

GENERAL ADMINISTRATION MANUAL

VOLUME 2: HIGHWAYS AND PUBLIC WORKS POLICIES

TITLE: YUKON GOVERNMENT VISUAL IDENTITY

EFFECTIVE: August 1, 1994

1 SCOPE

1.1 Authority

This policy is issued under authority of Cabinet meeting #94-32 dated August 1, 1994.

1.2 Application

This policy applies to all departments, as defined in Policy 2.1.

1.3 Purposes and Principles

1.3.1 The purpose of this policy is to establish criteria for the appropriate use of the Yukon wordmark and the Yukon crest in government advertising, signage, stationery and vehicle identification in order to promote a consistent image which will be recognized by the public as the "signature" of the Government of Yukon.

1.3.2 The Yukon wordmark shall be the single method by which the Yukon government will publicly sign its name in all circumstances (except when legal requirements dictate otherwise), including all applications relative to departments, branches, agencies, boards, commissions and crown corporations.

1.3.3 The Yukon crest shall only be used to designate and communicate legislative and/or ministerial authority or jurisdiction, including such documents as drivers' licences, birth and death certificates, etc.. Under such circumstances, the crest will be used in conjunction with the Yukon wordmark with the following exceptions:

- (i) decorative purposes;
 - (ii) the flag;
 - (iii) official state designations authorized by Highways and Public Works.
- 1.3.4 Standards for design structure of the Yukon wordmark and crest have been prepared by the Queen's Printer and all applications will be restricted to these uniform standards. Such standards cover methods of construction, scale of relationship with typography, colour reproduction and other standards necessary to maintain quality and clarity.
- 1.3.5 A standard type face and style will be utilized for all department, branch, agency, commission, committee, board and corporation identification to be used in conjunction with the Yukon wordmark, in a style approved by the Queen's Printer.
- 1.3.6 The words "Government of Yukon" will be retained for use in designating the Yukon in publications and advertising.
- 1.3.7 Most departments or branches have no departmental or branch symbol or mark. Those having no mark are not encouraged to develop them but should look to the wordmark as a vehicle to achieve departmental objectives. Those departments with identifying marks are encouraged to incorporate them with the wordmark to provide a unified Government of Yukon identity.
- 1.3.8 The Yukon Crest shall always appear with the Yukon wordmark on ministerial letterhead, business cards and envelopes. The crest will not appear on business cards, brochures, documents, reports, signage, etc. The Yukon wordmark will be used in these circumstances identifying department, division and branch.
- 1.3.9 No other forms of typesetting of the word "Yukon" shall be used by government or its departments, branches, agencies, boards, commissions or corporations other than the official form. The obvious exception is small headings and body copy for reports, advertisements, etc.

2 ROLES AND RESPONSIBILITIES

2.1 Highways and Public Works

- 2.1.1 Under the direction of the Executive Council (Cabinet), the coordination and responsibility for implementation of policy and development of applications, procedures and programs relative to official Yukon Government identification, shall be vested in the Department of Highways and Public Works.

- 2.1.2 The procedures for utilizing the wordmark are published by Highways and Public Works in a manual entitled "Yukon Government Visual Identity".