



Yukon First Nations 2010 Logo

September 2009

Project Objectives:

To create a logo for the Yukon First Nations arts and culture contingent at the Vancouver 2010 Olympic Winter Games.

Target Audience:

Olympic Games visitors, Yukon First Nations people.

Concept:

In order to represent all fourteen of Yukon's First Nations and present them as a contemporary people while paying homage to their roots and traditions, a logo was developed that had its foundation in modern logo design but drew on characteristics of Yukon First Nations art and oral tradition.

Design Issues:

The mark was to be applied to a wide array of outputs, including print, signage, multimedia and clothing by a host of suppliers and volunteers with varying levels

of experience and skills in this realm. Sensitivity and consultation with the stakeholders was paramount as the designer is not of First Nations heritage.

Design Process:

The process began by consulting with the client regarding a logo that a committee member had created. It was decided professional help was required to incorporate the original imagery of Raven, earth and water into a design that would stand out on a world stage. Yukon First Nations elders and artists were consulted on a continual basis to ensure credibility in the depiction of Raven's head. Finally, an easy-to-follow logo guidelines booklet was created to aid the committee in the implementation of their new mark.

Outcome/Results:

The new logo was eagerly received by the client and is currently proudly being applied to various outputs as preparations for the Games ramp up.