



nunavut arts + crafts brand
the symbol you can trust

For more information about the Nuna Tag and the Authentic Nunavut arts and crafts guarantee, visit our website or contact us at:

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www.authenticnunavut.com



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nunavut
canada®

nunavut arts + crafts brand

the logo
to look for

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sanaugait • artisanats nunavois

This brochure is also available upon request in the following languages:
French | German | Spanish

Nunavut (Inuktitut for "Our Land") was created on April 1, 1999. The territory's 25 small communities are spread across nearly two million square kilometres—almost one-fifth of Canada. Nunavut today is a growing society that blends the strength of its deep Inuit roots and traditions with a new spirit of diversity.

verifying the origin of nunavut arts + crafts



It's your guarantee of authenticity.

The message of this brand is that artwork bearing the Authentic Nunavut logo is genuine and hand made by a Nunavut artist. You will most often see it on the Nuna Tag that accompanies the art or craft.

Artworks bearing the Authentic Nunavut logo are certified by the Government of Nunavut.

what it symbolizes the logo's design

The Authentic Nunavut logo captures the elemental spirit of Nunavut art. Developed in partnership with the artists of Nunavut, it reflects Arctic culture and the close, powerful relationship of the artists with the land.

- The design combines earth, water and sun. This image resonated with the artists, who agreed that: "This is Nunavut. It says it all."
- The sun is a Northern sun, low on the horizon. Its vivid golden yellow and the presence of sun dogs suggest a rising sun's exceptional radiance in frosty air — conveying joy and optimism.
- The blue waters are surrounded by white space that suggests spring or fall ice.
- The earthy green of the landscape sums up Nunavut geography — open spaces, distant hills, rolling terrain, and coastline on salt or fresh water

By choosing arts and crafts with the Authentic Nunavut symbol, you can be confident your purchase is part of a globally recognized tradition of fine cultural and artistic works.

the Nuna Tag tells you exactly what you're buying

The Nuna Tag supplies specific, individual details about each work of Nunavut art or craft.

1. The Government of Nunavut's guarantee that the piece was hand made by a Nunavut artist.
2. The name of the artist who created the piece, written by the artist or retailer. It may appear in Inuktitut syllabics — the language of Nunavut Inuit.
3. The name of the community where the artist lives. Many communities have changed their official names from English to Inuktitut. The map in this brochure uses the current official names of the communities.
4. The year the work of art or craft was created.
5. A description of the work by subject and materials: for example, "Drum dancer — stone and antler."

The information on the Nuna Tag enhances the value of the Nunavut arts and crafts you purchase by guaranteeing their provenance. Keep your Nuna Tags in a safe place for easy reference and proof of origin.

The Authentic Nunavut logo, Authentic Nunavut slogan and Nuna Tag are registered trademarks owned by the Government of Nunavut on behalf of its artists.



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HAND MADE BY A NUNAVUT ARTIST
FAIT À LA MAIN PAR UN(E) ARTISTE NUNAVOIS(E)
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2. ᓄᓇᓅᓪᓕᓄᓪᓕᓄᓪᓕᓄᓪᓕ / ARTIST / ARTISTE

3. ᓄᓇᓅᓪᓕᓄᓪᓕᓄᓪᓕᓄᓪᓕ / COMMUNITY / COMMUNAUTÉ

4. ᓄᓇᓅᓪᓕᓄᓪᓕᓄᓪᓕᓄᓪᓕ / DATE

5. ᓄᓇᓅᓪᓕᓄᓪᓕᓄᓪᓕᓄᓪᓕ / DESCRIPTION