

INTERNATIONAL



USER GUIDE
FOR THE
ÉCONOMUSÉE®
ARTISANS
À L'ŒUVRE/
ARTISANS
AT WORK
TRADEMARK

FOR MEMBER ARTISANS AND PARTNER ENTERPRISES

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THE REFLECTION OF POSITIONING AND PROMISE:

A UNIQUE, AUTHENTIC EXPERIENCE IN CONTACT WITH THE TRADITIONAL AND CONTEMPORARY KNOW-HOW OF MEMBER ARTISANS



FOR WHOM IS THE GUIDE INTENDED?

STRENGTH IN NUMBERS

The ÉCONOMUSÉE® Network Society (ENS) has developed this guide so as to equip member artisans and partners to better use, promote and convey the ÉCONOMUSÉE® Artisans à l'œuvre/Artisans at work trademark. It provides the universe of the trademark in all its aspects and is the reflection of positioning and promise: a unique, authentic experience in contact with the traditional and contemporary know-how of member artisans.

The more the trademark is disseminated for the sake of the entire network, the more we will benefit collectively as well. The participation of member artisans and partners is of prime importance in spreading the good word.

WHY A TRADEMARK USER GUIDE?

OUR TRADEMARK ISN'T JUST A NAME AND A LOGO

This guide is a veritable tool chest made up of graphic symbols, key words and expressions, and typefaces that reflect the ÉCONOMUSÉE® Artisans à l'œuvre/Artisans at work values and attributes. It defines and codifies all written, visual and graphic symbols.

A trademark user guide reveals the universe of communication and its emblematic symbols, while indicating the rules for use in order to maintain consistency and preserve the trademark identity.

In short, this is a roadmap for making the ÉCONOMUSÉE® Artisans à l'œuvre/Artisans at work trademark your own.



2. IDENTITY COMPONENTS





"HERITAGE THAT EARNS ITS KEEP"

– Cyril Simard, ÉCONOMUSÉE® founder

ORIGIN OF THE ÉCONOMUSÉE®

There is one man at the origin of the concept and even the word, ÉCONOMUSÉE: the architect, designer and ethnologist Dr. Cyril Simard.

Concerned about the threat looming over traditional trades slowly being replaced by industrial mass production, worried about the uncertain future reserved for artisans and their contribution to the cultural identity of their country, and wanting to ensure continuity in their work and safeguard their art, Cyril Simard decided to complete a Ph.D. in ethnology at Université Laval.

This was in 1986. Three years later, he published a version of his thesis for the general public, entitling it "Economuseology: How to make a cultural enterprise profitable" [our translation]. In it, the author described his vision of the ÉCONOMUSÉE® based on six components.

The first ÉCONOMUSÉE® opened in 1988 at the Papeterie Saint-Gilles in Saint-Joseph-de-la-Rive (Charlevoix) and would serve as a laboratory to test the new theory. The ÉCONOMUSÉE® Network Society was founded in 1992.

ÉCONOMUSÉE® BRINGS
ARTISANS OF ALL THE
TRADITIONAL CRAFTS
TOGETHER IN AN
EXTENSIVE NETWORK.

TERMINOLOGY

ÉCONOMUSÉE

WHERE DOES THE WORD COME FROM?

ÉCONOMUSÉE® is a registered trademark that brings artisans of all the traditional crafts together in an extensive network. From an etymological point of view, the word points to the two concerns of our initiatives. First of all, "econo" highlights the importance of the profitability and efficiency of an enterprise, and "museology" provides the whole with the cultural and pedagogical dimensions sought for their originality and uniqueness.

HOW TO WRITE IT?

The French name ÉCONOMUSÉE® is used at all times. It is written in UPPER CASE with the symbol ® in superscript to identify an ÉCONOMUSÉE.® When used as a common noun, it is written in lower case without the ® symbol. Example: Local économusées are tourist attractions.

ACRONYMS

The acronym ENS can be used when speaking of the ÉCONOMUSÉE® Network Society.

The same applies for the French version (Société du réseau ÉCONOMUSÉE®: SRÉ)

ARTISANS À L'ŒUVRE/ ARTISANS AT WORK

The slogan Artisans à l'œuvre/Artisans at work best describes what we represent. A single-language or combined version can be used, depending on the province, territory or region, and/or according to what is most suitable for purposes of communication.

For example:

Quebec	Artisans à l'œuvre		
Atlantic	Artisans at work	Artisans à l'œuvre	Artisans at work/
Canada			Artisans à l'œuvre
Norway	Artisans at work	Handverkarar i arbeid	
Sweden	Artisans at work	Hantverkarei arbete	

COLONNADE ICON



The logo is made up of a colonnade, which symbolizes the three objectives targeted by the concept

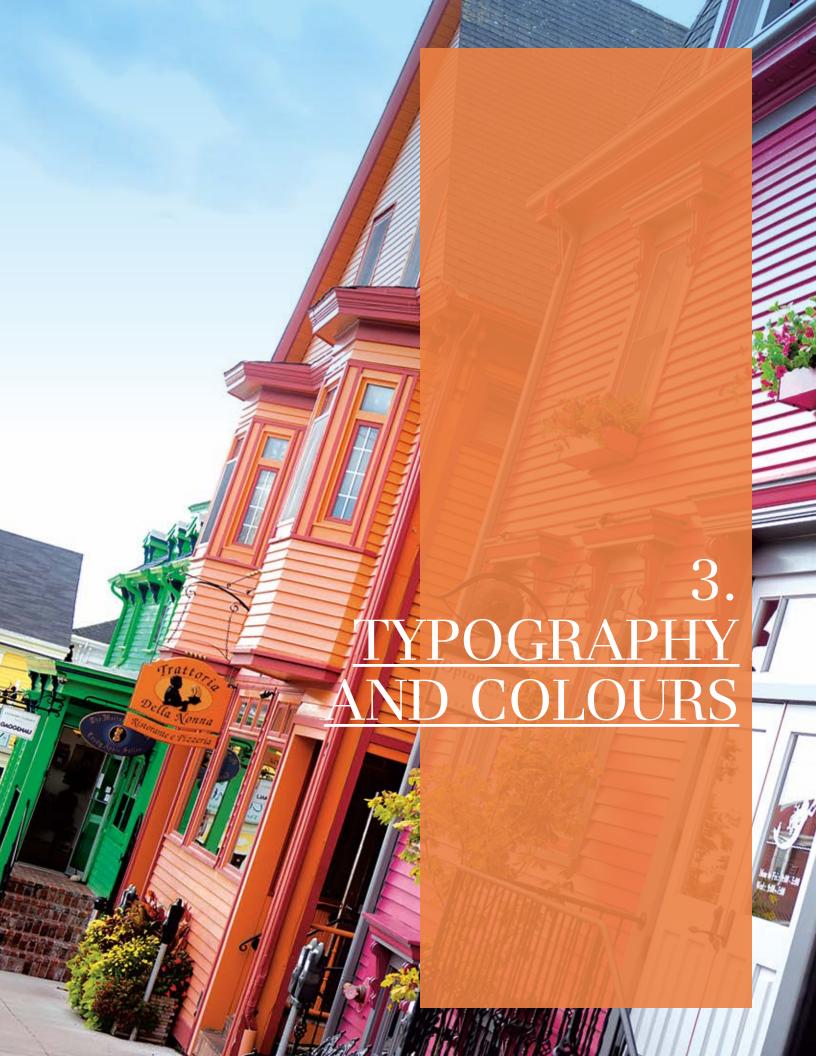
- Promote an entrepreneurial heritage
- Preserve the best elements of tradition and meet contemporary needs
- Develop educational and interactive cultural tourism

This visual element, made up of the letters E and M, underscores the link between the economy and museology, while the logo as whole calls to mind both past and present.

The logo is always comprised of the icon, the slogan Artisans à l'œuvre/Artisans at work, and the word ÉCONOMUSÉE with the registered trademark symbol.







TYPOGRAPHIC UNIVERSE

"AMANO" FONT

Designer: Joan Mas Category: Script The choice of a "handwritten" font evokes the trademark's artisanal character. A "write-by-hand" process references the traditional, as does the know-how of our member artisans.

abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890:,; '« (!?) +-*/=

"DIN MEDIUM" FONT

Designer: Albert-Jan Pool

Category: Sans serif A font with a contemporary look has been chosen to show that the trademark has not remained rooted in the past. Although we promote traditional know-how, the artisan's practice is modern at all levels. Use of new interactive and distinctive technologies is also a facet of the visitor's modern experience.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.:,;'«(!?)+-*/=

GOLD

Reaching the gold standard. In other words, becoming a reference in the cultural tourism industry on a global scale and underscoring the quality of the products created. It's THE warm colour in the logo that serves as a reminder of close and warm artisan-visitor relations.

Excellence. Warmth. Human. Close.

BLACK

Associated with the elegance of our artisans' products and linked to the rigorous aspect of the trademark reflected in high-quality procedures, as part of the formula for the unique ÉCONOMUSÉE* experience.

Elegance. Rigour. Quality.

WHITE

It designates purity, the authenticity so very present in the attributes of the trademark. It is also associated with unity and refers in this particular case to the ÉCONOMUSÉE® members, who form a whole, an entire network.

Purity. Authenticity. Network unity.

CHROMATIC UNIVERSE

COLOUR CODES

Colours may vary depending on the type of printer and paper used. Please choose colours as close as possible to those indicated.







RULES FOR AFFIXING

The logo, the graphic representation of the trademark, may be used without special authorization by the ENS in all communications, on promotional tools, and on the products of member artisans, as well as by partner companies, provided that such use is in compliance with the rules of usage outlined herein.

Please use already existing logo files. In order to avoid compromising its integrity, the logo cannot be recreated under any circumstance. Even the slightest change is prohibited.

VERSIONS

You are asked to use, at all times, the logo in its appropriate language version, depending on what is most suitable for purposes of communication given the geographical location.

CLICK ON THE ICON TO DOWNLOAD ALL VERSIONS OF THE LOGO

The files are also available by clicking on the following link: economusees.com/logos

LOCATION AND LANGUAGE

In order to foster a feeling of belonging among the various networks developing in different countries, provinces, territories and regions, our partners and member artisans must use the logo which has been specifically developped for them. The choice of language and location rests with the partners and artisans and depends on what is best for their communications. In certain cases, to reduce the number of times the logo is used, a bilingual version may be affixed.

QUEBEC





ATLANTIC CANADA







BRITISH COLUMBIA





SASKATCHEWAN





NORTHERN IRELAND



NORWAY





SWEDEN





^{1.} The specific logo for each of the countries, provinces, territories or regions will have been determined in advance in the partner agreements signed by the ENS and the partner in question.

"INTERNATIONAL" DESIGNATION

The logo with the international attribute is for the exclusive use of the ÉCONOMUSÉE® Network Society. Among other things, its serves to promote the trademark among international partners as well as in communications aimed at presenting the network as an international network of artisans.



BLACK AND WHITE/INVERTED









SIMPLIFIED VERSION ON ARTISANS' PRODUCTS

In an effort to increase the trademark's overall visibility, member artisans are strongly encouraged to affix the simplified logo (without geographic location).

The choice of language rests with the member artisans, but use of the bilingual version is encouraged. For example, you can use the official language of your specific location along with English.









SPACING

MINIMUM SEPARATION

In order to visually separate the Artisans à l'œuvre/Artisans at work ÉCONOMUSÉE® trademark when it is placed next to a text or a graphic element, there must be a free space surrounding the trademark. This space must be as large as or larger than the icon.

In order to ensure that the impact of the logo is not compromised by the presence of other elements of the design or logo, the Artisan à l'œuvre/Artisans at work ÉCONOMUSÉE* logo must not be touched by any text or graphic element, nor can these elements interfere with its free space. They must not obstruct the logo in any way whatsoever.

SURROUNDING FREE SPACE



EXCEPTION

If there is a limited amount of space, as, for example, on the small labels of a given product, the minimum amount of free space surrounding the icon can be reduced to half the size of the icon.

SURROUNDING FREE SPACE



SIZE

The minimum recommended size is as follows: the size of the smallest logo text that remains legible in its actual size.







TRANSFORMATIONS PROHIBITED

The rules established by the ENS must be respected whenever the logo is used. The following uses of the logo are prohibited:

ANY DISTORTION



ANY SLANTING



ANY CHANGE OF COLOUR

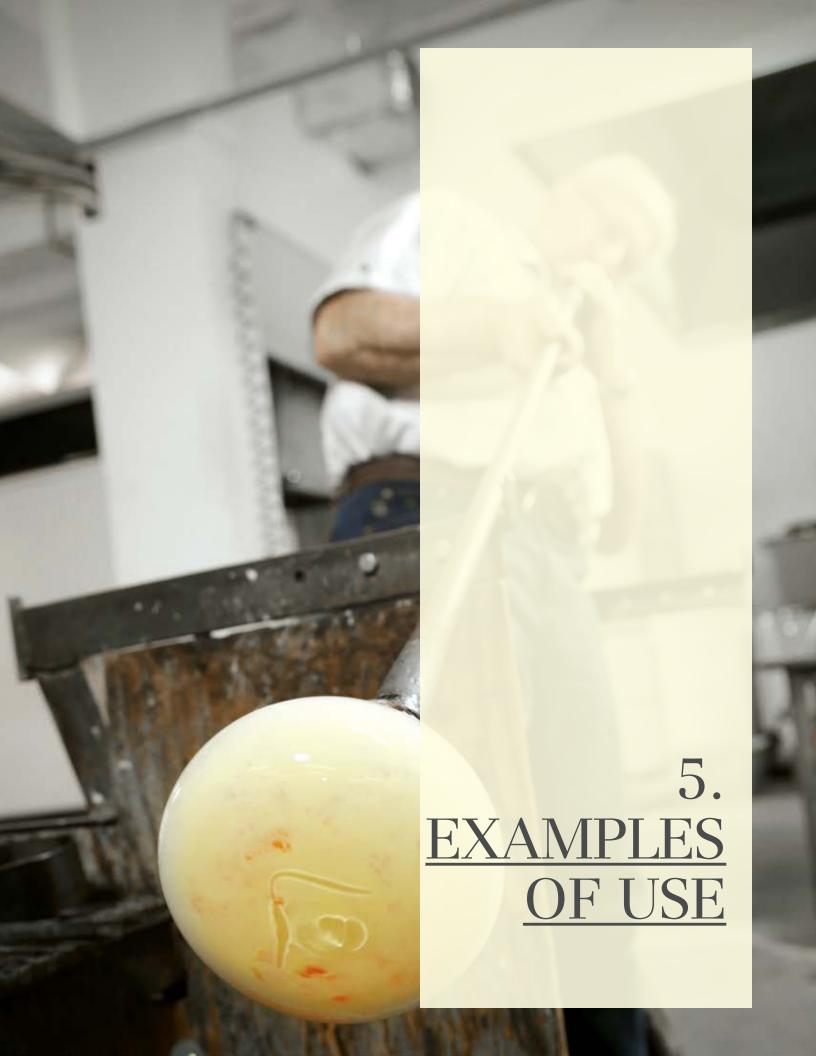


ANY CHANGE OF TERMS



ANY MODIFICATION







TOOLS AND COMMUNICATIONS

ON YOUR DOCUMENTS

- Posters
- Brochures
- Letterheads
- Envelopes
- Business cards
- Other materials

SIGNAGE

- Exterior signage
- Road signage
- Other signage

YOUR INTERNET PRESENCE

Website

SOCIAL MEDIA PAGES

So as to preserve uniformity in the naming of your social media pages, the ENS proposes the formula below. Here are two concrete examples:

- Le Chevrier du Nord
 Griffe AP | Wool-making
 ÉCONOMUSÉE®
- Délices du Lac-Saint-Jean |
 Jam-making ÉCONOMUSÉE®

ON YOUR PRODUCTS

- Packaging
- Bottles

DURING YOUR PROMOTIONAL ACTIVITIES

- Participationin fairs and events
- Other promotional activities

USE OF THE ÉCONOMUSÉE® TRADEMARK IS RECOMMENDED FOR ALL YOUR COMMUNICATIONS AND PROMOTIONS





BUSINESS CARD







BROCHURE / In this case, the logo is placed on the back of the brochure along with the artisan's contact information.





FORFAITS PRIVILÈGES GROUPES Site agrotouristique + Produits du terroit + Économusée ESCALE DÉCOUVERTE 380/200 Victor <u>libre</u> de norse ECONCOMUNÉE de la lisportentie
 Déguaration commentée de tous nos abouts à norse care à vos DU CHAMP À LA BOUTEILLE Savourez une expérience unique à l'Île d'Orléans. Réservez un de nos forfaits des maintenant : Visites offeren de mai à sembre @ ECONOMUSEE

PUBLICITY LEAFLET

SIGNAGE



AFFIXING THE LOGO ON A FACILITY







ROAD SIGNAGE



AFFIXING THE LOGO ON A FACILITY



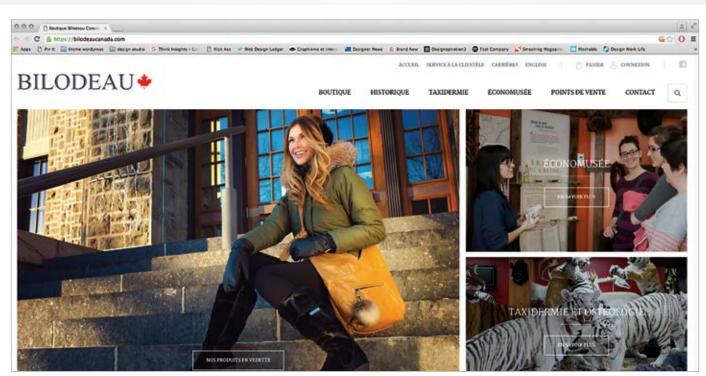




ROAD SIGNAGE

YOUR INTERNET PRESENCE





BILODEAUCANADA.COM

SOCIAL MEDIA PAGES









PACKAGING





AFFIXING THE LOGO ON PACKAGING /

In this case, the logo is affixed on the underside of cylindrical packaging, along with information about the artisan and the product.







AFFIXING ON VARIOUS TYPES OF PACKAGING LABELS



ENS MISSION

To allow artisans and craft enterprises to DEVELOP AND PROMOTE in situ traditionally inspired crafts and knowledge in order to offer the public a high-quality cultural and tourist product.



THE PROMISE OF THE TRADEMARK

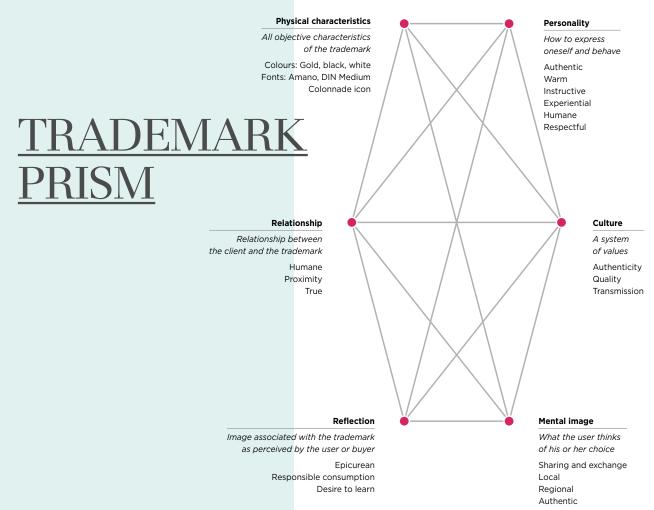
The Artisans à l'œuvre/Artisans at work ÉCONOMUSÉE* trademark is the best possible way to ensure artisan authenticity and quality service for its various clienteles. It also enables the latter to have a unique experience during their visits, based on a recognized and desirable development concept.

THE PROMISES OF THE TRADEMARK FOR MEMBER ARTISANS

- Help safeguard and promote the traditional and contemporary know-how of artisans.
- Encourage them in their passion by supporting them on their entrepreneurial pathway and by highlighting their rich and inspiring stories.
- Provide them with the necessary tools to showcase the économusée as a tourist destination and to set themselves apart from their competitors and from tourist-market competitors in general. Provide support to expand their business project at all levels.
- Showcase their enterprise and products by way of a network of solid stakeholder contacts through a variety of promotional platforms.







VALUES²

AUTHENTICITY

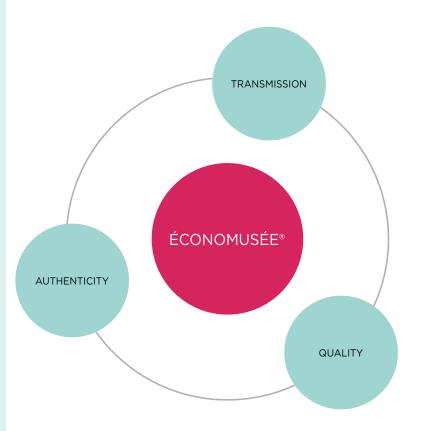
Expression of the quality of what is true and authentic. A profound value through which an individual expresses commitment, personality, conception of work, and devotion to the finished product.

QUALITY

Expression of the suitability or superiority of something. How a collection of intrinsic characteristics are apt to meet or exceed expectations.

TRANSMISSION

Expression of the act of transmitting know-how, knowledge, values, heritage, etc.



SEMANTIC UNIVERSE

Suitable words or key expressions for all communications, in line with the values of the Artisans à l'œuvre/Artisans at work ÉCONOMUSÉE® trademark.

Values are placed in alphabetical order for purposes of display. This is in no way an indication of their degree of importance.









THEMES³

The identity of the Artisans à l'œuvre/Artisans at work ÉCONOMUSÉE® trademark is built around the following broad themes:

ENTREPRENEURSHIP

Member artisans must combine business acumen with heritage, life skills, innovation, and know-how. Through its desire to develop entrepreneurship, the ENS stimulates the economy while creating cultural and tourism vitality in the communities where artisans work.

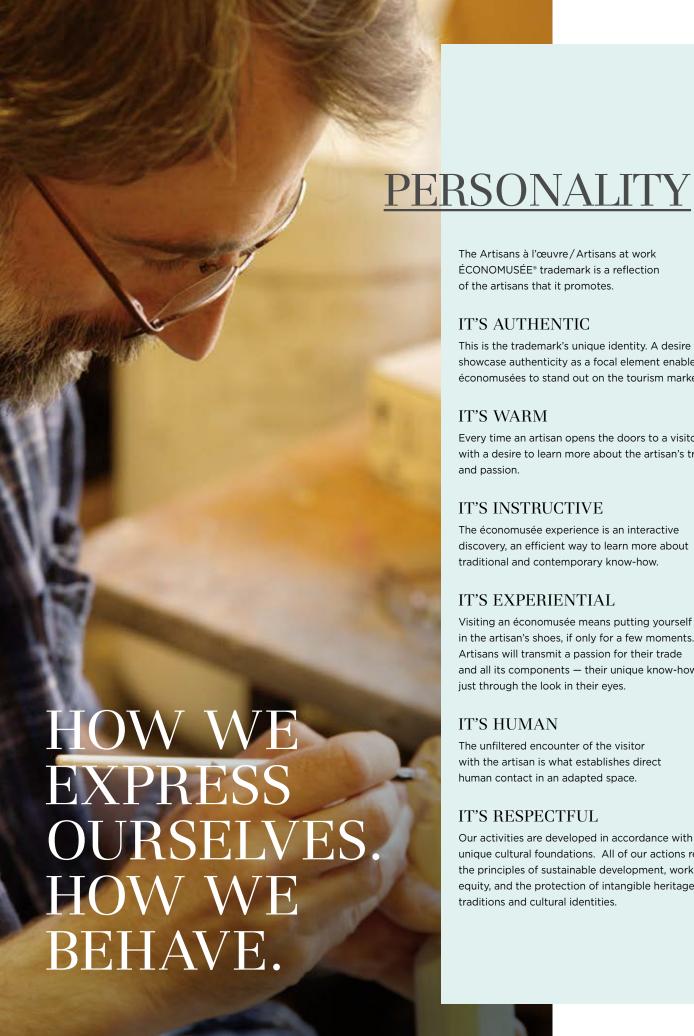
EXPERIENTIAL CULTURAL TOURISM

Visitors to économusées are invited to admire the excellence on display, to experience the process of creation, to savour products for their sensuality, and to experience emotions through direct contact with artisans and their products.

INTANGIBLE HERITAGE

Intangible heritage includes the traditions, know-how, and life skills needed to maintain our artisans' traditional trades. Such heritage resides in its wealth of knowledge and its transmission from one generation to the next. Intangible heritage also includes contemporary urban and rural practices. It develops and takes root at the community level.

Themes are placed in alphabetical order for purposes of display.This is in no way an indication of their degree of importance.



The Artisans à l'œuvre / Artisans at work ÉCONOMUSÉE® trademark is a reflection

IT'S AUTHENTIC

This is the trademark's unique identity. A desire to showcase authenticity as a focal element enables économusées to stand out on the tourism market.

IT'S WARM

Every time an artisan opens the doors to a visitor with a desire to learn more about the artisan's trade

IT'S INSTRUCTIVE

The économusée experience is an interactive discovery, an efficient way to learn more about traditional and contemporary know-how.

IT'S EXPERIENTIAL

Visiting an économusée means putting yourself in the artisan's shoes, if only for a few moments. Artisans will transmit a passion for their trade and all its components — their unique know-how just through the look in their eyes.

IT'S HUMAN

The unfiltered encounter of the visitor with the artisan is what establishes direct human contact in an adapted space.

IT'S RESPECTFUL

Our activities are developed in accordance with our unique cultural foundations. All of our actions respect the principles of sustainable development, work equity, and the protection of intangible heritage, traditions and cultural identities.



POSITIONING

UNIQUENESS

It is understood that every économusée is and will remain unique. The ÉCONOMUSÉE* identification includes a commitment to respecting each artisan's unique identity. The original concept, the all-encompassing multi-sense experience, the privileged encounter with the artisan, and the window upon the latter's know-how are also distinctive elements of market positioning.

RESPONSIBLE TRADE AND LOCAL PURCHASING

The trademark is positioned in such a way as to underscore the notion of responsible trade and local purchasing, representing an important component of the enterprises and constituting a distinguishing factor.

DISTINCTIVE MARKET OFFERING

Visitors to an économusée will suddenly learn something about a specially designed product. This is the first element distinguishing its trademark brand from other tourist attractions. Visitors are positioned to discover by way of an interactive, authentic, even playful experience.

CULTURAL AND COLLECTIVE MEMORY

Solidly rooted in their communities, économusées provide a portrait of our societies by reflecting the unique character of our regions and homelands.



CUSTODIANS OF THE TRADEMARK

The Artisans à l'œuvre / Artisans at work ÉCONOMUSÉE® trademark is in the process of changing, as is its visual identity. Though this trademark user guide covers most applications, you will perhaps find yourself in a situation that we have not addressed. You may also have a problem that seems impossible to resolve without contravening the established rules, or you might want help applying them.

For information about affixing the Artisans à l'œuvre/Artisans at work ÉCONOMUSÉE® logo or trademark, please contact the ÉCONOMUSÉE® Network Society by telephone (418 694-4466, extension 25) or by email (ceguertin@economusees.com).

ÉCONOMUSÉE® NETWORK SOCIETY

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