



Backgrounder on the “Nuna Tag” – the Nunavut Art Brand

The creation of a brand for Nunavut arts and crafts was recommended in the Government of Nunavut’s strategy for growth in the arts and crafts sector, “Sanaugait”, released in June 2007. Goal number four calls for increasing the market share of Nunavut artists through international brand recognition. The release of the brand for Nunavut arts and crafts is the first step in ensuring authentic Nunavut art will be instantly recognizable throughout the world.

Work on the new brand began in May 2008. The Department of Economic Development & Transportation consulted with artists in 12 communities across the territory. More than 200 artists helped to determine the image that best represents Nunavut arts and crafts.

Focus groups were held in Toronto, Boston and Vancouver with major dealers in the Nunavut art world. An online survey was used to obtain the opinions of galleries, wholesalers and advocates of Nunavut art. After these consultations the “nuna design” was approved as the brand for Nunavut Arts and Crafts in January 2009.

Brochures are available that explain the brand. Shirts, ball caps and bags with the Nunavut logo were handed out during the Nunavut Arts Festival. Up to 100 Nunavut brand stickers and 50 tags were given to each artist who attended the festival.

Inuit artists in Nunavut will continue to use Indian and Northern Affairs Canada’s Igloo Tag in conjunction with the Nunavut logo. The Igloo Tag designates products as authentic Canadian Inuit art.