logo should not be used in different applications.

The wordmark and the icon should never be separated and used in isolation.

The logo must never appear as part of the title of a publication.



Do not place the logo over busy backgrounds which make the logo illegible.



Do not use a holding device or shape to contain the logo.



Do not use the logo on colours that are too similar in tone or hue, that clash or cause the logo to visually vibrate. In this situation use the reverse (white) version.



Do not squish the logo. Use only with original proportions.



Do not change the colour of any of the elements within the logo.



This includes the placement of the primary colour palette within the logo.



Do not add any drop shadow to the logo.



Do not include any department, branch or program name with the logo.



Do not use low resolutions files of the logo.

Brand elements: additional logos

The Government of Yukon's master logo has three additional versions that can be used in specific contexts. These are the international, travel Yukon and Premier and Ministers versions of the master logo.

International



This version of our master logo helps place the Government of Yukon's brand in an international context. It should only be used outside of Canada.

Canada Red:

SPOT: Pantone 032
CMYK: 0 / 100 / 100 / 0
RGB: 235 / 45 / 55
HEX: #FF0000

Travel Yukon



The government has developed this version of the master logo that speaks directly to visitors outside the territory. This logo, with the tagline "larger than life" underneath, must only be used for tourism marketing or by the external tourism industry.



Premier and Ministers (Lock-up with the Yukon Coat of Arms)



The Yukon Coat of Arms has specific restricted use. The coat of arms appears with the Yukon logo in specific executive level applications (Office of the Premier and Ministers). The coat of arms does not stand alone except when it is used on the Yukon flag, as a symbol for the territorial judiciary or the Yukon Legislative Assembly, or for special use by the Office of the Premier. See General Administration Manual policy 2.13.

Coat of arms minimum size:

In order to maintain recognition and legibility, do not display the coat of arms smaller than 1/4" (0.635 cm) in width.

Brand elements: typography

Typography plays a key role in the Government of Yukon's brand identity. The typeface is intended to portray a modern, clean image that is friendly, open and highly legible. The typography standards that follow have been developed to provide typographic consistency, while maintaining a certain degree of flexibility to suit a wide range of applications.

In designed materials, only use the primary and secondary fonts.

All of these fonts are open source and are available to anyone to use at no cost to the user.

Primary fonts

The brand has three primary fonts. These are for use in print and digital materials, brochures and all designed applications.

Use Montserrat in headers, large display text, highlighting and callouts.

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat

Nunito Sans is a light and easy to read font for body copy, tables and side bars.

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Nunito Sans

Aleo is a strong, professional and warm slab serif for use in smaller titles, highlighting, as well as a secondary body copy font at the discretion of the graphic designer.

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aleo

Brand elements: typography

Secondary fonts

You can only use Arial or Helvetica as a secondary font if Montserrat, Aleo and Nunito Sans are not available.

Sometimes words from other languages are used in our communications materials. An example of this is words from Yukon First Nations languages.

In order to display the text properly, sometimes a special font is required. Please contact visual.design@yukon.ca to ensure you are using the correct font.

The most common uses for these secondary fonts are email, PowerPoint and Microsoft Word files (such as a typed letter or report). Forms will use Helvetica.

The brand fonts Montserrat, Nunito Sans and Aleo are installed on all government computers and work well internally. However they are not likely installed in other organizations' or private citizens' computers, so when used in email for outside of government these fonts will be converted to another font like Times Roman, which is not our brand.

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica

Brand elements: typography

Typography don'ts

Do not add drop shadows to text.

Do not change vertical and horizontal scale of text.

Do not add special effects to text.



Do not add any drop shadow to text.



Do not add special effects to text.



Do not change vertical and horizontal scale of text.



Do not add special effects to text.

Brand elements: typography

Use of capitals in advertising, posters and pamphlets

An appropriate use of typographical styles is an important component in presenting the Government of Yukon as approachable and friendly. One element of the typographic toolbox to be used with care is putting words completely in capitals ("all caps").

There's ongoing discussion about and study of the legibility of all caps, with common wisdom suggesting that mixed case (using both upper and lower case) allows readers to much more quickly recognize letters. That contrast is lost with all caps, making the reader have to work harder to recognize all of the letters, which can be especially problematic when more than a single word is in all caps.

Wrong



Right



Brand elements: typography

In addition, many people see all caps as a visual equivalent of an aggressive speaker – placing it stylistically outside of the intent of our brand standards. Take, for example, the word “warning”. When written in all caps, WARNING is eye-catching and alarming – communicating urgency. When written as Warning, it can be interpreted as an advisory. In most cases, the latter is desirable in publications – while the former is appropriate on signage or on labels on dangerous products.

Recommended guidance for the brand standards:

All caps should not be used

All caps should not be used in titles, introductory text, pull-quotes or body copy.

All caps may be used

The use of all caps is permissible for extremely short sub-headers, helping to create a visual break and emphasize a hierarchy of content.

Wrong



Right



Brand elements: colour and palettes

Our colour palettes support our logo and other visual elements in identifying our brand.

You can only use colours from these palettes.

Primary colour palette

The primary colour palette consists of two base colours. Listed to the right are the different specifications for the palette in Pantone, CMYK (four-colour process), RGB and hexadecimal values. This colour palette must be reproduced accurately to ensure consistency across all materials.

Secondary colour palette

The secondary colour palette offers designers considerable latitude in reflecting the various moods and landscapes of the Yukon. Each colour variation is strong enough to hold the logo in a variety of applications.



BLACK

SPOT: **Pantone Process Black C**
CMYK: **0 / 0 / 0 / 100**
RGB: **0 / 0 / 0**
HEX: **#000000**

MIDNIGHT SUN

SPOT: **Pantone 130 C**
CMYK: **0 / 32 / 100 / 0**
RGB: **242 / 169 / 0**
HEX: **#F2A900**

BRYUM MOSS

SPOT: **Pantone 377 C**
CMYK: **50 / 1 / 100 / 20**
RGB: **122 / 154 / 1**
HEX: **#7A9A01**

RIVER BLUE

SPOT: **Pantone 7711 C**
CMYK: **98 / 0 / 28 / 4**
RGB: **0 / 151 / 169**
HEX: **#0097A9**

ZINC

SPOT: **Pantone 7477 C**
CMYK: **86 / 29 / 21 / 67**
RGB: **36 / 76 / 90**
HEX: **#244C5A**

TWILIGHT

SPOT: **Pantone 5115 C**
CMYK: **51 / 91 / 21 / 70**
RGB: **81 / 42 / 68**
HEX: **#512A44**

LICHEN

SPOT: **Pantone 1665 C**
CMYK: **0 / 79 / 100 / 0**
RGB: **220 / 68 / 5**
HEX: **#DC4405**

Brand elements: colour and palettes

As a standard use the brand colours at full colour, 100% opacity. Tints of the colour palette may be used at the discretion of the graphic designer.



Brand elements: partnership logo positioning

When the Government of Yukon is the project lead

The Government of Yukon logo must appear on all publications that are produced by the government, including digital ads and images on social media, print ads, brochures and posters.

When the Government of Yukon's logo appears with partnership logos, the Government of Yukon's logo must be on the left if appearing in a lateral arrangement or on top if logos are presented in a top to bottom arrangement. The logo must be in colour if at least one of the other partner's logo is in colour.

If the partnership logo is in black and white, then the Government of Yukon's logo must be in black and white.

When the Government of Canada's logo appears with the Government of Yukon's logo, the Government of Canada's logo takes precedence and will appear to the left of or above the Government of Yukon's logo, depending on the arrangement. Apply the same rules for colour as above.

The Government of Yukon's logo must be about the same size as the logos alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm). If you do not think you can follow this rule, contact visual.design@yukon.ca for guidance.

Perfect alignment between logos may be difficult to achieve if the logos are different shapes but no logo should be noticeably bigger than any others.

If the document belongs to the Government of Yukon or is a joint project where the Government of Yukon is the lead, then the full brand must be applied.

NOTE: Do not include logos from companies who provide us services as it could be seen as promoting a private organization.



Brand elements: partnership logo positioning

When the Government of Yukon is a partner but not the project lead

When the Government of Yukon is not the project lead, you only need to make sure the logo is used. No other branding should be applied. The lead partner's logo will appear before the Government of Yukon's logo.

If the partnership logo is in black and white, then the Government of Yukon's logo must also be in black and white. However, the logo must be in colour if at least one of the other partner's logo is in colour.

Whenever the Government of Canada's logo appears with the Government of Yukon's logo, the Government of Canada's logo takes precedence and will appear to the left of or above the Government of Yukon's logo, depending on the arrangement, even if neither the Government of Canada or the Government of Yukon are the lead. Again, the logo must be in colour if at least one of the other partner's logo is in colour.

The Government of Yukon's logo must be about the same size as the logos alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm). If you do not think you can follow this rule, contact visual.design@yukon.ca for guidance.

Perfect alignment between logos may be difficult to achieve if the logos are different shapes but no logo should be noticeably bigger than the others.

When the Government of Yukon is a sponsor

If all other sponsor logos are in black and white, then the Government of Yukon's logo must be in black and white. However, if at least one other logo appears in colour, then the government's logo must also be in colour.

In this case, there are no rules regarding the placement of the government's logo, though it must be about the same size as the logos appearing alongside it, with the Government of Yukon logo never being smaller than .7" (17.78 mm). If you do not think you can follow this rule, contact visual.design@yukon.ca for guidance.

Perfect alignment between logos may be difficult to achieve if the logos are different shapes, but no logo should be noticeably bigger than the others.

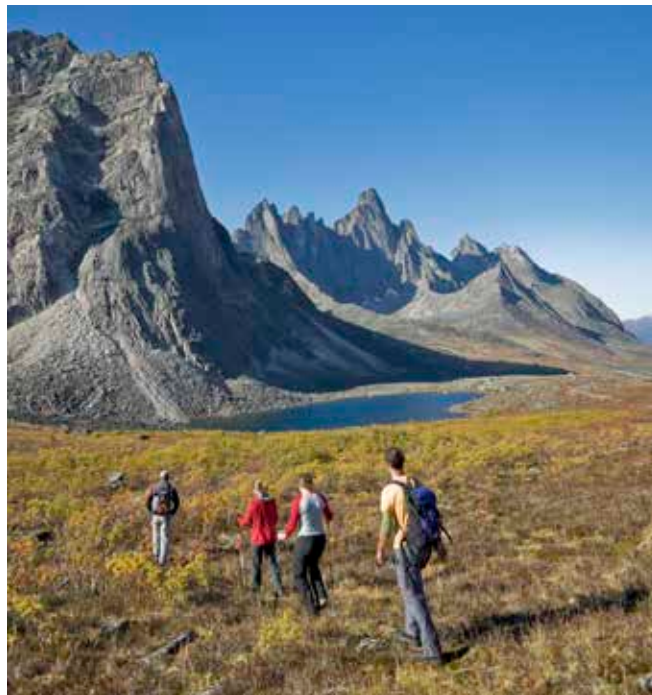
Brand elements: photography guidelines

Photography is another central visual element of our brand. Like all visual elements, use of photography in our communication materials should leave Yukoners feeling confident, included and empowered.

To achieve this, photography should:

- be current;
- be authentic;
- reflect our territory as it is today;
- reflect our territory's many cultures and diversity;
- be of a consistent visual quality; and
- be of appropriate resolution for the media it will be used in.

A source for Yukon photos is the Tourism Yukon Media Library located at yukonphotos.gov.yk.ca.



Brand elements: photography guidelines

Original vs. stock photography

Whenever possible, use original Yukon imagery. This will add to the authenticity of the story and develop the visual strength of our brand.

In the event that original photography does not exist or cannot be used or created to help tell a specific story, stock photography can be used.

When selecting stock imagery, make sure it can co-exist seamlessly alongside original Yukon photography. Environment-based stock imagery may be necessary to use when telling a broader story.

Photography don'ts



Do not use images with clichéd points of view.



Do not use images with special effects.



Do not create illustrations from photography.



Do not use images shot from extreme angles.



Do not use artificially colourized imagery.



Do not use images or models that look overly staged or posed.



Do not use faded images or insert them as watermarks.



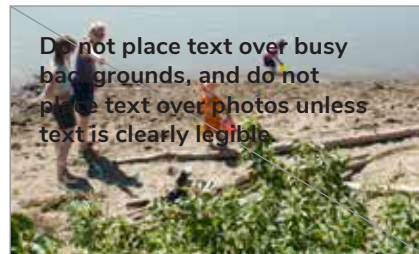
Do not use clichéd metaphorical imagery.



Do not use images that are not distinctly Yukon.

Brand elements: photography guidelines

Photography don'ts



Do not place text over busy backgrounds, and do not place text over photos unless text is clearly legible.

Do not place text over busy backgrounds or photos unless it is clearly legible – for example, against a clear sky.



Do not add drop shadows to images.



Do not add gradients to images, or replace crop containers with gradients.

Brand elements: illustration guidelines

Illustrations are another central visual element of our brand. They can be used when original photography does not exist or cannot be used to help tell a specific story.

Illustrations can:

- match the tone and mood of your product and be especially helpful in evoking a specific emotion or feeling;
- give a less formal feel to a designed product;
- be generic rather than portraying specific people doing specific things;
- be used to explain an idea or concept, whether abstract or realistic;
- communicate text-based information, such as an infographic;
- be eye-catching and engaging in a unique way;
- be a cost-effective substitute when photography does not exist; and
- provide a great deal of creative scope as the creative boundaries are virtually limitless.

Illustrations should:

- adhere to YG colours whenever possible; and
- adhere to YG colours when in vector format.

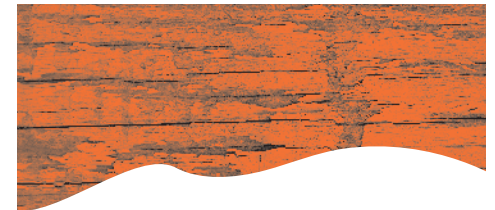
If you are having trouble deciding between a photo or an illustration, here are some questions to consider:

- How important is realism?
- Would a realistic photographic treatment be more effective to communicate with your audience or are there benefits to using an illustrative style, such as a drawing, painting or infographic?
- Are there existing assets in the Government of Yukon's photo library that you can use?
- If pre-existing photography is not available, do you have money in your budget to hire a photographer?

If you are still having trouble deciding, contact visual.design@yukon.ca for guidance. Apply the same rules for illustration as for photography on page 26. Never use clip art-style imagery because it looks unprofessional and of low quality.

Textures

Do not use textures, watermarks or overlays. When working with colour blocks, only solid colours should be used.



Exception: you may use any of the supporting elements in the background.



Brand elements: supporting graphics

Aurora

The aurora graphic plays a lead role in the Government of Yukon brand. It can be used in any internal and external government products.

The soft waves of the aurora branding balance the rugged edges of the Yukon's mountainscape and can be adapted to represent other elements of this territory such as people, wildlife and the environment. The aurora is one of several supporting graphics you can use.

Supporting graphics can only be flipped vertically and cannot be modified, including modifying their colours.

You can use the aurora graphic as is or you can use smaller sections to meet your design needs. Use the aurora in full colour, all black, all white, greyscale or tone-on-tone applications. If you are using full colour, do not modify the individual colours.

Never use supporting graphics as part of the title of a publication. Similarly, do not decrease the size of a supporting graphic to the point where it looks like a logo. Do not add drop shadows to supporting graphics, and do not use supporting graphics as a watermark.



Minimum sizes for supporting graphics are the same as the logo:

Print
0.7" (17.78 mm) wide.

Web
50 pixels.

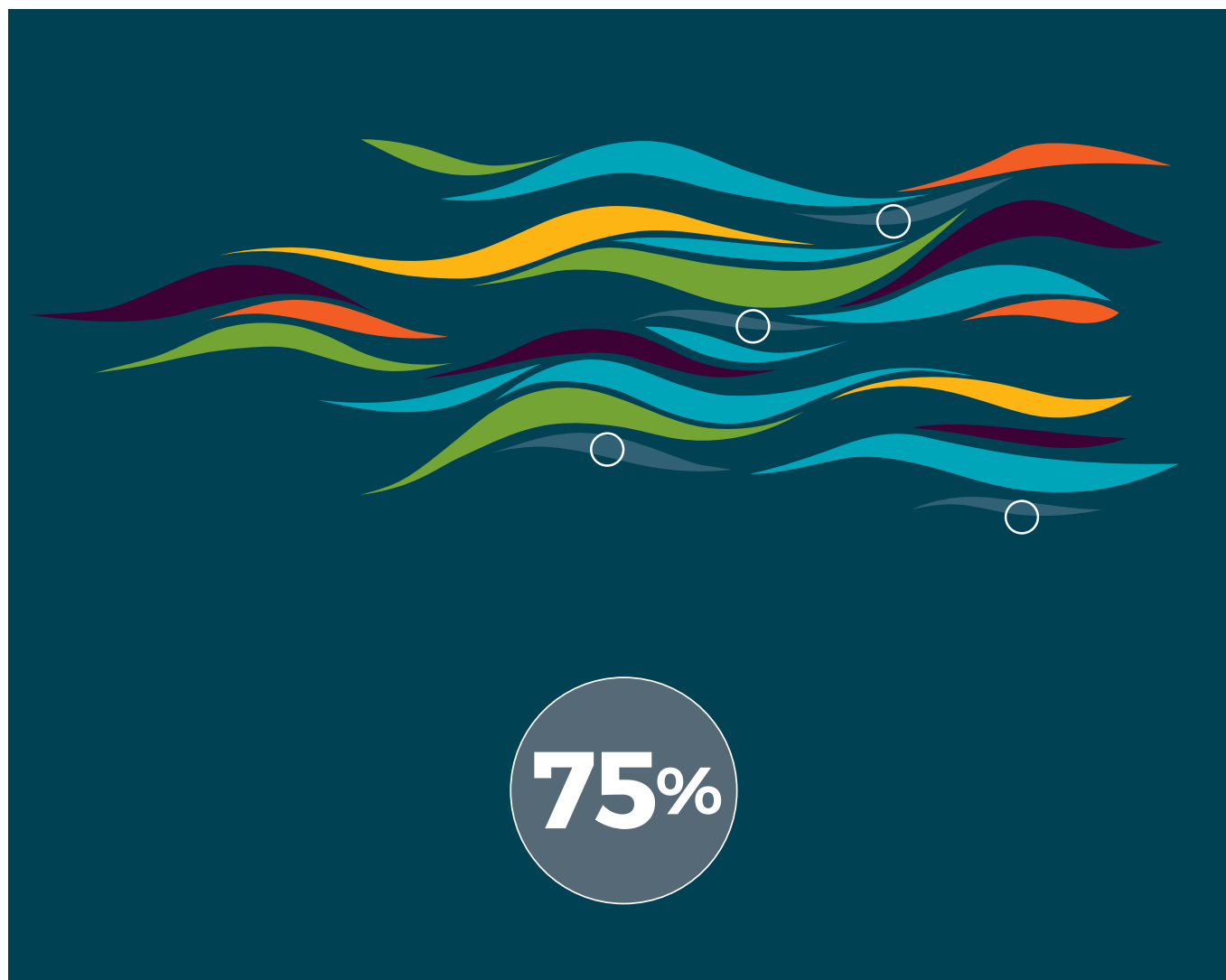
Note: This works for business cards, envelopes, and email signatures, but in larger formats, supporting graphics can shrink to look like just a logo or part of it.



Brand elements: supporting graphics

Aurora

The aurora graphic consists of every colour in the secondary colour palette of the Government of Yukon brand. Aurora can be used on any brand colour background by adjusting the corresponding foreground colour to 75% (or by using the supplied aurora from the brand kit).



Brand elements: supporting graphics

Aurora on coloured backgrounds

Here is what the aurora will look like when placed on a coloured background. As noted on the previous page, the corresponding foreground colour must be set to 75%.



Brand elements: supporting graphics

Aurora greyscale used on white, black and greyscale.

All previously-stated rules in the supporting graphics section apply.



Brand elements: supporting graphics

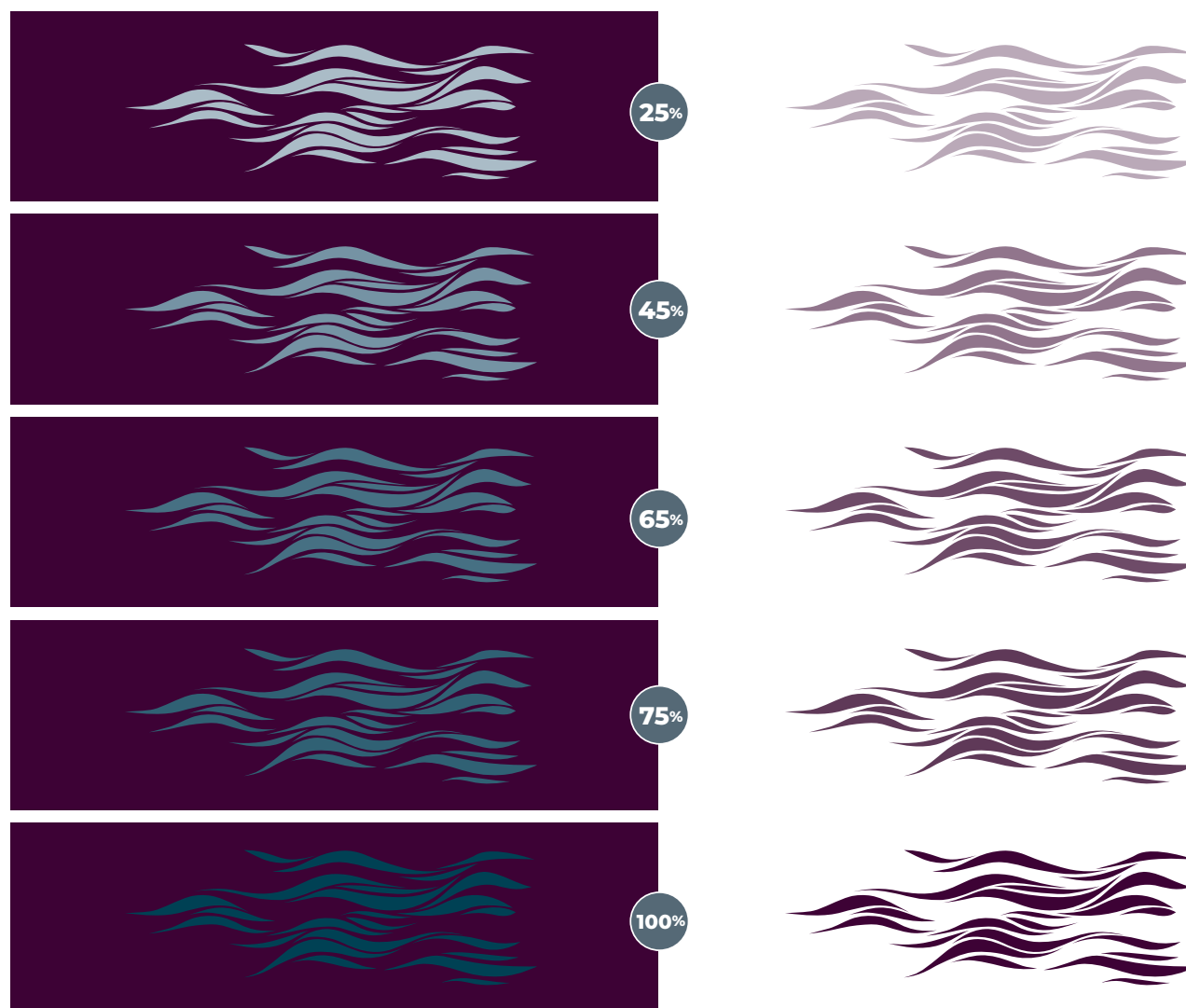
New auroras in one colour

Some of the new auroras in Zinc and Twilight, placed on white and Twilight backgrounds using our branding colour palette.

The new auroras also come in Midnight Sun, Lichen, Bryum Moss and River Blue, with tints ranging from 15% to 100%, graduating every 10%.

Greyscale versions of the new auroras are also available, ranging from 15% to 100% and graduating every 10%.

All previously-stated rules in the supporting graphics section apply.



Brand elements: supporting graphics

New auroras in one colour and various tints

Greyscale versions of the new auroras are also available.

All previously-stated rules in the supporting graphics section apply.



Brand elements: supporting graphics

Spirit flame

In some instances the aurora graphic may need to be rotated 90 degrees to be used in vertical applications. When a designer uses it vertically it becomes the “spirit flame.”

All previously-stated rules in the supporting graphics section apply.



Brand elements: supporting graphics

Additional elements

There are many themed elements that you can use to enhance the brand.

All previously-stated rules in the supporting graphics section apply.

Supporting graphics can only be flipped vertically and cannot be modified. Do not extract portions or use impositions. Do not modify colours.

If none of these elements fits your needs there is a process for requesting new elements: see page 37 for more information.

Agriculture



Arts



Business



Brand elements: supporting graphics

Connections



Construction



Education



Brand elements: supporting graphics

Energy



Environment



Forestry



Brand elements: supporting graphics

Generations



Hiking



Justice



Brand elements: supporting graphics

Kayaking



Mining



Our Clean Future



Brand elements: supporting graphics

People



Shelter



Supporting Yukoners
On Our PathForward



Brand elements: supporting graphics

Time



Transport



Wildlife

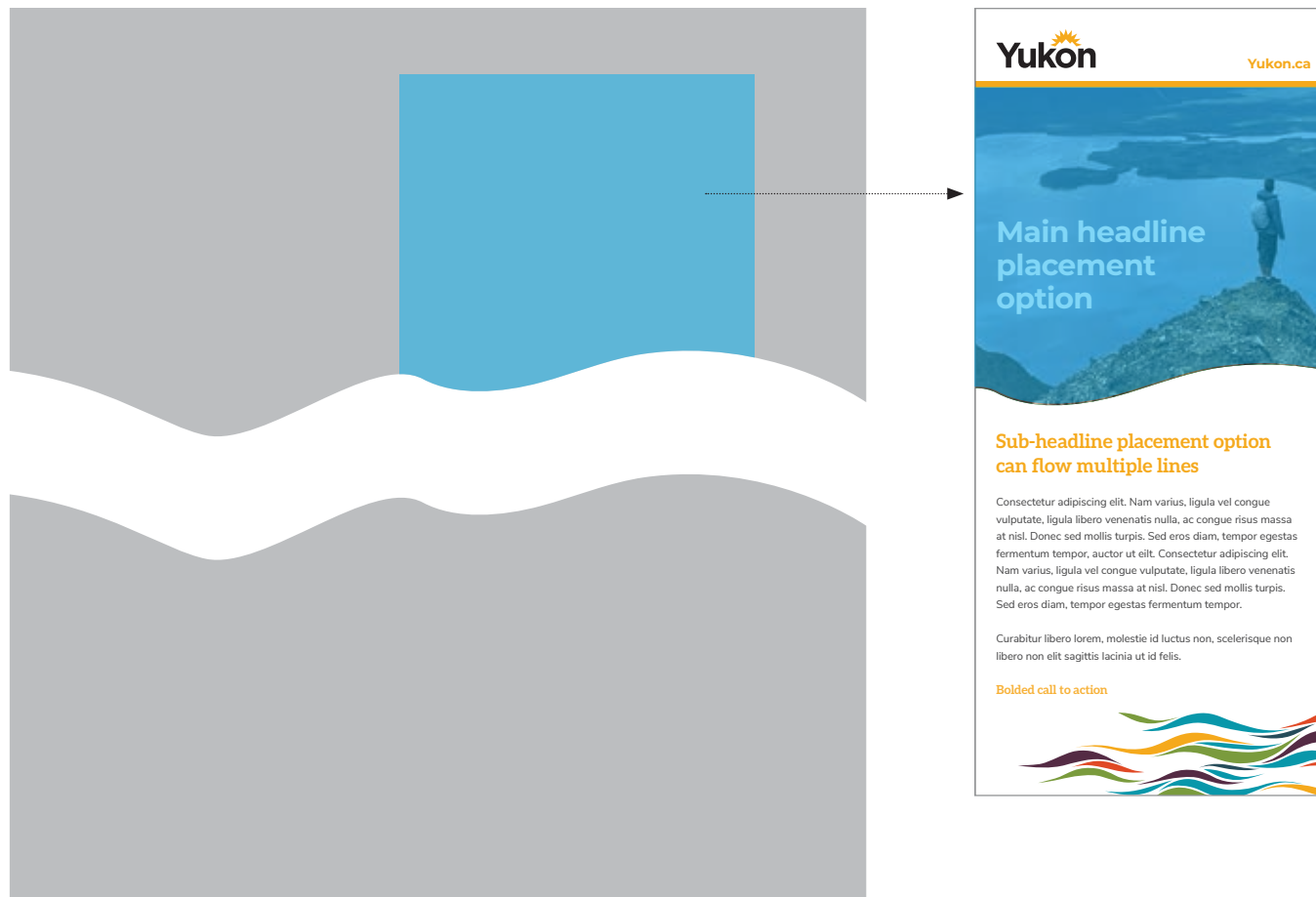


Brand elements: supporting graphics

Aurora-inspired cropping

The brand elements allow photos and solid colour blocks to be framed using the aurora-inspired cropping.

The grey containers below can be cropped in any manner that best suits the layout of your product, as well as filled with a photograph or any solid colour from the colour palette. Stretching the containers proportionally is permitted. Use of these elements are at the discretion of the graphic designer.



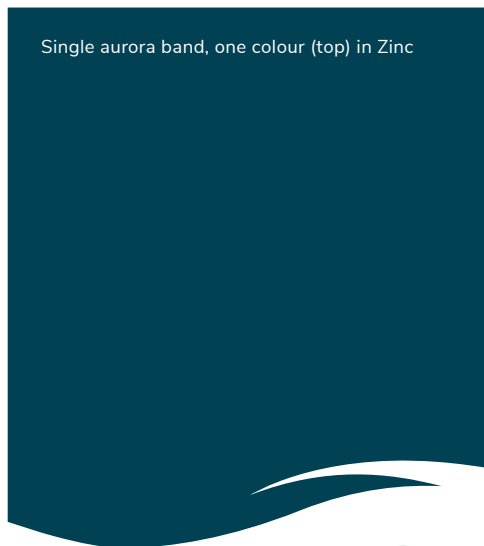
Brand elements: supporting graphics

Single and double aurora band cropping

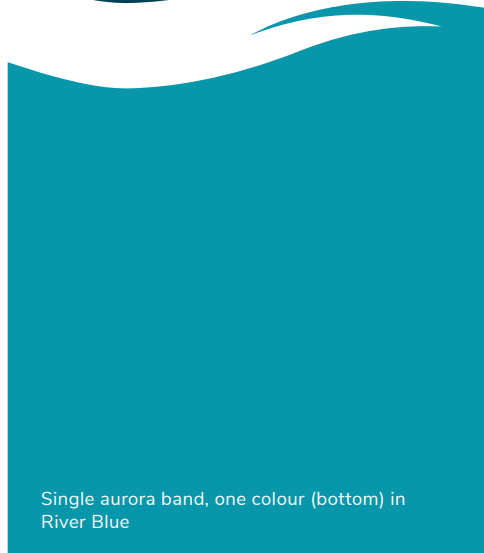
These brand elements allow you to frame photos and solid colour blocks with the single and double aurora band crop containers.

You can use this container at the top or bottom of your document but you must not flip, invert or rotate it. You can stretch the containers proportionally.

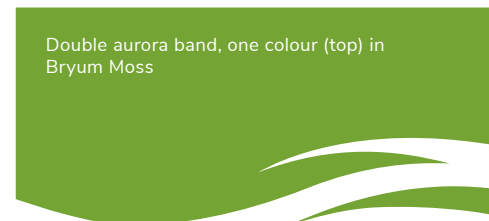
Single aurora band, one colour (top) in Zinc



Single aurora band, one colour (bottom) in River Blue



Double aurora band, one colour (top) in Bryum Moss



Double aurora band, two colour (top) in Midnight Sun and River Blue



Double aurora band, two colour (bottom) in Twilight and Lichen



Double aurora band, one colour (bottom) in Lichen



Brand elements: supporting graphics

Single and double aurora band cropping don'ts

Here are examples of flipped, inverted, rotated and disproportionately stretched aurora band crop containers.

In the example to the immediate right, the Zinc aurora band crop container has been inverted in Photoshop – that is, the colour has been reversed and the resulting colour is not a Government of Yukon brand colour.



Single aurora band, one colour (top) in Zinc, vertically flipped



Double aurora band, one colour (top) in Bryum Moss, horizontally and vertically flipped



Double aurora band, one colour (bottom) in Zinc, inverted.



Double aurora band, two colour (top) in Midnight Sun and River Blue, vertically flipped



Single aurora band, one colour (bottom) in River Blue, rotated



Double aurora band, one colour (top) in Bryum Moss, rotated and disproportionately stretched



Double aurora band, two colour (bottom) in Twilight and Lichen, vertically flipped



Double aurora band, one colour (bottom) in Lichen, horizontally flipped

Brand elements: new supporting graphics approval process

Any new graphic will be available for anyone in the Government of Yukon to use, not just a particular program or department.

If none of the supporting graphics fits your needs follow this process for developing new graphics:

- Write a rationale for why you need a new supporting graphic and what it might look like.
- Send your request to the Executive Council Office at eco-digital@yukon.ca.
- If your request is approved, you can go ahead with getting the new supporting graphic designed. You are responsible for paying for the design work.
- Do not commission any design work before you get approval.
- The new supporting graphic must be the same style as other supporting graphics.
- The new supporting graphic must be generic enough to be used throughout the Government of Yukon as anyone in the government will be able to use it, not just your program or campaign.
- Executive Council Office (ECO) will add the new supporting graphic to the brand standards book and make it available to staff and designers.

- Once approved you must provide a package of 46 final files for each new supporting graphic to visual.design@yukon.ca:
 - Two CMYK files (EPS and PDF)
 - Two Pantone files (EPS and PDF)
 - Two RGB files (SVG and PNG)
 - Two black and white files (EPS and PDF)
 - Two reverse black and white files (SVG and PNG)

Include the following files for each of the six brand colour (Lichen, Bryum Moss, River Blue, Midnight Sun, Twilight, Zinc).

- CMYK two files (EPS and PDF)
- Pantone two files (EPS and PDF)
- RGB two files (SVG and PNG)

Brand elements: applications

Business card

You can order business cards through Acquisition Services and Planning. Contact their operations support person for assistance.

A standard business card format is used for all government personnel, including Deputy Ministers.

The Premier and Minister business card format is only for use by Premier and Ministers.

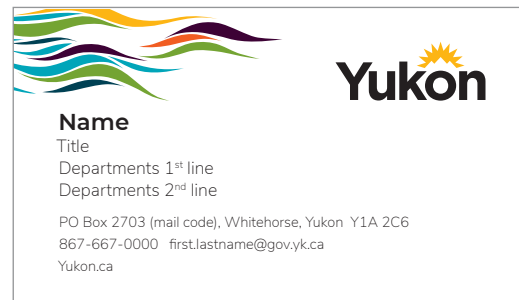
All Government of Yukon staff



International



Premier and Ministers (front)



Premier and Ministers (back)



Brand elements: applications

Letterhead

The letterhead with the aurora graphic is available in both colour and black and white versions.

If you wish to have your documents printed on colour letterhead, order item #100242 from Central Stores. For letterhead for the Premier or a Minister, order item #100244. Because printer quality varies, do not print the colour letterhead on standard office printers. The black and white version can be easily printed in your office.

If your letter is longer, you can order blank sheets from Central Stores using the order item #100247.

All Government of Yukon staff



Premier and Ministers



Brand elements: applications

Envelope

We have a standard, fixed place for the logo and address block for all envelopes sizes. The Government of Yukon logo is in the upper left corner and the address block is to the right of the logo, maintaining the protective space around the logo.

You can order generic Government of Yukon envelopes from Central Stores.


You can also order envelopes with a custom return address. This address should use a branch, program or service name, rather than the department name. Return addresses may be two or three lines high and must include the mail code on the same line as the PO box number.

To order custom return address envelopes please contact your Acquisition Services and Planning's account manager who will arrange to have them printed for you.

All Government of Yukon staff

 PO Box/CP 2703
Whitehorse (Yukon) Y1A 2C6

Example of custom envelope

 Department
PO Box 2703 (mail code)
Whitehorse, Yukon Y1A 2C6

Premier and Ministers

  PO Box/CP 2703
Whitehorse (Yukon) Y1A 2C6

Brand elements: applications

Email signature

Use Arial for your email signature. Set the font to 12 points for your name and 10 points for the text below your name. Put your name in bold and use the regular font for the rest of the text.

For the body of your emails, use Arial in 100% black.

Your name in the signature should be in the Zinc colour, which is the dark blue from the secondary palette.

Keep your signature clean and corporate. If you are promoting an event or other activity, include it in the body of the email, do not add it to your signature. Similarly, do not include a confidentiality statement below the signature block or otherwise alter the template in any way. This will help to keep the branding consistent and strong.

Simple



Name
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Simple with pronouns



Name
Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

First Nations acknowledgement



Name
Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I respectfully acknowledge that I work within the Traditional Territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

Brand elements: applications

Email signature

All staff must use the same overall email signature format. You can choose whether to include one of the supporting graphics, such as the aurora or environment image.

All the additional elements are available for use in your email signature. Templates for each of the elements have been created. Be sure to use the templates rather than recreating the email signature yourself.

Aurora



Name

Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

People



Name

Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Energy



Name

Pronouns: [link pronouns text to: <https://guide.yukon.ca/inclusivity>]
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Brand elements: applications

Email signature

The Canada's Top 100 Employers logo is the only additional logo staff can always use in conjunction with the email signature block and only if you work in a Public Service Commission or human resources role.

These logos are awarded for a year at a time. If the government loses any of these accreditations, you must remove the associated logo from your email signature. Please be aware that the accreditations are awarded at different times of the year, so you will need to check frequently for updates.

From time to time staff may be able to include a corporate campaign graphic in their email signature. Email eco-digital@yukon.ca if you are a staff member and have any queries.

Other pre-approved logos



Name
Title
Department | Program, Branch or Unit
T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

Brand elements: applications

Taglines

You can include a line of text under your email signature to promote an initiative or program or to recognize a significant government milestone or achievement.

You cannot include logos, only text. You can hyperlink the text to information about the relevant program or initiative.

You can only include text about one initiative at a time and the initiative must be current.

If you include a traditional territory acknowledgement in your signature, place the promotional text a single return space underneath it.

Write your text in nine point Arial font with no bold or italics.

The text must:

- follow the [brand standards](#);
- adhere to the [style guide](#);
- be clear and accurate; and
- relate to your work.

When including the option of adding part-time hours to your signature, follow the promotional tagline style for font and point size and write your hours using government style for days and times.

If you have queries about what you can include, ask your Communications Branch for advice or email eco-digital@yukon.ca.

For formatting guidance, email visual.design@yukon.ca.



Name

Pronouns: [link your pronouns to: <https://guide.yukon.ca/inclusivity>]
title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I respectfully acknowledge that I work within the Traditional Territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

Visit [Yukon.ca](https://yukon.ca) to find out about government programs and services.



Name

Pronouns: [link your pronouns to: <https://guide.yukon.ca/inclusivity>]
title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I respectfully acknowledge that I work within the Traditional Territories of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council.

Visit [Yukon.ca](https://yukon.ca) to find out about government programs and services.



Name

Pronouns: [link your pronouns to: <https://guide.yukon.ca/inclusivity>]
title

Department | Program, Branch or Unit

T 867-667-0000 | C 867-335-0000 | F 867-393-0000 | Yukon.ca

I work on Mondays, Tuesdays and Thursdays from 11 am to 2 pm.

Brand elements: applications

PowerPoint

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your PowerPoint presentations.

You are not limited to using these four options. These templates and many others are available on the [Visual Identity website](#).

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look unprofessional.



Brand elements: applications

New PowerPoint templates

These are samples of some of our new PowerPoint presentations, available on the [Visual Identity website](#).



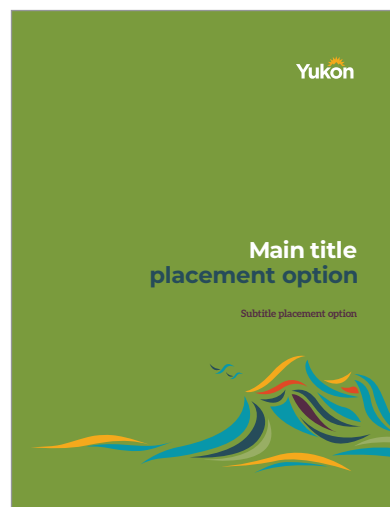
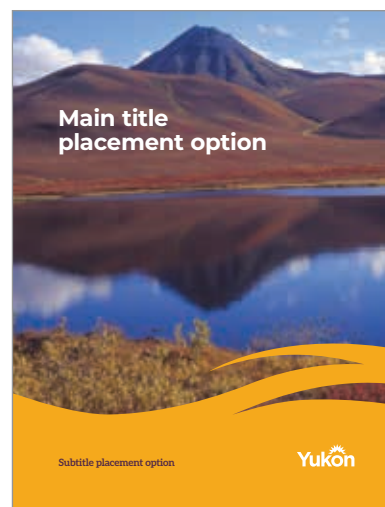
Brand elements: applications

Report covers

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your reports.

You are not limited to using these four options. These templates and many others are available on the [Visual Identity website](#).

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look unprofessional.



Brand elements: applications

Pop-up banners

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your pop-up banners.

You are not limited to using these three options. These templates and many others are available on the [Visual Identity website](#).

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look unprofessional. Some exceptions may apply when using a small amount of text as in the two examples on the right.



Brand elements: applications

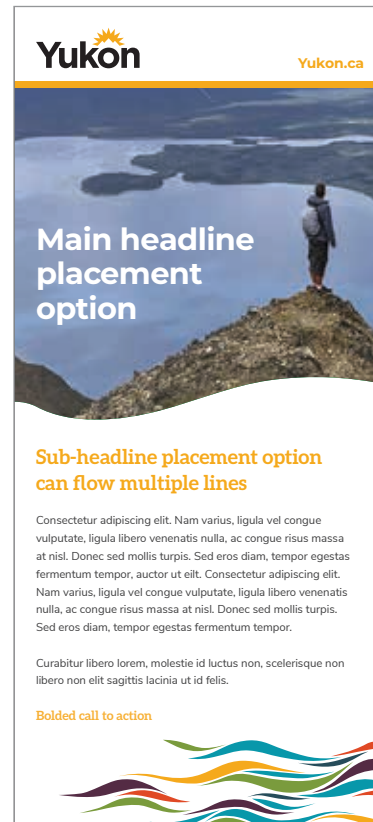
Print ads

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your print ads.

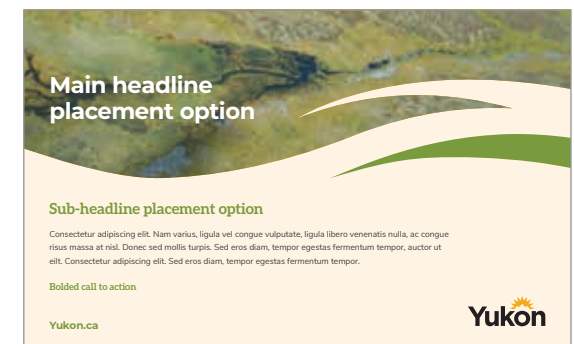
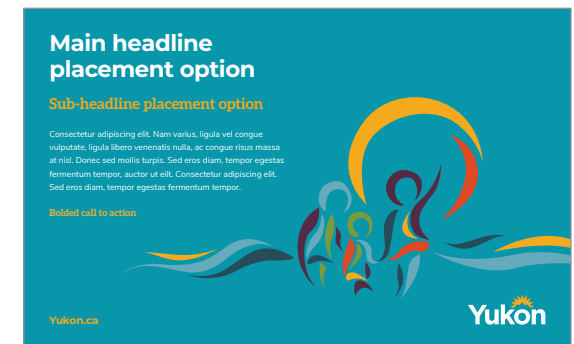
You are not limited to using these four options. These templates and many others are available on the [Visual Identity website](#).

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look unprofessional.

Vertical ad samples



Horizontal ad samples



Brand elements: applications

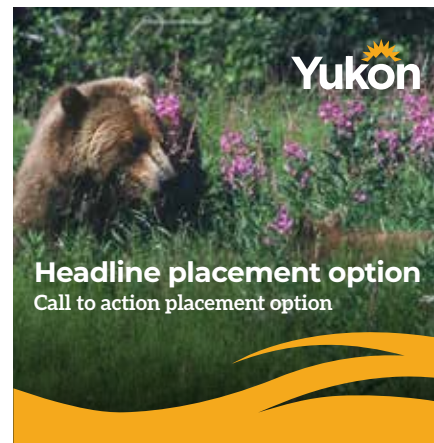
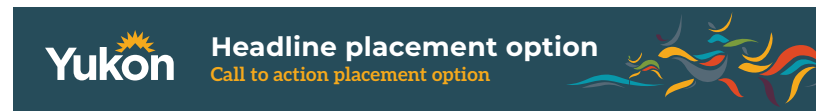
Digital ads

These are sample layouts to illustrate how various combinations of the brand elements can be tailored to suit the content of your digital ads.

All digital ads, including those on social media, must use the Government of Yukon logo.

You are not limited to using these four options. These templates and many others are available on the [Visual Identity website](#).

All templates can be modified, including both layout and colour, as long as the modifications are within the brand standards. However, the use of centred text is strongly discouraged. Blocks of centred text are hard to read and can look unprofessional.

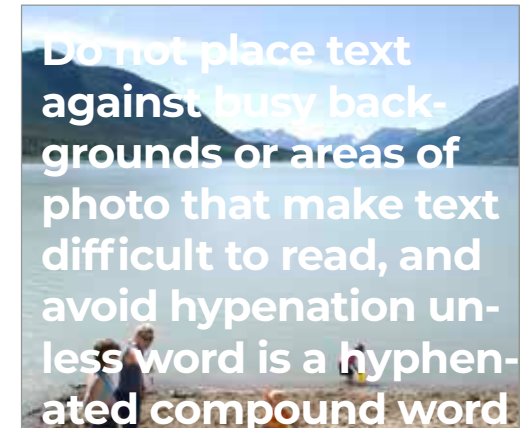
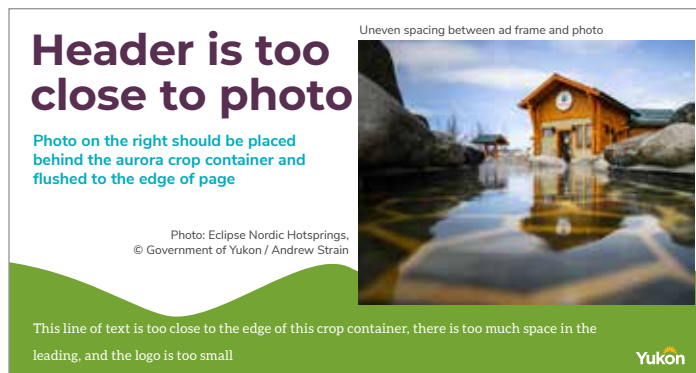
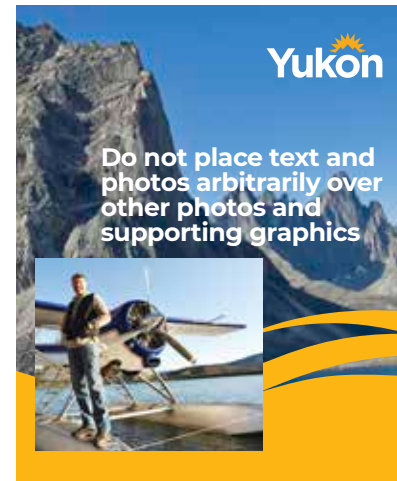


Brand elements: applications

General design application don'ts

Below and to the right are examples of what to avoid in your layouts.

If using only one sentence in your layout, there is no need to use a period.



If possible, avoid "orphan" text

Above header is too close to this text and to the aurora

There is too much space in this leading, text is too close to the right edge of ad's frame, and the logo is too large in porportion to the rest of this ad



Brand elements: applications

Signage

For design elements, follow the protocols for design in the brand standards guide.

Regarding signage content, follow the standards for our letterhead.

When using bilingual text, the following format must be followed: English first and French below in italics.

The Yukon government requires French on all public signs and Braille is an option.

When using Braille, make sure of the following:

- The standard for Braille in Canada is Unified English Braille.
- For braille signs of 10 words or fewer, use uncontracted Braille.
- For French text, use uncontracted Braille.

All sign colours should align with the visual identity.

Our Zinc colour, when using as a background with white text, has a contrast of 9.3:1; this is more than enough to meet the Canadian Standards Association's [Accessible design for the built environment](#). As a background colour, we prefer to use Zinc over black.

Our visual identity standard allows other fonts only when Montserrat, Nunito or Aleo are not available. However, please make sure the contractor uses Montserrat instead of Arial or Helvetica. Our Montserrat font, in bold, meet the Canadian Standards Association's [Accessible design for the built environment](#).

For more guidance, follow the [Government of Yukon Capital project signs Design and installation guide](#).

Brand elements: applications

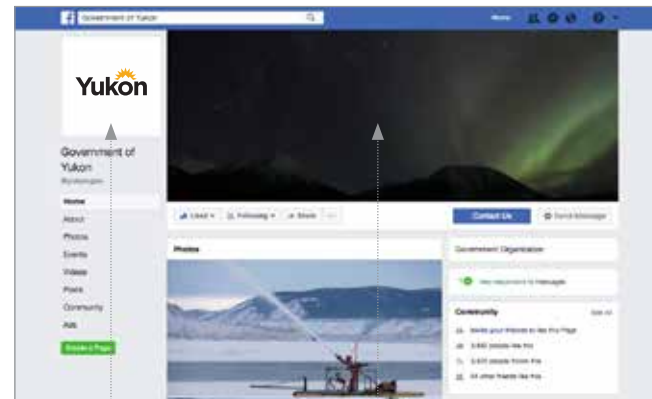
Social media visual identity

Social media channels have a profile photo. The profile photo is a landmark for visitors and reassures the user they are at an official Government of Yukon property. All Government of Yukon social media channels must use the logo as a profile picture.

Make sure the public name of the social media channel identifies the service or program you are providing, for example “511 Yukon” or “Yukon Protective Services”. Also, use the cover photo that clearly connects to the service or program and communicates a message, theme, initiative or event.

Use only the master logo on social media profile photos and follow the protective space guidelines.

Facebook



profile photo

cover photo

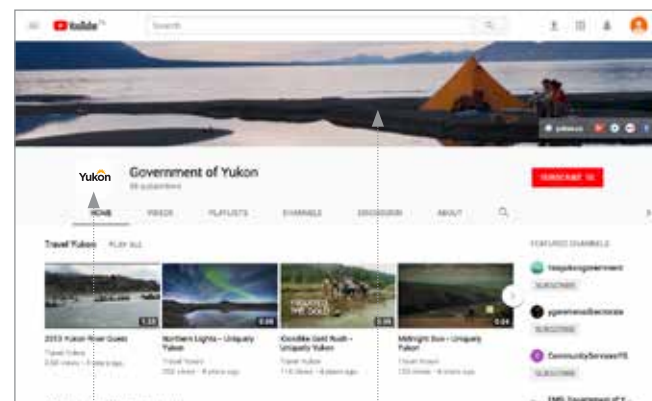
Twitter



profile photo

cover photo

YouTube



profile photo

cover photo

flickr



profile photo

cover photo

Brand elements: applications

Badges

Uniform badges, flashes and patches will incorporate the Government of Yukon logo along with other design elements that recognize the brand standards and the history of their programs.

Uniform badges may only be used for uniforms and vehicle decals and must not be used as a logo for other materials.



Brand elements: applications



Brand elements: applications



Brand elements: applications





For information or guidance on the brand standards or use of the Government of Yukon brand, please contact visual.design@yukon.ca or eco-digital@yukon.ca.

