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# Government of Nunavut **Visual Identity Standards**

the official guide to the use of the  
Government of Nunavut symbol and wordmark

February, 2000

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Government of Nunavut  
**Visual Identity Standards**

**published by:**

Communications & Planning  
Executive and Intergovernmental Affairs  
Government of Nunavut

Tel: (867) 979-5822  
Fax: (867) 979-5833

ISBN 1-00000-000-0

February 2000

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## Introduction

The objective for initiating a visual identity program for the Government of Nunavut is to present a professional and consistent image throughout the government and in our programs and institutions.

The proper and consistent implementation of this program will result in a unified image for the Government of Nunavut, resulting in a strong recognition factor on both the national and international stage. Production and cost efficiencies in the manufacturing of stationary, signage and advertising will also result from the strict adherence to this visual identity program.

## The Symbol and Wordmark

The "**polar bear logo**" was chosen during a sitting of the legislature from a number of submissions.

The designers of the new logo, Andrew Qappik and Dan O'Brien submitted the following statement with the logo;

*"The Polar Bear may be the most internationally recognizable symbol of Canada's Eastern Arctic. The Polar Bear we have developed carries with it many unique qualities, the bear is in motion— moving forward into the future; as the bear moves forward he is looking back into the past, acknowledging the traditions of the Inuit way of life and the teachings of the elders; the bear's step is delicate, yet determined and strong as only a Polar Bear can manage, illustrating the determination of the people of Nunavut. We have also included the Niqirtsituk, the North Star, from the flag and coat-of-arms of Nunavut. The traditional guide for navigation, this star forever remains unchanged- just as the leadership of the elders in the community."*



The typography selected for the wordmark "**ᓄᓇᓂᓪᓕᓂᓪ** Nunavut" is clean and simple in its rendering. This configuration is multilingual, covering Inuktitut, English, Roman Orthography and French in one wordmark orientation.

The blue colour chosen for the logo and wordmark is the same blue used in the official Nunavut flag and coat-of arms, symbolizing the riches of the land, sea and sky.

## Using this Manual

This manual has been developed as an aid to the proper use and implementation of the new Government of Nunavut Visual Identity Standards. It is the responsibility of each department and its personal to adhere strictly to the standards as specified in this manual.

When a situation arises where it is determined that the standards in this manual can not be implemented and it is further determined that a deviation from the standards is necessary, please contact the department below to approve any such modification **before** it is implemented:

Wende Halonen  
Manager, Communications & Planning  
Executive and Intergovernmental Affairs  
Government of Nunavut  
Tel: (867) 979-5822  
Fax: (867) 979-5833

**Adherence to the standards articulated in this manual is mandatory when using the Government of Nunavut Symbol and Wordmark.**

**The Government of Nunavut Symbol and Wordmark are protected under international copyright law and cannot be used without permission.**



## Nunavut Wordmark and Symbol

The official wordmark and symbol for the Government of Nunavut consists of two parts, the word "ᑎᓄᓐᖃᑦ **Nunavut**" and the **polar bear logo**. The Roman text is set in Goudy Bold and the Inuktitut text is set in ProStyle. The variations of the fonts used in the symbol and wordmark have been altered from their original state, therefore the wordmark "ᑎᓄᓐᖃᑦ **Nunavut**" is a graphic element and, as such, must never be typeset from a font but always reproduced from the artwork provided. The size, style, graphic treatment and letter spacing in these words is critical and they should not be altered or, in any way, modified.

On this page are the three variations that the symbol can take, these are the only configurations that are approved. The preferred version is #1(top) with the graduated background. The alternate versions (#2 & #3) should only be utilized in special situations when using the graduated background is not feasible for mechanical reasons.

The "**polar bear logo**" may not be depicted without the wordmark "ᑎᓄᓐᖃᑦ **Nunavut**" in any circumstance. **The Nunavut Symbol must always be presented in its positive configuration, there is no negative configuration for the "polar bear logo"**. If the Nunavut Symbol must appear on a dark background, it is to be separated from the background by a white border as shown in illustration #3.

The wordmark "ᑎᓄᓐᖃᑦ **Nunavut**" may stand on its own without the "**polar bear logo**" in situations with space limitations or where graphic images are not appropriate. The wordmark may be used in its positive or negative configuration as show in illustrations #4 & #5.

## Wordmark Configuration



Positive  
this is the preferred version of the Nunavut Wordmark.



Negative  
this is the version of the Nunavut Wordmark to be used on a dark background.

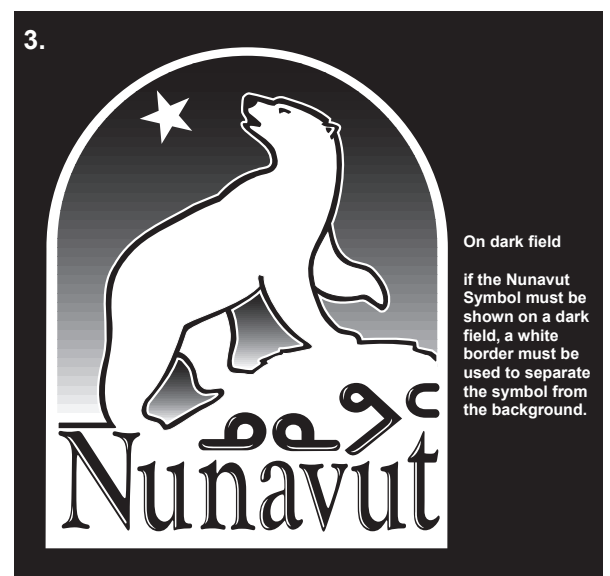
## Symbol Configuration



Graduated background  
this is the preferred version of the Nunavut Symbol.



Solid background  
this version of the Nunavut Symbol should only be used when #1 cannot be used for mechanical reasons.




On dark field  
if the Nunavut Symbol must be shown on a dark field, a white border must be used to separate the symbol from the background.

## Nunavut Symbol and Wordmark Minimum Size


The official symbol for the Government of Nunavut must not be reproduced smaller than 4.5 picas or 3/4 inch in length (figure #1). This practice will ensure that legibility of the symbol is not compromised.

As well, when the wordmark is utilized it shall be reproduced no smaller than 1.5 picas or 1/2 inch in length (figure #2).

If the symbol is degraded using these specifications due to the resolution output capacity of the device being used or the quality of the paper stock or other substrate please adjust the final size of reproduction accordingly so the final out put is legible.

- 

1. **4p6**

Graduated background  
this is the preferred version of the Nunavut Symbol.  
Always reproduced as 100% Black or Pantone®301.
- 

2. **1p6**

## Nunavut Symbol Examples of Misuse

## Nunavut Symbol Colour Specifications

The official symbol for the Government of Nunavut **must always be presented in its positive (black or colour) configuration, there is no negative configuration for the "polar bear logo"**.

The Government of Nunavut Symbol must always be reproduced in black or blue. Black must always be 100% black. For Blue, Use PANTONE® 301.

PANTONE 301 as shown in the swatch below is the only colour that may be used, other than black, to reproduce the Government of Nunavut symbol. The process colour formula for PANTONE 301 is 100.0C, 43.0M, 0.0Y, 18.5K.



## Nunavut Wordmark Colour Specifications

The wordmark "ᑎᓄᓐᓂᓄ Nunavut" may stand on its own without the "polar bear logo" in situations with space limitations or where graphic images are not appropriate. The wordmark may be used in its positive or negative configuration as show in illustrations #4 & #5.

The wordmark must always be reproduced in black or blue when in its positive configuration. Black must always be 100%. For Blue, Use PANTONE 301.

When presented in its negative configuration on a dark background the workmark must always appear in white or in the colour of the paper or other substrate as depicted in illustration #4.



Graduated background

this is the preferred version of the Nunavut Symbol.

Always reproduced as 100% Black or Blue.



Solid background

this version of the Nunavut Symbol should only be used when #1 cannot be used for mechanical reasons.

Always reproduced as 100% Black or Blue.



Positive

this is the preferred version of the Nunavut Wordmark.

Always reproduced as 100% Black or Blue.



Negative

this is the version of the Nunavut Wordmark to be used on a dark background.

Always reproduced as White.

The colour shown on this page and throughout these standards, with the exception of the PANTONE Swatch affixed above, has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standard.

PANTONE® is a registered trademark of Pantone, Inc.

## Standard Business Card Guidelines

Refer to the diagram below for exact measurements, alignment, spacing and Logo placement.

### Size

two inches by 3.5 inches vertical

### Ink Colours

PANTONE® 301 Blue for the logo, the horizontal line and the card berrars name and credentials . Black for all other text and icons.

### Print

Department text blocks to appear as indicated below in four(4) languages, always in the following order;

1. Inuktitut, 2. English, 3. Roman Orthography,
4. French

### Type Specifications

All text is centered on the card.

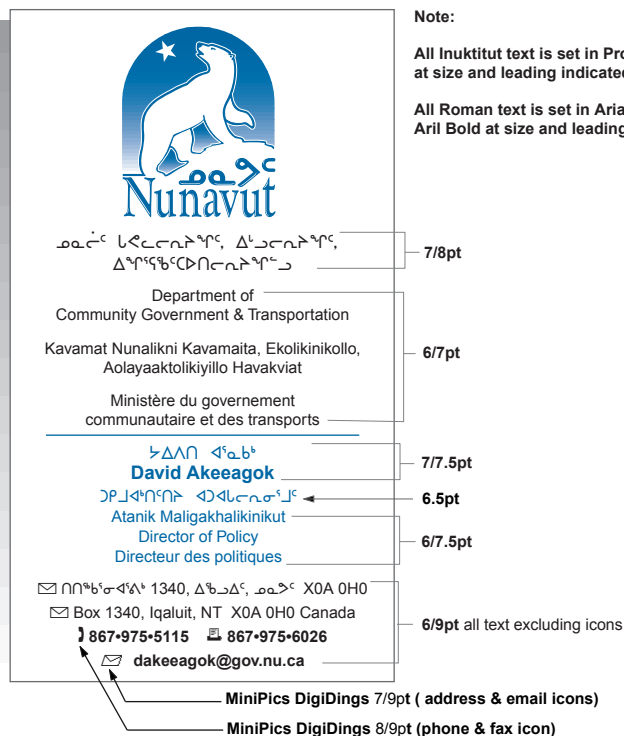
Inuktitut text set in ProStl Font at sizes indicated in the diagram below.

English, Roman Orthography and French set in Arial Regular, upper and lower case at sizes indicated below.

Icon/Symbols set in MiniPics Dididings at sizes indicated below.

All fonts are available on the attached CD-ROM

### Typography

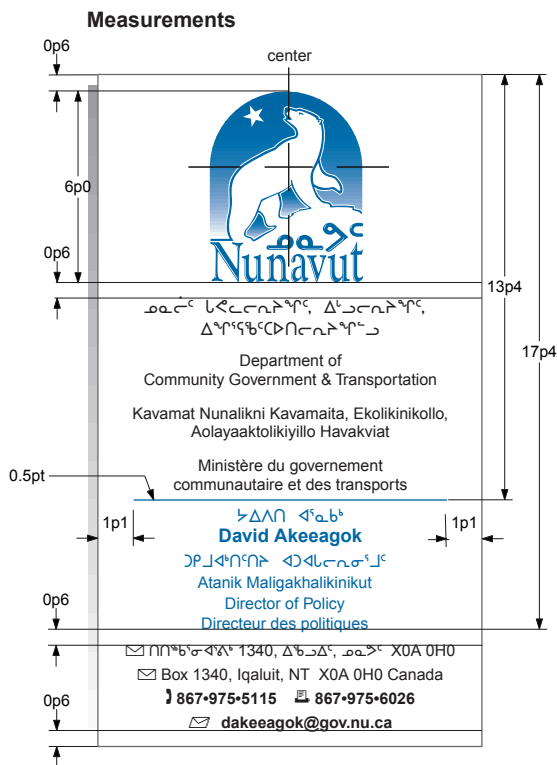


### Sample Business Card



**These examples are illustrated full size.**

All measurements are in Picas







## Ministers Business Card Guidelines

Refer to the diagram below for exact measurements, alignment, spacing and Logo placement.

### Size

two inches by 3.5 inches vertical  
Double sided card

### Ink Colours

PANTONE® 301 Blue for the logo and the horizontal line on back of card.  
Black for all other text and icons.

### Print

Department text blocks to appear as indicated below in four(4) languages, always in the following order;  
1. Inuktitut, 2. English, 3. Roman Orthography, 4. French

### Type Specifications

All text is centered on the card.  
Inuktitut text set in ProStl Font at sizes indicated in the diagram below.  
English, Roman Orthography and French set in Arial Regular and Bold, upper and lower case at sizes indicated below.  
Icon/Symbols set in MiniPics Dididings at sizes indicated below.

#### Note:

All Inuktitut text is set in ProStyl at size and leading indicated.

All Roman text is set in Arial and Arial Bold at size and leading indicated.

### Sample Business Card



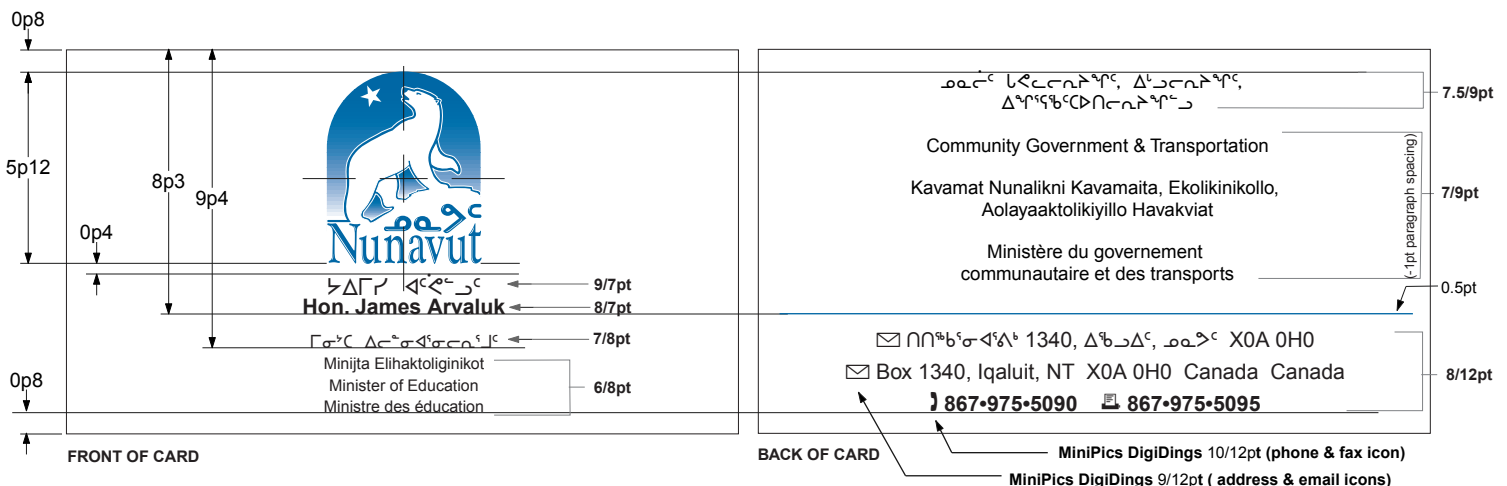
FRONT OF CARD



BACK OF CARD

**These examples are illustrated full size.**

All measurements are in Picas



The colour shown on this page and throughout these standards has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standard.

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## Ministers Letterhead Guidelines

Refer to the diagram below for exact measurements, alignment, spacing and Logo placement.

### Paper Size

8.5 inches by 11 inches

### Ink Colours

PANTONE® 301 Blue for the logo and the horizontal line located above the address blocks. Black for all text and icons.

### Print

Ministers title and department text blocks to appear as indicated below in four(4) languages, always in the following order;

1. Inuktitut, 2. Roman Orthography, 3. English,
4. French

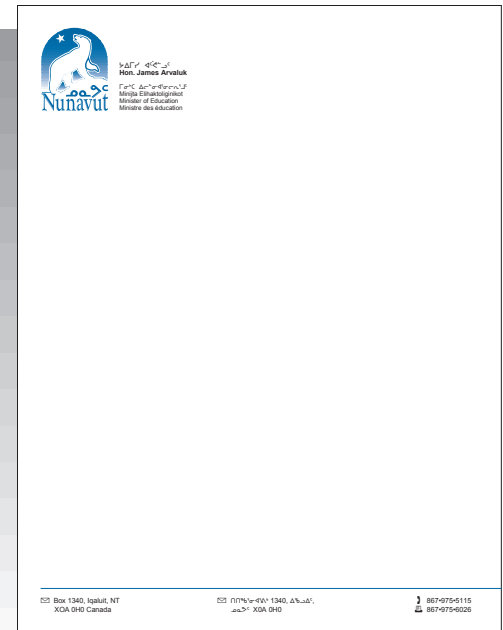
### Type Specifications

Inuktitut text set in ProStl Font at sizes indicated in the diagram below.

English, Roman Orthography and French set in Arial Regular and Bold, upper and lower case at sizes indicated below.

Icon/Symbols set in MiniPics Dididings at sizes indicated below.

All fonts are available on the attached CD-ROM

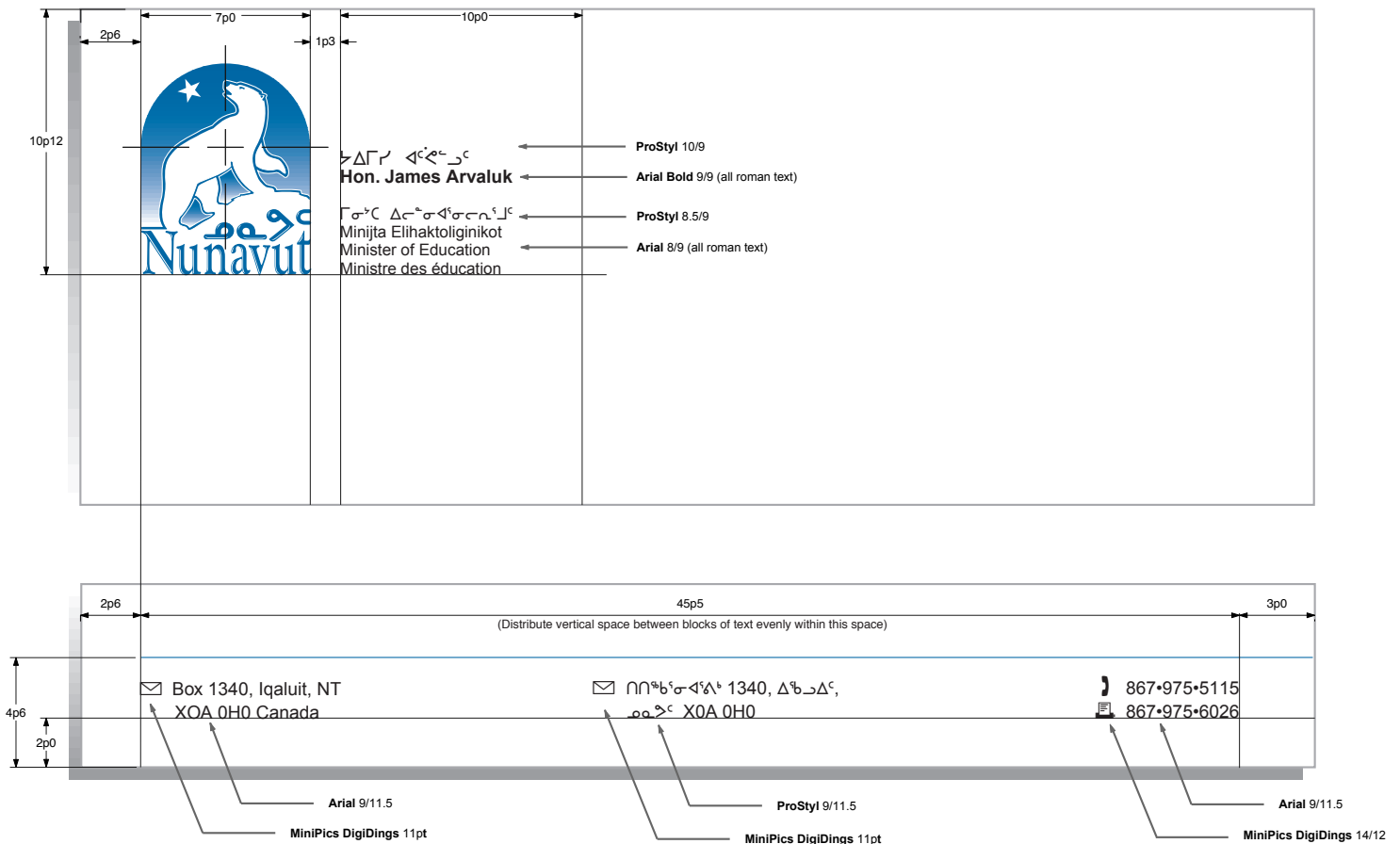


**These examples are reduced in size.**

All measurements are in Picas

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PANTONE® is a registered trademark of Pantone, Inc.





## Vehicle Identification Overview

The examples in this section illustrate approved vehicle identification schemes for government vehicles.

### Materials

All government vehicles are identified by placing self-adhesive, reflective decals on the front doors (both sides) and rear of the vehicle. On special occasions, when it is deemed appropriate a removable magnetic sheeting sign may be utilized.

Most government vehicles will also carry an identification number in 2 inch (5cm) high letters placed as per the following illustrations. The font will be Arial Bold.

### Sizes / Message

Official Government of Nunavut decals are available in two orientations; 1. No Message, 2. With Message.

Two Sizes (6" & 9") of the No Message decal are available.

### Placement

Placement of decals and vehicle identification numbers is made through the:

**Department of Community Government & Transportation 867-975-0000**

*The examples shown are reduced in size.*

**Vehicle Identification Number shown full size.**



### No Message



### With Message

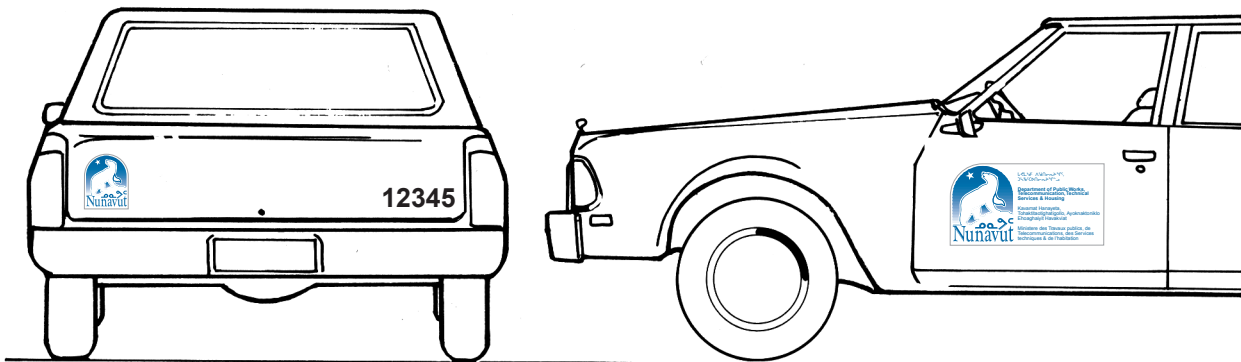


## Automobile Identification

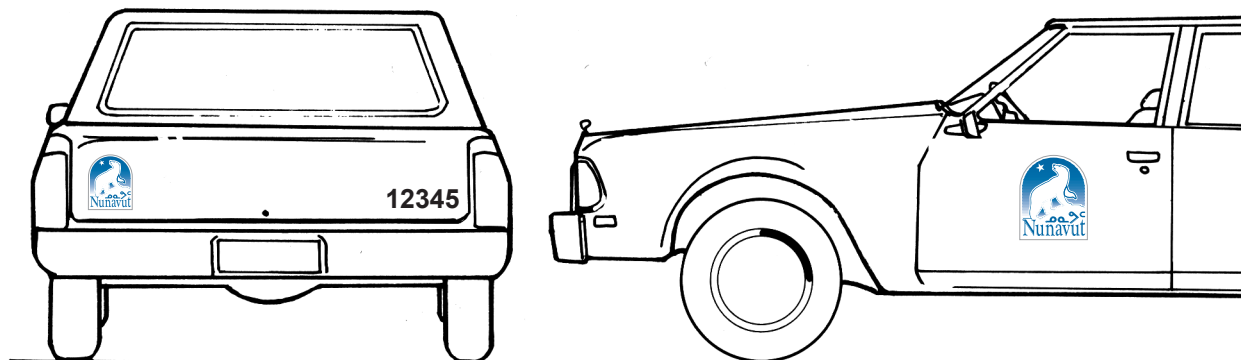
The diagrams below illustrate placement of decals and identification numbers. The large decal is placed on the front doors (both sides).

The small decal (always No Message) is placed on the drivers side rear trunk lid or tailgate.

The vehicle identification number is placed on the passenger side rear trunk lid or tailgate; white numbers on dark vehicles and black numbers on light covered vehicles.



*With Message*



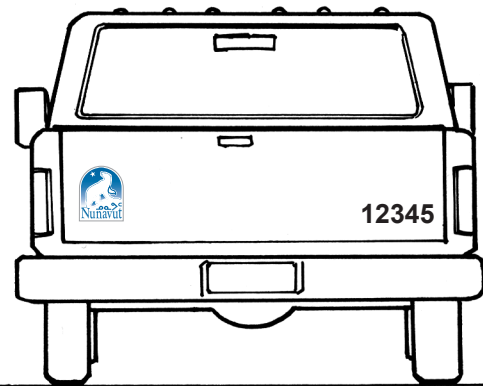
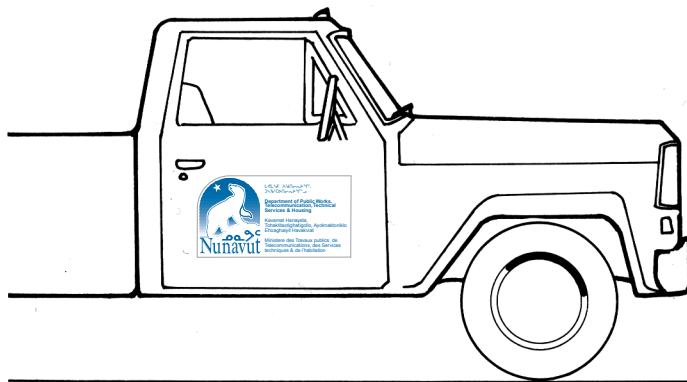
*No Message*

## Light Truck and Van Identification

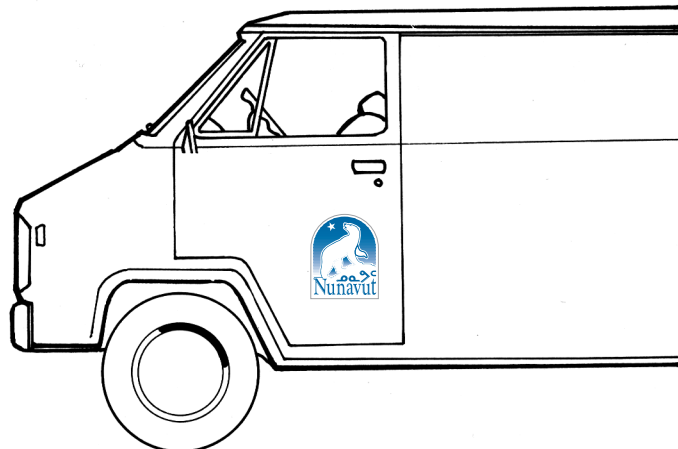
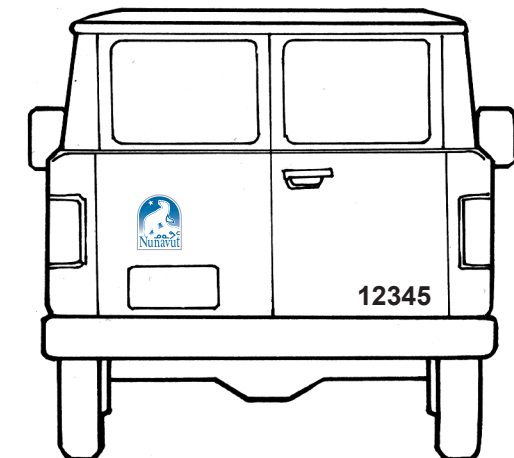
The diagrams below illustrate placement of decals and identification numbers. The large decal is placed on the front doors (both sides).

The small decal (always No Message) is placed on the drivers side rear trunk lid or tailgate.

The vehicle identification number is placed on the passenger side rear trunk lid or tailgate; white numbers on dark vehicles and black numbers on light coloured vehicles.



*With Message*



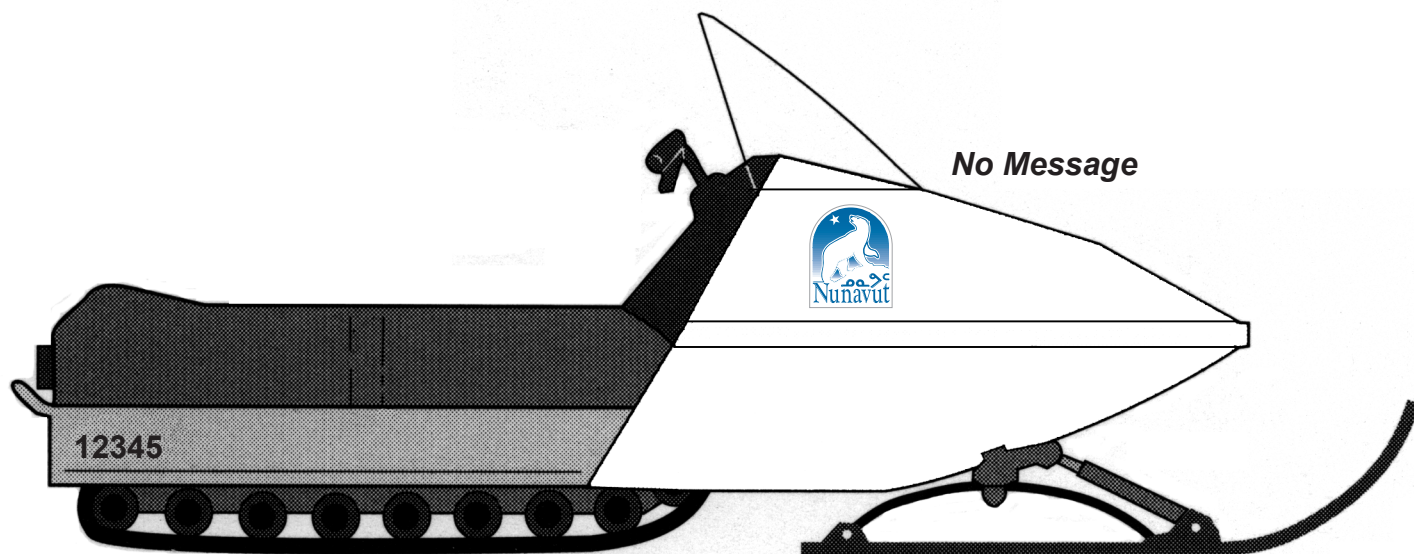
*No Message*

## Snowmobile Identification

The diagram below illustrates a typical placement of decals and identification numbers on a snowmobile.

The small decal (always No Message) is placed on both sides of the machine in a prominent place that will not be obscured by the drivers extremities,

The vehicle identification number is placed on the left side of the machine at the rear.





## Signage Guidelines

Signs are an important component of the **Government of Nunavut Visual Identity Standards**, helping to identify government buildings and facilities in a clear and concise manner.

The examples on this page should be considered as a basis upon which all signage should be formatted.

### Layout

The design should always incorporate a vertical white band on the left to accommodate the Government of Nunavut Symbol at the top and a secondary logo or icon (ie: wheelchair access) at the bottom of the band.

The signs message should be presented in reverse text in the space to the right of the Symbol band.

### Colour

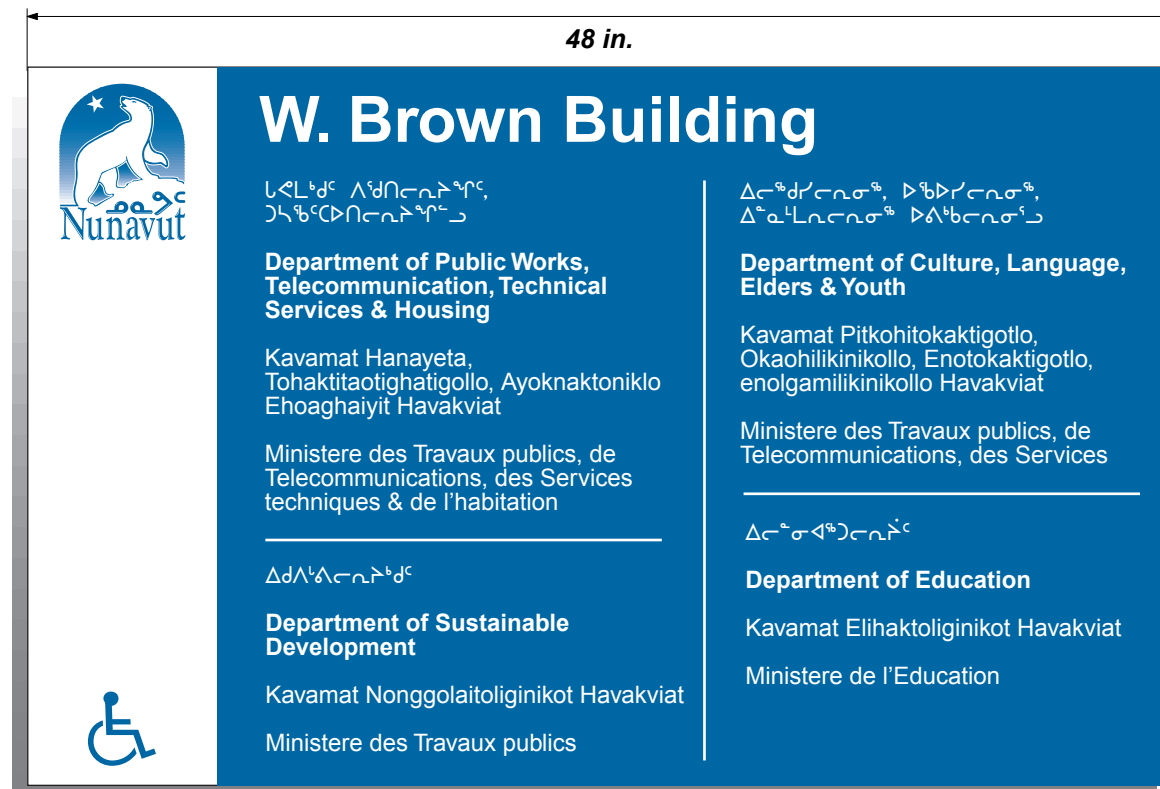
The sign should appear in white and blue. For Blue use Pantone® 301.

### Fonts

For English, French and Roman Ortography always use the Arial font and for inuktitut always use the ProStyle font.



**Typical interior directory**



**Typical exterior building sign**

