

Government of
Northwest Territories

GOVERNMENT OF NORTHWEST TERRITORIES
VISUAL IDENTITY PROGRAM STANDARDS 3.1

ONE GOVERNMENT. ONE VOICE.

table of contents



one government. one voice 3
our story 4
about this guide 4
who is responsible for the visual identity program (VIP) 5
organizations subject to the VIP 6

GOVERNMENT OF THE NORTHWEST TERRITORIES IDENTIFIERS

overview 9

VISUAL IDENTITY PROGRAM ELEMENTS

typography 12
supporting structural elements 16
colour 19
imagery + colour effects 24

GOVERNMENT OF THE NORTHWEST TERRITORIES IDENTITY SYSTEMS ELEMENTS

wordmark 27
wordmark improper use 31
curve in motion 33
curve in motion improper use 35

1.0 GNWT POLAR BEAR IDENTITY SYSTEM

overview 39
polar bear symbol 40
polar bear symbol improper use 42
polar bear symbol, wordmark + exclusion zone 45

2.0 COAT OF ARMS IDENTITY SYSTEM

overview 47
coat of arms symbol 48
coat of arms symbol improper use 50
coat of arms symbol, wordmark + exclusion zone 52

synergy of elements 54
synergy of elements improper use 56

CORPORATE TEMPLATES - GNWT POLAR BEAR IDENTITY SYSTEM

letterhead . . . 58
business cards . . . 59
envelopes . . . 60
email signature . . . 61
report template . . . 63
report covers . . . 64
fact sheets . . . 65
faq sheet . . . 66
bio sheet . . . 67
video intro . . . 68
powerpoint . . . 69
digital backgrounds . . . 70
forms . . . 71

SIGNAGE

capital project signage . . . 72

INSIGNIA

vehicle identity . . . 74
uniform identity . . . 77

PRODUCT EXAMPLES - GNWT POLAR BEAR IDENTITY SYSTEM

pop-up banner + backdrops . . . 80
postcard/mailer . . . 81
posters . . . 83
advertising . . . 88

EXECUTIVE TEMPLATES - GNWT COAT OF ARMS IDENTITY SYSTEM

letterhead . . . 92
business cards . . . 93
envelopes . . . 94

PRODUCT EXAMPLES - GNWT COAT OF ARMS IDENTITY SYSTEM

advertising . . . 95

GNWT LOGOTYPE WITH SIGNATURE IDENTITIER

overview . . . 97
gnwt logotype with signature . . . 98
gnwt logotype with signature improper use . . . 100
1. partnership . . . 102
gnwt owned . . . 102
equal partnership presentation . . . 102
size, placement + exclusion zone . . . 105
dual logo placement . . . 106
multipul logo placement . . . 106
2. arms length . . . 107
size and ratio . . . 108
placement . . . 108
3. small imprint areas . . . 110
promotional items . . . 111
plaques/awards . . . 112
maps . . . 113
third party platforms . . . 113

EMBLEMS OF THE NORTHWEST TERRITORIES

coat of arms . . . 115
territorial flag . . . 115
territorial tartan . . . 115
official fish . . . 116
territorial bird . . . 116
official gemstone . . . 116
mineral emblem . . . 117
territorial tree . . . 117
floral emblem . . . 117



one government.
one voice.

The Government of the Northwest Territories' (GNWT) visual identity is a visual shorthand; a cue the public can quickly associate with the GNWT and everything it represents. A strong, consistent visual identity helps the people served by government to recognize, access, and trust government programs and services. Visual identity also helps government employees see themselves as part of a proud and unified organization, working together on behalf of citizens. Together, the external perception and internal cohesion created by the visual identity provides a strong foundation for the "one government" approach.



OUR STORY

The Northwest Territories is a land of remarkable beauty, with strong and resilient people. We share a rich history and are building a bright future together. We are the product of dramatic landscapes and pristine wilderness, the knowledge and traditions of those who came before us, the land and water that sustain us, and the promise of tomorrow. We respect the richness of the land and are careful stewards of the diversity and prosperity it holds. We believe in the power of community and strive to move from knowledge to wisdom and from health to well-being. The heartbeat of the drum, the vital energy of the jig—our citizens are our strength, whether newly arrived or descended from those who've been here since time immemorial. We are adventurous, courageous and part of the iconic north that is integral to Canada.

ABOUT THIS GUIDE

The purpose of the Visual Identity Program Standards is to ensure that our visual identity elements and systems are consistently applied across all communication materials. The visual identity for the GNWT is not intended to remain stagnant. We are continuously growing and developing. The standards will continue to evolve to maintain a positive and current representation of our organization. Every aspect of the visual identity was created for a purpose. It is inspired by, and reflective of, who we are as an organization and of the people, land and cultures of the Northwest Territories.

The visual identity was designed to convey the North's energy; represented in the sun, wind, water, aurora borealis, natural resources and the spirit of our rich and diverse cultures. It tells the story of a strong, energetic and united government.



who is responsible for the visual identity program (VIP)

The Department of Executive and Indigenous Affairs is responsible for the administration of the VIP under the Communications Policy section 11.21.

Employees at all levels of government have responsibility and accountability for compliance with the VIP: The Deputy Head (Deputy Minister) is responsible for ensuring that all communications activities of their department comply with the Executive Council approved policy and any subsequent directives or standards. This includes proper application of the VIP in materials coming from the department.

Departmental communications staff are responsible for understanding how and when the program should be applied and for acting as 'in-house' consultants in the development of all public materials and signage. In this way, all employees are responsible for ensuring compliance with the VIP at the departmental level.

Employees or groups who initiate projects where the GNWT is represented, are responsible for consulting with their departmental communications office to ensure proposed initiatives comply with the VIP.

The role of the Department of Executive and Indigenous Affairs, Corporate Communications, is to monitor how the VIP is applied, to assist departments in understanding their responsibilities in applying the VIP, and to provide advice on interpreting what is acceptable under the VIP. Corporate and departmental communications must work together to ensure a strong corporate image is communicated through the consistent application of standards and a "one government" approach.



The GNWT VIP must be implemented by:

- All departments
- All offices of government which are part of a departmental management structure reporting through a Deputy Minister to a Minister and which are included in departmental Main Estimates.

There are many entities other than the departments that are a part of the GNWT. These entities are referred to by various names including: agencies, boards, commissions, councils, tribunals and delegated administrative organizations. All have the following characteristics in common, they are:

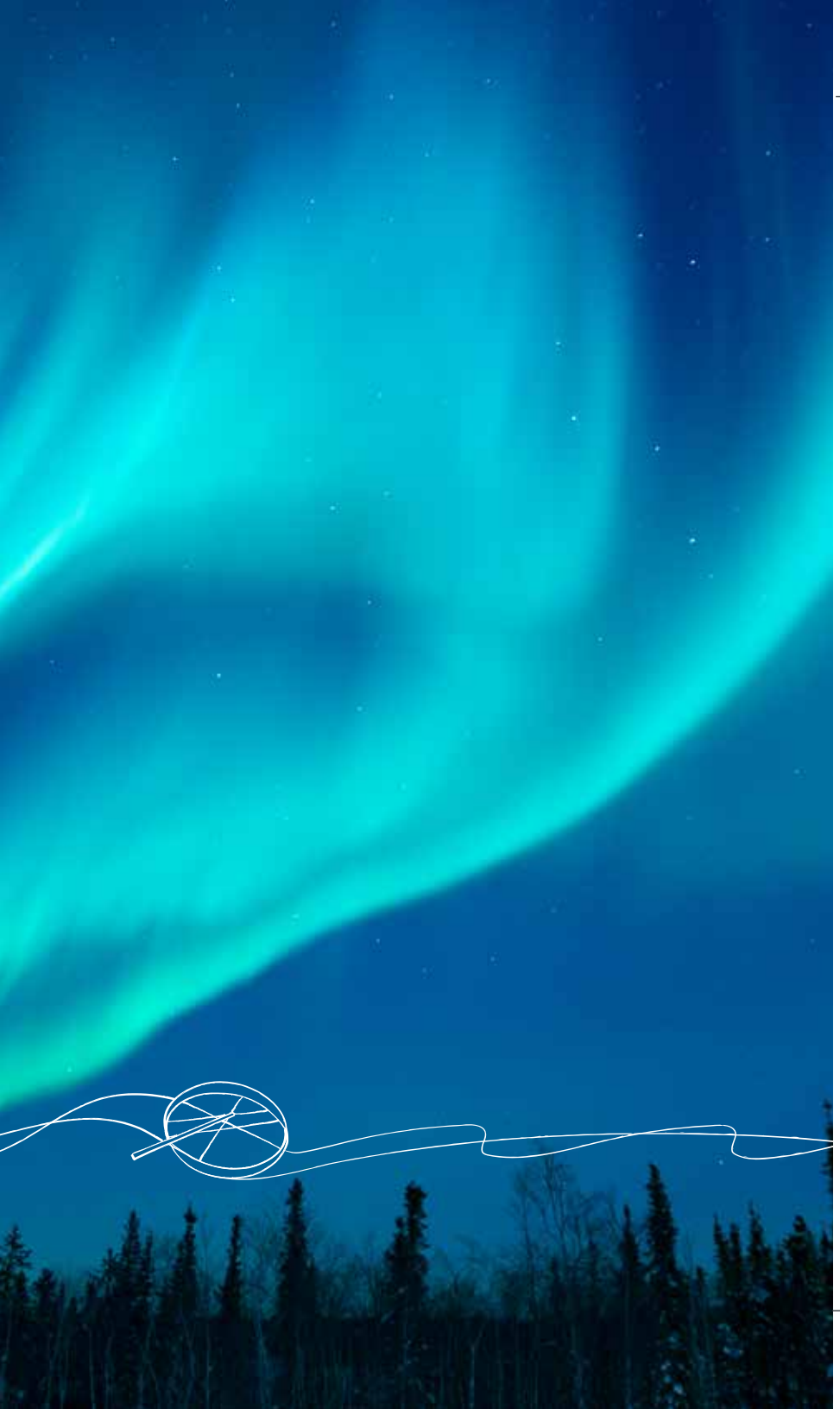
- established by government but not part of a department
- have been given responsibility to perform a public function
- are accountable to government, and
- have some degree of autonomy from government

For the purpose of working with the Government's visual identity program these standards divide entities into two groups based on their function, mandate, and the related need to either show a close relationship with government or that they operate with some independence.

1.O - ARMS LENGTH - Agency, board or commission with a strong relationship to the GNWT will adopt the GNWT Logotype with Signature alongside their brand when required to identify with the GNWT. There are two ways of application based on who's voice is the lead.

GNWT VOICE - if the GNWT is the lead voice, the VIP identity would be prominent and the entity's logo would be secondary placed similar to a partnership logo. (See pg. 109)

ENTITY VOICE - when an Agency, board or commission is the lead voice, their brand would be prominently displayed and the GNWT Logotype with Signature would be placed similar to a partnership logo. (See pg. 109)



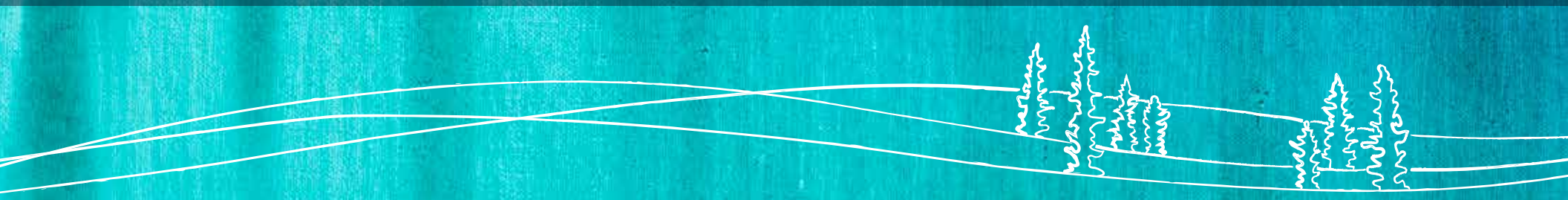
2.O - INDEPENDENT - Some organizations need to show they operate independently from the GNWT and would not be required to visually acknowledge their relationship with the GNWT. These organizations would be considered independent from the GNWT VIP and should develop their own visual identity program.

The following organizations are independent and are not required to use the GNWT VIP:

- Aurora College
- Crown Corporations and associated bodies
- Education boards and councils
- Hay River Health and Social Services Authority
- Legislative Assembly of the NWT
- Liquor Licensing Board
- Northwest Territories Health and Social Services Authority
- NWT Arts Council
- Office of the Regulator of Oil & Gas Operations
- Public Utilities Board
- Status of Women Council of the NWT
- Workers' Safety and Compensation Commission
- Yellowknife Airport

Contact your departmental communications staff should you have any questions.

government of the northwest territories **identifiers**





overview

The GNWT must be identified on all communications including external, internal and third party communications as applicable.

There are two identity systems designed for specific applications.

1.O - GNWT POLAR BEAR IDENTITY SYSTEM

Most GNWT products would follow the GNWT Polar Bear identity system (Polar Bear Symbol, Wordmark and Curve in Motion. See pg. 39) unless identified under the GNWT Logotype with Signature section. (See pg. 96)

2.O - GNWT COAT OF ARMS IDENTITY SYSTEM

The GNWT Coat of Arms identity system (Coat of Arms Symbol, Wordmark and Curve in Motion) is used by the Premier, Premier's Office, Cabinet Members and Secretary to Cabinet on all communication materials. (See pg. 47)

GNWT LOGOTYPE WITH SIGNATURE IDENTITIER

The GNWT Logotype with Signature is used to identify the GNWT in the following instances:

1. **Partnership** - Where the GNWT partners with one or more organizations, or funds an initiative of another organization. The GNWT Logotype with Signature must appear on communications and other promotional materials related to the project. (See pg.90)
2. **Arms length** - Entities who are arms length would use the GNWT Logotype with Signature to identify their relationship with the GNWT. (See pg. 95)
3. **Small imprint areas** - This application applies to products with small imprint areas such as awards, maps, promotional items, and third party platforms. (See pg. 98)

Permissions

Use of any of the GNWT identifiers is prohibited under the *Trademark Act of Canada* and may not be used without prior written permission of the GNWT.

The GNWT may seek damages resulting from the unauthorized reproduction or publication of any of the GNWT identifiers.

Contact creativeservices@gov.nt.ca for further information on use of GNWT identfiers.

1.0 - GNWT POLAR BEAR IDENTITY SYSTEM



Polar Bear Symbol

Government of
Northwest Territories

Wordmark



Curve in Motion

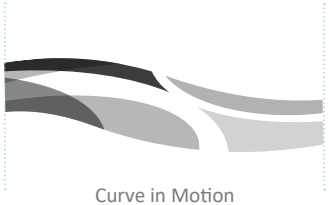
2.0 - GNWT COAT OF ARMS IDENTITY SYSTEM



Coat of Arms Symbol

Government of
Northwest Territories

Wordmark



Curve in Motion

GNWT LOGOTYPE WITH SIGNATURE IDENTIFIER



GNWT Logotype with Signature (Vertical)



GNWT Logotype with Signature (Horizontal)



visual identity program **elements**

applies to both polar bear and coat of arms identity systems

typography

Typography refers to the style of type, or “font”, used for communicating. It’s a powerful visual tool that, when used correctly, helps build an identity by adding visual meaning to what is being communicated.

The GNWT VIP typefaces are:

- Calibri (sans serif)
- Cambria (serif)

These typefaces were selected because they are warm, open and legible at all sizes. They communicate clearly and cleanly, and are flexible in a wide range of situations, including use of Indigenous fonts.

Stylistic typefaces are allowed for main headers and pull quotes when a campaign is being developed that needs to portray a specific tone and style.

land
dry fish

communities
fireweed
caribou
people


government
energy
trapping
gold
jig
explore
history
beauty
languages
richness
adventures
rocks
muskox
culture
opportunities
midnight sun
diamonds
throat singing
skinny trees
-40
lakes
bison
Northern lights
North

font
calibri

Calibri is our primary typeface. It can be used for headings and body copy. The integrity of the font should be maintained at all times. No vertical or horizontal scaling, etc. is permitted.

Calibri is a sans-serif typeface family. Calibri features subtly rounded stems and corners visible at larger sizes. The family comprises six styles: three weights (light, regular and bold) with corresponding true italics.

calibri

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

1234567890

Light	Regular	**Bold**
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	**ABCDEFGHIJKLMNOP** **QRSTUVWXYZ** **abcdefghijklmnopqr** **stuvwxyz** **1234567890**
Light Italic	*Regular Italic*	***Bold Italic***
ABCDEFGHIJKLMNOP *QRSTUVWXYZ* *abcdefghijklmnopqr* *stuvwxyz* *1234567890*	*ABCDEFGHIJKLMNOP* *QRSTUVWXYZ* *abcdefghijklmnopqr* *stuvwxyz* *1234567890*	***ABCDEFGHIJKLMNOP*** ***QRSTUVWXYZ*** ***abcdefghijklmnopqr*** ***stuvwxyz*** ***1234567890***

cambria

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps
over the lazy dog
1234567890

Regular	*Italic*	**Bold**
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	*ABCDEFGHIJKLMNOP* *QRSTUVWXYZ* *abcdefghijklmnopqr* *stuvwxyz* *1234567890*	**ABCDEFGHIJKLMNOP** **QRSTUVWXYZ** **abcdefghijklmnopqr** **stuvwxyz** **1234567890**
		Bold Italic
		ABCDEFGHIJKLMNOP ***QRSTUVWXYZ*** ***abcdefghijklmnopqr*** ***stuvwxyz*** ***1234567890***

font
cambria

Cambria may be used for BODY COPY ONLY when Calibri is not appropriate.

Diagonal and vertical hairlines and serifs are relatively strong, while horizontal serifs are small and intended to emphasize stroke endings rather than standing out themselves. This makes for a more natural reading rhythm.

supporting structural elements

The GNWT VIP provides a library of line art illustrations as supporting structural elements that are designed to help reinforce the essence of the GNWT brand.

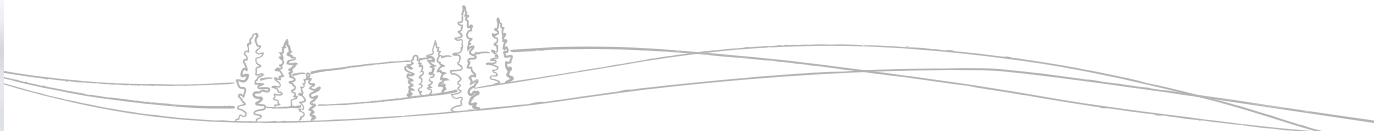
These illustrations can be emphasized or played down to add visual interest and enhance your GNWT storyline, while still maintaining consistency among the family of materials. They have a distinct style and are recognizable. The Illustrations must only be represented in Black and Reverse.

The library of illustrations should not be altered. Custom illustrations are not permitted without approval. Should there be a need for a custom illustration, requests can be brought forward to your departmental communications office.





EXAMPLES FROM THE LIBRARY



Trees- Default file used in Corporate Templates



Welder



Drum



Sun

Illustrations

The library of illustrations are designed with the essence of movement and energy. The lines are to bleed off the edges of the page and be placed away from any competing elements that may divert attention. Their usage is intended to be subtle and can be flexible in representing different themes (i.e. Sun - this illustration can represent energy, recovery, midnight sun, etc.).

improper use

Respect the rules of engagement for all supporting structural elements.

Contact your departmental communications office for a compliance check on any materials produced using GNWT structural supporting elements.

SUPPORTING STRUCTURAL ELEMENTS “DON’T”

DON’T: Create a stylistic line art drawing.

DON’T: Use disproportionate sizing. These are designed to be a subtle added element to your product.

DON’T: Combine the illustrations.

corporate colours

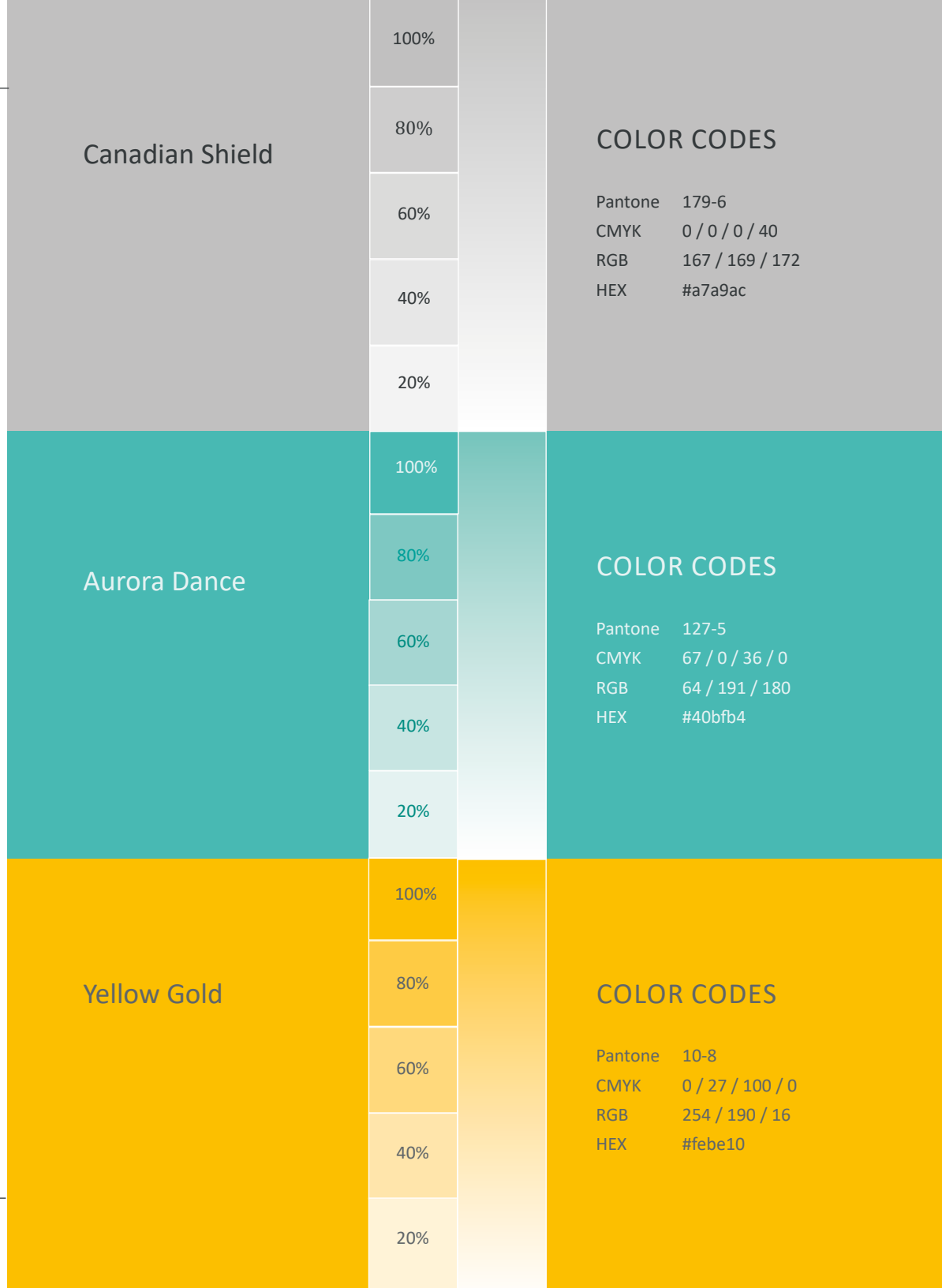
primary colour palette

The corporate colour palette is bold and vibrant. It comprises six colours that reflect the energy of the North—the sun, wind, water, aurora borealis, natural resources and the spirit of rich, diverse cultures. **NOTE: The following colours excluding "Canadian Shield" are NOT to be used when developing products for the GNWT Coat of Arms identity system**.

The colours are:

- Canadian Shield
- Twilight
- Aurora Dance
- Ice Blue
- Yellow Gold
- Wild Expanse

The consistent use of these core colours in any of their tones or gradiants reinforces and strengthens our brand.



Twilight

100%
80%
60%
40%
20%

COLOR CODES

Pantone	80-13
CMYK	10 / 76 / 0 / 9
RGB	199 / 89 / 151
HEX	#c75997

Ice Blue

100%
80%
60%
40%
20%

COLOR CODES

Pantone	109-6
CMYK	74 / 26 / 0 / 0
RGB	38 / 153 / 213
HEX	#2699d5

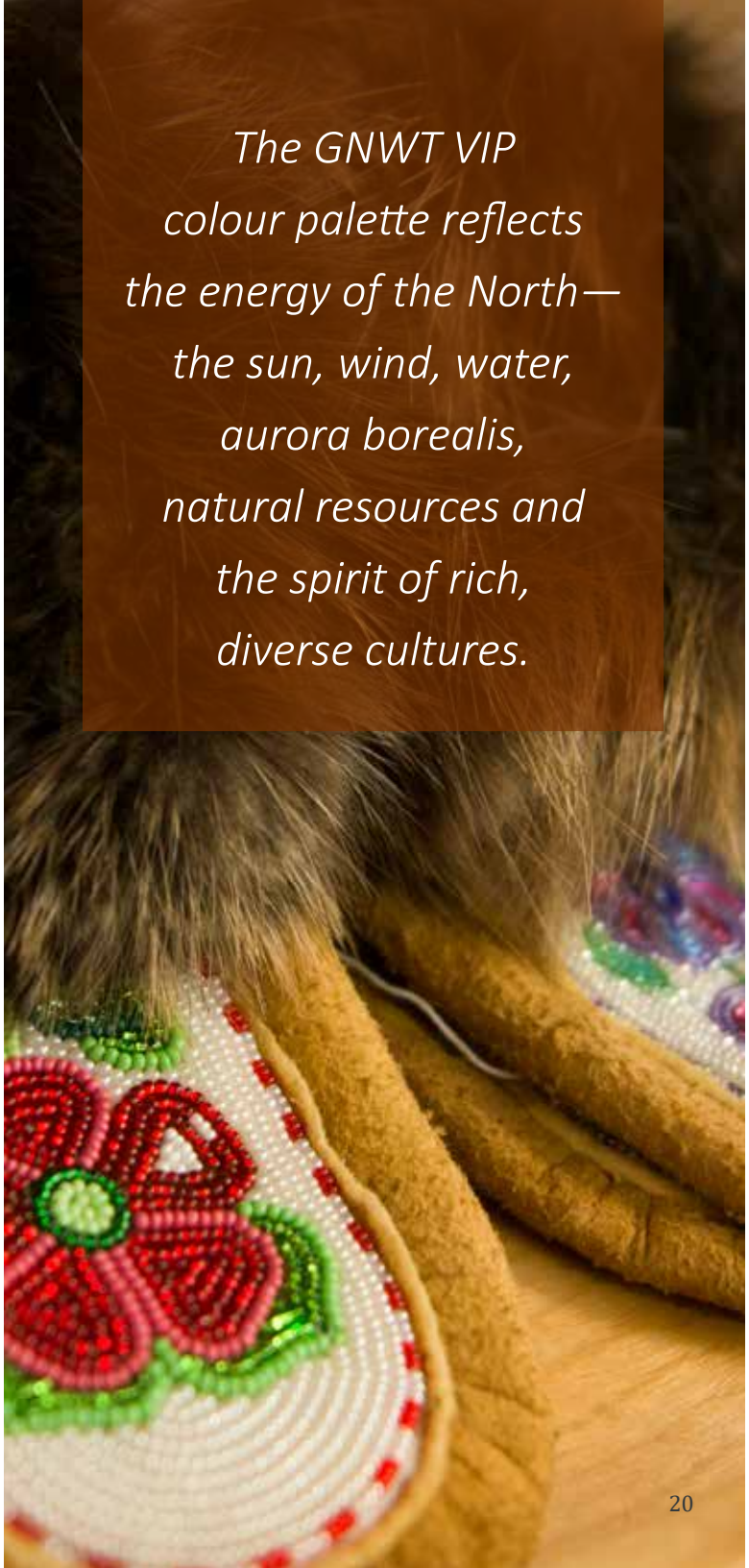
Wild Expanse

100%
80%
60%
40%
20%

COLOR CODES

Pantone	36-7
CMYK	0 / 64 / 83 /40
RGB	161 / 81 / 36
HEX	#a15124

The GNWT VIP colour palette reflects the energy of the North—the sun, wind, water, aurora borealis, natural resources and the spirit of rich, diverse cultures.



secondary colour palette

The secondary colour palette supports and complements the primary colour palette. Use these colours to extend the flexibility and variety of design options.



Twilight Light

Pantone 80-2
CMYK 6 / 43 / 0 / 0
RGB 230 / 163 / 200
HEX #e6a3c8

100%
80%
60%
40%
20%

Twilight Dark

Pantone 80-16
CMYK 13 / 100 / 0 / 12
RGB 188 / 6 / 126
HEX #bc067e

100%
80%
60%
40%
20%

Ice Blue Light

Pantone 109-2
CMYK 21 / 7 / 0 / 0
RGB 196 / 218 / 241
HEX #c4daf1

100%
80%
60%
40%
20%

Ice Blue Dark

Pantone 109-16
CMYK 100 / 35 / 0 / 12
RGB 0 / 118 / 182
HEX #0076b6

100%
80%
60%
40%
20%

Wild Expanse Light

Pantone 36-10
CMYK 0 / 37 / 49 / 30
RGB 185 / 131 / 98
HEX #d98362

100%
80%
60%
40%
20%

Wild Expanse Dark

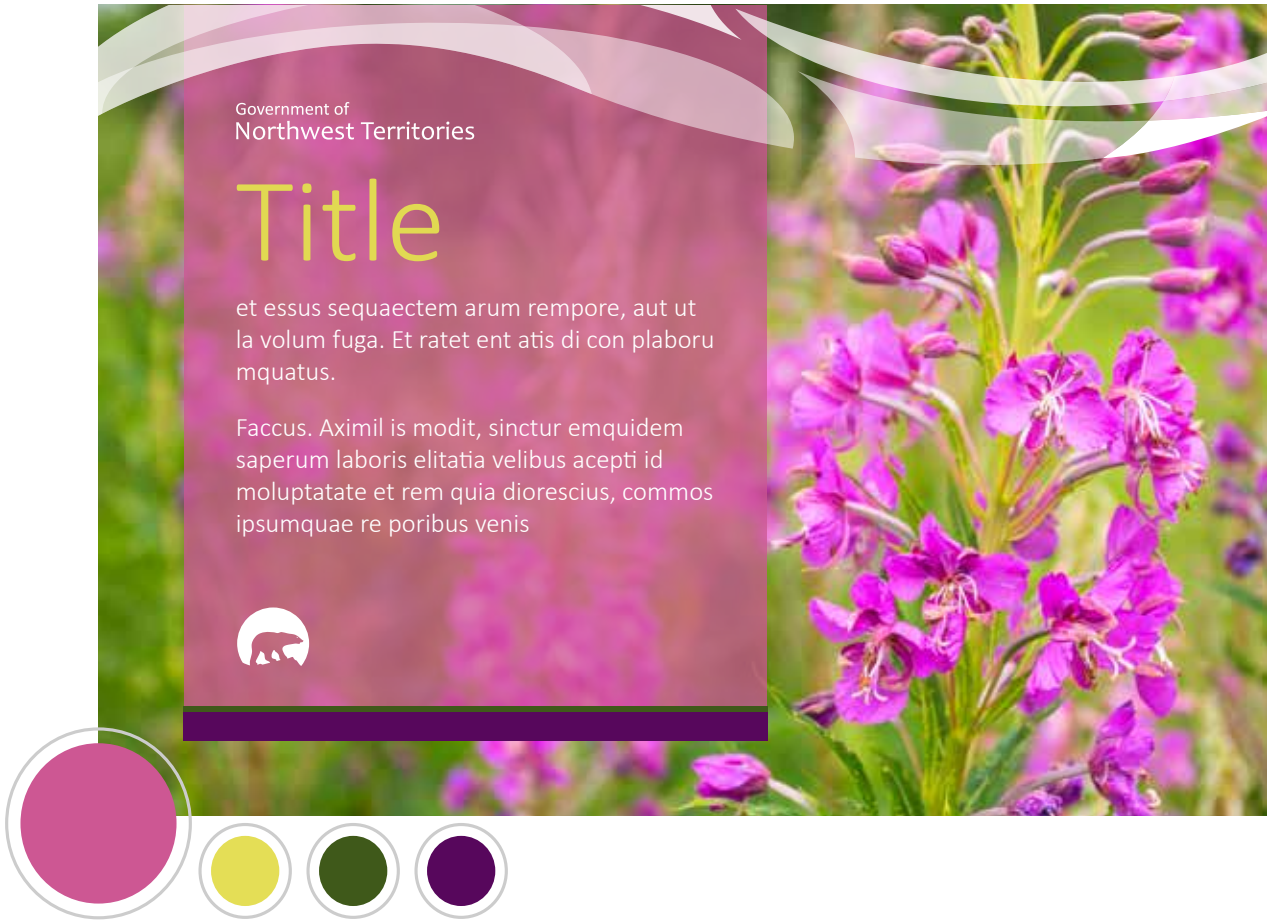
Pantone 36-16
CMYK 0 / 75 / 98 / 60
RGB 123 / 46 / 0
HEX #7b2e00

100%
80%
60%
40%
20%

Use the secondary colour palette for flexibility and variety.



This example showcases one of our corporate colours with secondary colours selected from the photograph to create a harmonious flow.



Corporate Colour | Twilight

Secondary Colours | P166-14 | P156-15 | P95-15

imagery + colour effects

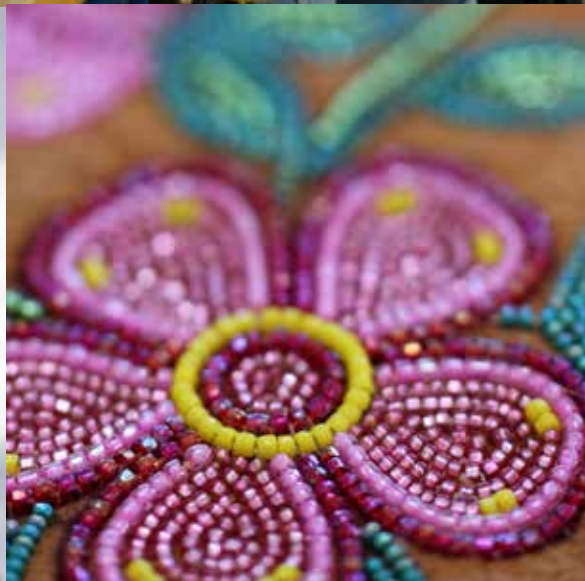
Using appropriate imagery in communications materials can help connect with audiences, deepen engagement and build trust in the GNWT. The images you choose should be evocative, inspiring, and help tell your story. To support the "one government" approach and convey a professional image of the GNWT, the images selected should be of high quality, be well-composed and complementary to the VIP colour palette. In keeping with the spirit of the VIP, they should be reflective of the richness, diversity and resiliency of the NWT land, culture and people.

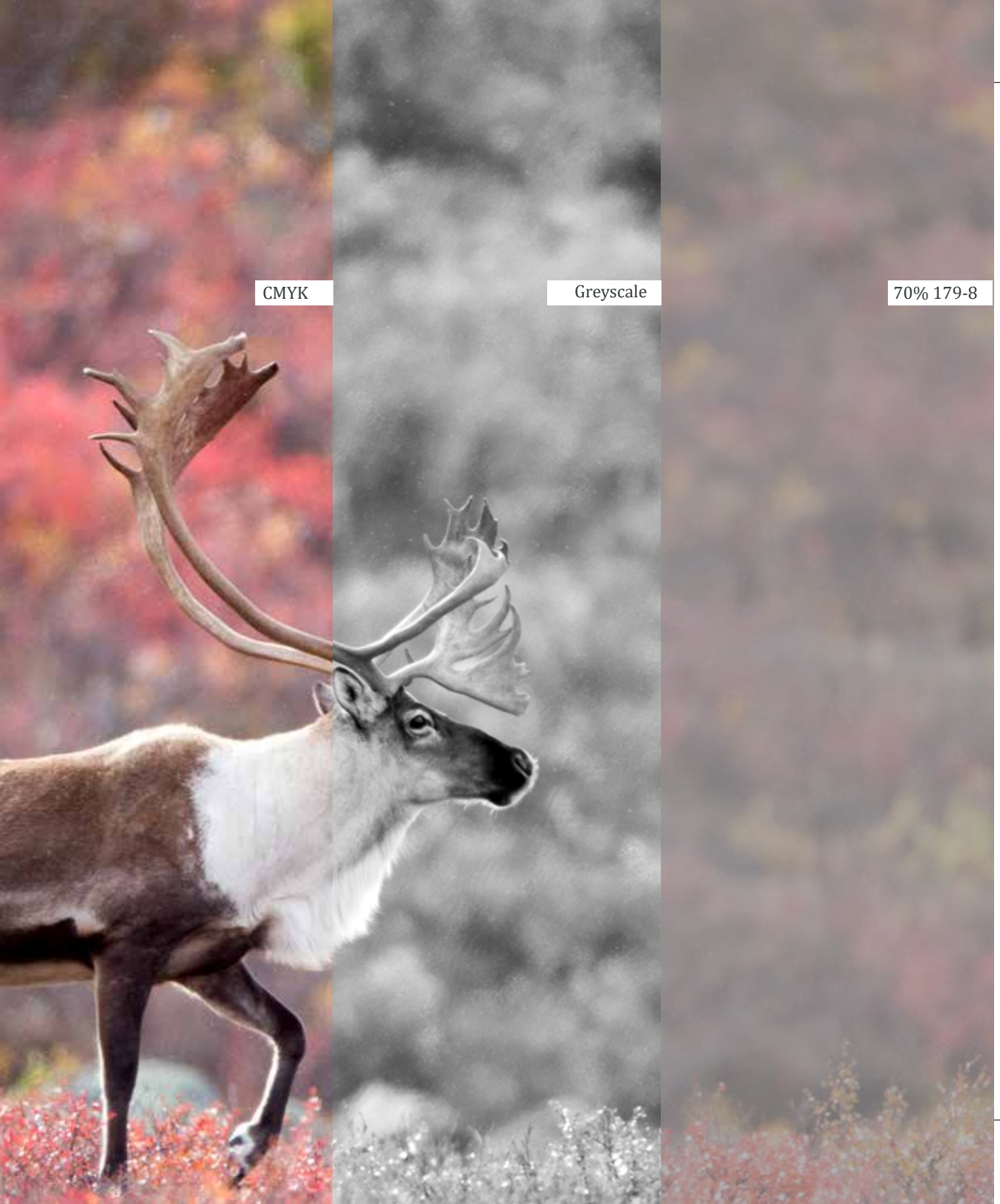












TIPS

1. All photos should be well-lit and clean.
2. Crop to use optimal image detail. Eliminate background noise by cropping tightly around the subject. This way, the subject gets the viewer's undivided attention.
3. Use greyscale images when the colour scheme of the photo doesn't fit with the background.
4. Use greyscale images with a colour overlay when you want to add text over top of an image.
5. When using more than one photo on the same page, create visual variety. Never run photos together that depict the same emotion or use the same camera angle.
6. Provide photo credit where appropriate.
7. Ensure appropriate photo permissions have been secured from the photographer and subjects.

government of the northwest territories **identity elements**

applies to both polar bear and coat of arms identity systems



wordmark

The Wordmark is one of three elements that make up the GNWT Polar Bear and Coat of Arms identity systems. The Wordmark must be used on the front face of all communication materials.

The Wordmark must be used in the graphic format provided and must not be reproduced as text.

The Wordmark may be represented in its defined colours, Reverse or 100% Black.

The Wordmark exists in French, English and a horizontal/vertical English-French bilingual format. English and French Wordmarks exist in left alignment and right alignment to best suit placement.

VERSIONS OF THE WORDMARK

ENGLISH WORDMARK
Use the English Wordmark when the text is unilingual English.

FRENCH WORDMARK
Use the French Wordmark when the text is unilingual French.

ENGLISH-FRENCH BILINGUAL WORDMARK
Use the bilingual Wordmark when the text is bilingual English/French.

EXCLUSION ZONE
The exclusion zone on all four sides around the Wordmark must be at least as high as the height of the "N" in "Northwest Territories. The minimum space should be maintained when you proportionally enlarge or reduce the Wordmark in size.

MINIMUM SIZE
The horizontal Wordmarks must be at least 0.25” from the top to the bottom (See pg. 28-29). The vertical Bilingual Wordmark must be at least 0.5” from the top to the bottom. (See pg. 30)



ENGLISH WORDMARK

Government of
Northwest Territories

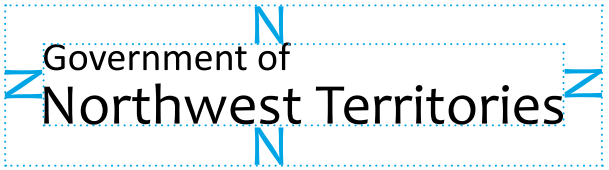
Left aligned

Government of
Northwest Territories

Right aligned

Government of
Northwest Territories

Reverse



Exclusion zone



Minimum size

FRENCH WORDMARK

Gouvernement des
Territoires du Nord-Ouest

Left aligned

Gouvernement des
Territoires du Nord-Ouest

Right aligned

Gouvernement des
Territoires du Nord-Ouest

Reverse



Exclusion zone



Minimum size

Government of Gouvernement des
Northwest Territories Territoires du Nord-Ouest

Horizontal

Government of Gouvernement des
Northwest Territories Territoires du Nord-Ouest

Reverse



Exclusion zone



Minimum size

Government of | Gouvernement des
Northwest Territories
Territoires du Nord-Ouest

Vertical

Government of | Gouvernement des
Northwest Territories
Territoires du Nord-Ouest

Reverse



Exclusion zone



Minimum size

improper use

Do not alter or modify the Wordmark in any way. Contact your departmental communications office for approved files.

WORDMARK “DON’T”



use of a screen



add elements



use of a different typeface



size smaller than the minimum size



create a Departmental Wordmark



create a bilingual Wordmark

WORDMARK “DON’T”

Government of
Northwest Territories

rotate

Government of
Northwest Territories

add a drop shadow

Government of
Northwest Territories

stretch or condense

Government of
Northwest Territories

use different colours

Government of
Northwest Territories

add a frame

Government of
Northwest Territories

alter



place the Wordmark in an enclosed shape to allow the background to be dropped out



contrast

Northwest Territories

delete any words

curve
in motion

The Curve in Motion provides a flexible, unifying element to all communications materials. Inspired by the movement of the aurora borealis, the Curve in Motion was created with transparencies to show movement and energy present in the North.

The Curve in Motion is one of three elements that make up the GNWT Polar Bear and Coat of Arms identity systems. It must be used on the front face of all communication materials in conjunction with the Wordmark and appropriate Symbol.

There are two types of Curve in Motion; the corporate Curve in Motion is used for most corporate materials while the stylistic Curve in Motion is used to for materials that require a specific tone.

Note: The Coat of Arms Symbol can only be paired with the black or reverse Curve in Motion from the corporate library (see pg. 34). The Stylistic curves are not be used when developing any products for the Premier, Premier's Office, Cabinet Members and Secretary to Cabinet.



CURVE IN MOTION (CORPORATE)

The corporate Curve in Motion is used for most GNWT communications materials. It is available in three colour versions.

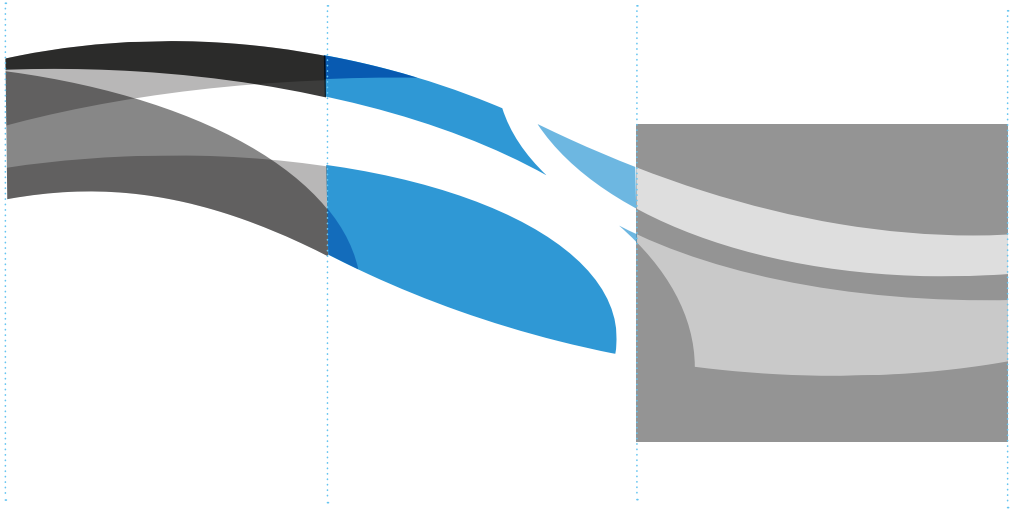
MINIMUM SIZE AND EXCLUSION ZONE

The size and orientation of the curve may be adjusted as long as it remains recognizable and retains its proportional size. The rules of engagement must always be respected. (See pg. 36)

COLOURS

The Curve in Motion is only to be represented in black, ice blue (default Corporate colour), and reverse versions. The ice blue version is to be used unless there are contrasting difficulties. In those instances, the reverse or black version may be used.

CORPORATE CURVES

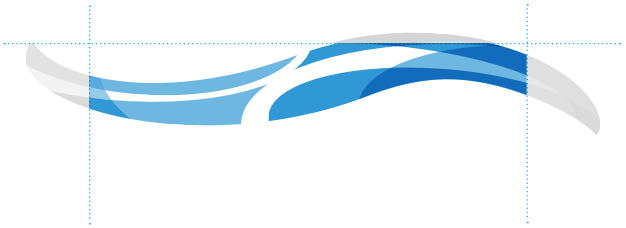


Black

Ice Blue
(default Corporate colour)

Reverse

NOTE: The tips of the Curve in Motion are included in the file to allow for flexibility when manipulating the curve in size and length. **The tips should never be visible in the final product.**



CURVE IN MOTION (STYLISTIC)

The stylistic Curve in Motion is available in four treatments, to help support a desired tone intended for a targeted audience.

A fourth stylistic curve has been created for the sole purpose of developing products that require solid colour application, such as engraving, window frosting or embroidery.

MINIMUM SIZE AND EXCLUSION ZONE

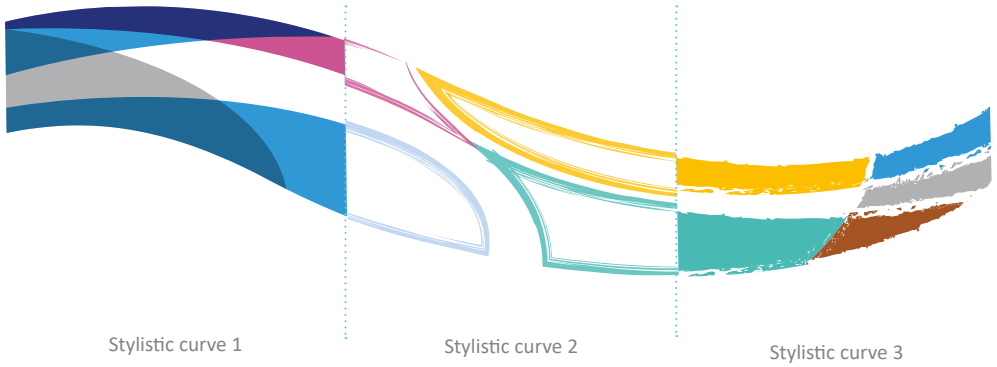
The size and orientation of the Curve in Motion may be adjusted as long as it remains recognizable and retains its proportional size. The rules of engagement must always be respected. (See pg. 36)

COLOURS

The three treatments of stylistic Curve in Motions must only be represented in designated colours and must not be altered. Of the three stylistic curves, there is a full coloured, black, and reverse versions.

NOTE: The tips of the stylistic Curve in Motion are included in the file to allow for flexibility when manipulating the curve in size and length. **The tips should never be visible in the final product.**

STYLISTIC CURVES 1-3



STYLISTIC CURVE 4 (SOLID COLOUR APPLICATION)

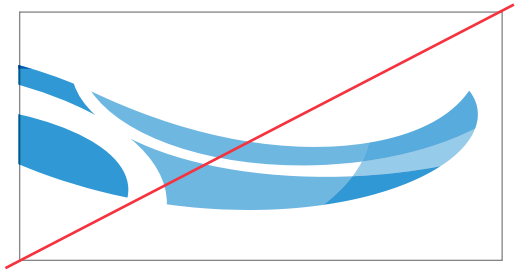


improper use

Do not alter or modify the Curve in Motion so that it is unrecognizable or loses its propotional size. These rules of engagement apply to all versions of the Curve in Motion.

Contact your departmental communications office for approved files.

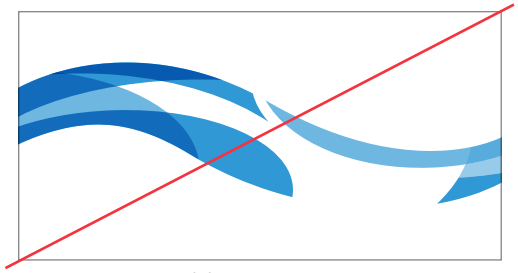
CURVE IN MOTION “DON’T”



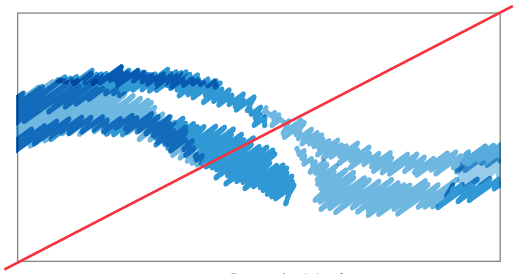
show tips



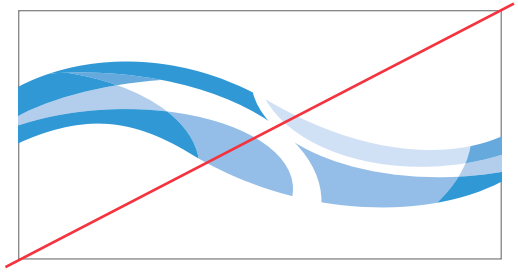
change the colour



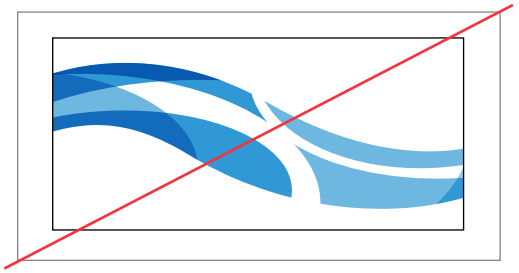
delete any pieces



create a Curve in Motion

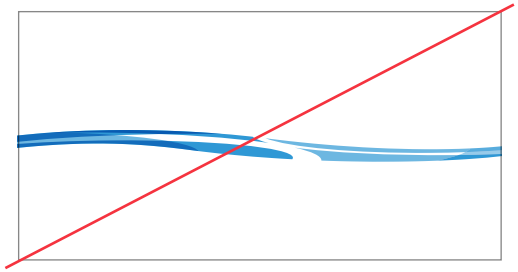


flatten transparencies

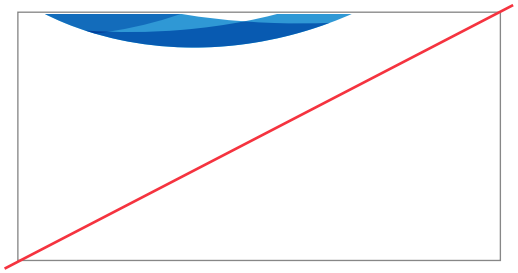


add a frame

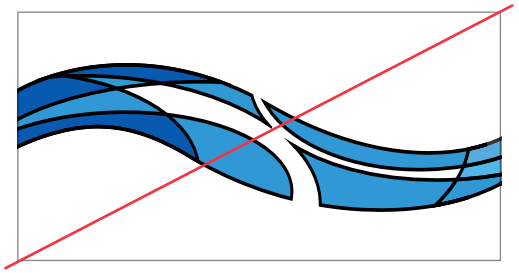
CURVE IN MOTION “DON’T”



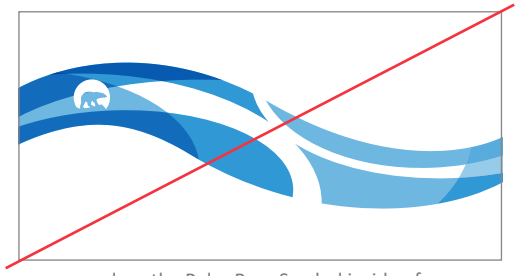
scale it to the point it is not recognizable



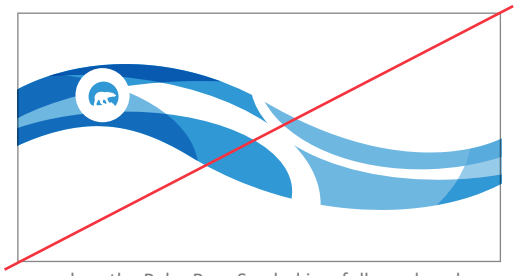
show such a small portion that
the Curve in Motion is not recognizable



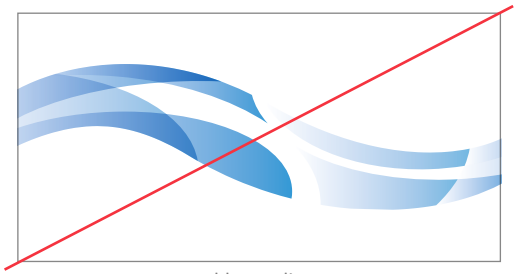
outline



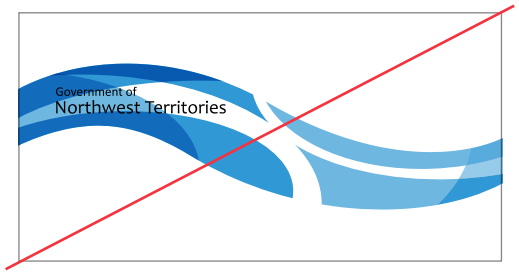
place the Polar Bear Symbol inside of
the Curve in Motion



place the Polar Bear Symbol in a fully enclosed
shape on the Curve in Motion



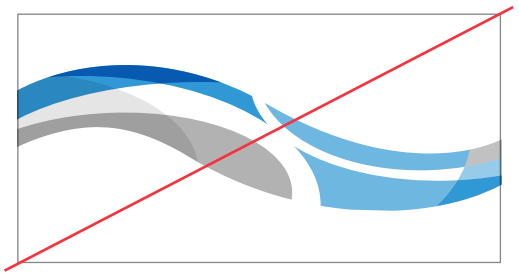
add a gradient



place a Wordmark over the Curve in Motion



a title or text over the Curve in Motion causing
the text to be illegible

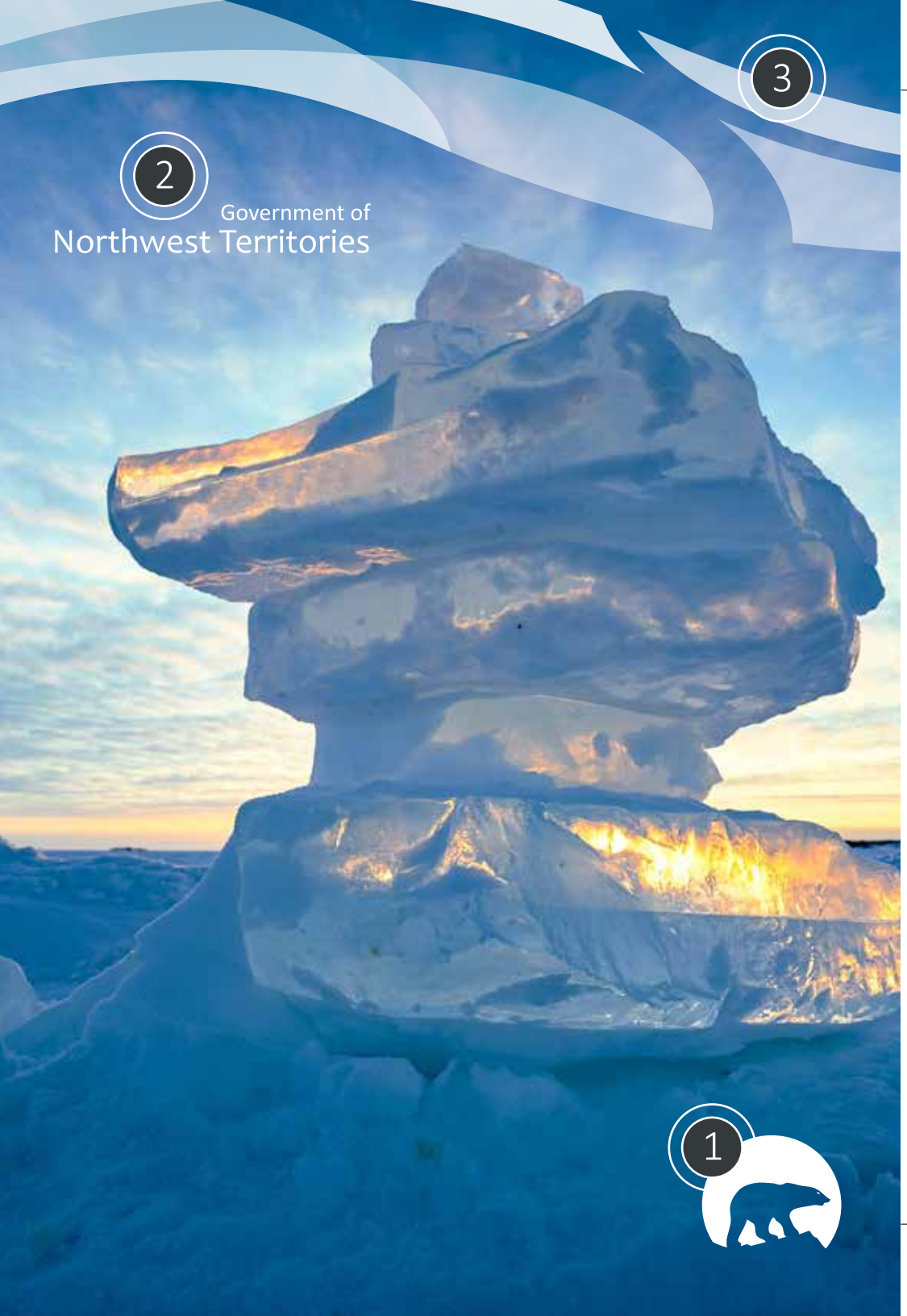


change the colours within the Curve in Motion

1.0

gnwt polar bear
identity system





overview

The GNWT does not have a singular logo because of the need to be flexible and to allow for 11 official languages. The GNWT Polar Bear identity system was developed to allow for multiple Wordmarks depending on the required language representation.

The GNWT Polar Bear identity system consists of three main elements:

1. Polar Bear Symbol
2. Wordmark
3. Curve in Motion

All three elements must appear on all front face communication materials and cannot be used on their own.

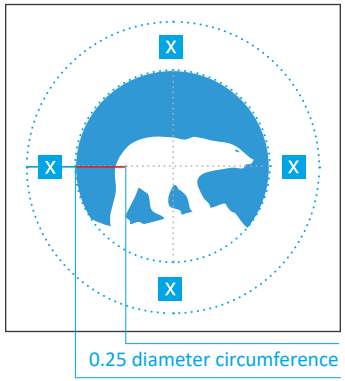
polar bear symbol

The Polar Bear Symbol must be used on the front face of all communication materials in conjunction with the Wordmark and Curve in Motion. The symbol can be placed on colour, illustrative or photographic backgrounds as long as the integrity of the symbol is not diminished. The Polar Bear Symbol cannot be altered.



EXCLUSION ZONE

The exclusion zone around the symbol must be at least a **0.25 diameter circumference**. The exclusion zone isolates the symbol from competing elements such as other images or copy that may divert attention.



MINIMUM SIZE

The Polar Bear Symbol must be at least 0.25” from the top of the bear to the bottom of its back foot.







VERSIONS

The Polar Bear Symbol may only be used in Ice Blue, Black and Reverse.



ICE BLUE

This is the GNWT default colour.

Pantone
109-6

CMYK
74/26/0/0
RGB 38/153/213
HEX #2699d5



BLACK

Use the Polar Bear Symbol in 100% black on backgrounds where there is sufficient contrast.
The black version must be used for one colour products such as forms and ads.



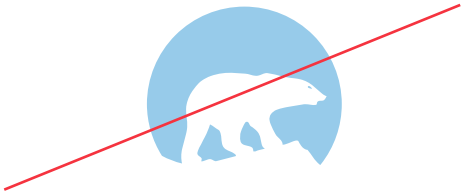
REVERSE

Use the Polar Bear Symbol in reverse on backgrounds where there is insufficient contrast.

improper use

Do not alter or modify the Polar Bear Symbol in any way. Contact your departmental communications office for approved files.

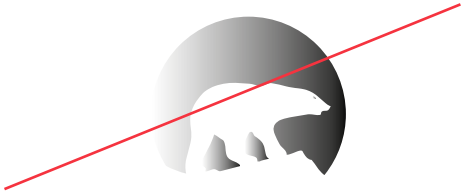
POLAR BEAR SYMBOL “DON’T”



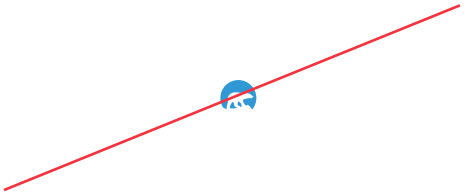
use of a screen



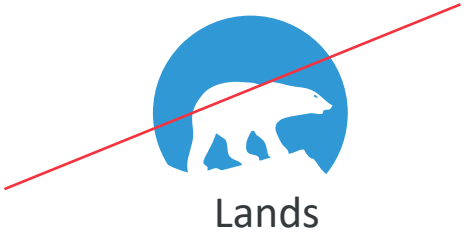
add elements



add a gradient



size smaller than the minimum size

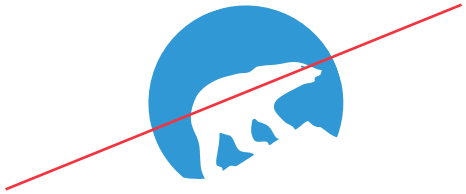


create a Departmental Wordmark

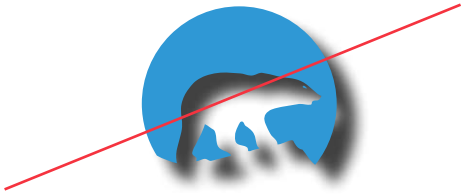


create a logo

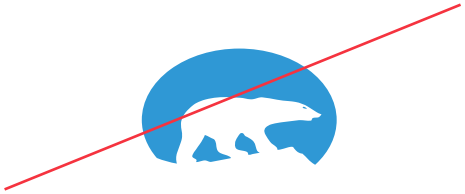
POLAR BEAR SYMBOL “DON’T”



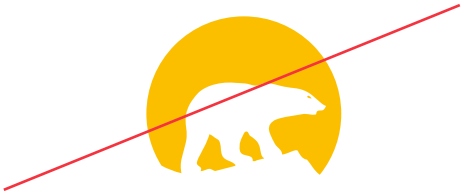
rotate



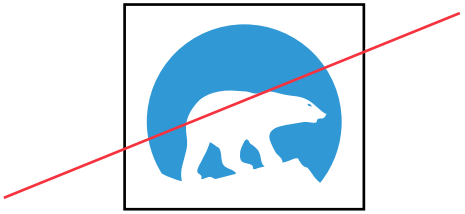
add a drop shadow



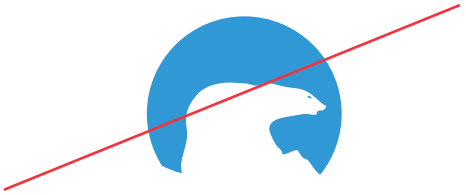
stretch or condense



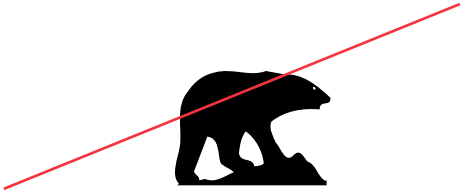
use different colours



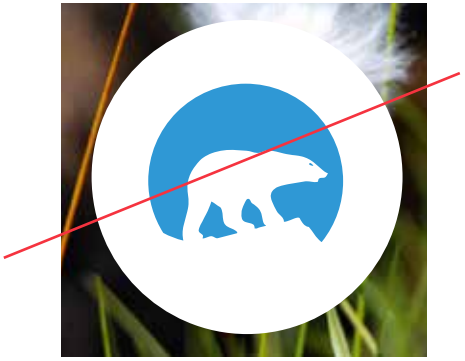
add a frame



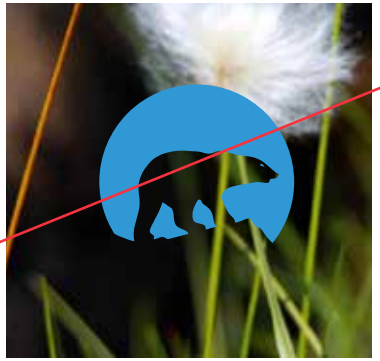
delete any pieces



alter



place the Polar Bear Symbol in an enclosed shape
to allow the background to be dropped out

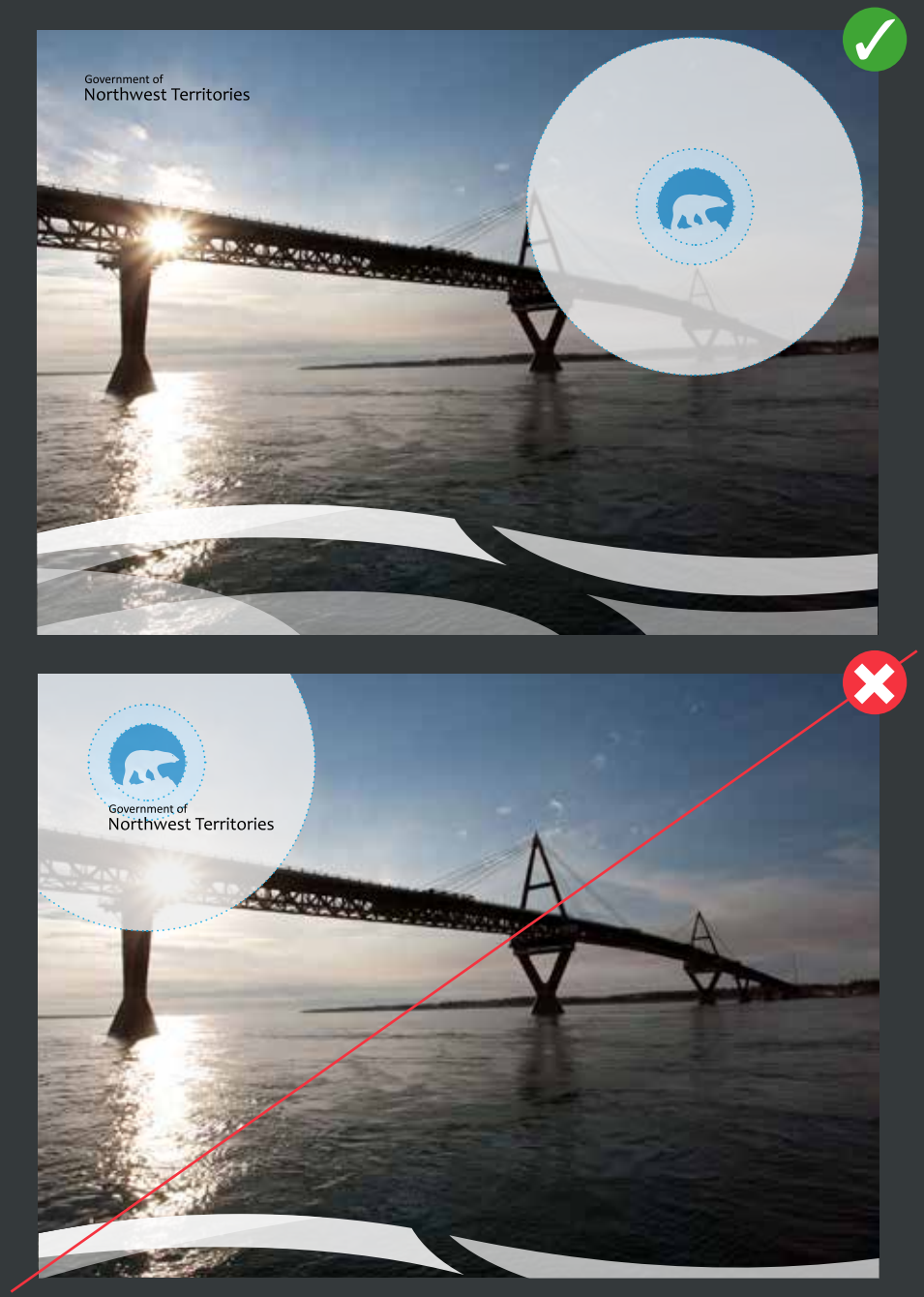


place on busy background

polar bear symbol, wordmark + exclusion zone

The exclusion zone around the Polar Bear Symbol and Wordmark must be maintained for consistency, legibility and prominence. It ensures that other graphical elements do not interfere.

Do not place text or images with strong impact or impression near the Polar Bear Symbol or Wordmark.



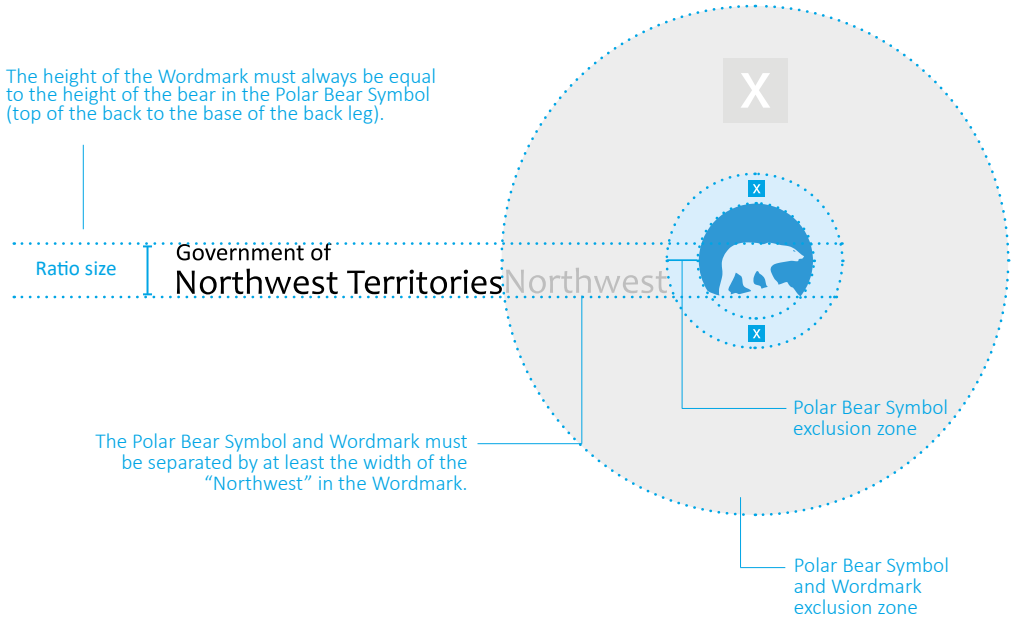
EXCLUSION ZONE AND RATIO SIZE

EXCLUSION ZONE

The exclusion zone around the Polar Bear Symbol must be at least a **0.25 diameter circumference**. The exclusion zone isolates the symbol from competing elements such as other images or copy that may divert attention. The Polar Bear Symbol and Wordmark, must be separated by at least the width of the “Northwest” in the Wordmark. Increase this distance when possible.

RATIO SIZE

The height of the Wordmark must always be equal to the height of the bear in the Polar Bear Symbol (top of the back to the base of the back leg).



2.0

gnwt coat of arms
identity system



overview

The GNWT does not have a singular logo because of the need to be flexible and to allow for 11 official languages. The Coat of Arms identity system was developed to allow for multiple Wordmarks depending on the required language representation.

The Coat of Arms identity system consists of three main elements:

1. Coat of Arms Symbol
2. Wordmark
3. Curve in Motion

All three elements must appear on all communication materials and cannot be used on their own.

coat of arms symbol

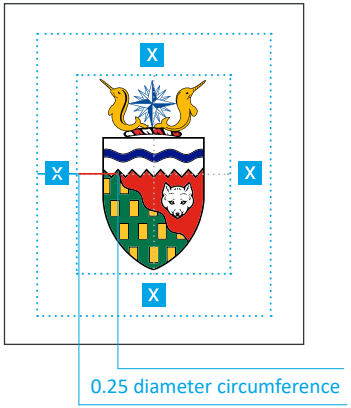
The Coat of Arms Symbol is used by the Premier, Premier's Office, Cabinet Members and Secretary to Cabinet on all communication materials. Use the Coat of Arms Symbol in full colour on business cards, letterhead, and other applications used by or originating from the Executive Council (Cabinet members).



In addition to the Coat of Arms Symbol, you must include the Wordmark and Curve in Motion in either Black or Reverse, depending on the product's design needs.

EXCLUSION ZONE

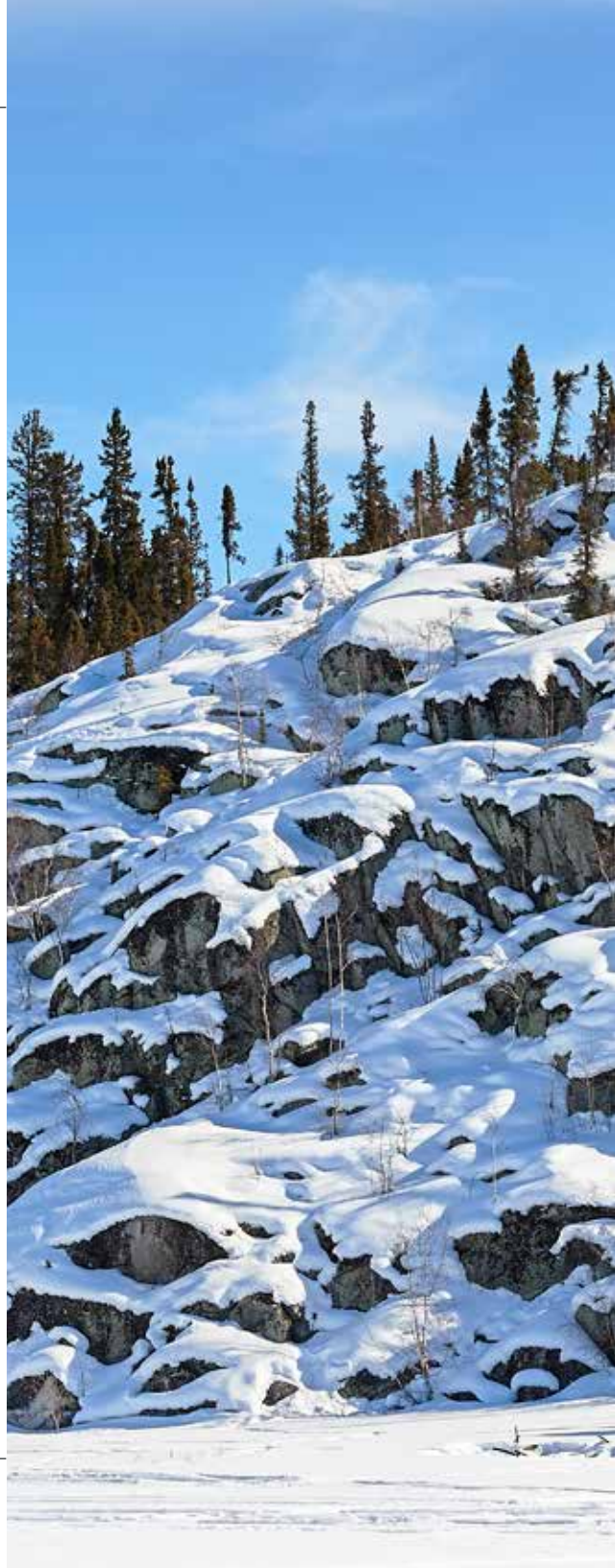
The exclusion zone around the symbol must be at least a **0.25" diameter circumference**. The exclusion zone isolates the symbol from competing elements such as other images or copy that may divert attention.



MINIMUM SIZE

The Coat of Arms Symbol must be at least 0.5" from the top to the bottom.







VERSIONS



FULL COLOUR (DEFAULT)

The colours of the Territorial Shield Symbol are defined and cannot be altered.

Pantone Reflex Blue C	Pantone Red 485 C	Pantone Yellow 123 C	Pantone Green 3415 C
CMYK 100/96/13/9	CMYK 5/98/100/0	CMYK 0/22/93/0	CMYK 89/30/86/18
RGB 42/49/125	RGB 227/39/38	RGB 255/200/40	RGB 0/117/74
HEX #2a317d	HEX #e32726	HEX #ffc828	HEX #00754a



BLACK

Use the Coat of Arms Symbol in 100% black on backgrounds where there is sufficient contrast.



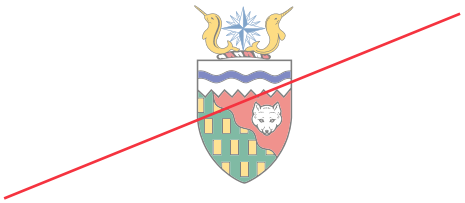
REVERSE

Use the Coat of Arms Symbol in reverse on backgrounds where there is insufficient contrast.

improper use

Do not alter or modify the Coat of Arms Symbol in any way. Contact your departmental communications office for approved files.

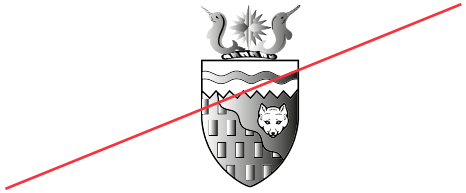
COAT OF ARMS SYMBOL “DON’T”



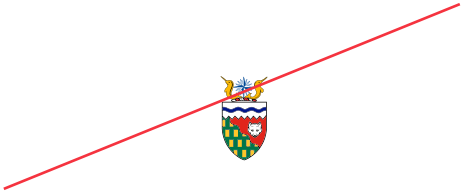
use of a screen



add elements



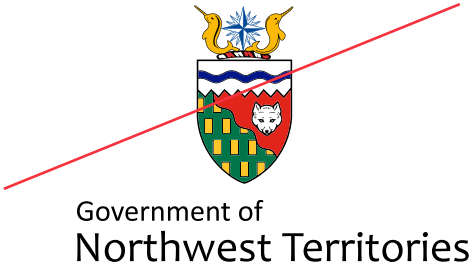
add a gradient



size smaller than the minimum size

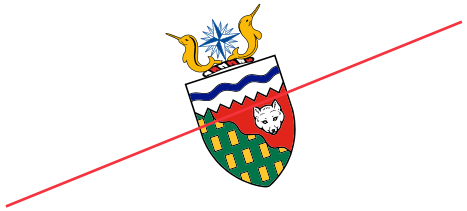


create a Departmental Wordmark

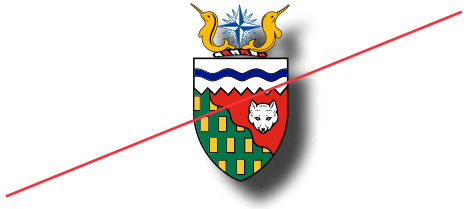


create a logo

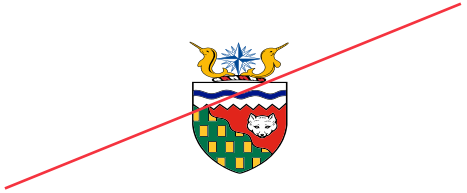
COAT OF ARMS SYMBOL “DON’T”



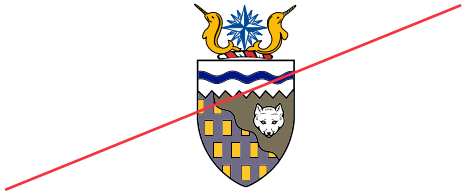
rotate



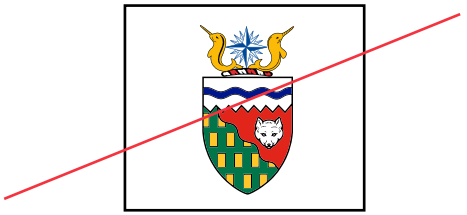
add a drop shadow



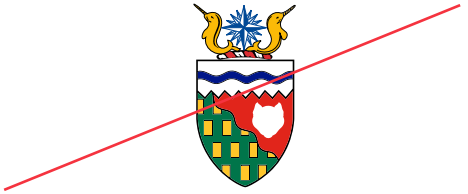
stretch or condense



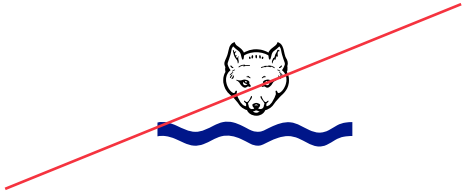
use different colours



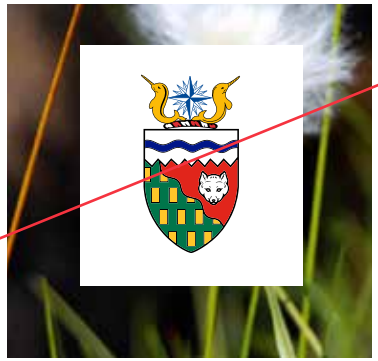
add a frame



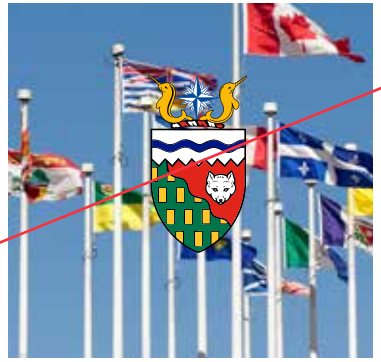
delete any pieces



alter



place the symbol in an enclosed shape to allow the background to be dropped out

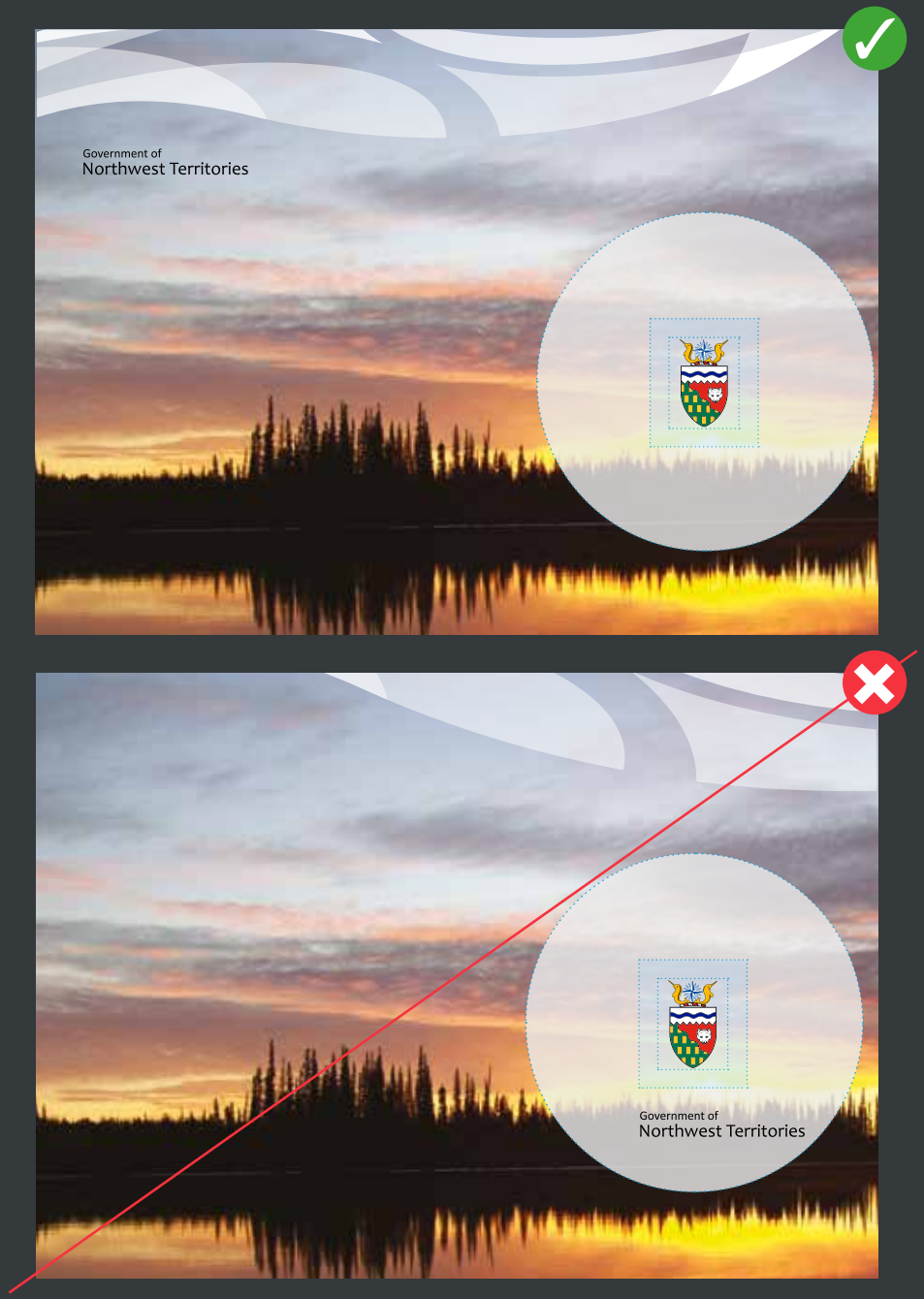


place on busy background

Coat of Arms Symbol, wordmark + exclusion zone

The exclusion zone around the Coat of Arms Symbol and Wordmark must be maintained for consistency, legibility and prominence. It ensures that other graphical elements do not interfere.

Do not place text or images with strong impact or impression near the Coat of Arms Symbol or Wordmark.



EXCLUSION ZONE AND RATIO SIZE

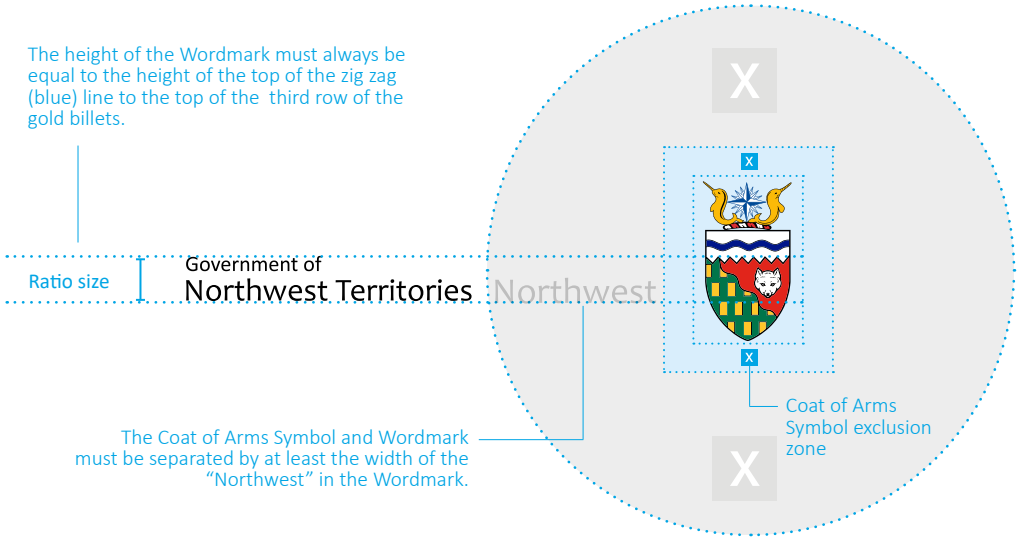
EXCLUSION ZONE

The exclusion zone around the Coat of Arms Symbol must be at least a **0.25" diameter circumference**. The exclusion zone isolates the symbol from competing elements such as other images or copy that may divert attention.

The Coat of Arms Symbol and Wordmark, must be separated by at least the width of the “Northwest” in the Wordmark. Increase this distance when possible.

RATIO SIZE

The height of the Wordmark must always be equal to the height of the top of the zig zag (blue) line to the top of the third row of the gold billets.



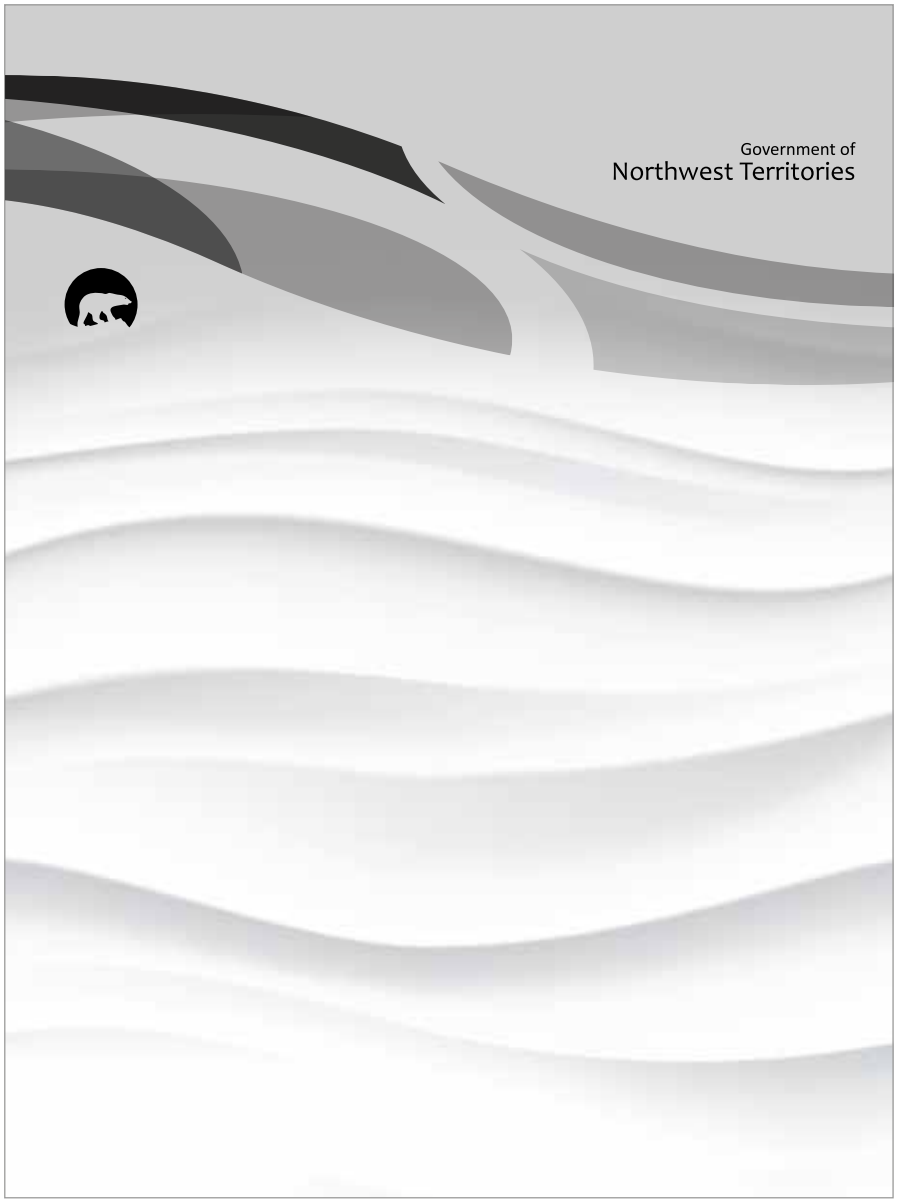
synergy of elements

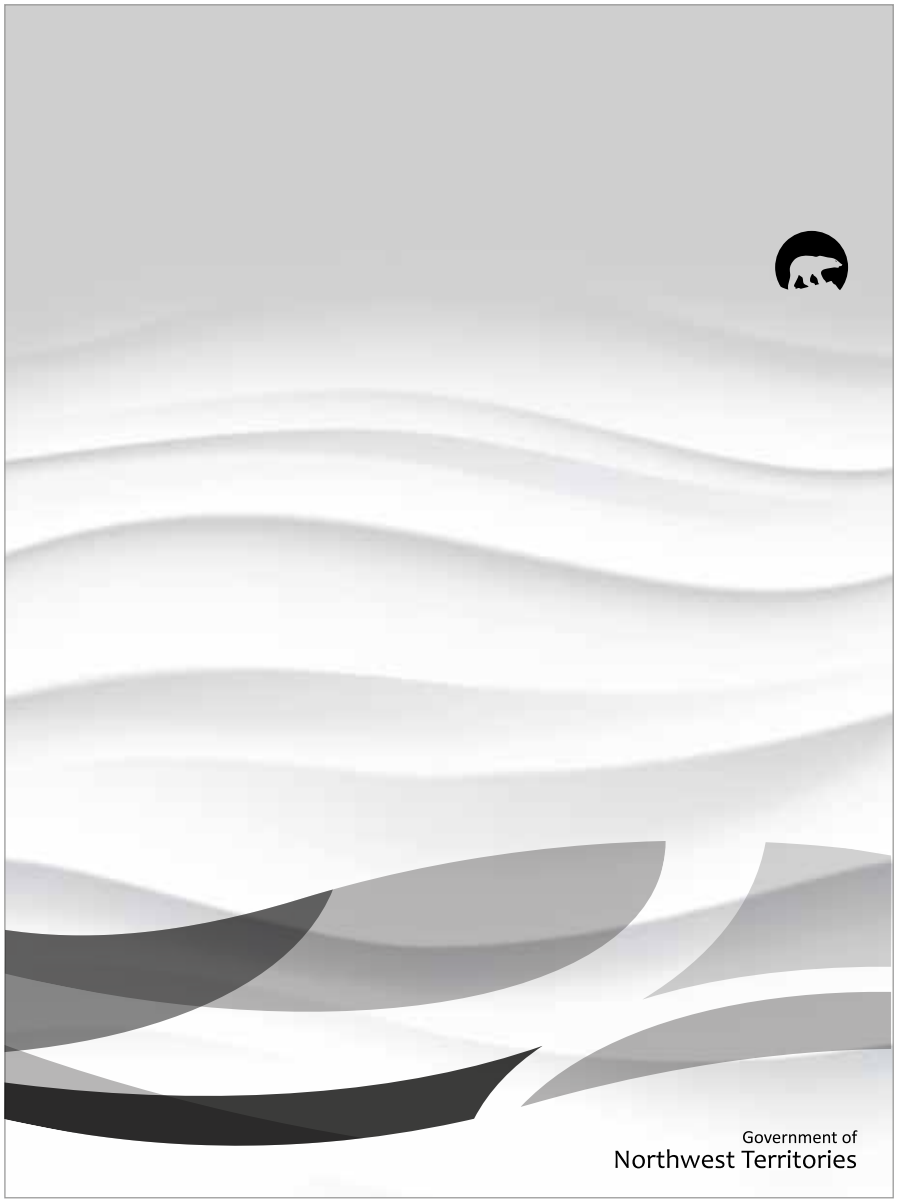
All three elements—the Polar Bear or Coat of Arms Symbol, Wordmark and Curve in Motion—must be present and laid out in a balanced fashion. They are meant to support each other and work together to create the corporate GNWT brand. They should not be considered as separate elements, but as three parts of a cohesive whole.

It is not necessary for the Polar Bear or Coat of Arms Symbol and/or Wordmark to be in the same position from layout to layout. As shown here, they can be used differently as long as the brand standards are respected.

ELEMENT LAYOUT EXAMPLES




Government of
Northwest Territories


Government of
Northwest Territories

improper use

Respect the rules of engagement for all the elements of the GNWT Polar Bear identity system.

Contact your departmental communications office for a compliance check on any materials produced using the GNWT Polar Bear identity system.

SYNERGY OF ELEMENTS “DON’T”

DON’T:	Use any of the elements (Polar Bear or Coat of Arms Symbol, Wordmark or Curve in Motion) on their own.
DON’T:	Use disproportionate sizing (large Polar Bear or Coat of Arms Symbol, small Wordmark) or place the Polar Bear or Coat or Arms Symbol and Wordmark too close together.
DON’T:	Use bilingual Wordmark on an English product.
DON’T:	Use the Curve in Motion as a stylistic supporting element.

gnwt polar bear identity system

corporate templates

LETTERHEAD

There are two versions of the GNWT corporate letterhead.

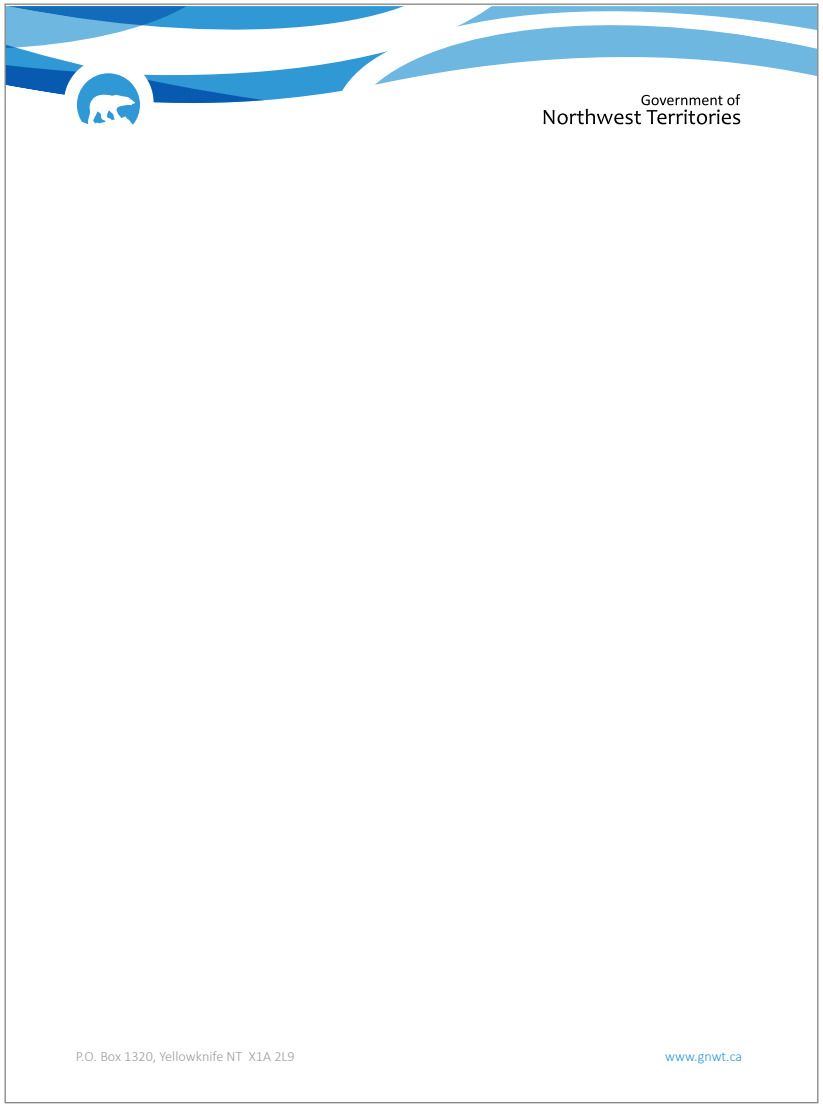
PRINTED LETTERHEAD

Printed letterhead is available in seperate English and French for official printed correspondence.

DIGITAL LETTERHEAD

Digital letterhead is available in seperate English and French, and should only be used for correspondence intended for electronic distribution. It **should not** be used to replace printed letterhead.

To order printed letterhead, contact your departmental Administrative Assistant.



BUSINESS CARDS

All GNWT employees must follow the approved template. The template can not be altered or recreated.

The reverse side of the business card may be used for translation into a second language.

A business card is meant to provide contact information. The reverse side of the business card may not include additional visual elements or information such as QR codes, mission statements, slogans, and taglines.

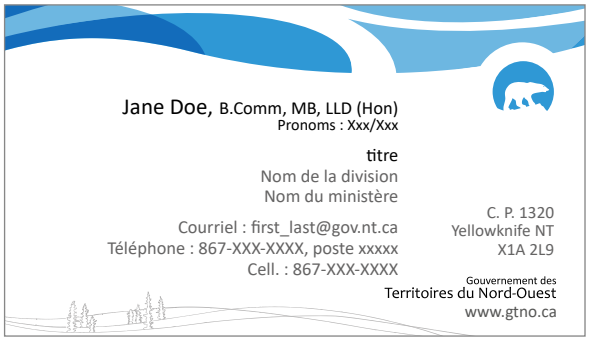
To order business cards, contact your departmental Administrative Assistant.

BUSINESS CARD SIZE

3.5” x 2”



EXAMPLE FRONT - ENGLISH



BACK - SECOND LANGUAGE (IF REQUIRED)

EMPLOYEE NAME

- Use only abbreviated titles that denote a qualification, such as Dr. or Col.

CREDENTIALS

- For abbreviations that are all-caps—for example, MD, MA—and for those ending in a capital such as PhD, no periods are used
- Abbreviations with only an initial capital—for example B.Comm. or P.Eng.—require periods to distinguish them from words

PRONOUNS – OPTIONAL

- Use pronouns

POSITION/TITLE

- Specific job title or position of the employee, one line only

DIVISION NAME – OPTIONAL

- Use only the division name

DEPARTMENT NAME

- Use only the department name

CONTACT INFORMATION

- Use “Email” before the email address
- Use “Phone” before the telephone number, followed by “Ext.:”, then “Cell:” or “Fax:”
- The cell number can be replaced with a fax number. Cell and fax numbers are optional
- List the area code before the telephone, cell or fax number in brackets

ADDRESS

- Use this order: PO Box number, city, territory, postal code
- Use a double space to separate “NT” and the postal code

ENVELOPES

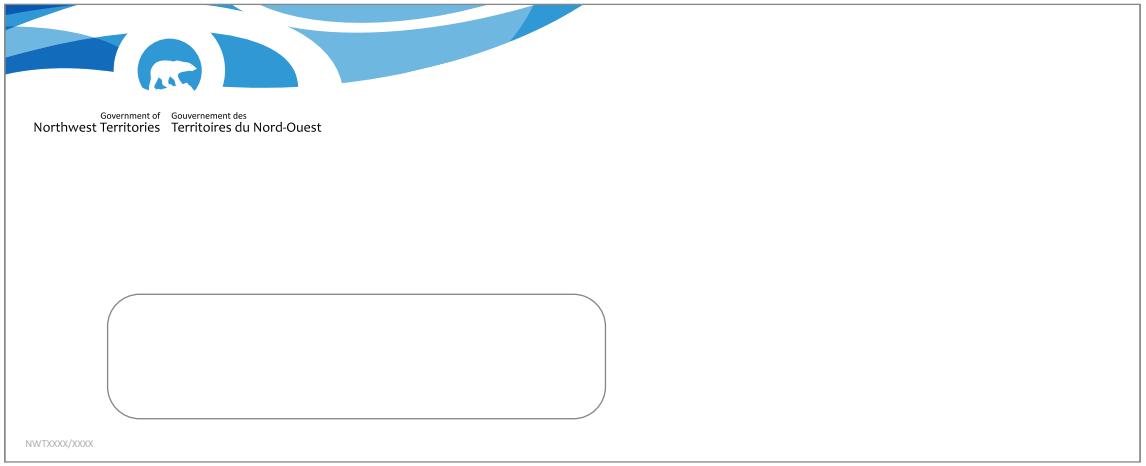
All GNWT envelopes are approved and can not be altered.

- There are two seperate evelopes designs; English and Bilingual for the appropriate correspondence. If a bilingual envelope is being used, the address must be bilingual.
- All Envelopes are to be printed on white matt stock. Envelopes are lined with a protective film to retain any confidential information.
- All Envelopes require an inventory number. To obtain a number, contact the GNWT warehouse supervisor.

COMMON LAYOUT SIZES

Window	4.125” x 9.5”
#10 Envelope	4.125” x 9.5”
Catalogue	9" x 12", 9.5" x 15"





EMAIL SIGNATURE

Your email signature is an official part of GNWT correspondence. It identifies you as a GNWT employee, provides contact information and details about your role in the organization, and helps ensure government records can be accurately attributed to their originator.

All GNWT employees must use the approved GNWT email signature on all government email correspondence, both internal and external. The signature **must** follow the GNWT Email Signature Standard and the format outlined in these standards. **Do not** modify your signature with unauthorized elements, including:

- GNWT logotypes or signatures not included in the approved template
- Decorative fonts
- Non-approved colours
- Personal slogans, quotes, or phrases
- Background colours or images
- Land acknowledgements

Employees receiving a bilingual bonus for French or an Indigenous Official Language, and employees managing email accounts promoted as a point of public service, **must** use an approved bilingual email signature and auto-reply. For guidance on language requirements or translations, contact your departmental Language Coordinator.

Visit https://bearnet.gov.nt.ca/resources for instructions on updating your email signature and to access the approved, editable GNWT email signature template.

ENGLISH SIGNATURE

Mársı | kinanāskomitin | Thank you | Merci | Hąį' | Quana | Qujannamiik | Quyanainni | Máhsı | Máhsı | Masì

Dr. Jane Doe, PhD
Pronouns: she/her
Job title
Division name
Department name
Government of the Northwest Territories

Xth floor, Building name
XXX Street name
P.O. Box 1320
Yellowknife NT XXX XXX

Phone: XXX-XXX-XXXX Ext. XXXXX
Cell: XXX-XXX-XXXX
Fax: XXX-XXX-XXXX

Work hours: X:XX a.m. – X:XX p.m.

www.gnwt.ca

This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please delete it immediately and notify us by telephone. Thank you.

Thank you Header
Calibri | 10pt | Regular AL | Black, text1

Employee name
Calibri | 12pt | Regular AL | Black, text1

Pronouns (OPTIONAL)
Calibri | 10pt | Regular AL | Black, text1

Credentials
Calibri | 10pt | Regular AL | Black, text1

Job title, Division, Department Name and GNWT
Calibri |10pt | Regular AL | Black, Text1 lighter 25%

Address (OPTIONAL)
Calibri |10pt | Regular AL | Black, Text1 lighter 25%

Phone, Cell/Fax (OPTIONAL)
Calibri | 10pt | Regular AL | Black, Text1

Work hours (OPTIONAL)
Calibri | 10pt | Regular AL | Black, Text1

URL
Calibri | 10pt | Regular AL

Confidentiality Statement
Calibri | 8pt | Regular AL | Black, Text1 Lighter 25%

Note: Calibri should be used for any email body copy for emphasis and legibility.

BILINGUAL SIGNATURE EXAMPLE

An example of an English/French bilingual email signature.

Mársı | kinanāskomitin | Thank you | Merci | Hąį' | Quana | Qujannamiik | Quyanainni | Máhsı | Máhsı | Masì

Dr. Jane Doe, PhD
Pronouns | Pronoms : she/her | elle
Job title | Job title (in French)
Division name | Division name (in French)
Department name | Department name (in French)
Government of the Northwest Territories | Gouvernement des Territoires du Nord-Ouest

Xth floor, Building name | Building name (in French), Xe étage
XXX Street name | XXX, Street name (in French)
P.O. Box 1320 | C. P. 1320
Yellowknife NT XXX XXX

Phone | Tél. : 867-XXX-XXXX, ext. | poste XXXXX
Cell. : 867-XXX-XXXX
Fax | Téléc. : 867-XXX-XXXX

Work hours | Heures de travail : X:XX a.m. – X:XX p.m. | X h XX à XX h XX

www.gnwt.ca | www.gtno.ca

This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please delete it immediately and notify us by telephone. Thank you.

Ce message est uniquement destiné à l'entité ou à l'individu visé et peut contenir des renseignements privilégiés, confidentiels ou exemptés de divulgation en vertu de la loi applicable. S'il ne vous est pas destiné ou si vous n'êtes pas responsable de la livraison de ce message, nous vous prions de noter qu'il est formellement interdit de le copier ou de le distribuer. Si vous avez reçu ce message par erreur, nous vous demandons de bien vouloir le supprimer immédiatement et de nous en informer par téléphone. Merci.

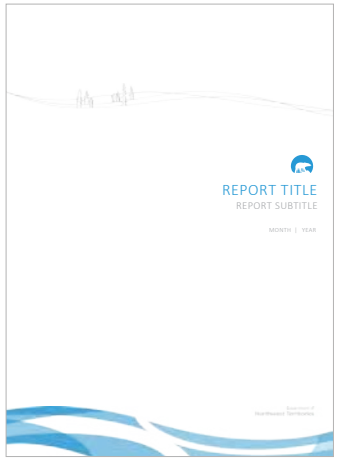
REPORT TEMPLATE

A report template for Microsoft Word that can be used for minor desktop publishing. Contact your departmental communications office if your report is intended for a larger public audience.

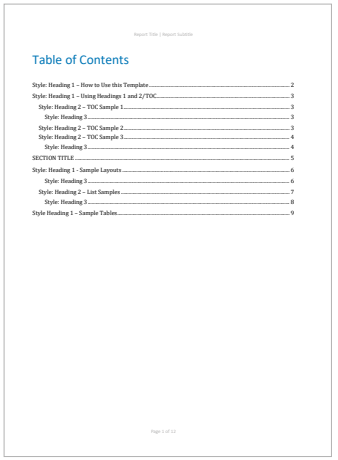
This report template includes:

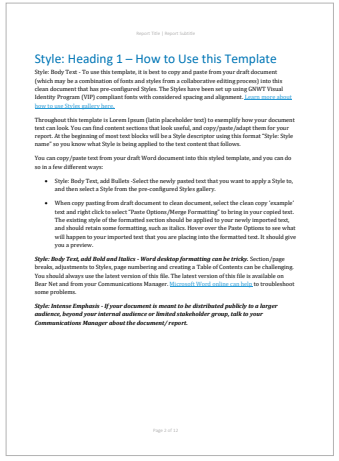
- A report cover, with an interchangeable line illustration element
- Styled inner pages
- The "Active Offer" - the requirement to offer public documents in NWT Official Languages
- Tips and Tricks throughout

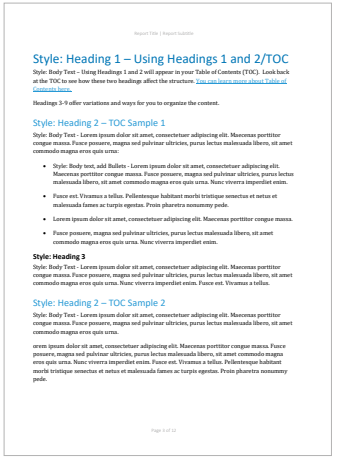
This template can be downloaded by GNWT staff at https://bearnet.gov.nt.ca/resources. For more information on how to use this template, and to ensure you are using the right template for your product, contact your departmental communications office.

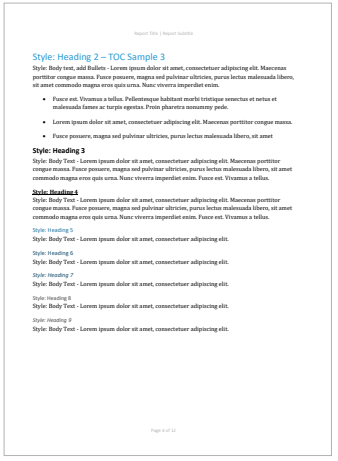












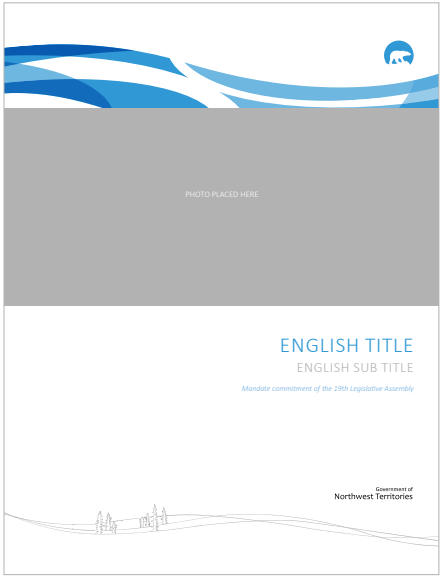
REPORT COVERS

There are two versions of the Report Cover template: with an image, and without an image. Your report cover can be text-only or feature an image depending on the subject matter and preference.

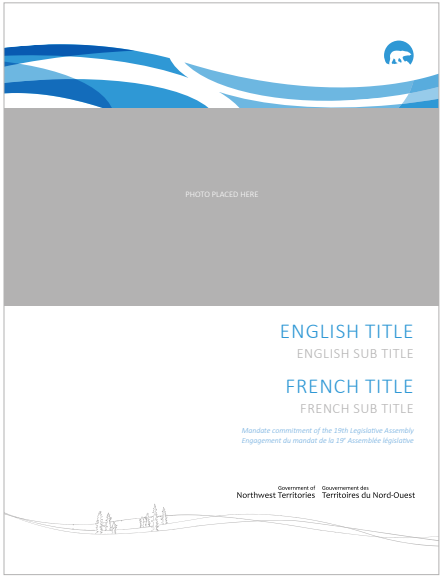
Both versions include the GNWT Polar Bear identity system, interchangeable line art (supporting structural element), customizable headings, and an option to include ministerial message, bilingual summary and mandate line should you require.

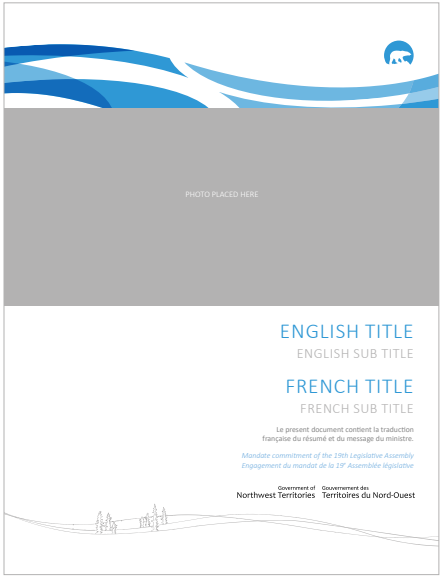
Microsoft Word templates are available for staff to customize for minor reports. These templates can be downloaded by GNWT staff at https://bearnet.gov.nt.ca/resources. For larger or public reports, custom covers, or clarification on template use, contact your departmental communications office.

InDesign templates are available for departmental communications offices and design vendors. Inquire with Corporate Communications at creativeservices@gov.nt.ca.





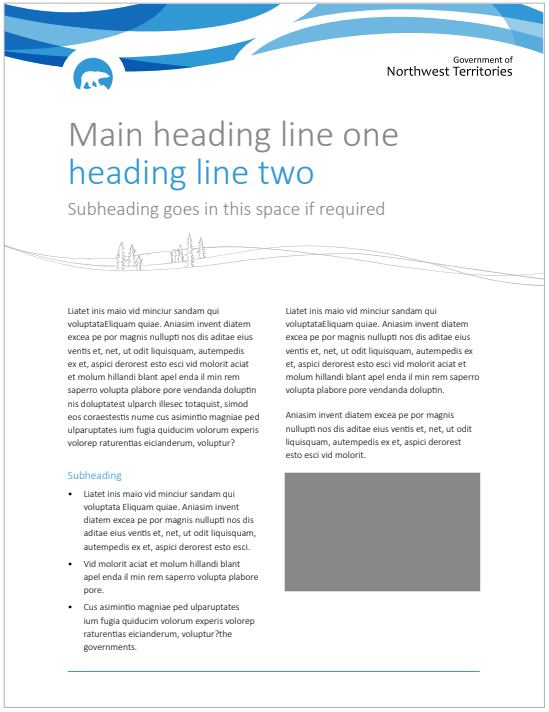




FACT SHEETS

The Fact Sheet template can be used as a single page or multi-page document. These templates are fully customizable in Microsoft Word and available in English and French. Interchangeable illustration files are also available to customize the template.

Templates are available for GNWT staff to download at https://bearnet.gov.nt.ca/resources. Contact your departmental communications office for any questions or assistance regarding these templates.


Government of
Northwest Territories

Main heading line one
heading line two

Subheading goes in this space if required

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Image caption:

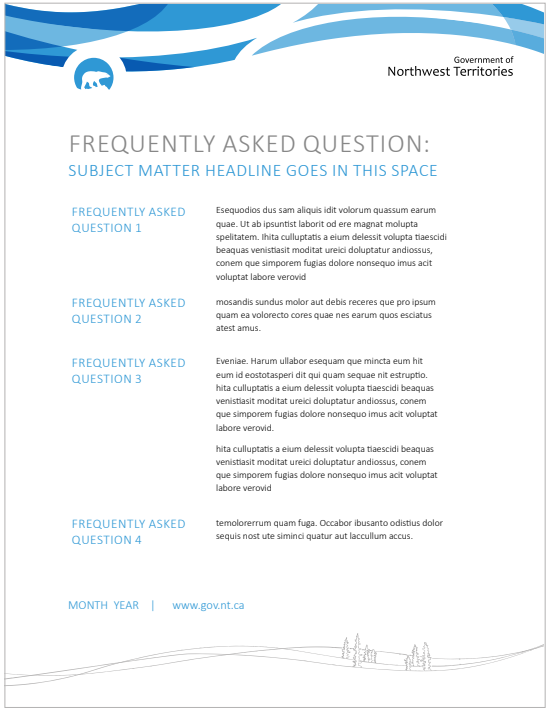
Ped ulparuptates ium fugia quiducim volorum experis volorep raturentias eiciander um, voluptur? Liatet inis maio vid minciur sandam qui voluptataEliquam quiae. Aniasim invent diatem excea pe por magnis nullupti nos dis aditae eius ventis et, net, ut odit liquisquam, autempedis ex et, aspici derorest esto esci vid molorit aciat et molum hillandi blant apel enda il min rem saperro volupta plabore pore vendanda doluptin nis doluptatest ulparch illesec totaquist, simod eos coraestestis nume cus asimintio magniae.

Contact information:
Department Name
www.gov.nt.ca

FAQ SHEET

The FAQ sheet template was designed for situations when a straightforward Q&A will work better then a fact sheet. Templates are available in both English and French. You can customize this layout to suit your needs. Interchangeable illustration files are also available to customize the template.

Microsoft Word templates are available for GNWT staff to download at https://bearnet.gov.nt.ca/resources. Contact your departmental communications office for any questions or assistance regarding these templates.



Government of
Northwest Territories

FREQUENTLY ASKED QUESTION:
SUBJECT MATTER HEADLINE GOES IN THIS SPACE

FREQUENTLY ASKED QUESTION 1

Esequodios dus sam aliquis idit volorum quassum earum quae. Ut ab ipsuntist laborit od ere magnat molupta spelitatem. Ihita culluptatis a eium delessit volupta tiaescidi beaquas venistiasit moditat ureici doluptatur andiossus, conem que simporem fugias dolore nonsequo imus acit voluptat labore verovid

FREQUENTLY ASKED QUESTION 2

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FREQUENTLY ASKED QUESTION 3

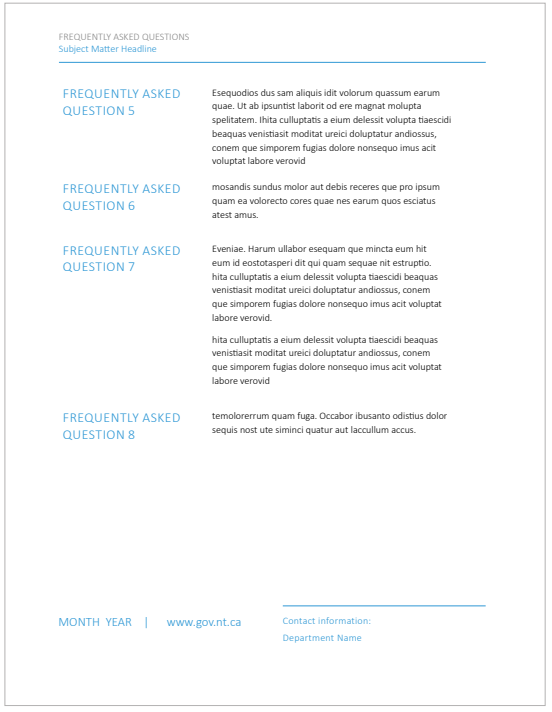
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FREQUENTLY ASKED QUESTION 4

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MONTH YEAR | www.gov.nt.ca



FREQUENTLY ASKED QUESTIONS
Subject Matter Headline

FREQUENTLY ASKED QUESTION 5

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FREQUENTLY ASKED QUESTION 6

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FREQUENTLY ASKED QUESTION 7

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FREQUENTLY ASKED QUESTION 8

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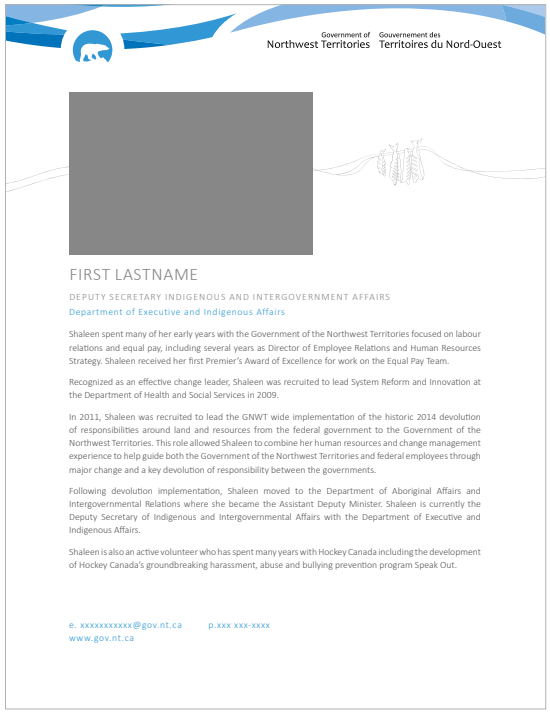
MONTH YEAR | www.gov.nt.ca

Contact information:
Department Name

BIO SHEET

The bio sheet template was designed for when Senior management or GNWT staff require a biography summary. Templates are available in both English and French. You can customize this layout to suit your needs. Interchangeable illustration files are also available to customize the template.

Microsoft Word templates are available for staff to download at https://bearnet.gov.nt.ca/resources. Contact your departmental communications office for any questions or assistance regarding these templates.


Government of Northwest Territories
Gouvernement des Territoires du Nord-Ouest

FIRST LASTNAME

DEPUTY SECRETARY INDIGENOUS AND INTERGOVERNMENT AFFAIRS

Department of Executive and Indigenous Affairs

Shaleen spent many of her early years with the Government of the Northwest Territories focused on labour relations and equal pay, including several years as Director of Employee Relations and Human Resources Strategy. Shaleen received her first Premier's Award of Excellence for work on the Equal Pay Team.

Recognized as an effective change leader, Shaleen was recruited to lead System Reform and Innovation at the Department of Health and Social Services in 2009.

In 2011, Shaleen was recruited to lead the GNWT wide implementation of the historic 2014 devolution of responsibilities around land and resources from the federal government to the Government of the Northwest Territories. This role allowed Shaleen to combine her human resources and change management experience to help guide both the Government of the Northwest Territories and federal employees through major change and a key devolution of responsibility between the governments.

Following devolution implementation, Shaleen moved to the Department of Aboriginal Affairs and Intergovernmental Relations where she became the Assistant Deputy Minister. Shaleen is currently the Deputy Secretary of Indigenous and Intergovernmental Affairs with the Department of Executive and Indigenous Affairs.

Shaleen is also an active volunteer who has spent many years with Hockey Canada including the development of Hockey Canada's groundbreaking harassment, abuse and bullying prevention program Speak Out.

e. xxxxxxxxxx@gov.nt.ca p.xxx xxx-xxxx
www.gov.nt.ca

VIDEO INTRO

A static image video intro is available to help with GNWT brand application for video production. This intro can be applied at the beginning of a GNWT video.

Videos intended for the public should have English and French versions to comply with the GNWT French Standards. Please consult with your French Language Services Coordinator early in the development of a project.

Contact your Departmental Communications office for any questions or assistance regarding these templates.



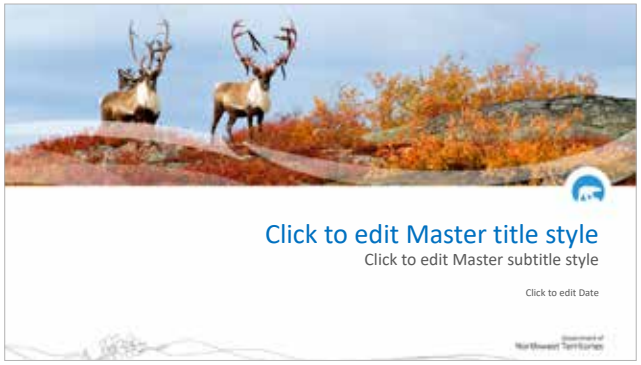


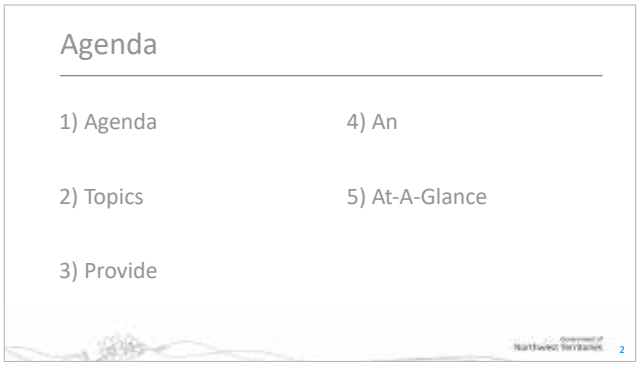


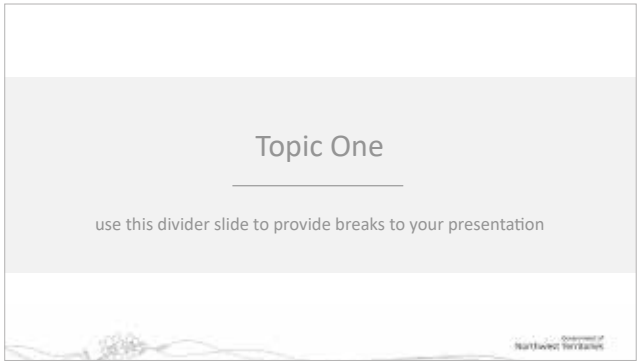
POWERPOINT

A series of Microsoft PowerPoint templates are available to assist you in creating presentations. The templates contain a title slide, section divider and a variety of content slides.

Use of these templates is a quick and simple way to apply the GNWT brand to your next presentation and can be adjusted as necessary.









Template tips

- Limit text and bullets so your audience focuses on you, not on reading each slide
- Stick to one idea per slide
- Use high-quality images and avoid clip art
- Avoid flashy transitions and animations
- Avoid overly detailed charts and graphs
- Display key points, not your entire text

Seasonal and generic templates are available for GNWT staff to download at https://bearnet.gov.nt.ca/resources.

Contact your Departmental Communications office for any questions or assistance regarding these templates.

DIGITAL BACKGROUNDS

Digital background templates were designed to help strengthen our "one government, one voice" approach and provide a professional presence for online meetings. These backgrounds can be used for applications such as MS Teams or Zoom meetings, or as your computer desktop background,

Seasonal templates are available for GNWT staff to download at https://bearnet.gov.nt.ca/resources.

Contact your Departmental Communications office for any questions or assistance regarding these templates.











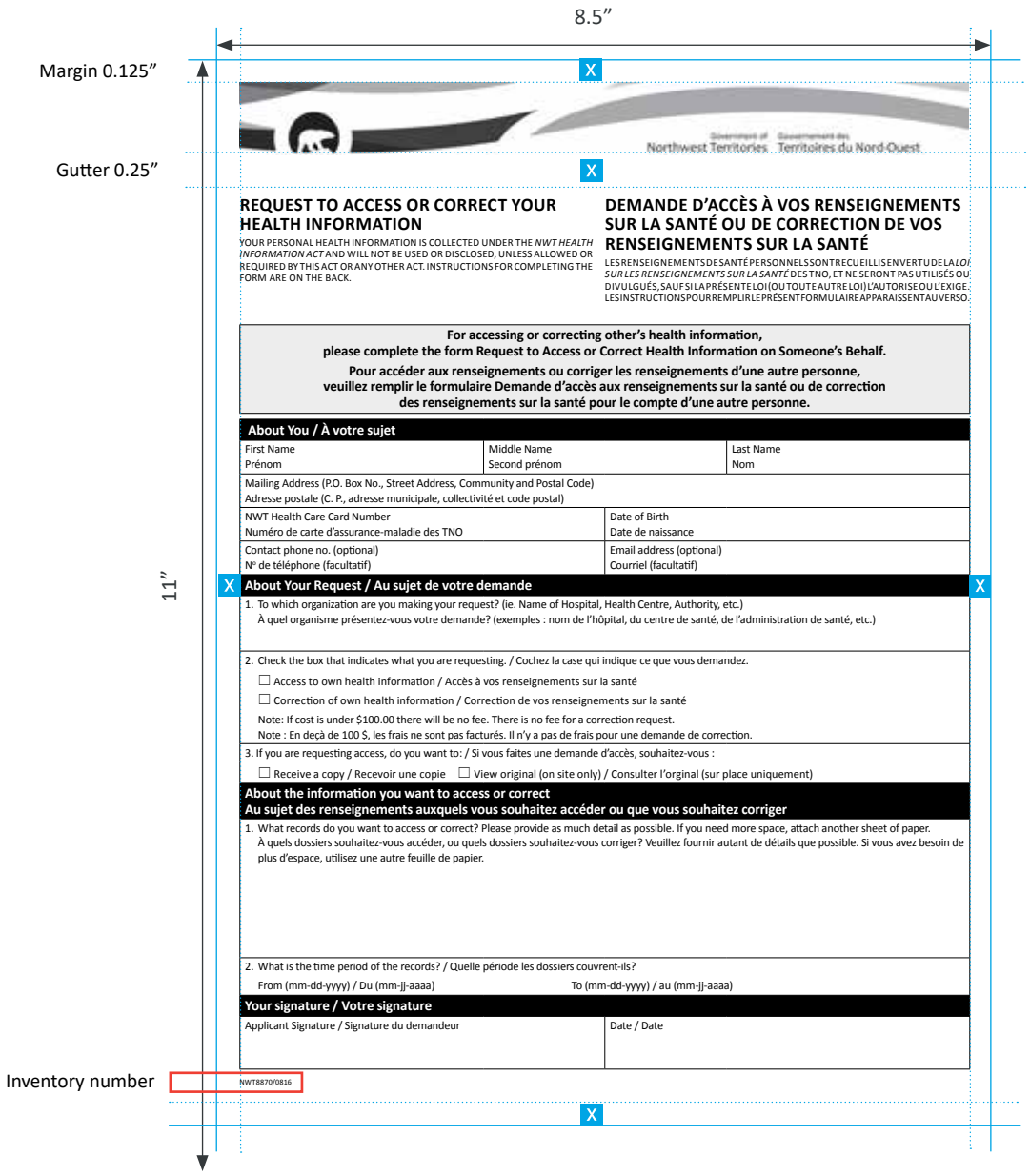
FORMS

All GNWT forms must use the GNWT Polar Bear identity system in black ink. A GNWT black header was designed to standardize the look-and-feel of all government forms. All forms must use the corporate font Calibri, and only use black ink unless a secondary colour such as red is required to indicate signature boxes or call attention to certain sections.

All forms must follow a similar bilingual English/ French layout. Contact your departmental Languages Coordinator more information.

All GNWT forms must include an inventory number that is placed at the bottom of each form. To obtain a form number, contact the GNWT warehouse supervisor.

For any questions related to forms, contact your departmental communications office.



SIGNAGE

CAPITAL PROJECTS

On-site signage informs residents about government-funded capital projects currently underway in our territory. This type of sign provides key details about a project, including the type of work being done, total investment, and when the project is expected to be completed. These templates are approved and must not be altered.

CONTENT

Language must be plain and understandable.
Each sign includes the following;

- GNWT Polar Bear identity system branding and, if applicable, a logo for each funding partner (see following page for more information)
- A sign heading, beginning with a verb (e.g. Building, Upgrading, Replacement)
- A project budget estimate, based on the value of the construction contract not including costs for the land, etc.
- Estimated year of completion

MAINTENANCE AND UPDATES

- Signs are kept clean, unobstructed, and in good condition for the duration of use
- Damaged signs are replaced promptly with a new sign in accordance with these standards
- In case of significant delays or other changes to the project, a label can be affixed to the sign to reflect the new information

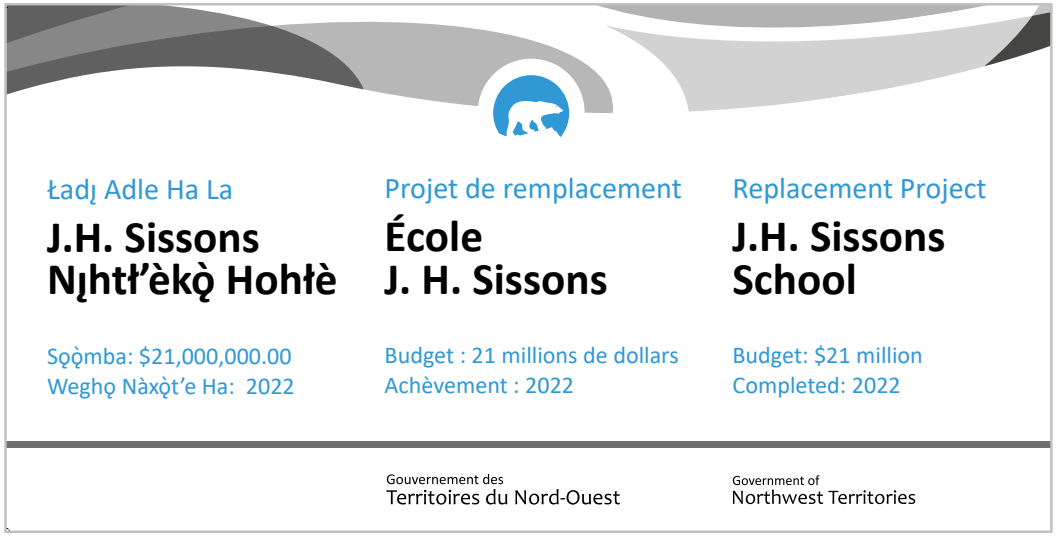


FIG 1. ROADSIDE SIGN - 120" X 72" (3048MM X 1829MM)

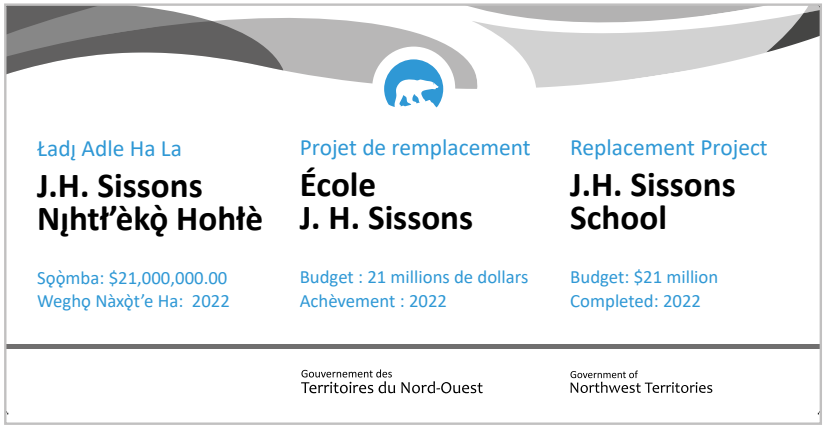


FIG 2. PROJECT SIGN - 96" X 48" (2438MM X 1219MM)

PARTNERSHIP PRESENTATION

Projects partially funded by the GNWT must follow the following standards.

a) If the GNWT investment is the largest contribution, the project must include a sign keeping with these standards:

- funding partner logos should be included, at the bottom of the template as shown (See Fig. 3)
- If all funding partners are presented on the sign, then the total project budget should be listed

b) If the GNWT investment is not the largest contribution to the project, the presentation of partnership is at the discretion of the project manager. However, it should still include the GNWT Logotype with Signature. (See Fig. 4)

If the principal funding partner cannot accommodate the GNWT Logotype with Signature on their sign, a separate GNWT capital sign should be produced at the same dimensions and be included alongside it. (See Fig. 5)

Contact your Departmental Communications office for any questions or assistance regarding these templates.

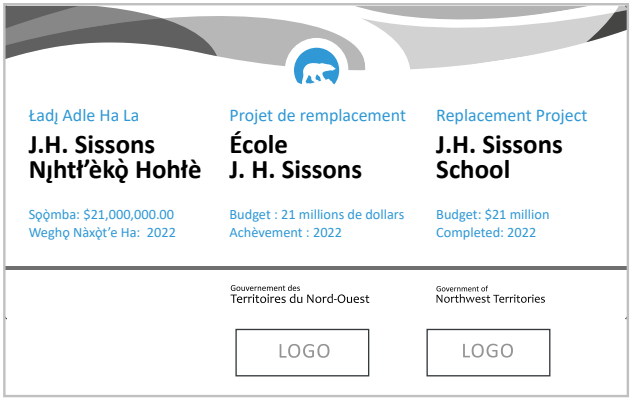


FIG 3. PROJECT SIGN WITH FUNDING PARTNERS

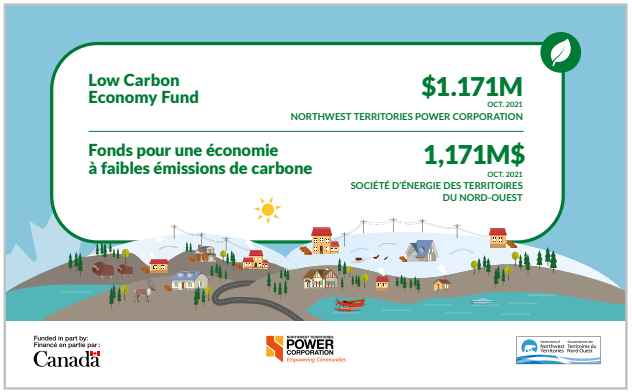


FIG 4. PARTNERSHIP

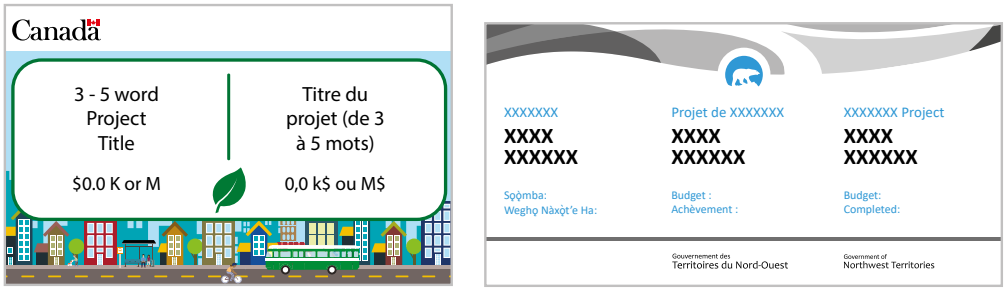


FIG 5. SEPARATE PARTNER AND GNWT SIGNAGE

INSIGNIA

VEHICLE IDENTITY

The GNWT maintains a large fleet of vehicles. Under the GNWT Visual Identity Program, government vehicles are to include specific vehicle identity elements. The GNWT decal is required on all vehicles. Other elements, such as reflective tape or a function title may also be applied, as required.

There may be other types of vehicles that have different application requirements. Examples of these may include boats, trailers, planes, large vans, etc. Vehicles and applications that are not identified in this document must be reviewed by Corporate Communications.

Contact your Departmental Communications office for assistance.

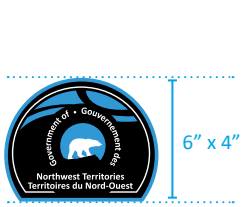
Decals and reflective tape must be purchased through the stocked item catalogue from the GNWT warehouse.



STANDARDS

Vehicle Colour

The paint colour for GNWT vehicles is white to support effective brand management and visibility.



small
ATV and skidoo



medium
car and SUV



large
truck and van

GNWT Decal

The GNWT decal is the sole identifier to be used. It should not be recreated or modified in any way.

Three sizes are available to accommodate various vehicle types (see previous page). The following decal application is required:

Doors

The decal should be centered on the front doors, both driver and passenger.

Rear

The small decal should appear on the upper right of the vehicle's back panel.

Reflective Tape

Reflective tape is available for vehicles that require increased visibility. This should be placed along the length of the vehicle directly below the windows and wrap around the tailgate or back of vehicle.

Function Titles

In keeping with the "one government" approach, departmental names are not allowed, however function titles may be used as required. These must be English/ French bilingual.

Fleet Number

Individual vehicles may have a unique fleet number. This number is used as an identifer to support fleet management practices. Contact your departmental fleet coordinator to obtain a fleet number.

GNWT VEHICLE IDENTITY OPTIONS

1) GNWT DECAL ONLY



Position decal at the centre of area of application.



Position small decal on upper right back panel or door.

2) GNWT DECAL AND REFLECTIVE TAPE



Position decal at the centre of area of application. Reflective tape to be placed along the side of the vehicle below the windows and wrap around the tailgate or back of vehicle.



Position small decal on upper right back panel or door. Reflective tape should be placed in line with side application.

3) GNWT DECAL, REFLECTIVE TAPE AND FUNCTION TITLES



Position decal at the centre of area of application. Reflective tape to be placed along the side of the vehicle below the windows and wrap around the tailgate or back of vehicle. The function title is to be placed at the rear and on both sides in English and French.



Position small decal on upper right back panel or door. Reflective tape should be placed in line with side application. The function title should be centered along bottom of the back panel or door in English and French.

GNWT VEHICLE STANDARDS FOR APPLICATION

The GNWT decal is required on all vehicles. Other elements, such as reflective tape or a function title may also be applied, as required.

REQUIRED

1 Door decals

The appropriate size decal should be centred on both the driver and passenger side doors.

2 Rear decal

Truck: The small decal should appear on the upper right of the vehicle's back panel 6.5" from the top and 3" inward.

SUV and Van: The small decal should appear on the upper right of the vehicle's back panel 3" below the window and 3“ inward.

OPTIONAL

3 Reflective tape

Reflective tape should be placed along the length of the vehicle directly below the windows and wrap around the tail gate or back of vehicle. The tape should be cut at a -45° angle. The tape has been created to accommodate a large fleet truck and can be cut to meet smaller vehicle sizes.

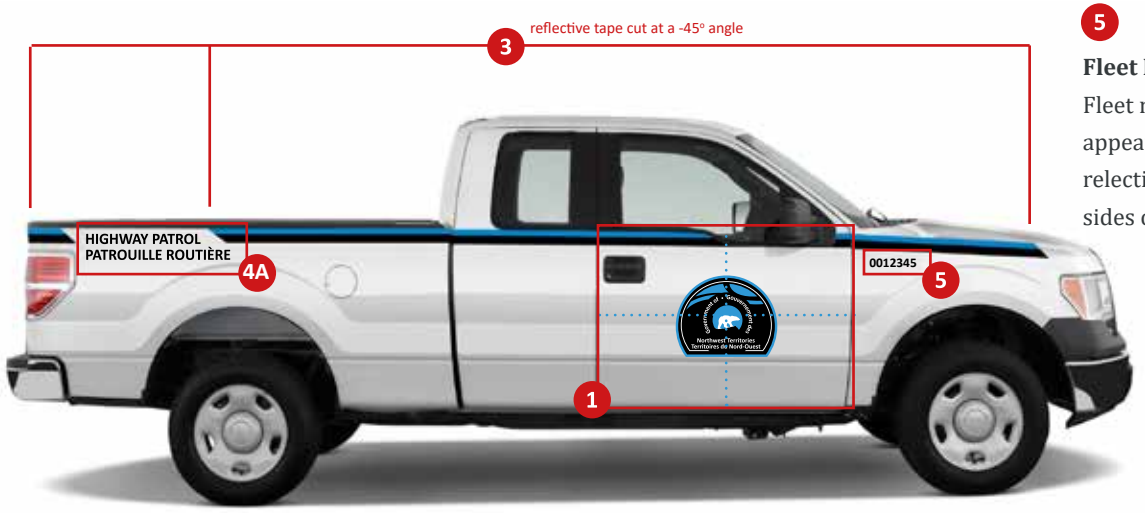
4 Function Titles

4A Side function title

The side function title should be placed 1" from the tail light inward and inline with the black strip in the relective tape.

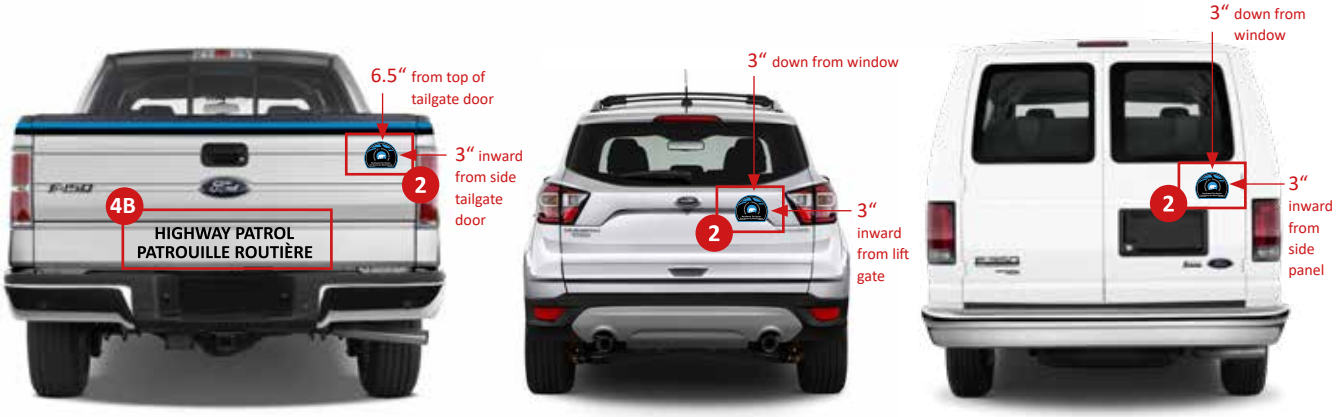
4B Rear function title

The rear function title should appear centred on the bottom of the vehicle's back panel.



5 Fleet Number

Fleet numbers should appear 0.75“ below the relective tape on both sides of the vehicle.



4A REFLECTIVE TAPE AND FUNCTION TITLES POSITIONING MEASUREMENTS



GNWT UNIFORM IDENTITY

All GNWT issued uniforms must comply with the GNWT Polar Bear identity system and be clearly identified with the appropriate flashes. The flashes should not be recreated or modified in any way.

Officer/Inspector Flashes
- Parks Officer
- Tourism Officer
- Forest Officer
- Lands Officer/Inspector
- Environmental Protection Officer
- Water Resources Officer
- Renewable Resources Officer
- Highway Transport Officer
- Lands Inspector
- Employment Standards Inspector
- Inspection Services

Office of the Fire Marshal Flashes
- Fire Marshal
- Deputy Fire Marshal
- Chief Code Compliance Engineer
- Assistant Fire Marshal

Corrections Service Flashes
- Corrections Officer
- Probation Officer

9-1-1 Flashes
- 9-1-1 Management
- Emergency Systems Specialist
- Emergency Medical Dispatcher

OFFICER/INSPECTOR



A) Large



B) Small

OFFICE OF THE FIRE MARSHAL



A) Large



B) Small

CORRECTIONS SERVICES



A) Large



B) Small

9-1-1



A) Large



B) Small

SUPPORTING FLASHES



E) Function Title

1 2



C) Epaulettes
to denote rank if applicable

GNWT UNIFORM STANDARDS FOR APPLICATION

Uniform items differ between departments. The images on the right illustrate how flashes should be applied on different types of clothing. There may be other types of clothing that require a different application, such as coveralls, safety vests, hard hats, etc. Contact your departmental communications office for further instructions on application.

Long or short sleeve shirt

- Position large flashes on the left and right shoulders (A)
- Position the function title on the upper left front (E)
- Position epaulette flashes on either shoulder if required (C)

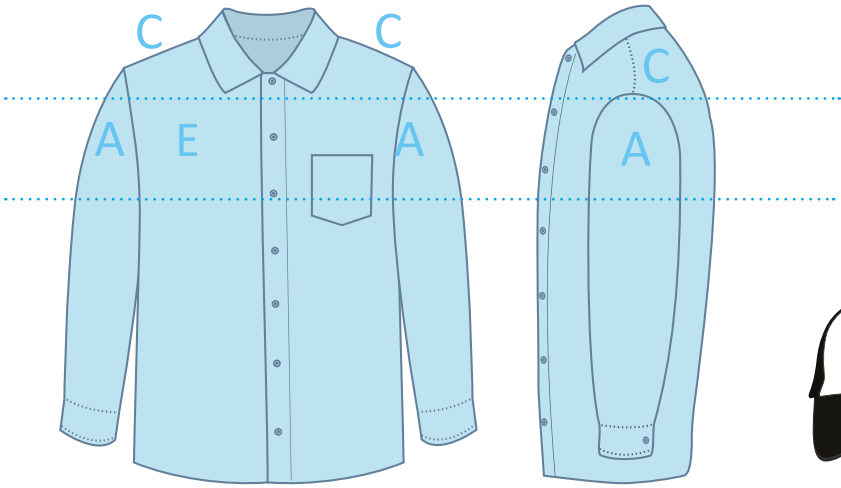
Hat

Position small flashes in the centre (B).

Long or short sleeve Polo/T Shirt

- Position large flashes on the right chest (B)
- Position the function title (E) 0.25" below the large flash

For silkscreening application, contact your departmental communications office for required files.



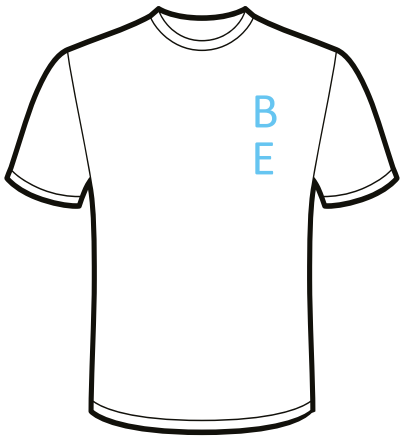
Long or short sleeve shirt



Hat



Long or short sleeve
Polo Shirt



Long or short sleeve
T Shirt



gnwt polar bear identity system

product examples

POP-UP BANNER AND BACKDROPS

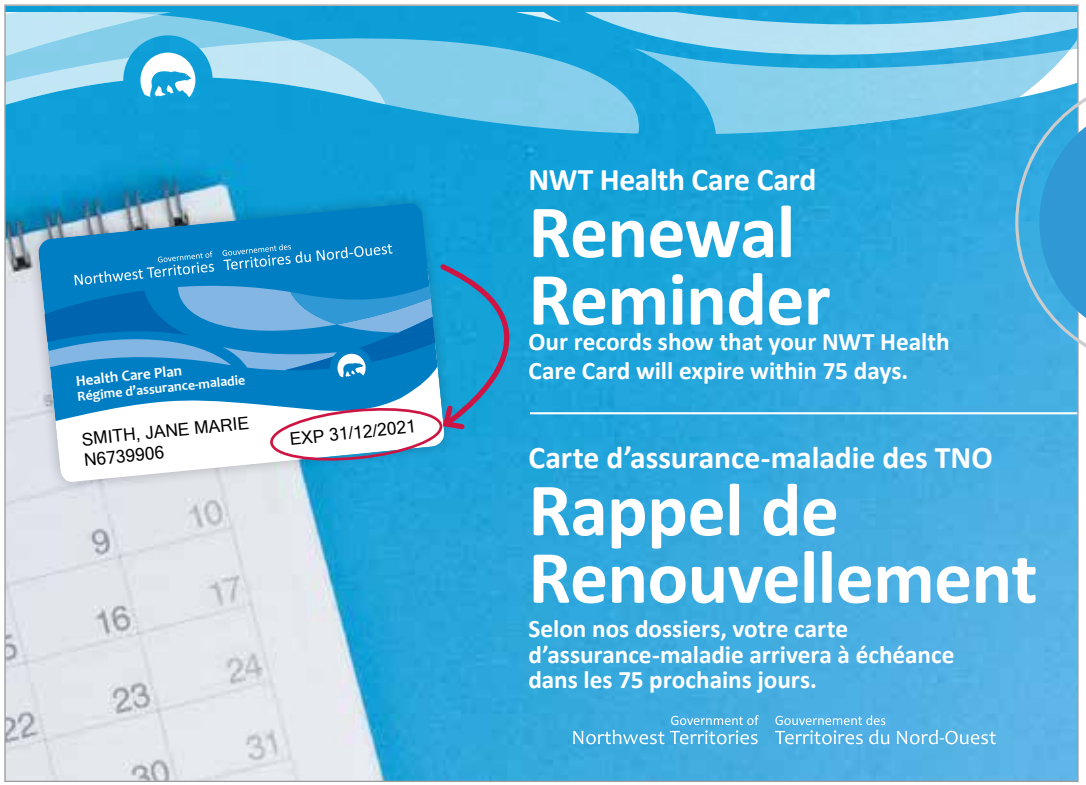
Pop-up banners and backdrops create visual consistency across various announcements and events. They represent our government in a highly visible way and should be designed by a professional graphic designer.

If you require a pop-up banner or backdrop, contact your departmental communications office.

TIPS

- Limit the amount of text; images are more compelling
- Use graphics and text that can be clearly viewed from 20’ away
- Place important images or information at least 20” from the floor
- Banner designs must be English/French bilingual



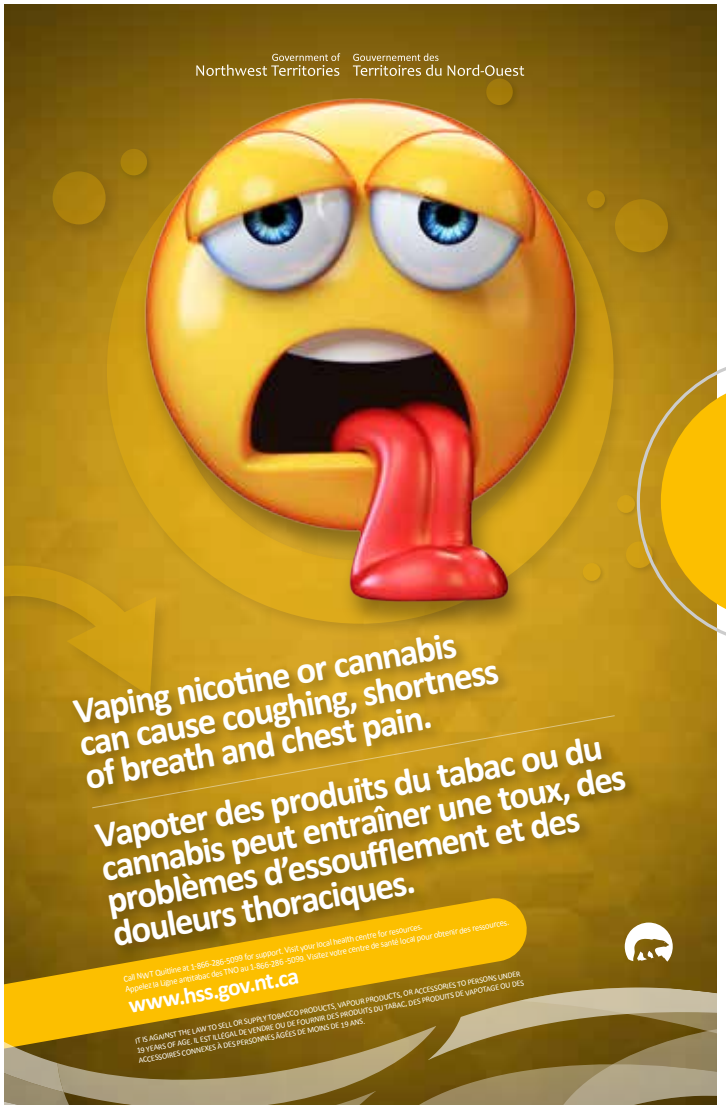


Postcard/Mailer

ELEMENTS
Curve in Motion | Reverse | 100%
Wordmark | Bilingual H | Reverse
Polar Bear Symbol | Reverse

TYPOGRAPHY
Heading
Calibri | 34pt | Light AR | Reverse

COLOURS
Ice Blue



Poster

ELEMENTS
Curve in Motion | Reverse | 80% screen
Wordmark | Bilingual H | Reverse
Polar Bear Symbol | Reverse

TYPOGRAPHY
Heading
Calibri | 20pt | Bold AL | Reverse

Body Text
Calibri | 12pt | Bold AL | Reverse

COLOUR
Yellow Gold



Poster

ELEMENTS
Curve in Motion | Reverse | 40% screen
Wordmark | English AR | Reverse
Polar Bear Symbol | Black

TYPOGRAPHY
Heading
Calibri | 40pt | Bold AL | Yellow Gold

COLOURS
Canadian Shield | Yellow Gold



Poster

ELEMENTS
Curve in Motion | Reverse | 100%
Wordmark | English LR | Reverse
Polar Bear Symbol | Reverse

TYPOGRAPHY
Heading (Stylistic)
Verveine | 55pt | Bold AL | Reverse

COLOURS
Aurora Dance



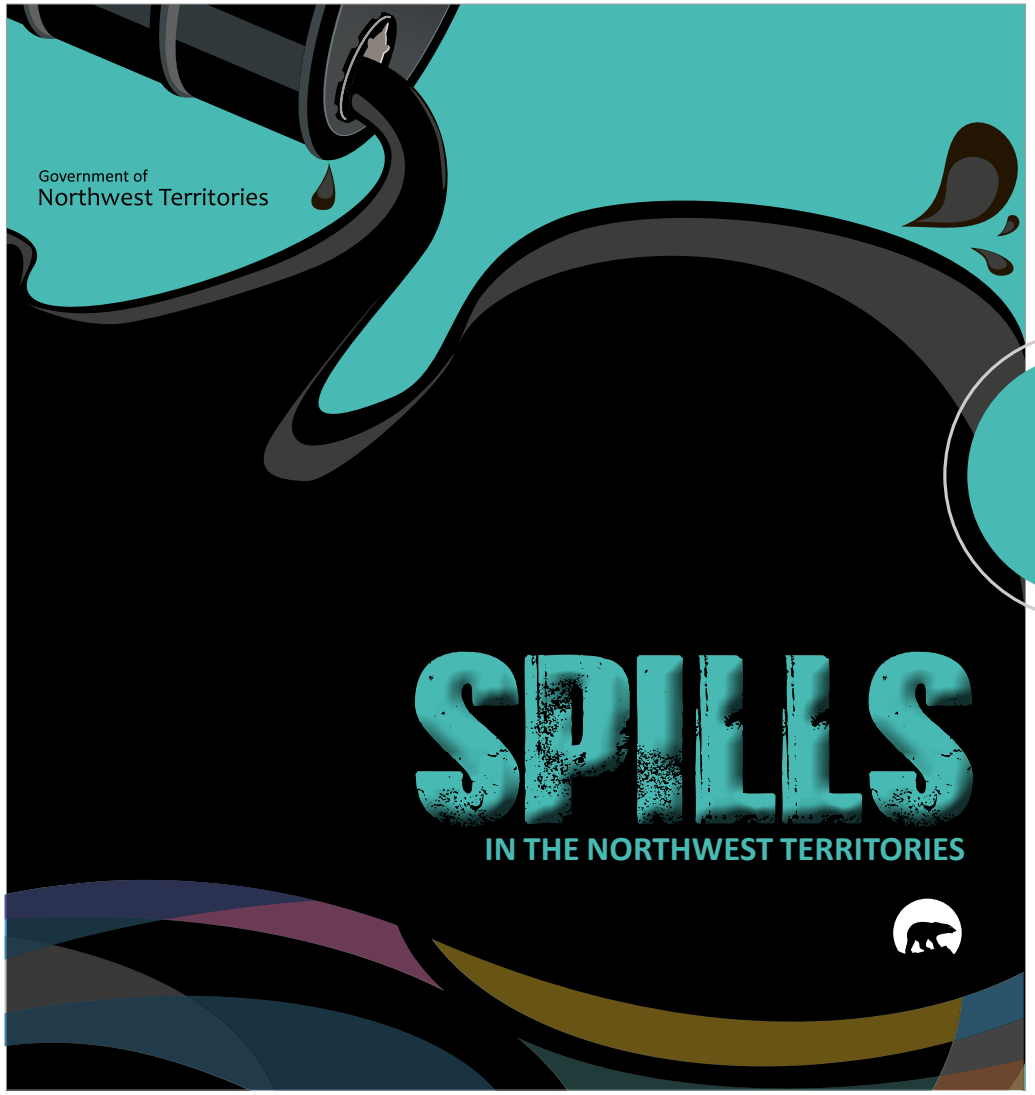
Poster

ELEMENTS
Stylistic Curve 3 | Reverse | 30% screen
Wordmark | English AR | Reverse
Polar Bear Symbol | Reverse

COLOURS
Aurora Dance

TYPOGRAPHY
Heading (Stylistic)
Sketchetik | 55pt | Bold AL | Reverse

Body Text
Calibri | 21pt | Regular AR | Reverse

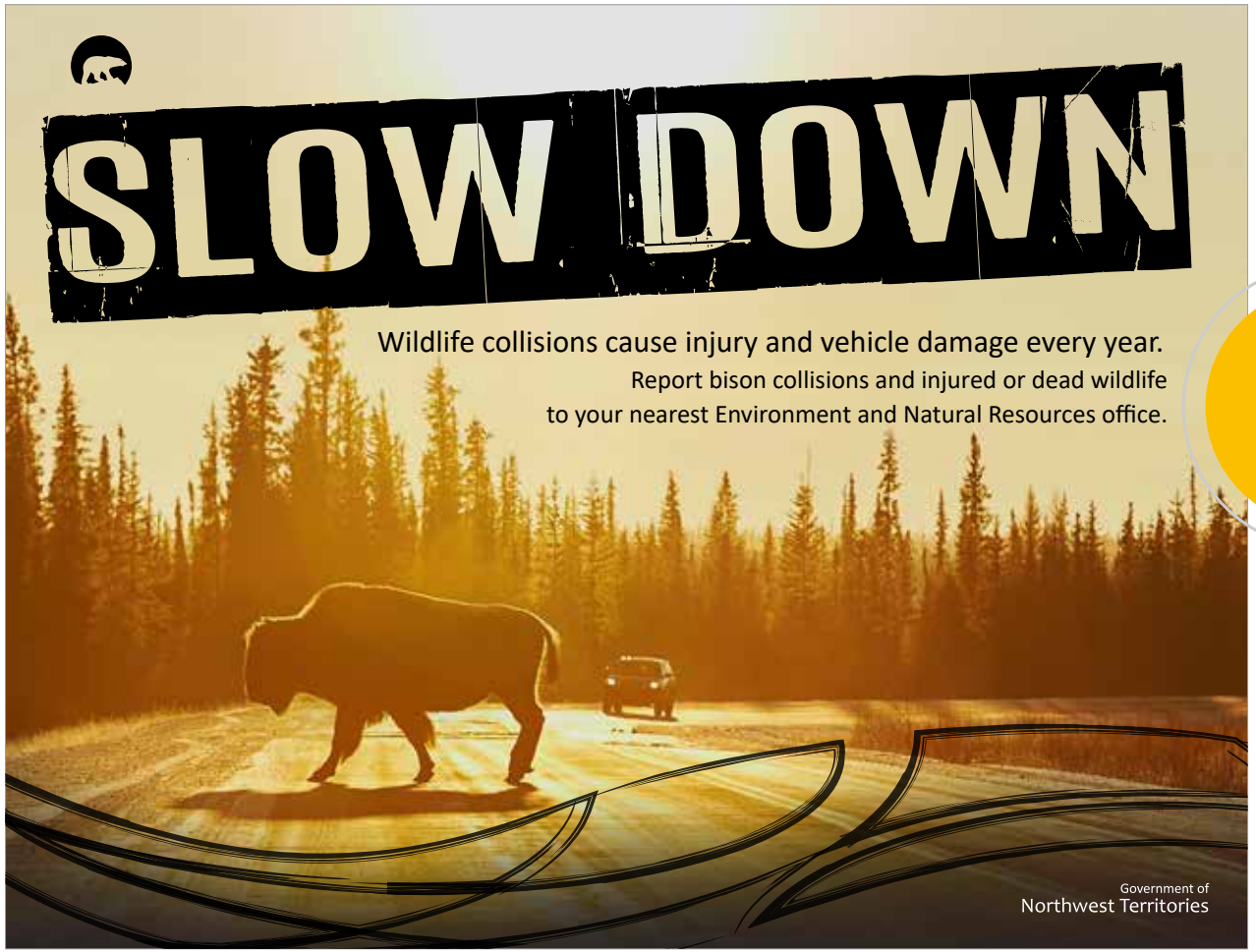


Poster

ELEMENTS
Curve in Motion | Full-coloured | 30% screen
Wordmark | English AL | Reverse
Polar Bear Symbol | Black

TYPOGRAPHY
Heading (Stylistic)
Broken Detroit | 76pt | Regular AR | Aurora Dance

COLOUR
Aurora Dance



Poster

ELEMENTS
Stylistic Curve 2 | Black | 70% screen
Wordmark | English AR | Reverse
Polar Bear Symbol | Black

TYPOGRAPHY
Heading (Stylistic)
Trashbox | 72pt | Bold C | Black

COLOUR
Yellow Gold (Duotone treatment to photo)

ADVERTISING

All GNWT advertising must be planned through your departmental communications office and created by a professional graphic designer. Different types of advertising will use different combinations of elements from the GNWT Polar Bear identity system depending on the platform or channel, and the space available.

The following examples showcase how the Polar Bear identity system, content, and call to action can be applied for three different types of advertising: digital ads, social media ads and print ads.

If you're working on a project that involves advertising, contact your departmental communications office.

DIGITAL ADS

Digital ads appear on third party websites like news media platforms. Ads placed through Google ads would also be considered digital display ads. It's encouraged to select an ad size that will best allow for legibility and proper brand application using the GNWT Polar Bear identity system.

All digital ads require the placement of three elements under the Polar Bear identity system. Digital ads with very little real estate have the flexibility to use either the GNWT Logotype with Signature, or in rare circumstances where the minimum height standard for the GNWT Logotype cannot be met, the Polar Bear Symbol on its own may be used.

DIGITAL DISPLAY AD - EXAMPLES







SOCIAL MEDIA ADS

The goal for social media ads is to grab the viewer's attention and reinforce a call to action (eg. click to Learn More).

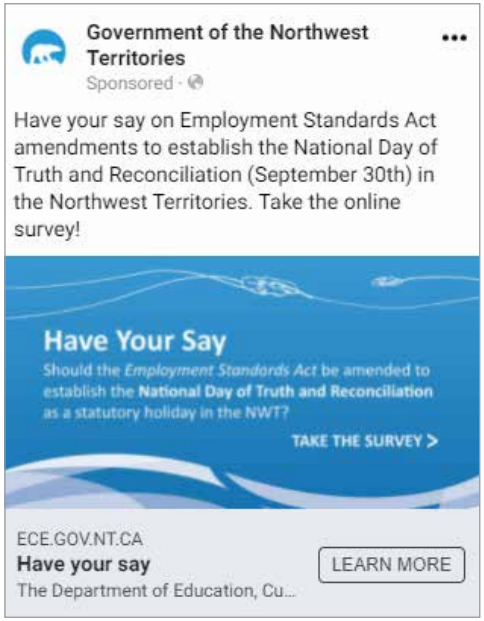
The only element from the GNWT Polar Bear identity system that is required for social media ads is the Curve in Motion. The Polar Bear symbol and Wordmark are represented through the profile picture (Bear) and profile sponsor name (Wordmark) and are considered redundant inside of the ad visual.

For partnership ads, (see pg. 103) for examples.

If you're working on a project that involves advertising, contact your departmental communications office.

SOCIAL MEDIA AD - EXAMPLES





PRINT ADS

Print advertisements must include all three elements from the GNWT Polar Bear identity system. Print ads include but are not limited to newsprint, magazines, some direct mail, etc.

All ads that are public notices, Tenders, nominations, Expressions of Interest, and Appointments fall under the template as shown in Fig 2.

If you're working on a project that involves advertising, contact your departmental communications office.

PRINT AD - EXAMPLES



FIG. 1



FIG. 2



FIG. 3

gnwt coat of arms identity system

executive templates



EXECUTIVE LETTERHEAD

There are two versions of the Coat of Arms executive letterhead.

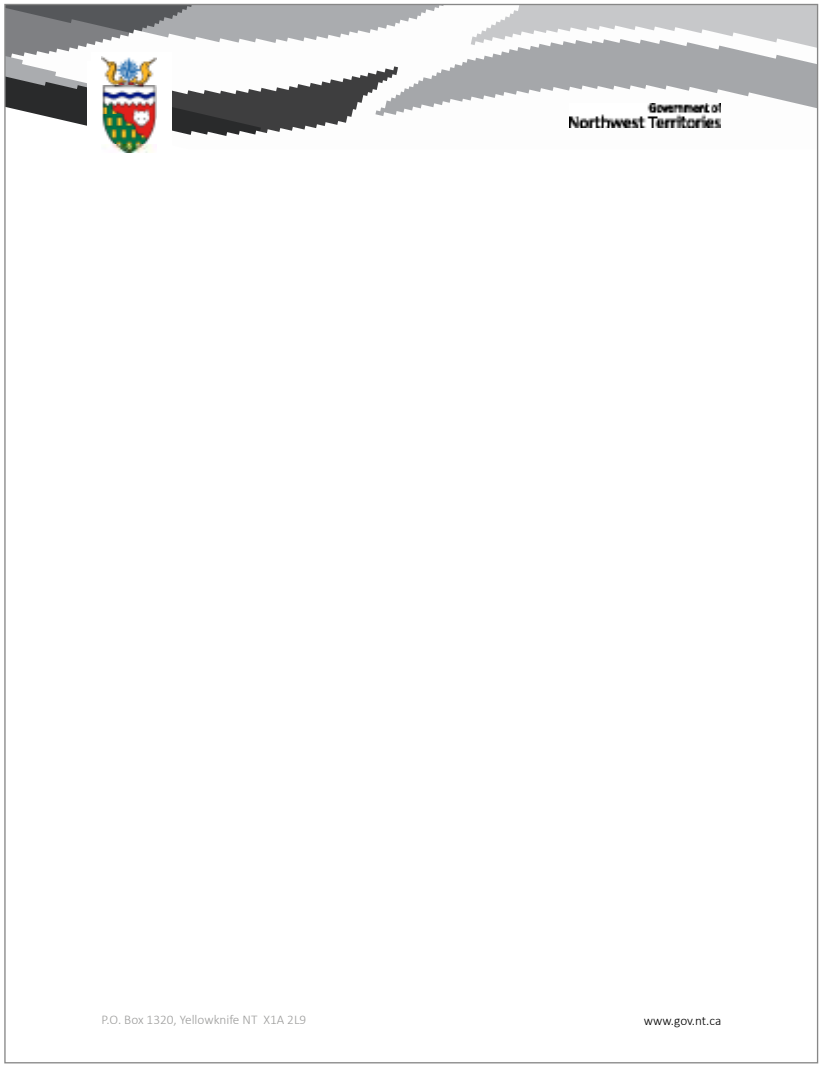
PRINTED LETTERHEAD

Printed letterhead is available in seperate English and French for official printed correspondence.

DIGITAL LETTERHEAD

Digital letterhead is available in seperate English and French, and should only be used for correspondence intended for electronic distribution. It **should not** be used to replace printed letterhead.

To order printed letterhead, contact your departmental Administrative Assistant.



EXECUTIVE BUSINESS CARDS

All Executive Council (Premier, Cabinet Members and Secretary to Cabinet, Cabinet Advisors) employees must follow the approved template. The template can not be altered or recreated.

The reverse side of the business card may be used for a translation of the card into a second language.

A business card is meant to provide contact information. The reverse side of the business card may not include additional visual elements or information such as QR codes, mission statements, slogans, and taglines.

The Executive Council business card template is approved and cannot be altered or recreated.

Contact your Administrative Assistant to order any business cards.

BUSINESS CARD SIZE

3.5” x 2”



FRONT - ENGLISH



BACK - SECOND LANGUAGE (IF REQUIRED)

EMPLOYEE NAME

- Use only abbreviated titles that denote a qualification, such as Dr. or Col.

CREDENTIALS

- For abbreviations that are all-caps—for example, MLA, MD, MA—and for those ending in a capital such as PhD, no periods are used
- Abbreviations with only an initial capital—for example B.Comm. or P.Eng.—require periods to distinguish them from words

PRONOUNS – OPTIONAL

- Use pronouns

POSITION/TITLE

- Specific job title or position of the employee, one line only

CONTACT INFORMATION

- Use "Email" before the email address.
- Use “Phone” before the telephone number, followed by “Ext.:”, then “Cell:” or “Fax:”
- The cell number can be replaced with a fax number. Cell and fax numbers are optional
- List the area code before the telephone, cell or fax number in brackets

ADDRESS

- Use this order: PO Box number, city, territory, postal code
- Do not use a comma before or after the postal code
- Use a double space to separate the “NT” and the postal code

EXECUTIVE ENVELOPES

All executive envelopes are approved and can not be altered.

- There are two seperate evelopes designs; English and Bilingual for the appropriate correspondence. If a bilingual envelope is being used, the address must be bilingual.
- All Envelopes are to be printed on white stock. For any confidential documents, there are
- All Envelopes require an inventory number. To obtain a number, contact the GNWT warehouse supervisor.

COMMON LAYOUT SIZES

#10 Envelope	4.125” x 9.5”
Catalogue	9" x 12", 9.5" x 15"





ADVERTISING

All Executive level advertising must be planned by Departmental Communications with Cabinet and/or Corporate Communications, and created by a professional graphic designer. All ads must include the appropriate identity system based on their application and will include a thorough proof reading and approvals process.

If you're working on a project that involves Executive advertising, contact your Departmental Communications.

PRINT ADS

Print advertisements must inlcude all three elements from the Coat of Arms identity system . Print ads include but are not limited to newsprint, magazines, some direct mail, etc.

These print ad examples showcase how the Coat of Arms identity system , content, and call to action can be applied.

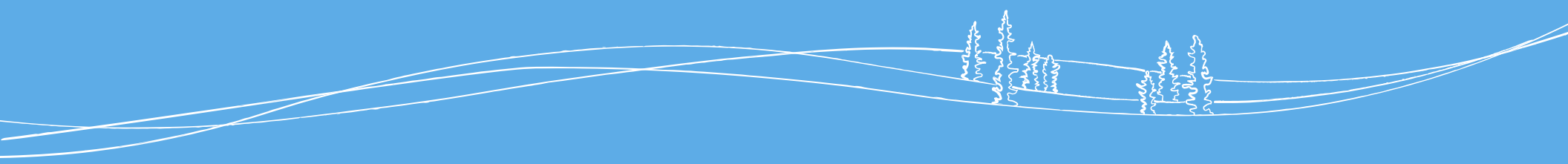
PRINT AD - EXAMPLES





government of the northwest territories

logotype with signature identifier





overview

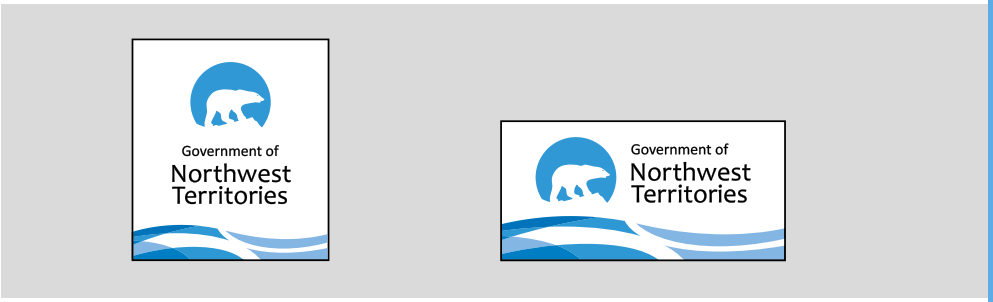
The GNWT Logotype with Signature is used to identify the GNWT in any of the following instances:

1. **Partnership** - Where the GNWT partners with one or more organizations, or funds an initiative of another organization. The GNWT Logotype with Signature must appear on communications and other promotional materials related to the project. (See pg. 102)

2. **Arms length** - Entities who are arms length would use the GNWT Logotype with Signature to identify their relationship with the GNWT. (See pg. 107)

3. **Small imprint areas** - This application applies to products with small imprint areas such as awards, maps, promotional items, and third party platforms. (See pg. 110)

gnwt logotype with signature

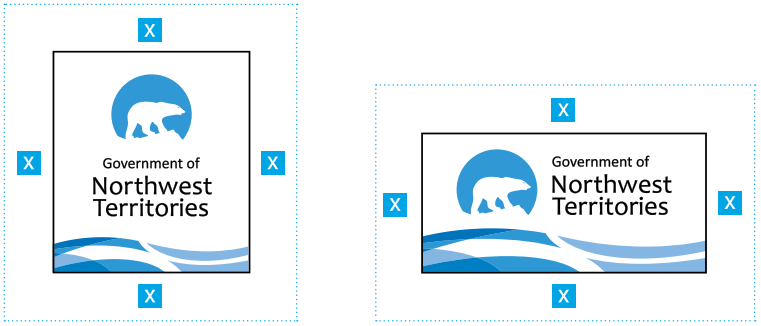


The GNWT Logotype with Signature must be used in the graphic format provided and must not be reproduced or altered. The files are designed with a solid white background and black border. They must be represented in its defined colours and respect the rules of engagement (See pg. 100)

The GNWT Logotype with Signature exists in both horizontal and vertical formats. Both format versions are available in French, English and English/French bilingual.

EXCLUSION ZONE

The exclusion zone around the GNWT Logotype with Signature must be at least a **0.25" diameter circumference**. The exclusion zone isolates the GNWT Logotype with Signature from competing elements such as other images or copy that may divert attention.



0.25" diameter circumference

MINIMUM SIZE

The GNWT Logotype with Signature must be at least 0.75” (vertical) and 0.5" (horizontal) in height for legibility.



VERSIONS

The GNWT Logotype with Signature may only be used in Ice Blue and Black.

ICE BLUE

Ice Blue is the GNWT default colour and is the primary file to be used.





BLACK

Use when an application requires a black ink version.





ONE COLOUR

This file is reserved for applications such as engraving or window frosting. It's available in black and reverse with a transparent background.





improper use

Do not alter or modify the GNWT Logotype with Signature in any way and respect the rules of engagement.

Contact your Departmental Communications for approved files or for a compliance check.

GNWT LOGOTYPE WITH SIGNATURE “DON’T”

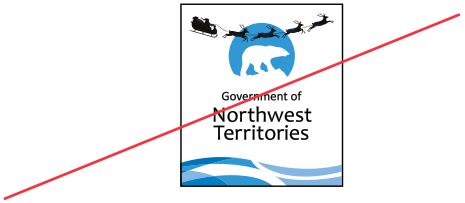
DON’T: Use the GNWT Logotype with Signature as a logo. instead of the full GNWT Polar Bear identity system on products.

DON’T: Use it as an identifier in your email signature.

DON’T: Use the bilingual version on an English product.



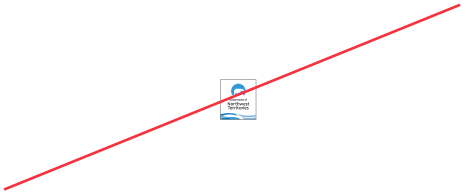
use of a screen



add elements



remove the white background



size smaller than the minimum size

GNWT LOGOTYPE WITH SIGNATURE “DON’T”



rotate



add a drop shadow



stretch or condense



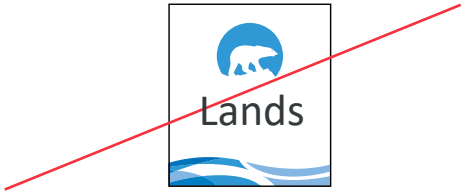
use different colours



remove framing



delete any pieces



create a Departmental Wordmark



create a logo

1. Partnership

The GNWT Logotype with Signature is to represent the GNWT when involved in partnerships with private entities, other governments and organizations. It may also be used to represent the GNWT when it provides funding for initiatives undertaken by other organizations.

When partnership representation is required there are two different applications based on ownership. They are as follows:

GNWT OWNED

Programs or initiatives owned or operated soley by the GNWT would be designed using the GNWT Polar Bear identity system with the addition of partnering logos, eg. to acknowledge a funding agreement. (See pg. 103)

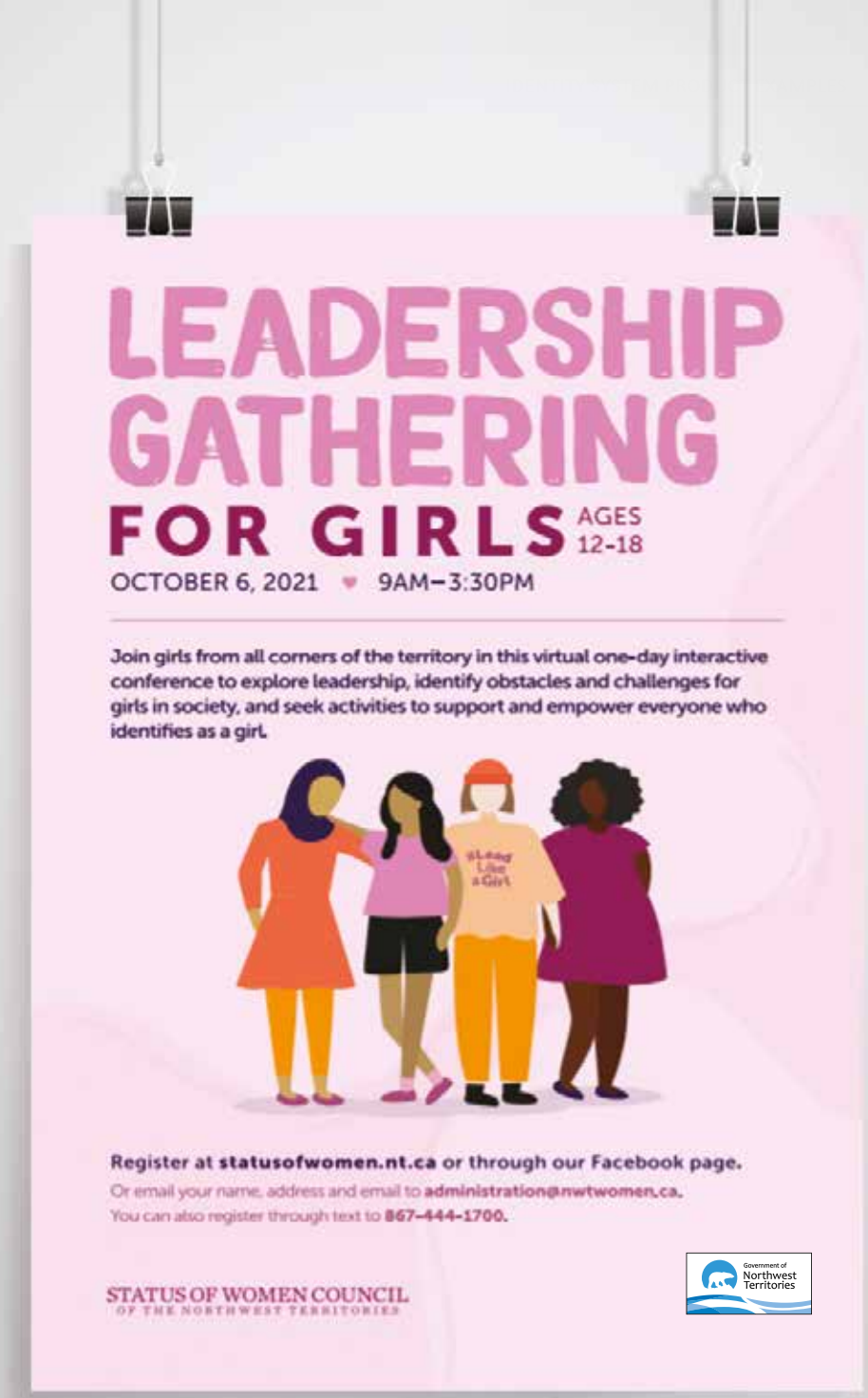
EQUAL PARTNERSHIP PRESENTATION

Programs and services that are of equal partnerships do not have to follow the Polar Bear identity system. The GNWT Logotype with Signature, along with other partner organization logos, should be displayed with equal size and prominence.

If the GNWT is funding or sponsoring an initiative, the words "Funded or Sponsored by" can be included around the GNWT Logotype with Signature.

The necessary exclusion zone must be respected around the GNWT Logotype with Signature. (See pg. 98) Use the English, French or English/French bilingual version, as appropriate.

Contact your departmental communications office for any questions or assistance.



EQUAL PARTNERSHIP PRESENTATION

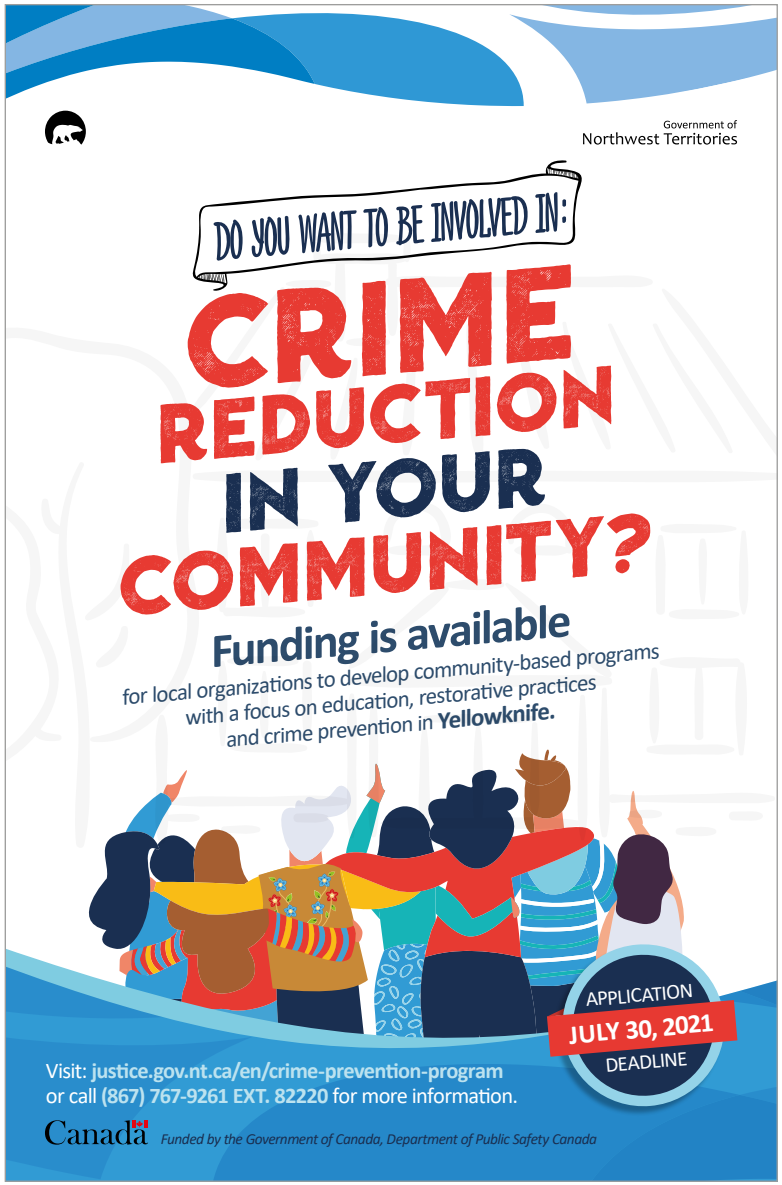


FIG 1. POSTER - GNWT OWNED PROGRAM WITH FEDERAL GOVERNMENT FUNDING ACKNOWLEDGEMENT

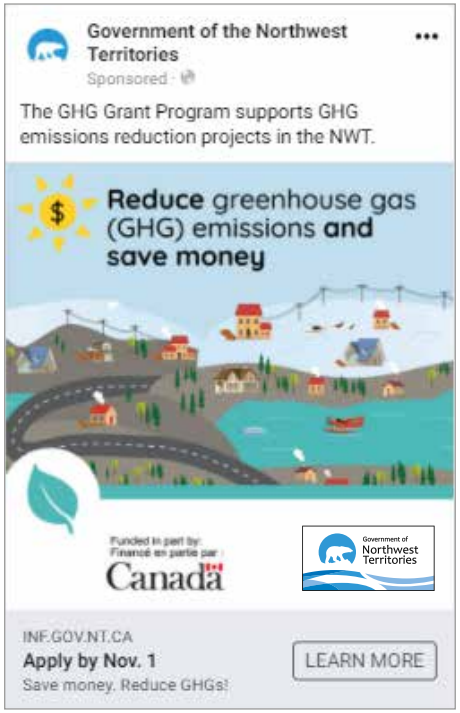


FIG 2. SOCIAL PAID AD - GNWT OWNED PROGRAM WITH FEDERAL GOVERNMENT FUNDING ACKNOWLEDGEMENT

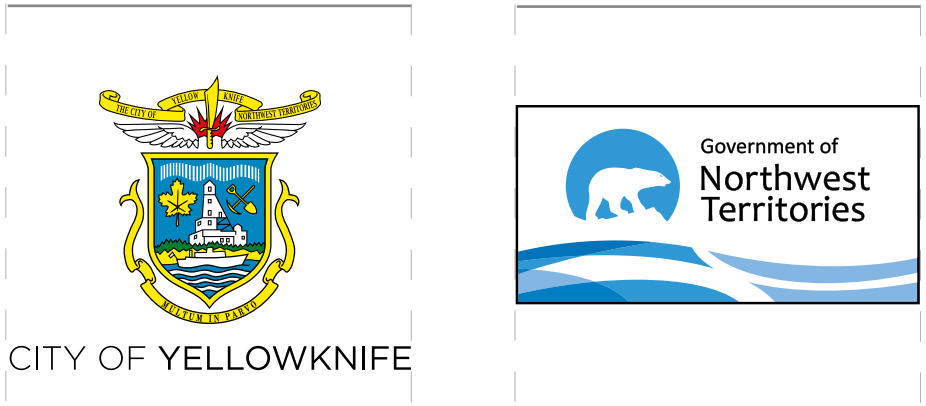


FIG 3. EQUAL PARTNERSHIP PRESENTATION

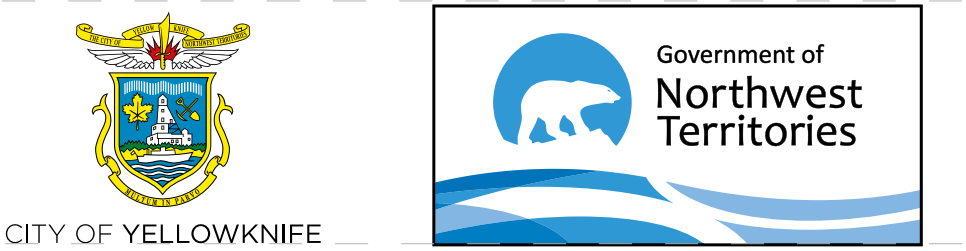
SIZE, PLACEMENT + EXCLUSION ZONE

Multiple logos will rarely have the same physical dimensions and even those that do will rarely have the same visual "weight", that is the thickness of the letters or graphics may make one logo look heavy or larger when positioned side by side. (See examples this page). Visually balancing two logos is subjective and there is no "formula" or "equation" that will produce perfect results.

IDENTICAL WIDTH



IDENTICAL HIGHT



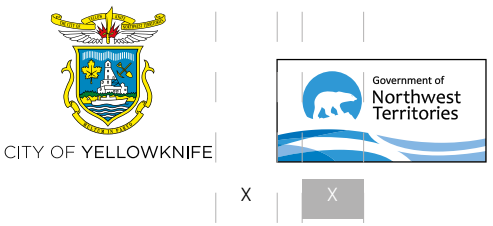
EXCLUSION ZONE

Third-party logos may have an exclusion zone similar to the GNWT Logotype with Signature. Where two different zones are used the larger exclusion zone of the two is to be used. To allow sufficient space between logos, allow a distance of the width of the Polar Bear Symbol in the GNWT Logotype with Signature. (See examples)

VISUALLY BALANCED



EXCLUSION ZONE



DUAL LOGO PLACEMENT

When the GNWT Logotype with Signature is used in conjunction with one additional logo, that second logo is positioned along the same horizontal axis. Both logos are sized to create a visual balance between the two.

The standard position for the GNWT Logotype with Signature on GNWT documents is always the lower right hand corner 0.5" from the right and bottom borders of the page.

When situations arise where the second logo must be positioned in close proximity to the GNWT Logotype with Signature instead of the lower right corner, the additional logo is always positioned to the left of the GNWT Logotype with Signature.



MULTIPLE LOGO PLACEMENT

When the GNWT Logotype with Signature is used in conjunction with multiple logos there is an order of precedence that needs to be followed.

When the logos are displayed in a left-to-right order format, the order is as follows:

- Government of Canada (Federal)
- Municipal
- Corporate (both public or privately owned companies)
- Government program or branch
- GNWT Logotype with Signature

The Government of Canada Wordmark is always positioned to the left of all logos. If the Government of Canada Wordmark is not included, then any municipal or corporate logo would be positioned on the left.



When positioning logos of the same ranking e.g. multiple municipal or corporate logos, the order of precedence is based on investment (can be time or money, etc.) where highest investment would be positioned first. In cases where investment is equal then the logos are positioned alphabetically.

2. arms length

Entities that are arms length would use the GNWT Logotype with Signature to identify their relationship with the GNWT.

The GNWT Logotype with Signature is used to highlight the relationship with, and/or ownership by the GNWT. For example, NWT Parks is owned and operated by the GNWT, but for certain marketing reasons may showcase only their brand on some products.

The GNWT Logotype with Signature is not to be altered or modified in any way. (See pg. 100). Use the English, French, or English/French bilingual version as appropriate. The GNWT Logotype with Signature is available in vertical and horizontal formats.

Contact your departmental communications office for any questions or assistance.



SIZE AND RATIO

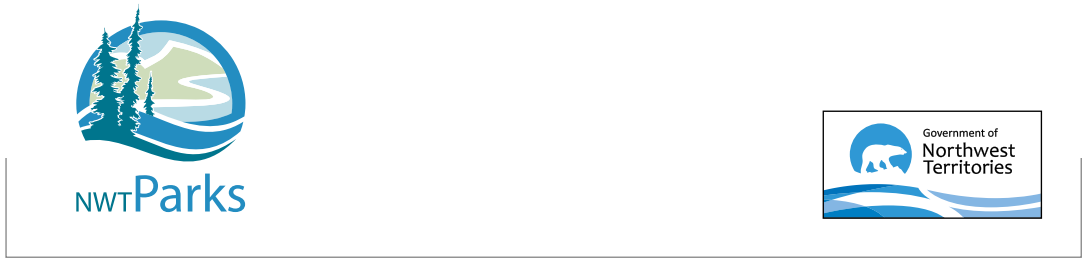
The sizing ratio when the GNWT Logotype with Signature is being used with another logo is to be half the size in height of the accompanying logo. (See example this page).

VISUALLY BALANCED



PLACEMENT

When the GNWT Logotype with Signature is required on either printed or digital platforms, the general rule is the logo and the GNWT Logotype with Signature are to be placed on opposite sides (side-by-side or upper and lower placement).



ARMS LENGTH EXAMPLES

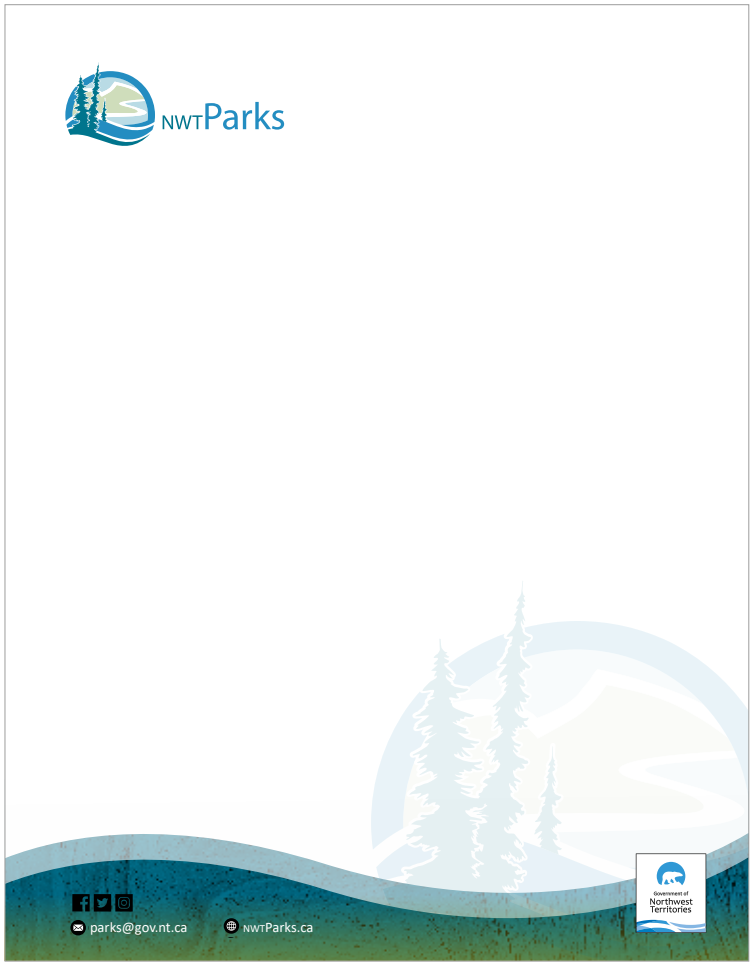


FIG 1. ARMS LENGTH ORGANIZATION (LEAD VOICE)



FIG 2. GNWT (LEAD VOICE)

3. small imprint areas

There are instances when it is required to identify the GNWT in small real estate areas where we don't have the flexibility to display all three elements of the GNWT Polar Bear identity system. The GNWT Logotype with Signature can be used as an identifier for small imprint areas such as the following:

- Promotional items
- Commemorative plaques and awards
- Maps
- Third party platforms

Always respect the rules of engagement. (See pg. 100)

Contact your departmental communications office for any questions or assistance.



PROMOTIONAL ITEMS

The GNWT undertakes promotional activities in the course of delivering many of its programs and services. The Financial Administrative Manual (FAM) should be referenced when developing promotional items to promote government business, goals and objectives.

Note: Promotional items must only be authorized where they act to build awareness of and promote government business, goals or objectives with external parties and clients and not in order to promote a single department or unit. GNWT staff cannot be recipients of promotional items or accept gifts from third parties.

- Use of the full GNWT Polar Bear identity system is preferred on promotional items. Where there are space limitations it is permitted to use the GNWT Logotype with Signature
- For items where the GNWT Logotype with Signature is too large for the imprint area or is the wrong shape (e.g. on a pen), the Polar Bear Symbol can be used along with the GNWT URL – www.gov.nt.ca
- When the item is promoting a specific initiative or campaign that has its own **approved** URL , that URL can be used
- The stylistic Curve in Motion 4 (See pg. 35) or the one colour version of the GNWT Logotype with Signature is to be used on promotional items where production processes require a solid ink application
- All promotional items must be English/French bilingual

All promotional items must be outlined in an approved communications planning tool. Contact your departmental communications office for more information.



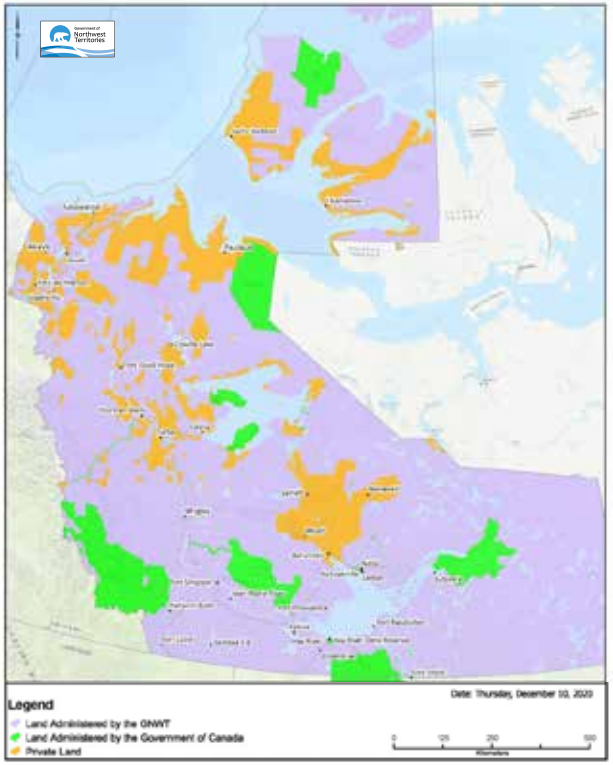
PLAQUES/AWARDS

When producing a commemorative government plaque or award, the objective is to produce a product that looks professional and meaningful in addition to proper implementation of the GNWT brand.

The GNWT Logotype with Signature (one colour application) has been designed for different materials and application processes, including engraving and embroidery. The corporate font Calibri should be used for body copy.

Contact your departmental communications office for assistance or approved files.



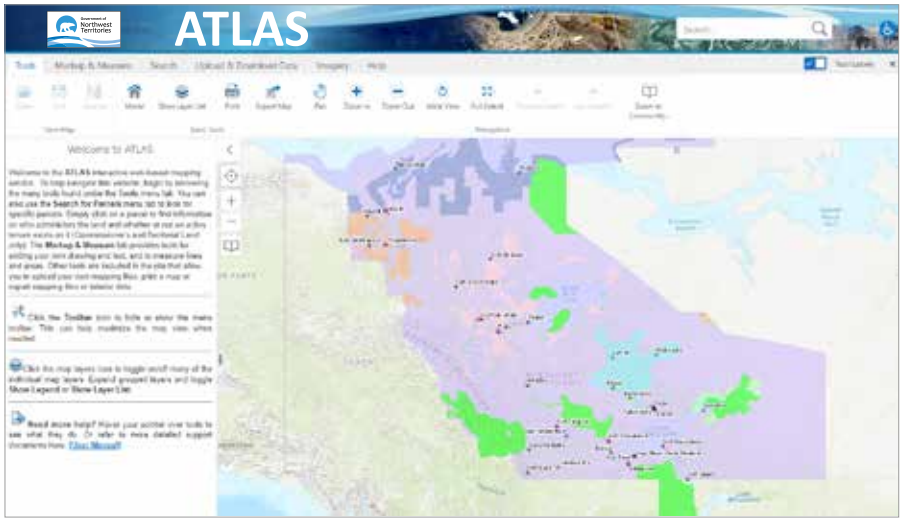


MAPS

When required, the GNWT Logotype with Signature must be used on all GNWT maps for government identification. The GNWT Logotype with Signature can be placed on a map itself or included in a legend. The GNWT Logotype with Signature has a white backing to allow for legibility and contrast.

Always respect the rules of engagement. (See pg. 100)

Contact your departmental communications office to obtain approved files.



THIRD PARTY PLATFORMS

The GNWT Logotype with Signature can be used on digital third party platforms where the GNWT identity is required. If a specific size in pixels is required, contact your departmental communications office for assistance.

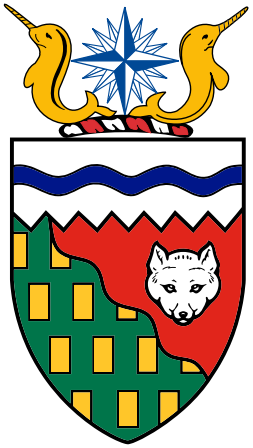
emblems of the northwest territories

There are other visual identifiers in use as approved symbols of the GNWT. These fall outside of the VIP and are official symbols of the Northwest Territories.

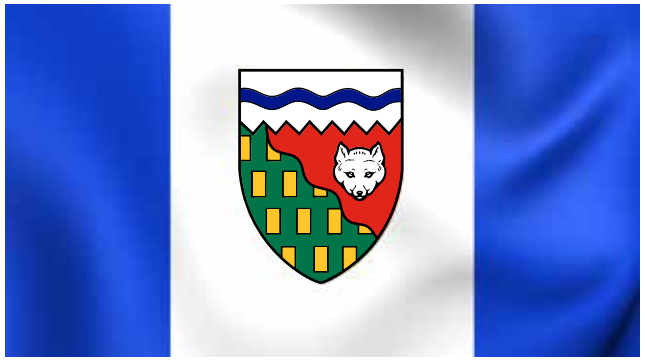
Stewardship over the official symbols rests with the Office of the Clerk of the Legislative Assembly.

For more information on the official symbols of the NWT, or for permission to use them, please contact the Legislative Assembly's Manager of Public Affairs and Communications.

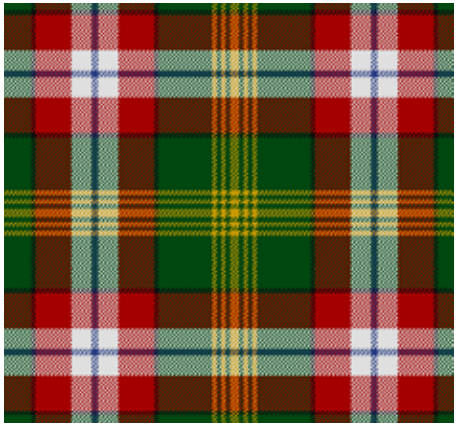




The Coat of Arms (or armorial bearings) of the NWT was approved by Her Majesty Queen Elizabeth II on February 24, 1956. The coat of arms consists of two gold narwhals guarding a compass rose, symbolic of the magnetic North Pole. The white upper third of the crest represents the polar ice pack and is crossed by a wavy blue line symbolizing the Northwest Passage. The diagonal line separating the red and green segments of the lower part of the shield reflects the treeline. The green symbolizes the forested areas south of the treeline, while the red represents the tundra to the north. Minerals and fur, important bases of northern wealth, are represented by gold billets in the green section and the mask of the white fox in the red.



The Territorial Flag was adopted by the Council of the Northwest Territories in January 1969. The design incorporates the Territorial Shield Symbol on a white centre with blue sections on each end. The blue panels represent the NWT lakes and waters. The white centre panel, equal in width to the two blue panels combined, symbolizes the ice and snow of the North. The design was the result of a nation-wide competition submitted to the Flag Committee of the Territorial Council. 17-year-old Robert Bessant of Margaret, Manitoba designed the winning entry.



The Territorial Tartan of the Northwest Territories includes many of the colors of the North: the white of the snow; the green of the forests; the yellow of the birches in fall; the red of the tundra; and the blue of the lakes, rivers and oceans. The idea of the tartan was proposed by Janet Anderson-Thomson, a long-time resident of the Northwest Territories and of Yellowknife. Upon her suggestion, research was carried out and an original design was developed and produced by the firm of Hugh MacPherson (Scotland) Limited of Edinburgh, the leading designer of tartans in the world. The tartan is registered at the Court of the Lord Lyon, King of Arms of Scotland, and anyone may wear it.



The official fish of the NWT is the Arctic Grayling (Thymallus arcticus). The arctic grayling, a fish that can be found in a broad range of habitats in the NWT and has the ability to live in the harshest environments, was named the official fish of the NWT on September 9, 1999.



The Territorial bird is the Gyrfalcon (Falco rusticolus). It became the official bird of the Northwest Territories in 1990. The gyrfalcon is the largest and most magnificent of the falcons and breeds throughout the tundra, including all the arctic islands. Gyrfalcons usually winter in the North and during that season can be found anywhere in the NWT. They range in color from white through shades of grey and brown to almost black. Darker birds are more common in the NWT. Gyrfalcons eat mostly ptarmigan, but also ground squirrels, seabirds, waterfowl, and arctic hares. They are expert hunters, and extremely fast and powerful fliers.



The official gemstone of the NWT is the Diamond. The diamond was adopted as the official gemstone on September 9, 1999, to recognize that the NWT is home to Canada's first diamond mine.



The NWT mineral emblem is gold. Gold has played a major role in the development and prosperity of the NWT. In May 1981, gold was proclaimed the mineral emblem, symbolizing the enduring value of wealth and the bright prospects and future of the NWT.



NWT's territorial tree is the tamarack (Larix laricina), a small–to medium-sized tree that reaches heights from six to fifteen metres. The tamarack, found throughout the NWT, was named the official tree on September 9, 1999, replacing the jack pine. In the NWT the tamarack is used for posts, poles, and firewood.



The NWT floral emblem is the mountain avens, which as adopted by the Council of the Northwest Territories when it enacted the Floral Emblem Ordinance in June 1957. The mountain avens (Dryas octopetala) has narrow basal leaves and supports a single white and yellow flower on a short stem. This member of the rose family grows abundantly in the eastern and central arctic, as well as in parts of the Mackenzie region. It is found in open and well-drained areas, especially on high or rocky ground.

NEED HELP?

The Department of Executive and Indigenous Affairs, Corporate Communications, is responsible for administration of the Visual Identity Program for the Government of the Northwest Territories.
Email: creativeservices@gov.nt.ca

This online format will allow for the continuing enhancement and adaptation of GNWT brand standards in keeping with modern communications and design products.

October 2026