



The following guidelines will assist you in determining what tools are best for you and what their intended purposes are.

Tags

The YFN Arts Brand tools are divided into three categories:
Tags, Seals, Packaging

Hanging tags (small and large)



Designed to be attached directly to the artwork itself using black string and black safety pins.

- » Large hanging tags can be used for larger items such as clothing, moccasins, etc.
- » Small hanging tags can be used for jewelry items, small sculptures, accessories, etc.

Flat tags (small and large)



Designed to be placed on a flat surface (glass case or low shelf) or directly on the wall like a gallery tag. Once a sale is made the card should accompany the sold piece of art by affixing it to the back of the piece.

- » For 2-dimensional work that will be hung directly on the wall (paintings, prints)
- » Set beside your work on a shelf or in a case

Horizontal tags (large)



Designed for larger items displayed in a case or on a shelf.

- » For a medium or large 3-dimensional pieces

Standing tags (small and large)

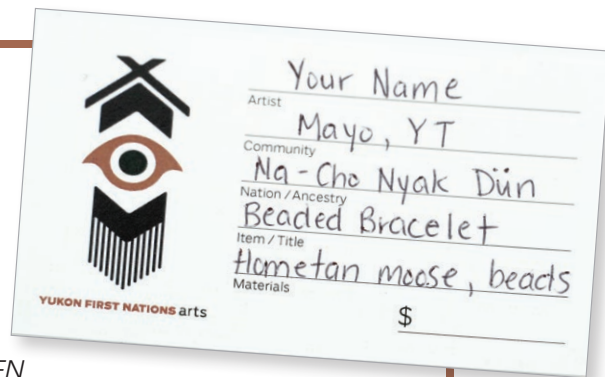


Similar to hanging tags but without the holes. Meant to stand beside your work.

- » Can stand up next to your item in a case or on a shelf
- » For small, medium or large 3-dimensional pieces

How to fill in YFN Arts tags

- » Print neatly in black ink
- » Fill in as many details about the materials as possible *Use hometanned moosehide vs. just moosehide*
- » Do not abbreviate your First Nation
Use Champagne Aishihik First Nation vs. CAFN
- » If you intend to sell with a gallery or shop, leave the price blank until you can agree on a final price with the retailer



YUKON FIRST NATIONS arts

Your Name
Artist Mayo, YT

Community
Na-Cho Nyak Din

Nation / Ancestry
Beaded Bracelet

Item / Title
Hometan moose, beads

Materials
\$

Seals and Badge

Large seals

Can be affixed to large prints.

Medium seals

Can be affixed to the back of medium sized prints, paintings, panels and used to seal tissue paper and paper retail bags.

Small seals

Can be added to the back of your existing artist business or product cards or to seal the smallest retail bags.

Registered Artist digital badge

A custom digital version of the YFN Arts Brand logo can be used to identify yourself as a YFN Arts registered artist on your social media channels, your website and your email signature. No other use of the logo is permitted. If you wish to use the logo in any advertising, please contact programs@yfnct.ca to request the correct format.



Packaging

Boxes



Archbould Photography

Come in a variety of sizes and can be used to package jewelry or small carvings. Include a size-appropriate box for each item you deliver to retailers.

Canvas pouches



Archbould Photography

Come in two sizes (small and large) and are ideal for bracelets, pendants, baby booties and more. Stay tuned for a large (moccasin) bags coming soon.

Flat paper bags



Available in three sizes and designed for purchasers to transport their new items. Use a medium seal to close bags.

Considerations

- » Please don't share your YFN Arts Marketing Tools with unregistered artists
- » Please refrain from creating your own YFN Arts marketing materials
- » Contact us if you're interested in co-branding with your existing brand
- » Encourage other Indigenous Yukon artists to enroll!

Re-ordering YFN Arts Marketing Tools

Go online to yfnarts.ca/register and fill out the online order form or contact the YFNCT office at programs@yfnct.ca. Pick-ups are available in Whitehorse. Marketing tools will be mailed to artists in the communities.

Questions?

If you have any questions or concerns please do not hesitate to contact a member of our team:

(867) 667-7698 ext. 204
programs@yfnct.ca

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