

# Logo & Advertising Standards Guide

**Yukon Tourism**



# Nurturing the Yukon Tourism Brand

The following package is a brand standards guide for Yukon Tourism.

The redefined Yukon Tourism brand is more than just a logo and a tagline. It encompasses the set of expectations and experiences associated with the Yukon which typically arise in the minds of potential visitors and Yukoners alike. Although the logo plays an important role in our brand recognition, it is through the correct and consistent usage of all brand elements that we will create a clear vision of the Yukon to visitors, Yukoners and the world.

The following brand standards guidelines on brand communications have been developed to make it easy to conform to brand standards and to eliminate any confusion or inconsistencies over what is suitable and what is not.

As more brand communications tools are created, they will be added to the brand standards to create a comprehensive brand guideline document.

If you have any questions regarding the use of these standards, need an interpretation for a specific design situation, or would like to discuss a new marketing initiative, simply contact a member of the Yukon Tourism Marketing Department listed below:

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# Table of Contents

Logo Guidelines

Logo in Digital Applications

Colour Guidelines

Colour Palette

Photography Guidelines

Advertising Guidelines

Outdoor and Small Space Advertising

# Logo Guidelines

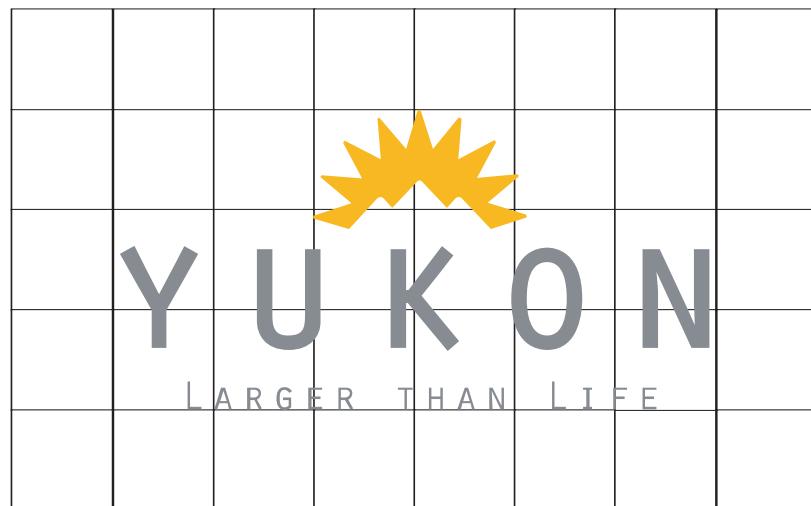
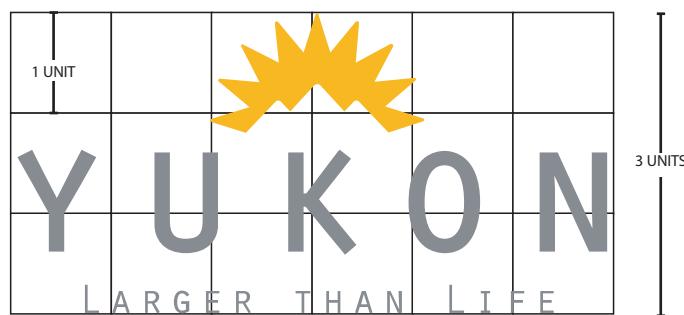
LOGO refers to the combination of the symbol and wordmark.

The Tourism Yukon sun symbol and the word Yukon make up the wordmark and are the primary elements of the Yukon logo. The words 'Larger Than Life' make up the tagline, and is a secondary logo element. The following are guidelines for the primary and secondary logo elements and must be adhered to in all instances.

- The relationship of the symbol to the wordmark (their relative proportions and placement) must not be altered in any way. The relationship of the tagline to the logo must not be altered either.

- The wordmark and tagline fonts are Orator. This font may be used in some collateral applications, but it must not be used to typeset the wordmark or the tagline. For this purpose, the digital, outlined version should be used.

- 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 Tourism Yukon logo is 1 unit, as shown. Where possible, clear space distances should be increased.



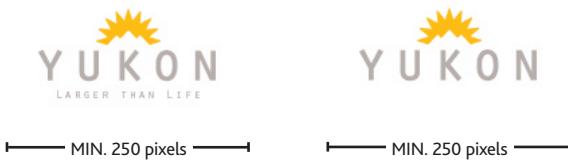
- Given the nature of the Tourism Yukon logo, especially when the Larger Than Life tagline is included, cannot be reduced too small, as the tagline, and the wordmark may become illegible. Therefore, a minimum size for the logo has been created and must be adhered to. The diagrams below illustrate how to determine a minimum size for the logo both when it includes the tagline, and when it does not.



- Every logo is a complete, single piece of electronic art; the individual elements that make up a single logo should never be resized independent of one another. Likewise, our logo should never be stretched or distorted in any manner.

## Logo in Digital Applications

For digital applications, a specific jpeg has been developed to ensure the readability of the logo and tagline. For digital applications, only use the master jpegs provided. Straight conversion of the EPS logos to jpegs result in a colour discrepancy.



The most important aspect of the digital standards is the minimum logo size. This minimum has been implemented to ensure readability.

## Colour Guidelines

- When colour is being used, the sun symbol must be Pantone 130C and the wordmark and tagline must be Cool Grey 9. The symbol must never be represented as Cool Grey 9.
- In cases where colour is not being used, the entire logo must be 100% Black or 100% White knockout.
- In some knockout instances, it is acceptable to keep the sun symbol as Pantone 130C, and knockout the wordmark and tagline as 100% white.
- Printing on paper stock other than white should be avoided, because of the potential for colour distortion or lack of contrast.



## Colour Palette

- 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 as shown below. For web usage, use the RGB palette.



CMYK: Cyan - 0%; Magenta - 30%; Yellow - 100%; Black - 0%

RGB: Red - 100%; Green - 60%; Blue - 0%



CMYK: Cyan - 0%; Magenta - 1%; Yellow - 0%; Black - 51%

RGB: Red - 43.6%; Green - 44.8%; Blue - 46.4%

# Photography Guidelines

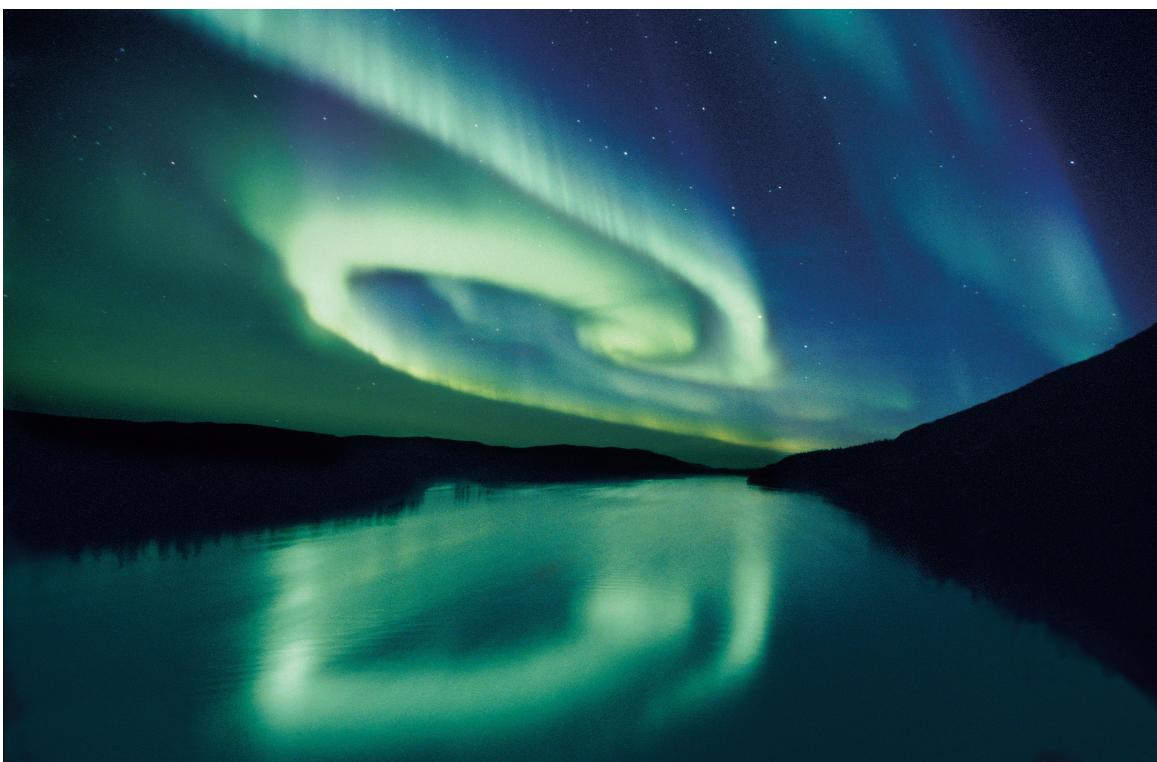
When visually representing the brand, image consistency is essential. In the past, the Yukon Territory has been represented by a wide selection of photography in tourism marketing. The objective for the updated brand is to ensure the Yukon is represented consistently through a small collection of brand images that meet our brand objectives. The same ones being consistently applied to establish the brand and to give the Yukon the most chance of comparing favourably to other destinations that also lead their marketing with Scenic Beauty shots. A total of six images will be selected and used exclusively for the next three years as the lead shots in all marketing materials. Other shots will be utilized as secondary images, but no other images will be used as the critical images in any marketing materials.

Our brand research told us that scenic beauty is a key attribute to the Yukon brand, however scenic images cannot differentiate the brand enough among the competitive set. As such, the collection of Yukon brand images will feature scenic beauty, but will also feature the differentiating elements that make the Yukon so unique. Specifically this means that the Yukon's awesome natural phenomenon (Northern Lights, Midnight Sun) and vast wide open spaces (elbow room, quiet place to relax) will be featured as key brand image attributes. In addition, the logo/tagline pairing is tasked with the job of suggesting the Yukon's natural phenomenon and wide open spaces/vastness as the key communication objective for that pairing. This means that a combination of a photo image, logo and tagline will always speak to all three of the key brand attributes, and will always seek to differentiate the Yukon's positioning from that of its closest competitors.

The guideline for the brand images is, if used, to ensure they are the proper resolution for the medium they are being used in. Specific guidelines for the usage of secondary images in print advertising will be addressed in the advertising guidelines section.

Additional brand images will be added as needed.

# Photography Guidelines



# Advertising Guidelines

Advertising is a key component in maintaining Yukon Tourism's destination brand image. Consistency will be maintained in both the articulation and visualization of the brand through standard advertising templates. These templates have been developed to ensure that the brand is preserved through all elements of the advertisement. It is critical to keep in mind that the images, the headlines, the consistent application of the creative platform, the logo/tagline and the style of advertising will all combine to build the brand.

The advertising templates have been created to showcase the six selected brand images, to set the Yukon apart as better and more compelling than its closest competitors, and to allow the Yukon to get noticed in a very cluttered communications environment. This has been dealt with through simple, clean art direction that will deliver much stronger, more sophisticated advertising than in past Yukon campaigns - advertising that stands out against the competition. Together the art direction, brand images, the secondary images, the headlines, the logo/tagline and even the URL call-to-action all combine to build clear differentiation for the Yukon; providing a compelling reason to consider the Yukon and unlock the key feelings that the target market has identified as motivating to them. Each element alone does part of the job. Together they deliver a compelling positioning to the Yukon - as a place of Scenic Beauty. A place of mystical natural phenomenon. A quite place to relax in vast, wide open spaces. A place that is quite simply, larger than life.

The layout of the ads features large amounts of white space. This white space is essential to communicate the brand message and represents the wide, open spaces in the Yukon. To ensure consistent branding, the following elements must be included in all Yukon Tourism advertising:

- All headlines should be 28pt. Bernhard Modern Bold, 33pt. leading.
- The supporting body copy should be 17pt. Bernhard Modern, 26pt. leading. Every effort should be made to keep copy concise to maintain the feeling of space in the ads.
- The Yukon Tourism logo appears centred at the bottom of the ads. This positioning acts as a signoff to the message, serving as a final summation of the Larger than Life position.
- The main image within the advertising is one of the consistent brand images - always. It is the supporting secondary imagery that can be changed dependent upon the ad concept.
- Supporting secondary imagery is represented in the bottom right hand corner and supports the concept and copy. The secondary image is always close-cropped, cut out of the white background.
- The "call-to-action line" is the URL. This URL is always 13pt. Orator, and is shown under the main brand image.

## Full Page Brand Ad - Vertical (shown at 75% full size)

HEADLINE:  
28 pt.  
Bernhard Modern Bold  
33 pt. Leading

Finding yourself isn't easy.  
Fortunately, we have plenty of places to look.



[WWW.TRAVELYUKON.CA](http://WWW.TRAVELYUKON.CA)

BODY COPY:  
17 pt.  
Bernhard Modern  
26 pt. Leading

Towering mountains reach to the heavens.  
Rivers tumble down ancient ravines. And  
valleys cradle the fragrance of wild flowers.  
Welcome to nature's playground.  
Challenge your body. Feed your soul.

  
**YUKON**  
LARGER THAN LIFE

KEYLINE:  
5 pt. Cool Grey 9



WEB ADDRESS:  
14 pt. Orator  
Kern = +10

## Full Page Ad – Horizontal (shown at 65% full size)

HEADLINE:  
28 pt.  
Bernhard Modern Bold  
33 pt. Leading

Finding yourself isn't easy.  
Fortunately, we have plenty of places to look.



BODY COPY:  
17 pt.  
Bernhard Modern  
26 pt. Leading

Towering mountains reach to the heavens. Rivers tumble down ancient ravines.  
And valleys cradle the fragrance of wild flowers. Welcome to nature's playground.  
Challenge your body. Feed your soul.



KEYLINE:  
5 pt. Cool Grey 9

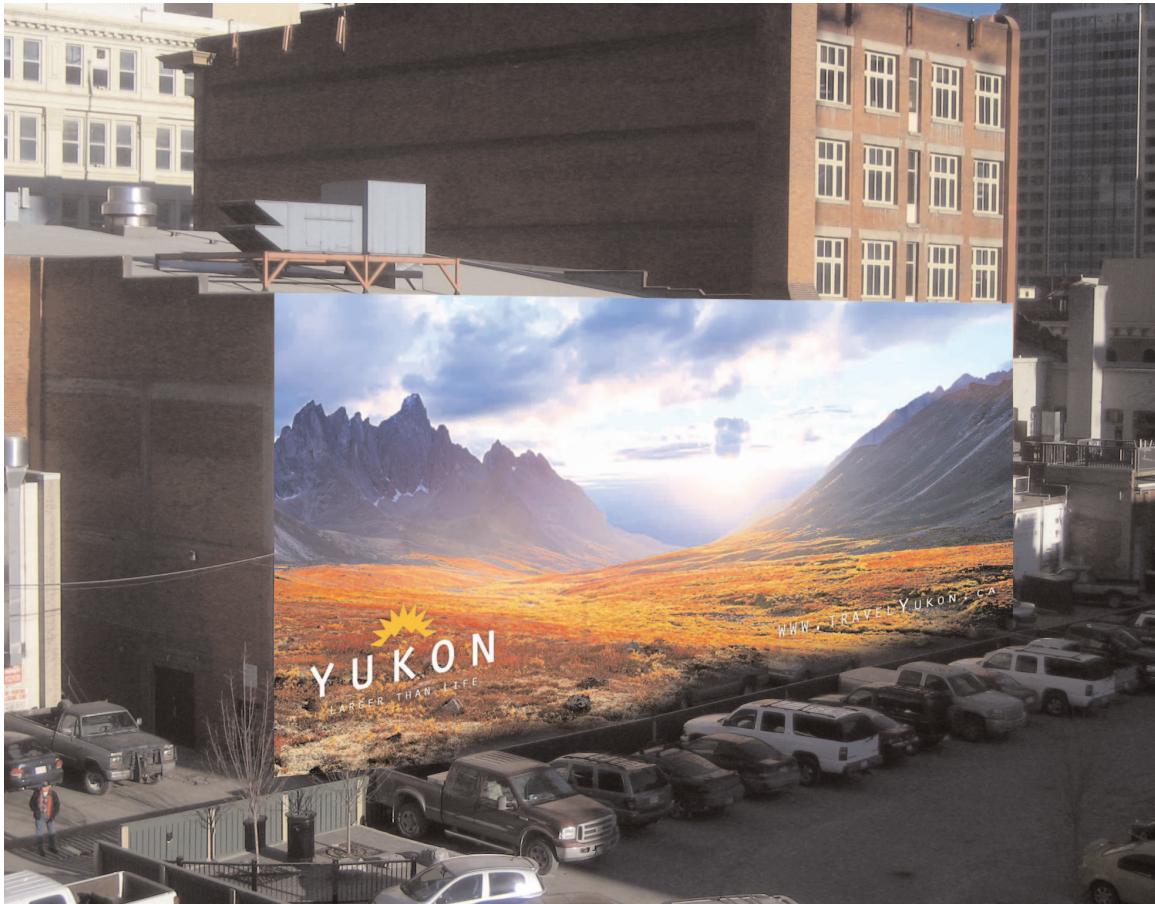
WWW.TRAVELYUKON.COM

WEB ADDRESS:  
14 pt. Orator

## Outdoor and Small Space Advertising

In media applications where the full page brand advertising templates guidelines cannot be applied due to lack of room or irregular sized media the following guidelines apply:

- The appropriate brand image should be used as a full flood image
- The Knock Out version of the logo is to be used
- Use of secondary image not required
- If space allows, an appropriate branding headline can be used to support the visual
- The use of the URL is mandatory and should be placed in a corner opposite the logo.





WWW.TRAVELYUKON.CA

Up here,  
not all that glitters is gold.

