NWTParks

Northwest Territories Parks
VISUAL IDENTITY STANDARDS 1.0

Government of
Northwest
Territories

TABLE OF CONTENTS

HOW TO ACCESS THE BRAND FILES

The Department of Industry, Tourism and Investment is responsible for administration of the Visual Identity Standards for NWT Parks, and can also provide advice and assistance in applying the Program. Email: **parks@gov.nt.ca**

ABOUT THIS GUIDE

The purpose of these NWT Parks Visual Identity Standards will ensure that the approved NWT Parks brand elements are applied consistently and cohesively across all communication materials and promotional products.

This Visual Identity Standards are intended to be dynamic, meaning they can be edited and updated in the future as needed.

The NWT Parks brand was inspired by and is a reflection of all that NWT Parks represents: northern landscapes, natural surroundings, adventure, and serenity.

THE VALUES OF NWT PARKS

Northwest Territories Parks (NWT Parks) offer safe, welcoming, and comfortable camping or day-use experiences. Surrounded by wild northern landscapes our parks are strategically located alongside beautiful natural tourist attractions. We leverage a system of wilderness infrastructure to enhance the rustic beauty of the natural surroundings. NWT Parks offer genuine northern hospitality to visitors and locals alike. They all come to seek adventure, explore the wilderness, make unforgettable memories, and rejuvenate the body, mind and soul.

THE APPROACH FOR NWT PARKS VISUAL IDENTITY STANDARDS

NWT Parks Visual Identity Standards will support the development of marketing and promotional initiatives of the Department of Industry, Tourism and Investment's Tourism and Parks division. These Visual Identity Standards are a resource intended for use by both NWT Parks Headquarters and Regional NWT Park units in the development of future marketing and promotion of NWT Parks.

IDENTIFIERS

The NWT Parks identifiers are graphic elements that are part of the Visual Identity Standards and highlight ownership.

The following section provides guidance around usage and application.

IDENTIFIERS OVERVIEW

The NWT Parks logo must be identified on all communications including external, internal and third party communications as requested.

The GNWT logotype with signature is part of the Government of Northwest Territories (GNWT) Visual Identity Program. The GNWT Logotype with signature is used to highlight in certain circumstances that the Parks are owned and operated by the GNWT.

A table has been developed to show how to choose the right identifiers for your communication. To comply with the GNWT Visual Identity Program, the GNWT Logotype with signature is mandatory when indicated (See pg. 9).

For any questions regarding application, email parks@gov.nt.ca

NWT Parks logo

The GNWT logotype with signature

	GNWT Logotype with signature and NWT Parks logo	NWT Parks logo	
Permits, legal documents and forms	X		
Website	X		
Advertisements (print/online/TV)	X	X	Depending on the audience, some NWT Parks products won't have the logotype with signature for marketing purposes. For any questions around applications of these identifiers, please contact parks@gov.nt.ca
Print communications	X	X	
Videos	X	X	
Booths/banners	X	X	
Signage	X		

CHOOSING THE RIGHT IDENTIFIERS

The following table shows how to choose the right identifiers for your communication. To comply with the GNWT Visual Identity Program, the GNWT Logotype with signature is mandatory when indicated.

For any questions regarding application, email parks@gov.nt.ca

NWT PARKS LOGO

The NWT Parks logo must be used in the graphic format provided and must not be reproduced or altered. It must be represented in its defined colours and respect the rules of engagement (See pg. 12).

The NWT Parks logo exists in both horizontal and vertical formats. Both versions are available in French, English and bilingual.

Minimum sizes - The NWT Parks logo must be at least 1" (Horizontal) and 1.25" (Vertical) from the top to the bottom. This is to ensure legibility.

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

NWT PARKS LOGO - HORIZONTAL VERSION

FULL COLOUR VERSION
Use against white or light backgrounds (available in CMYK, RGB and spot-colour formats).

REVERSE
Use in colour applications against medium-to-dark backgrounds.

GREYSCALE
Use in colour applications against white or light backgrounds.

MINIMUM SIZES

1"

2.6"
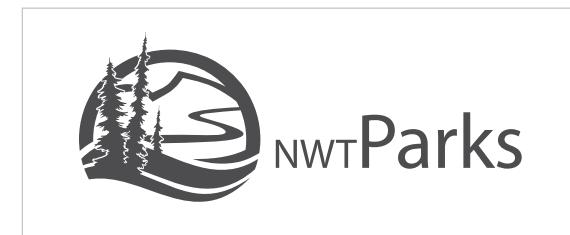
EXCLUSION ZONES

x = .25"

NWT PARKS LOGO - VERTICAL VERSION
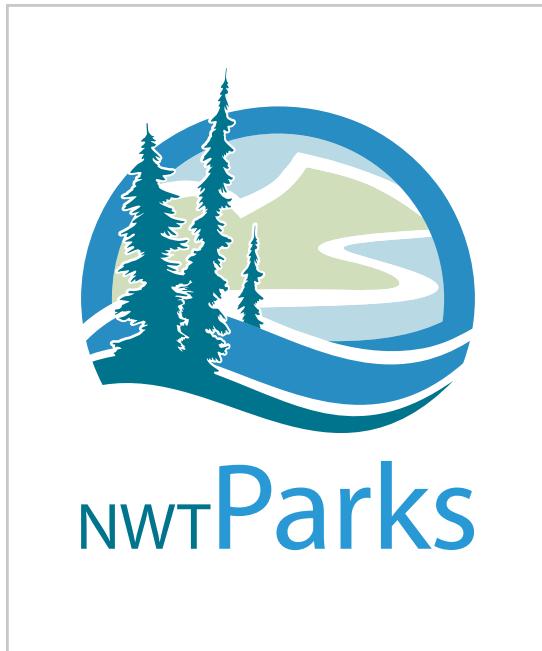
FULL COLOUR VERSION
Use against white or light backgrounds
(available in CMYK, RGB and spot-colour formats).

REVERSE
Use in colour applications against medium-to-dark backgrounds.

GREYSCALE
Use in colour applications against white or light backgrounds.

MINIMUM SIZES

1.25"

1.86"

EXCLUSION ZONES

x = .25"
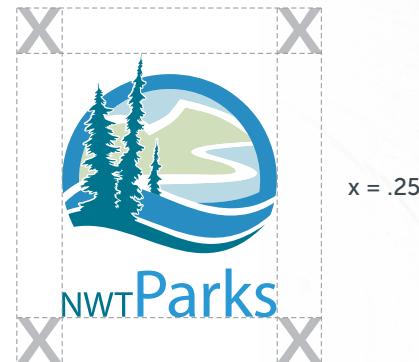
NWT PARKS LOGO

DON'TS

It is important to preserve the integrity of the NWT Parks logo (horizontal and vertical). All versions of the logo are trademarked and should not be altered or misused.

NOTE: Merchandise and apparel allow for some flexibility around the symbol and wordmark used separately or on their own. (See pg. 56). This does not apply to regular communication products.

Please contact parks@gov.nt.ca for clarification or approval.

use of a screen

add elements

reposition any of the elements

size smaller than the minimum size

replace typeface within the logo

create a logo

rotate

add a drop shadow

use different colours

adding framing

stretch or condense
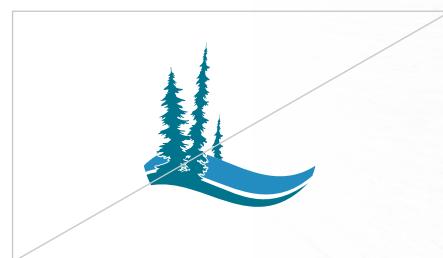
delete any pieces

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. It must be represented in its defined colours and respect the rules of engagement (See pg. 16).

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

Minimum sizes - The GNWT Logotype with signature must be at least 1" (Horizontal) and 1.5" (Vertical) from the top to the bottom. This is to ensure legibility.

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 logo from competing elements such as other images or copy that may divert attention.

GNWT LOGOTYPE WITH SIGNATURE - VERTICAL AND HORIZONTAL VERSIONS

Full colour
Use against white or light backgrounds
(available in CMYK, RGB and spot-colour formats).

Black and white
Use in colour applications against white or light backgrounds.
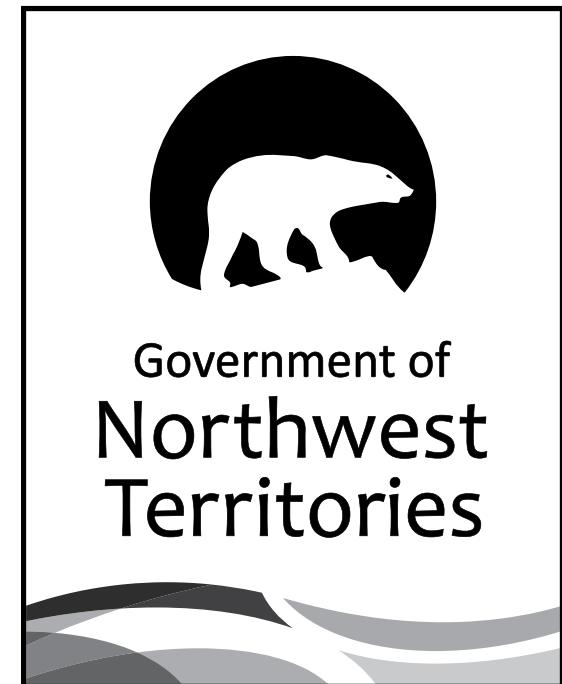
MINIMUM SIZES

1.5"

1.25"

1"

1.75"

EXCLUSION ZONES

x = .25"

x = .25"

GNWT LOGOTYPE WITH SIGNATURE

DON'TS

It is important to preserve the integrity of the GNWT Logotype with signature. All versions of the GNWT Logotype with signature are trademarked and should not be altered or misused.
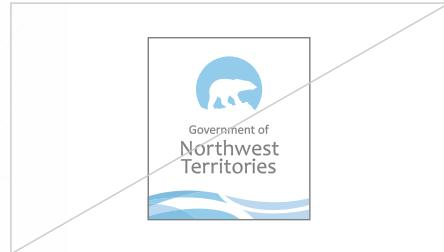

use of a screen
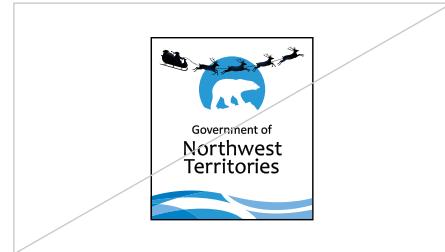
add elements

add a background
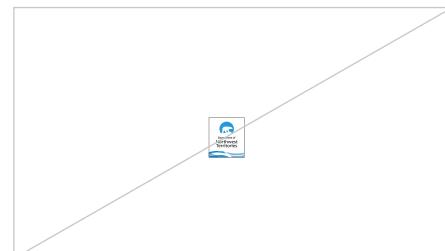
size smaller than the minimum size

create a departmental wordmark

create a logo
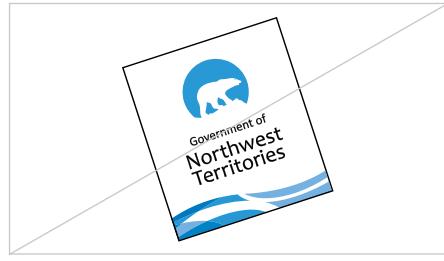
rotate

add a drop shadow

use different colours

removing framing
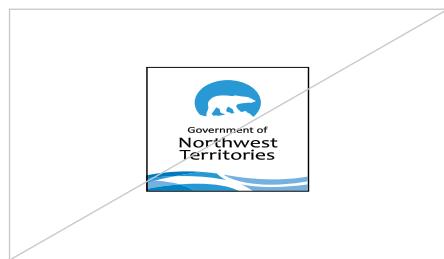
stretch or condense

delete any pieces

# NWT PARKS LOGO AND GNWT LOGOTYPE WITH SIGNATURE

RELATIVE SCALE

It's rare that multiple logos have the same physical dimensions, and those that do will rarely have the same visual "weight". This means the thickness of the letters or graphics may make one logo look heavy or larger than the other when positioned side by side. Unfortunately, visually balancing two logos is subjective and there is no "formula" or "equation" that will produce perfect results.

When both the NWT Parks logo and GNWT Logotype with signature are to be used in conjunction with each other, the general rule is the NWT Parks logo takes prominence at the top and the GNWT Logotype with signature is placed at the bottom left or right hand side, depending on design placement.

Size and ratio - the sizing ratio when being used together is the GNWT Logotype with signature should be half the size in height or less of the NWT Parks logo.
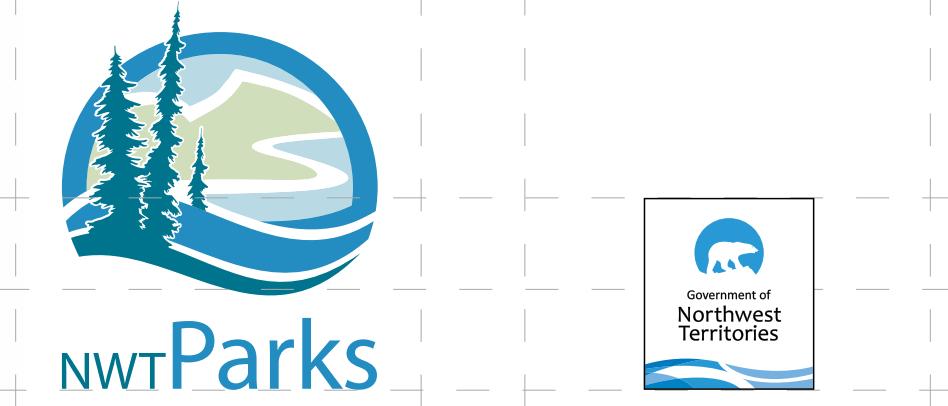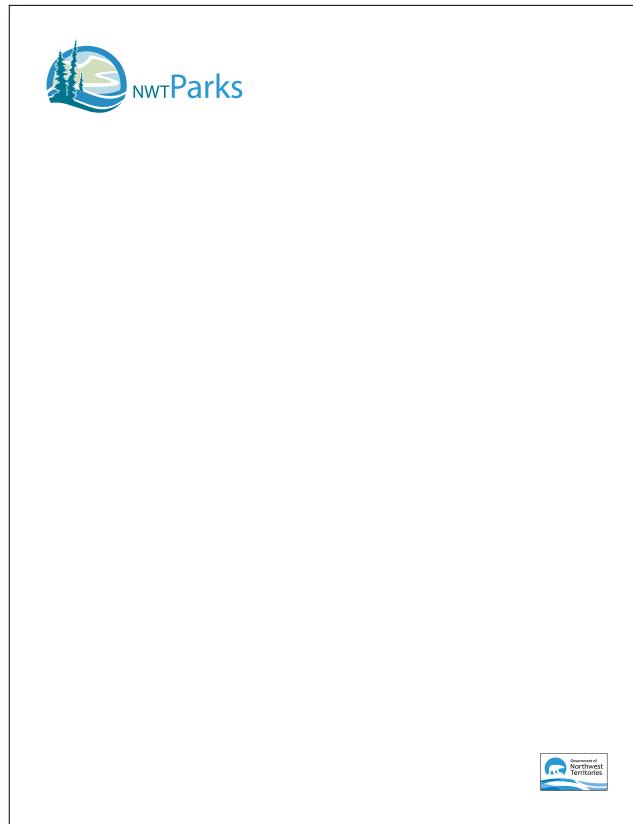
Note: When the GNWT Logotype with Signature is required on either printed or digital platforms, the general rule is the logo and GNWT Logotype with signature can be placed on opposite sides (side by side or upper and lower placement).

Position (portrait)
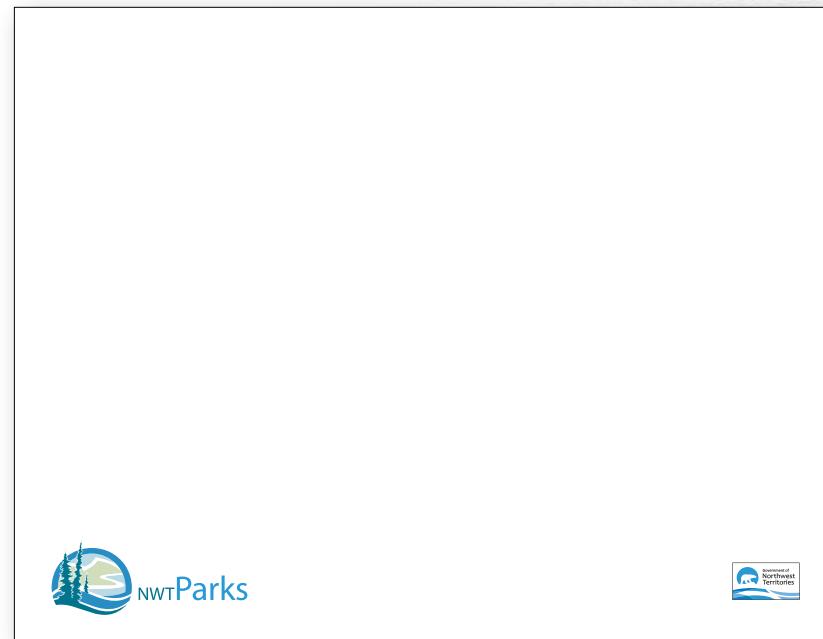
Position (landscape)

NWT PARKS SYMBOL

WATERMARK AND MERCHANDISE/APPAREL ONLY

The NWT Parks symbol is **only to be used as a watermark on any communications products when producing merchandise/ apparel.** Flexibility has been granted when producing merchandise/apparel to allow for more creativity. This exemption allows the symbol and wordmark to be separated and in some instances the wordmark can be replaced with a stylistic font (See pg. 56).

Any production of merchandise/ apparel must be approved by NWT Parks headquarters at the concept stage.

Please contact parks@gov.nt.ca for clarification or approval.

Full colour
Use against white or light backgrounds
(available in CMYK, RGB and spot-colour formats).

Reverse full colour
Use in colour applications against medium-to-dark backgrounds.

Greyscale full colour
Use in colour applications against white or light backgrounds.

MINIMUM SIZE

1.6"

1.5" Minimum Width

EXCLUSION ZONE

x = .25"

NWT PARKS SYMBOL

MINIMUM SIZE AND EXCLUSION ZONE

Minimum size - the NWT Parks symbol minimum size must be at least 1.6" in height. This is to ensure legibility.

Exclusion zone - The exclusion zone around the symbol must be at least a .25" diameter circumference. The exclusion zone isolates the symbol from competing elements such as other images or copy that may divert attention.

NWT PARKS WORDMARK

MERCHANDISE/APPAREL ONLY

The NWT Parks wordmark is **only to be used when producing merchandise/ apparel**. Flexibility has been granted when producing merchandise/apparel to allow for more creativity. This exemption allows the wordmark and symbol to be separated and in some instances the wordmark can be replaced with a stylistic font (See pg. 56).

Any production of merchandise/ apparel must be approved by NWT Parks headquarters at the concept stage.

Please contact parks@gov.nt.ca for clarification or approval.

NWT PARKS WORDMARK

FULL COLOUR VERSION
Use against white or light backgrounds (available in CMYK, RGB and spot-colour formats).

REVERSE
Use in colour applications against medium-to-dark backgrounds.

GREYSCALE
Use in colour applications against white or light backgrounds.

MINIMUM SIZE

NWT**Parks** .5"

2.19"

EXCLUSION ZONE

NWT**Parks** x = .25"

NWT PARKS WORDMARK

MINIMUM SIZE AND EXCLUSION ZONE

Minimum size - the NWT Parks wordmark minimum size must be at least 0.5" in height. This is to ensure legibility.

Exclusion zone - The exclusion zone around the wordmark must be at least a .25" diameter circumference. The exclusion zone isolates the wordmark from competing elements such as other images or copy that may divert attention.

COLOUR PALETTES

Colours selected best represent the variety of shades of colours that can be found in our landscape, from the greens in the trees to the crystal clear waters.

The following section provides guidance around usage and application.

NWT PARKS

CORPORATE COLOURS

The colours of the NWT Parks logo are defined and cannot be altered.

PANTONE 7689 C
C79 M33 Y7 K0
R35 G141 B193
238DC1

PANTONE 7485 C
C19 M4 Y31 K0
R207 G221 B187
CFDDBB

PANTONE 7457 C
C26 M4 Y7 K0
R185 G219 B229
B9DBE5

PANTONE 3145 C
C100 M36 Y38 K8
R0 G117 B141
00758D

GNWT LOGOTYPE WITH SIGNATURE

CORPORATE COLOURS

The colours of the GNWT logotype with signature are defined and cannot be altered.

PANTONE P 109-6 U
C74 M26 Y0 K0
R40 G153 B213
2899D5
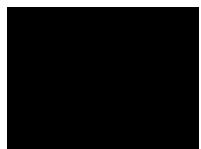
BLACK
C0 M0 Y0 K100
R0 G0 B0
000000

PROMINENT

MACKENZIE
PANTONE 546 C
C91 M65 Y60 K63
R6 G42 B48
062A30

LAVENDER
PANTONE 5255 C
C88 M86 Y48 K60
R29 G25 B52
288DC2

CRANBERRY
PANTONE 188 C
C33 M92 Y73 K38
R121 G36 B47
288DC2

ARCTIC ROSE
PANTONE 228 C
C40 M100 Y40 K18
R141 G14 B87
8D0E57

INUVIK BLUE
PANTONE 5405 C
C74 M47 Y33 K7
R78 G115 B138
4E738A

YELLOWKNIFE
PANTONE 613 C
C32 M33 Y100 K3
R49 G154 B0
B49A00

BOREAL GREEN
PANTONE 5767 C
C47 M33 Y85 K9
R139 G140 B74
8B8C4A

HEATHER
PANTONE 7448 C
C67 M76 Y46 K39
R75 G56 B39
4B384C

AURORA GREEN
PANTONE 7487 C
C47 M0 Y80 K0
R137 G220 B101
89DC65

NAHANNI
PANTONE 7510 C
C20 M48 Y89 K3
R199 G137 B62
C7893E

MIDNIGHT SUN
PANTONE 1575 C
C0 M62 Y86 K0
R255 G127 B48
FF7F30

MIDNIGHT SKY
PANTONE 2627 C
C84 M100 Y32 K35
R61 G17 B82
3D1152

ACCENT

GREAT SLAVE BLUE
PANTONE 325 C
C57 M0 Y25 K0
R98 G203 B201
62CBC9

SUNRISE PINK
PANTONE 1777 C
C0 M77 Y32 K0
R255 G100 B125
FF647D

FIREWEED
PANTONE 220 C
C27 M100 Y50 K12
R170 G0 B79
AA004F

HAY RIVER SUMMER
PANTONE 365 C
C27 M0 Y60 K0
R192 G223 B136
C0DF88

DELTA
PANTONE 7517 C
C311 M76 Y100 K30
R136 G67 B29
88431D

PROMINENT AND ACCENT COLOURS

Prominent and accent colours can be incorporated into collateral material to fulfill the communications objective or goals of that particular product.

COLOUR COMBINATIONS

The following are suggested colour combinations that can be used for your communications.

AURORA GREEN

PANTONE 7487 C
C47 M0 Y80 K0
R137 G220 B101
89DC65

MACKENZIE

PANTONE 546 C
C91 M65 Y60 K63
R6 G42 B48
062A30

LAVENDER

PANTONE 5255 C
C88 M86 Y48 K60
R29 G25 B52
288DC2

FIREWEED

PANTONE 220 C
C27 M100 Y50 K12
R170 G0 B79
AA004F

MACKENZIE

PANTONE 7689 C
C78 M33 Y7 K6
R40 G141 B194
288DC2

GREAT SLAVE BLUE

PANTONE 325 C
C57 M0 Y25 K0
R98 G203 B201
62CBC9

BOREAL GREEN

PANTONE 5767 C
C47 M33 Y85 K9
R139 G140 B74
8B8C4A

MACKENZIE

PANTONE 546 C
C91 M65 Y60 K63
R6 G42 B48
062A30

MIDNIGHT SUN

PANTONE 1575 C
C0 M62 Y86 K0
R255 G127 B48
FF7F30

DELTA

PANTONE 7517 C
C311 M76 Y100 K30
R136 G67 B29
88431D

NAHANNI

PANTONE 7510 C
C20 M48 Y89 K3
R199 G137 B62
C7893E

DELTA

PANTONE 7517 C
C311 M76 Y100 K30
R136 G67 B29
88431D

COLOUR COMBINATIONS

The following are suggested colour combinations that can be used for your communications.

LAVENDER

PANTONE 5255 C
C88 M86 Y48 K60
R29 G25 B52
288DC2

CRANBERRY

PANTONE 188 C
C33 M92 Y73 K38
R121 G36 B47
288DC2

HEATHER

PANTONE 7448 C
C67 M76 Y46 K39
R75 G56 B39
4B384C

AURORA GREEN

PANTONE 7487 C
C47 M0 Y80 K0
R137 G220 B101
89DC65

AURORA ROSE

PANTONE 228 C
C40 M100 Y40 K18
R141 G14 B87
8D0E57

MACKENZIE

PANTONE 546 C
C91 M65 Y60 K63
R6 G42 B48
062A30

YELLOWKNIFE

PANTONE 613 C
C32 M33 Y100 K3
R49 G154 B0
B49A00

MACKENZIE

PANTONE 546 C
C91 M65 Y60 K63
R6 G42 B48
062A30

MIDNIGHT SKY

PANTONE 2627 C
C84 M100 Y32 K35
R61 G17 B82
3D1152

SUNRISE PINK

PANTONE 7517 C
C311 M76 Y100 K30
R136 G67 B29
88431D

INUVIK BLUE

PANTONE 5405 C
C74 M47 Y33 K7
R78 G115 B138
4E738A

HAY RIVER SUMMER

PANTONE 365 C
C27 M0 Y60 K0
R192 G223 B136
C0DF88

TYPOGRAPHY

Typography refers to the style of type, or "font", used for communicating. Typography is the visual art of creating written words.

The following section provides guidance around usage and application.

PRIMARY TYPEFACE

Our main typeface is Museo Sans and Museo Slab (serif). Specific weights of Museo Sans and Museo Slab are used for different types of text, such as body copy and subheads.

Headings and pull quotes can use a stylistic font to help support the emotion portrayed in your communications products.

MUSEO SANS 300

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SANS 500

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SANS 700

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SANS 900

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SLAB 300

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SLAB 500

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SLAB 700

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

MUSEO SLAB 900

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE

Calibri is our secondary typeface. Calibri is only to be used when our primary typeface is unavailable, which includes certain instances on web, in PowerPoint presentations, and in documents created in Microsoft Word or Excel, like letters and spreadsheets.

Calibri Light
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Light Italics
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italics
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri Bold Italics

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

The following pages are intended as a guide for the selection and application of photos for future communication and promotional purposes.

The following pages provide photo selection guidelines and considerations for iconic landscapes, people, campgrounds and activities.

ICONIC LANDSCAPES

When selecting images for advertising, the use of appropriate iconic landscape imagery in communications materials can reinforce and remind the target audiences of their memories of previous experiences at an NWT Park and can stimulate a strong personal connection to the NWT Parks experience.

NWT Parks features stunning landscapes, breathtaking waterfalls, landmarks, trails, lakes and rivers. When showcasing iconic landscape images, they should be reflective of the wild beauty, sweeping views, wilderness, long ribbons of roads, wildlife, discovery and whispers of history.

When advertising with landscape images, a landscape orientation should be utilized and adhere to the rule of thirds: a foreground, middle and background. For example, a landscape background of Great Slave Lake, with a family camping in the centre/ middle of the image, and a tent in the foreground.

When placing text over an image, location of placement is important as to not crowd the image or take away from the visual. Note some examples on page 56 of these Standards.

PEOPLE

When choosing to use images of people for NWT Parks advertisements, the image chosen should reflect:

- the enjoyment of the visitor,

- the diversity and culture of the NWT people, and

- the activities that a specific target audience may enjoy. For example: cooking a meal over a fire pit, hiking, or facing towards an iconic NWT landscape or landmark.

CAMPGROUNDS

NWT Parks are famous for their nature-immersive campgrounds that provide visitors and residents with a range of recreational opportunities within the natural environment. At NWT Parks, campers can enjoy long scenic walking trails and vast beaches adjacent to the campsites. As well, NWT Parks offer unique amenities and infrastructure that enhance the visitor experience like treed, large and well-spaced private campsites.

When selecting images to depict the NWT Parks campgrounds, it is recommended to use images that highlight visitors actively enjoying campground amenities, natural beautiful vistas, or iconic infrastructure like the spiral staircase at Twin Falls Territorial Park or the scenic lookout platforms at either Jak or Sambaa Deh Territorial Parks.

ACTIVITIES

NWT Parks are a hub of activity for guests. Whether a guest is spending the day at a day-use area, camping for a few nights or enjoying the entire summer at an NWT Park, there is a huge range of adventures and activities available.

Some examples of NWT Park activities that can be depicted in photographic elements of advertisements can be:

- guests of all ages and demographics searching for fossils in the shale beds
- guests of all ages and demographics participating in an organized event at an NWT Parks campground,
- fishing,
- canoeing/kayaking,
- cookouts with friends/family,
- aurora viewing,
- trail hiking,
- biking,
- swimming, and
- snowshoeing, skiing and winter trail walks

Supporting Structural Elements

Supporting structural elements have been created to help provide some dynamic elements to NWT Parks communication and promotional products.

The following section provides guidance around usage and application.

SUPPORTING STRUCTUAL ELEMENTS

NWT Parks provides supporting structural elements that are designed to help reinforce the essence of the NWT Parks brand.

CURVED TEMPLATE
Framing the photo to allow for text to be properly adhered over top of image.

TEXTURES
A variety of background textures have been provided to add depth to any communications products. Textures are not limited to those shown in the examples but must be approved at the proofing stage.

COLOUR OVERLAY
Colour overlays can be used over any textured background to help incorporate to incorporate any of the primary of accent colours. Different opacities provide a wide range of textured details.

Please contact parks@gov.nt.ca for clarification or approval.

SUPPORTING STRUCTURAL ELEMENTS - EXAMPLE

CURVED TEMPLATE

WOOD   EARTH   FABRIC   WATER
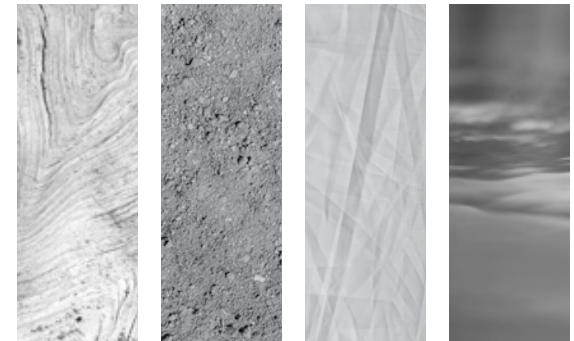
**TEXTURES**

CURVED TEMPLATE EXAMPLE
Framing the photo to allow for text to be properly adhered over top of image.

100%   70%   50%   30%
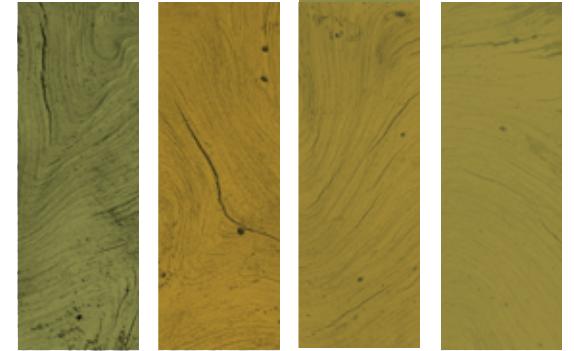
COLOUR OVERLAY EXAMPLE
In using the wood texture, it is recommended to use an opacity to allow for text readability when applied overtop of image.

SUPPORTING STRUCTURAL ELEMENTS - EXAMPLE IN LAYERS

www.NWTParks.ca

Layer 1) The top layer utilizes the curved template to house the main photo.

Layer 2) The curved template is duplicated under the photo to create the curved line. This layer has a colour applied and is transparent to allow for the show through. The thickness of the curved line shape can very in size. This layer can also be angled to provide different appearances.

Layer 3) The wood grain texture has a colour overlay that allows the texture to show through. This layer can be angled to provide different appearances.

Note: A gradient with black ink has been placed overtop to add more depth and contrast.

URL – When formatting the NWT Parks URL, the letters "NWTP" must always be capitalized using our corporate font (Museo Sans). The most common treatment for colour application is having the words "Parks" in a different colour.

BRAND APPLICATION

The following section shows examples of how all the NWT Parks brand elements can be used in a variety of marketing and promotional materials.

EXAMPLES

The following examples showcase the NWT Parks brand application across a variety of products and platforms.


LETTERHEAD

MAP POSTER

GUIDE BOOKLET

BANNER AD

EXAMPLES

The following examples showcase the
NWT Parks brand application across a
variety of products and platforms.

SOCIAL MEDIA

Blat libus Feritia dolora velibus amenihi **NWTParks.ca**

1920 X 1080 VIDEO TITLE SCREEN
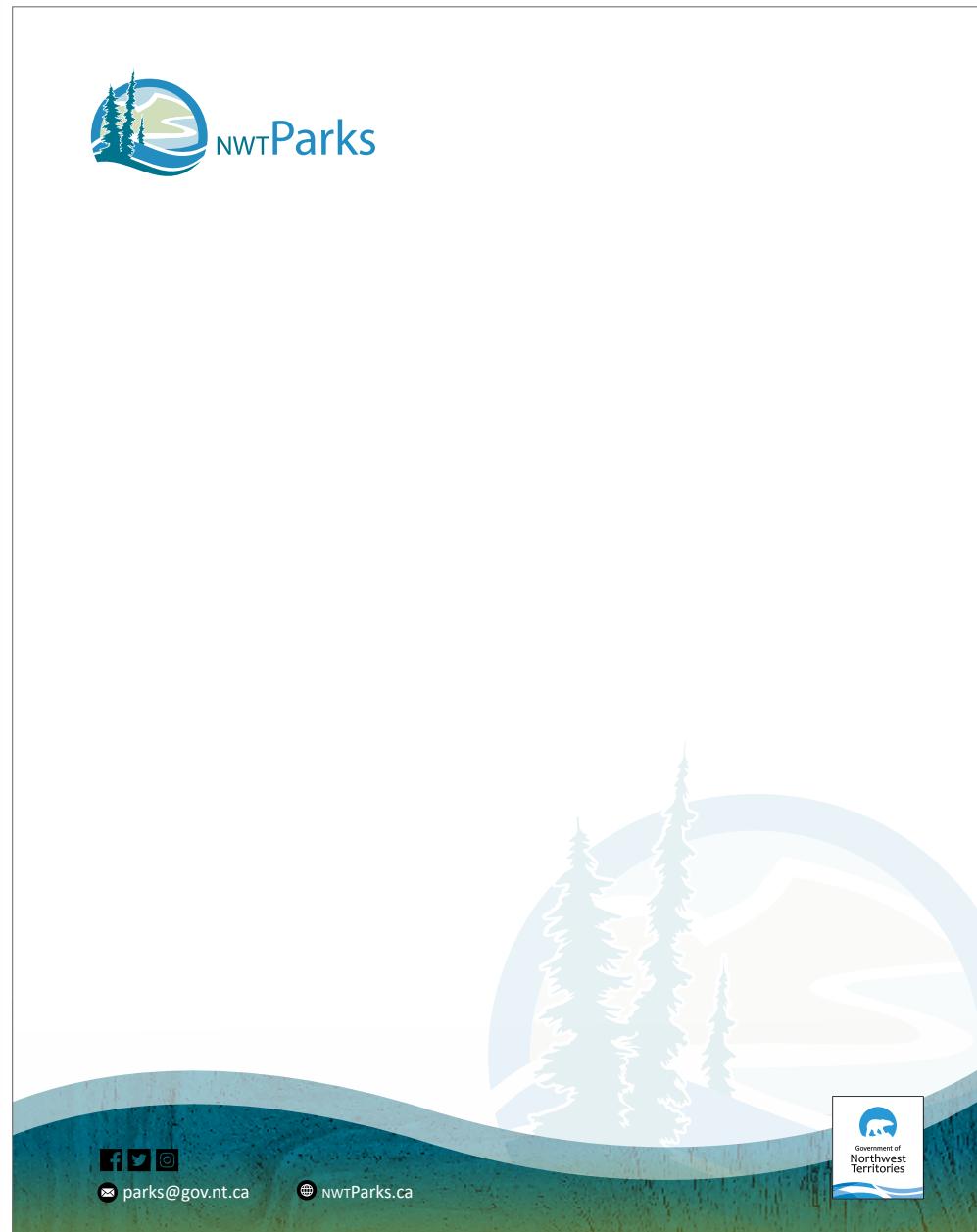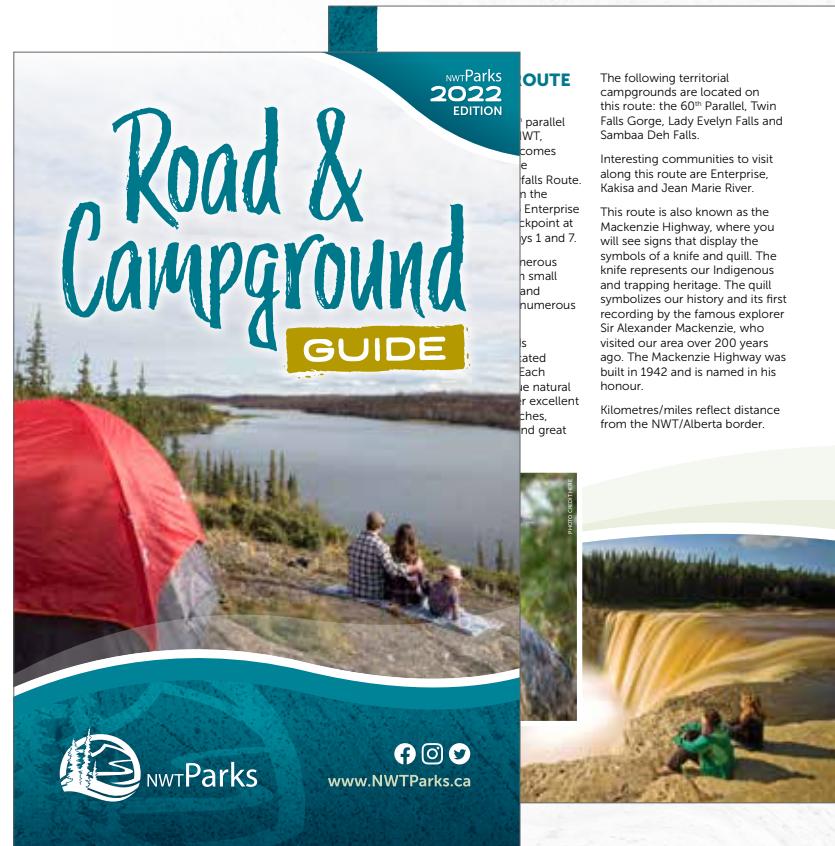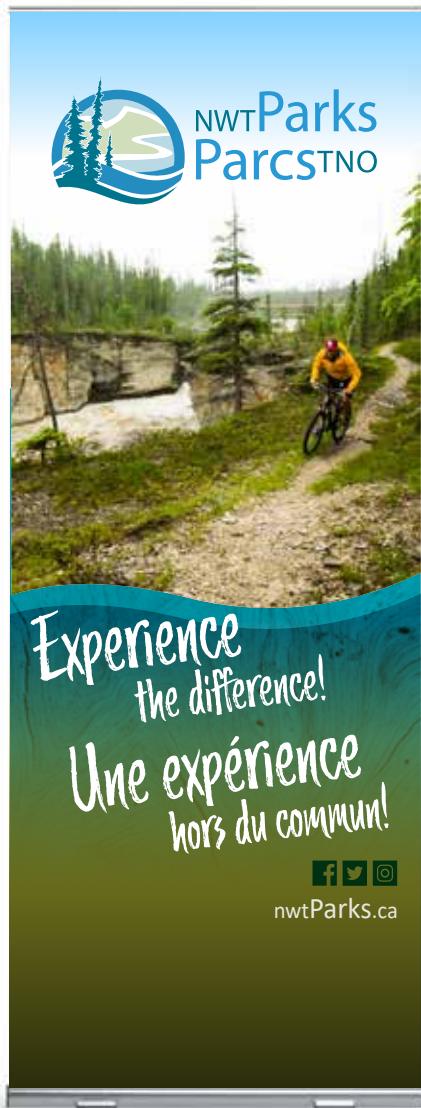
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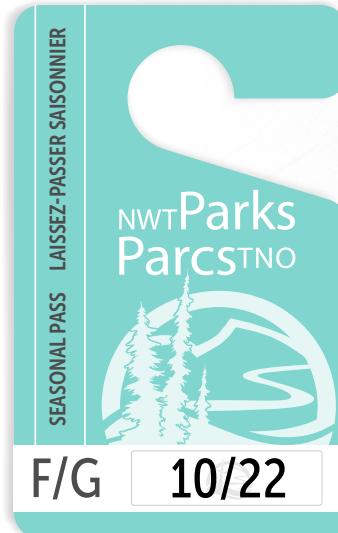
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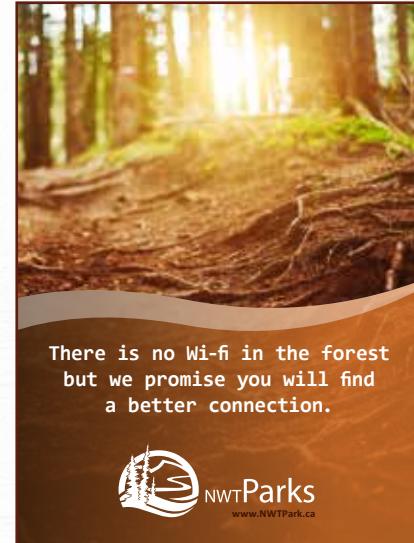
NEWSPAPER AD

DIGITAL BACKGROUND - MICROSOFT TEAMS

MERCHANDISE AND APPAREL

NWT Parks branded merchandise and apparel can play an important and fun role in connecting with our audiences. Choosing useful and meaningful products leaves a positive lasting impression.

There is more flexibility around the brand application when designing merchandise and for this reason **all NWT Parks merchandise and apparel must be approved by the NWT Parks headquarters at the concept stage before production**. This step ensures proper branding standards are followed.

MERCHANDISE AND APPAREL GUIDELINES
• All merchandise and apparel items must be bilingual (French/English).
• Use the NWT Parks logo or symbol and wordmark for identification, depending on the item. The symbol must always be accompanied with either the wordmark or a typography treatment of "NWT Parks" in both languages. There are rare instances when the icon or wordmark will get omitted from the design. These instances require approval from NWT Parks headquarters.
• We encourage the use of all official languages when possible.
• For items where the NWT Parks logo may be too large or the wrong shape (e.g. on a pen), the NWT Parks Symbol can be used along with the NWT Parks URL – www.NWTParks.com in our corporate font Mueso.

Please contact parks@gov.nt.ca for clarification or approval.

ADULT HOODIE

KIDS T-SHIRT

WATER BOTTLES

BACKPACK

STICKERS