

verifying the origin

of nunavut arts + crafts



The Authentic Nunavut brand guarantees the origin of the Nunavut products you sell.

Developed in partnership with the artists of Nunavut, the Authentic Nunavut logo symbolizes the Arctic land, which is the central inspiration for their work. The image captures the elemental spirit expressed in Nunavut art.

- The sun is a Northern sun, low on the horizon. Its vivid yellow hues and the presence of sun dogs suggest a rising sun's exceptional radiance in frosty air.
- The blue waters are surrounded by white space that looks like spring or fall ice.
- The earthy green landscape sums up Nunavut geography — open spaces, distant hills, rolling terrain, and coastline on salt or fresh water.

This logo is a registered trademark owned by the Government of Nunavut on behalf of Nunavut artists.

the message is trust

authenticity guaranteed

The message of the Authentic Nunavut brand is that all artwork bearing the Nuna Tag is genuine and hand made by a Nunavut artist.

The Authentic Nunavut brand will complement, not replace, existing tags and logos. The branding program is designed to be used either independently or along with other symbols, as decided by the artists or retailers themselves.



supporting the brand

how you benefit

Using the Nuna Tag on Nunavut arts and crafts in your gallery.

- Certifies their authenticity as works from Nunavut.
- Provides a recognizable image for all Nunavut arts and crafts.
- Promotes genuine Nunavut arts and crafts over imitations.
- Distinguishes Nunavut arts and crafts from those of other Arctic regions.

Marketing materials carrying the Authentic Nunavut logo are now available. There will be nominal fees for the hang tags and stickers:

- Brand logo stickers for use on tags attached to current stock of authentic Nunavut arts and crafts. Cost: \$5.00 per sheet (96 stickers per sheet).
- Hang tags (Nuna Tags) for use with new works. Cost \$0.15 each or \$15.00 for 100 tags.
- Free window decals that show your gallery carries Authentic Nunavut arts.
- Free display and point-of-sale materials, including tent cards, information brochures for purchasers.

If you receive a shipment of Nunavut arts and crafts and the artists have identified their work with a Nuna Tag, please support the brand by keeping the tag and the piece together.

boosting the brand

more free support

With your free registration for the Authentic Nunavut branding program, you'll gain access to exclusive online marketing tools:

- Access to the Nunavut Artists' Database where you can search and download artist profiles for your customers.
- A profile of your gallery on the Nunavut Artists' Database.
- Access to other Nunavut information in pdf format for easy download and printing.
- Inclusion in the Nunavut arts and crafts website's public "Find your nearest gallery" search function.
- Access to other Nunavut arts and artists information in pdf format.
- Free-use materials for your website and customer communications.

Take full advantage of the Authentic Nunavut branding program. Registration is free.