

BRAND GUIDE

THE ÉCONOMUSÉE® NETWORK SOCIETY AND THE ARTISANS AT WORK EXPERIENCE



Brands strategic repositioning

The ÉCONOMUSÉE® Network Society has completely reworked and enhanced its **corporate brand** (ENS/SRÉ) and **experience brand** (Artisans at work/Artisans à l'œuvre) in order to establish clearer communication lines and visual identities for their stakeholders.

These efforts will allow the ENS/SRÉ, its collaborating organizations, and its artisan-entrepreneurs to communicate effectively with their various target audiences.

This work will also help to truly showcase the organization's expertise and purpose, as well as to promote under the Artisans at work/Artisans à l'œuvre experience its authentic and distinctive offer through the concepts held by the artisan-entrepreneurs members of the network.

The ÉCONOMUSÉE® model is no longer alone, there are now 5 other distinctive concepts.

Since its creation, the SRÉ/ENS has been promoting the growth of businesses in the arts and crafts or bio-food sectors by implementing the ÉCONOMUSÉE® concept, a high-quality cultural tourism product.

Although the ÉCONOMUSÉE® is still very important and remains the symbol of the SRÉ/ENS, new know-how and new practices stemming from intangible heritage can now be promoted through the implementation of new distinctive concepts, namely the HERITAGE SPACE, the CULINARY SPACE, the BOUTIQUE, the WORKSHOP and the DESTINATION.

All these concepts are part of the **Artisans at work/Artisans à l'œuvre** experience.

Objective of the Guide

To equip ENS brand users with tools to help them with their use.

Who is the Guide for?

ÉCONOMUSÉE® Network Societies

A corporation affiliated with the SRÉ/ENS, operating under the SRÉ/ENS brand and whose mission is to promote the Artisans at work/Artisans à l'œuvre network in its region/country.

The collaborating organizations in the international network development

An organization whose role is to promote the Artisans at work/Artisans à l'œuvre network in its region/country.

Members of the network

An artisan-entrepreneur member who owns and promotes one of the six concepts and promotes it.

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III Economusée à
Saint-Joseph-
Charlevoix

IT ALL STARTS WITH THE CONCEPT OF THE ÉCONOMUSÉE® DEVELOPED BY CYRIL SIMARD

IT WAS IN 1986

At the origin of the concept and the very word ÉCONOMUSÉE®, there is a man – Cyril Simard – architect, designer, and ethnologist.

Worried about the threat to most traditional trades as he saw them being gradually replaced by industrial mass production; concerned about the uncertain fate of craftsmen and their contribution to the cultural identities of their countries and wanting to ensure the continuity of their work and to safeguard their art, Cyril Simard wrote a doctoral thesis on ethnology at Laval University.

In 1989, he published a vulgarized version of his thesis: *Économuséologie: Comment rentabiliser une entreprise culturelle*, which describes his vision of the ÉCONOMUSÉE®. He defines this vision using its six components.

The first ÉCONOMUSÉE® was opened in 1988 at La Papeterie Saint-Gilles (a handmade paper workshop and store) at Saint-Joseph-de-la-Rive (Charlevoix) in Québec, Canada, and would serve as a laboratory to test this new theory.

In 1992, the ÉCONOMUSÉE® Network Society was founded.



— What is the origin of the word **ÉCONOMUSÉE**?

ÉCONOMUSÉE® is a registered trademark under which traditional artisans and craftspeople are united to form a vast network. Etymologically, the word points to the two main goals of our operations. First, “econo” highlights the importance of profitability and business performance, and second, “museology” provides the whole with the cultural and pedagogical dimensions that lend the concept its appeal and originality.

THE LOGO IS MADE UP OF A COLONNADE

The logo is made up of a colonnade symbolizing the three objectives that are the focus of the concept.

- To promote an entrepreneurial heritage
- To preserve the best of tradition and to meet the needs of its contemporaries
- Develop responsible, cultural, interactive and educational tourism

This visual element, composed of the letters *E* and *M*, emphasizes the alliance between economy and museology, while the whole speaks to the past and the present.

“the heritage that earns a living”

– Cyril Simard, founder of ÉCONOMUSÉE®





— CORPORATE BRAND THE ÉCONOMUSÉE® NETWORK SOCIETY

The ÉCONOMUSÉE® Network Society (ENS) is an international non-profit organization created in 1992 and based in Québec City, Canada. The ENS is the **owner** and **promoter** of the ÉCONOMUSÉE® concept and its five other concepts operating under its **Artisans at work/Artisans à l'œuvre** experience brand.

The ENS is working with a network of PARTNERS who all share the same objectives, namely the **preservation**, **perpetuation**, and **promotion** of certain elements of intangible heritage, such as knowledge and know-how, which have been transmitted from generation to generation. It thus contributes to the safeguarding and appreciation of a great diversity of traditional cultural practices through the deployment of its **Artisans at work/Artisans à l'œuvre** brand and the development of projects related to heritage. It is part of the desire to occupy territories in a dynamic way and to develop the regions in a sustainable way.

The ENS supports the **long-term viability** of artisan-entrepreneurs or organizations with know-how through **business support** and the implementation of concepts to increase their attractiveness and the **generation of revenue**.

Finally, through its mission and the nature of its member companies, the ENS is proud to contribute to **responsible and sustainable tourism**.



Stine Hoff, Kunstglass, ÉCONOMUSÉE® du soufflage de verre, Norvège

ENS | ÉCONOMUSÉE® NETWORK SOCIETY

BRAND ESSENCE

Préservation, perpétuation et promotion

POSITIONING STATEMENT

**Leader in the 360° support of artisan-
entrepreneurs**

OUR PROMISE

**To support the long-term viability of artisan-
entrepreneurs through the implementation of
a unique business concept, thus increasing
their appeal to customers through their
inclusion in a thriving international network**

PERSONALITY ATTRIBUTES

**Unique, entrepreneurial, human, intangible
heritage, tourism**

OUR PILLARS

- **Intangible heritage**
- **Personalized 360° support**
- **A unique and enjoyable experience**
- **A thriving international network**

ENS

THE ÉCONOMUSÉE® NETWORK SOCIETY

- 01 Brand Essence
- 02 Positioning Statement
- 03 Our Promise
- 04 Personality Attributes
- 05 Our Pillars



© Mardjane Amin, Les Forges de Montréal, Traditional forge ÉCONOMUSÉE®, Montréal

01

— Brand Essence

WHAT DEFINES THE BRAND, IN THREE WORDS

PRESERVATION, PERPETUATION, PROMOTION

The ENS works to preserve certain elements of intangible heritage such as knowledge and skills that have been passed down from generation to generation. It thereby contributes to the preservation and promotion of a wide variety of traditional cultural practices.



© Tourisme Alma, miel des ruisseaux, beekeeping ECONOMIC MUSEUM, Saguenay, Québec, Canada

02

— Positioning Statement

THAT WHICH MAKES OUR BRAND, OUR ORGANIZATION, UNIQUE

LEADER IN THE 360° SUPPORT OF ARTISAN-ENTREPRENEURS

The ENS guides artisan-entrepreneurs through all the stages of the implementation and realization of a business concept designed to showcase their know-how and expertise. It is present throughout the entire process, from start to finish, and even beyond, ensuring diligent and customized follow-up for each of its clients, and guaranteeing a unique and high-quality tourism and cultural product.

03

— Our Promise

WHAT THE BRAND PROMISES ITS ARTISAN-ENTREPRENEURS

TO SUPPORT THE LONG-TERM VIABILITY OF ARTISAN-ENTREPRENEURS

The ENS allows its members to increase their attractiveness by implementing a distinctive concept and to be part of a thriving international network.

04

— Personality Attributes THE CHARACTER TRAITS OF THE BRAND, OF THE ORGANIZATION

The ENS brand is both distinctive and selective. As an expert in the field of tourism development and economuseology and as the creator of a number of high-end business and tourism concepts, it selects its artisan-entrepreneur members according to a thorough process based on several criteria, including their specific know-how and expertise, and their particular trade.

It uses relevant, appropriate, and astute vocabulary in order to convey a high-quality product offering that is produced with respect to traditions and their evolution:

Distinctive: authority, leader, industry leader, international network head, expertise, selective, economuseology, museology, interpretation, high-end

Entrepreneurship: development, economy, communities, vitality, culture, culinary tourism, agrotourism, bio-food, arts and crafts, innovation, creativity, local

Humane: collaboration, sharing, mentoring, approach, support, meetings/gatherings, guidance

Intangible Heritage: traditions, know-how, self-awareness, traditional trades, artisans, valorization, richness, knowledge, transmissions, generations, practices, identity, transfer, heritage

Tourism: sustainable, ecology, respect, richness, culture, heritage, experience, interpretative sites, visitors, experimentation, production, flavours, emotions, accessibility



Townsite Brewing, Beer Brewing ECONOMUSEE®, British Columbia

— Our Pillars

INTANGIBLE HERITAGE

The ENS preserves, perpetuates, and promotes intangible heritage. The latter is made up of elements that are passed on from one person to another and are embodied in know-how, knowledge, expressions, practices, and representations. Because intangible heritage is transmitted by bearers of traditions, passed from generation to generation, intangible heritage remains very much alive.

360° CUSTOMIZED SUPPORT

The ENS provides customized support and coaching to each of its artisan-entrepreneur members, whether in terms of strategy, physical operations or on the digital side. Focus is placed on the members' products, services, and traditional know-how to create an optimal visitor experience through a proven concept based on economuseal components

A UNIQUE AND APPEALING EXPERIENCE

The ENS implements distinctive business and tourism-based concepts with its member artisans. Inspired by the foundations of the original ÉCONOMUSÉE® concept, there are now five other concepts: the HERITAGE SPACE, the CULINARY SPACE, the BOUTIQUE, the WORKSHOP and the DESTINATION. These concepts are all part of the experience and are promoted under the Artisans at work/Artisans à l'œuvre.

A THRIVING INTERNATIONAL NETWORK

The ENS represents an international network with a strong presence in each country, territory and province having the capacity to develop their own regional network. This international network provides mechanisms and tools to help create a sense of belonging among its partners and artisan-entrepreneurs from around the world.



Arven AS, Silversmith ÉCONOMUSÉE®, Norway

COMPONENTS OF THE CORPORATE BRAND

- 01 Logo
- 02 Typography
- 03 Colours
- 04 Imagery
- 05 Brand Applications



Grégory Clapperton, Jules Saint-Michel, Luthier, Violins ÉCONOMUSÉE®, Montréal

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

A visual identity for the organization now makes it possible for all stakeholders to distinguish between the ÉCONOMUSÉE® Network Society and its Artisans at work/Artisans à l'œuvre experience brand.

Two official versions of the logo are available, one in French and one in English, allowing Network Societies ÉCONOMUSÉE® to easily identify the organization in their respective countries.

01

Logo

THE DIFFERENT VERSIONS AND THEIR USES

The standards outlined in this section apply to all versions of the SRÉ/ENS signature.

Horizontal version – preferred

Colour – light background

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

1 colour – light background

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

1 colour – dark background

(dark shades, dark vivid colours, black 35% or more, black)

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

1 colour – dark background

(dark shades, dark vivid colours, black 35% or more, black)

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

English version

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

French version

SRÉ | SOCIÉTÉ DU
RÉSEAU
ÉCONOMUSÉE®

Vertical version

Also available in French

ENS

ÉCONOMUSÉE®
NETWORK SOCIETY

Version with the experience

Artisans at work/Artisans à l'œuvre signature

Also available in French

ENS | ÉCONOMUSÉE® NETWORK SOCIETY

PROMOTER OF THE EXPERIENCE  *Artisans at work
à l'œuvre*



Healing à la Source, Stained glass ÉCONOMUSÉE®, Alberta, Canada

BRAND USAGE GUIDELINES

The logos which are a graphic representation of the corporate brand (ENS/SRÉ), may be used without the explicit permission, provided that they comply with these BRAND USAGE GUIDELINES.

The **ÉCONOMUSÉE® Network Societies** should use the ENS/SRÉ logos at all times and follow the brand usage guidelines as outlined in this section.

A **collaborating organization** does not have to promote the ÉCONOMUSÉE® Network Society. It is welcome to place ENS/SRÉ logo to demonstrate its collaboration with the Society. However, it is encouraged to actively promote the Artisans at work/Artisans à l'œuvre oeuvre brand for greater visibility. (Refer to page 32.)

A **member** does not have to promote the ÉCONOMUSÉE® Network Society. However, as a member, the artisan-entrepreneur is encouraged to actively promote the Artisans at work/Artisans à l'œuvre brand for greater visibility. (Refer to page 32).

Protection Zone

To maintain the visual identity of the ÉCONOMUSÉE® Network Society mark when placed next to a block of text or other graphic elements, a clear space must be maintained around the mark. This space must be equal to or greater than the size of the icon.

To ensure that the impact of the logo is not diminished by the presence of other design elements or logos, no text or graphic elements should touch the ENS logo or encroach on the negative space. The logo must be kept unobstructed.



© Gaëlle Leroyer. Miel des ruisseaux, ÉCONOMUSÉE® de l'apiculteur, Saguenay-Lac-Saint-Jean

Minimum Size

These minimum dimensions are applicable in all cases, even when the communication tools are produced by a third-party provider or by a partner.



Under no circumstances should the height of the three lines of text be less than 4 mm.

What Not to Do

It is not permitted to distort, separate, modify, or add effects to the elements that make up the ÉCONOMUSÉE® Network Society signature. Furthermore, it is not permitted to add other visual elements or another logo to form a new whole.

The following examples illustrate uses that should be avoided. These incorrect uses apply to all versions of the signature.



Under no circumstances should the colours be modified.



Under no circumstances should the spacing and positioning be modified, or the elements separated.



Under no circumstances should it be positioned at an angle.



Under no circumstances may artifices, such as a lighting effect, drop shadow, or 3D effect be used.



Under no circumstances should the proportions be modified.



Under no circumstances should raster images be used for the monochrome version.



Brand Identification in a Text

The English version of the SRÉ/ENS logo actually uses the word ÉCONOMUSÉE®, which is all capitalized. After that, only the first letter of each English word is capitalized. This must be accompanied by the registered trademark symbol in superscript which is easy to add with a keyboard shortcut (r) when using Microsoft Word software.

ÉCONOMUSÉE® Network Society

If one wishes to abbreviate, this version should be used at the beginning of a text in order to allow the use of the acronym later: ÉCONOMUSÉE® Network Society (ENS).

ENS



Catherine Gallichand, Le chevrier du nord, Animal fibre craft: mohair ÉCONOMUSÉE®, Saguenay – Lac-Saint-Jean

02

— Typography

THE TYPEFACE « **DIN RÉGULIER** »

Designer:
Albert-Jan Pool

Category:
Sans Serif

Our search for the perfect typography led us to this one with its modern look and feel. It demonstrates that the organization maintains respect for tradition in its communications, while also bringing a certain sense of evolution.

Because the brand is distinctive and selective, the typeface also reflects a high-end level of expertise through its straight lines. Its slight curves also lend an element of openness and warmth to its communicative exchanges.





Le Forgeron D'or, ÉCONOMUSEE® de la bijouterie, joaillerie, Chaudière-Appalaches

03

Colours

Gold

Gold is strongly associated with wealth, success, and knowledge. It is a colour that inspires confidence, and which has appealed to many well-known brands. A gold logo is synonymous with prestige and upscale status.

Excellence. Knowledge. Confidence.

Noir

Black logos exude a sense of confidence, discretion, credibility, and purity. Sleek and streamlined, black logos convey an image of timeless elegance.

Credibility. Timelessness.

COLOUR CODES

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



PANTONE 4515C

Quadrachromy (CMYK): 20/25/6025
RGB: 177/164/111
Web: #B1A46F



PANTONE BLACK 7C

Quadrachromy (CMYK): 0/0/0/90
RGB: 67/66/68
Web: #434244

04

Imagery

When it comes to using images, the ENS allows for two options:

1 - The use of corporate images demonstrating the guidance and support between artisan-entrepreneurs.

The images should reflect the encounter, the conversation, the aid, and the cooperation.

2- The use of images from the Artisans at work/Artisans à l'œuvre brand – i.e., photos featuring human beings, whether the artisan or visitors.

The images should reflect the encounter, the sharing, the conversation, and the Artisans at work/ Artisans à l'œuvre experience. (Refer to page 41.)

Storytelling

Used to support, inform, reassure, and disseminate information to the artisan-entrepreneurs and other stakeholders.

Photo Credits

Photo credits must always be affixed to the photos used to ensure that the photographers who created them are credited. Whenever possible, the following should be included: the name of the photographer, the name of the organization, the name of the ÉCONOMUSÉE® or concept, and where the photo was taken.

Ex: ©Laiterie-Charlevoix, Laiterie Charlevoix, Cheese making ÉCONOMUSÉE®, Charlevoix

Some exceptions apply such as on web banners where this information does not typically appear and in publications on social media networks where they are usually included in the text. The same applies when it is not possible to indicate this information on a photo: it must be mentioned in the text.



Laiterie Charlevoix, Cheese Making ÉCONOMUSÉE®, Charlevoix



05

— Brand Applications

In an Email Signature



A hyperlink should be put on the ENS/SRÉ logo, redirecting to ENS website.

A hyperlink should be placed on the Artisans at work/Artisans à l'œuvre logo, redirecting to the website page.

BRAND USAGE GUIDELINES

The **ÉCONOMUSÉE® Network Societies** should use the ENS/SRÉ logo at all times and follow the rules as outlined in this section.

A **collaborating organization** must not use the ENS/SRÉ logo, must maintain its own identity and must promote the network through the use of the Artisans at work/Artisans à l'œuvre brand and apply the rules of use in this section for this purpose.

A **member** must not present himself under the ENS/SRÉ logo he must keep his own identity and should demonstrate his membership in the network by the Artisans at work/Artisans à l'œuvre brand and apply the rules of use in this section for this purpose.

On Social Media Network Sites

Profile image

ENS

ÉCONOMUSÉE®
NETWORK SOCIETY

BRAND USAGE GUIDELINES

The **ÉCONOMUSÉE® Network Societies** should use the ENS/SRÉ logo and official descriptions at all times.

A **collaborating organization** does not have to promote the ENS/SRÉ. It should promote the Artisans at work/Artisans à l'œuvre brand through social media. (Refer to page 45.)

A **member** does not have to promote the ENS/SRÉ. He should demonstrate his membership in the network by promoting the Artisans at work/Artisans à l'œuvre brand on the various social media. (Refer page 46.)

Profile Image

The ÉCONOMUSÉE® Network Society logo

Name of the Page

Facebook, Instagram, YouTube, Tik Tok or other social media sites

ÉCONOMUSÉE® Network Society – Region or Country

Ex. : ÉCONOMUSÉE® Network Society – Québec

Ex. : ÉCONOMUSÉE® Network Society – British Columbia

About Us

Page description

The ÉCONOMUSÉE® Network Society (ENS) is an international non-profit organization created in 1992 and based in Québec City, Canada.

The ENS is working with a network of PARTNERS who all share the same objectives, namely the preservation, perpetuation, and promotion of certain elements of intangible heritage, such as knowledge and know-how, which have been transmitted from generation to generation.

Additional Information:

The ENS is the owner and promoter of the ÉCONOMUSÉE® concept and its five other concepts operating under its Artisans at work/Artisans à l'œuvre. experience brand.

It thus contributes to the safeguarding and appreciation of a great diversity of traditional cultural practices through the deployment of its Artisans at work/Artisans à l'œuvre brand and the development of projects related to heritage. It is part of the desire to occupy territories in a dynamic way and to develop the regions in a sustainable way.

The ENS supports the long-term viability of artisan-entrepreneurs or organizations with know-how through entrepreneurial coaching and the implementation of concepts to increase their attractiveness and the generation of revenue.

Finally, through its mission and the nature of its member companies, the ENS is proud to contribute to responsible and sustainable tourism.

What is the Artisans at work brand?

The Artisans at work experience is to seek to discover a trade or a practice resulting from know-how that has endured and evolved over time.

A visit to an artisan-entrepreneur allows you to meet a passionate artisan and learn more about the local culture.

www.artisansaloeuvre.com



On the Web and In Print

SRÉ | SOCIÉTÉ DU
RÉSEAU
ÉCONOMUSÉE®

SRÉ | SOCIÉTÉ DU
RÉSEAU
ÉCONOMUSÉE®

PROMOTRICE DE L'EXPÉRIENCE  *Artisans à l'œuvre*
at work

The **corporate brand** must always be used when communicating with **corporate stakeholders**. For all touristic promotional activities, the signature of the Artisans at work/Artisans à l'œuvre experiential brand must be used. (Se référer à la page 32.)

BRAND USAGE GUIDELINES

The **ÉCONOMUSÉE® Network Societies** should use the ENS/SRÉ logo at all times and follow the brand usage guidelines as outlined in this section.

It is not the responsibility of a **collaborating organization** in the development of the network to promote the ENS/SRÉ. It is welcome to place the ENS logo to demonstrate its collaboration with ENS. (Refer to page 43.)

A **member** does not have to promote the ENS/SRÉ beyond showing his collaboration with the organization if he wishes. His membership in the network must be demonstrated by the Artisans at work/Artisans à l'œuvre brand. (See page 43.)



REACHING OUT TO KNOW-HOW



Martin Fiset, Le Fumoir d'Antan, Hard Smoked Herring ÉCONOMUSÉE®, Îles-de-la-Madeleine

— THE EXPERIENCE BRAND

ARTISANS AT WORK

The Artisans at Work experience is first and foremost an opportunity to discover traditional **know-how** that has endured and evolved over time. It is a privileged **encounter** between passionate **artisans** and visitors curious to learn more about their practices and trades, as well as their local products.

It offers an **enriching** and authentic experience in one of the six concepts under the Artisans at work brand: ÉCONOMUSÉE®, HERITAGE SPACE, CULINARY SPACE, WORKSHOP, BOUTIQUE and DESTINATION.

This innovative experience, recognized internationally, has been promoted by the ÉCONOMUSÉE® Network Society for over 30 years.

ARTISANS AT WORK

THE EXPERIENCE



- 01 Concepts
- 02 Brand Essence
- 03 Positioning Statement
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- 05 Personality Attributes
- 06 Our Pillars



Artisans *at work à l'œuvre*

BRAND ESSENCE

Intangible Heritage

POSITIONING STATEMENT

Reaching out to know-how

OUR PROMISE

To delight in the enriching and authentic experience of meeting and learning from a passionate artisan.

PERSONALITY ATTRIBUTES

Authentic, welcoming, enriching, experiential, accessible and sustainable

OUR PILLARS

**Know-how
The artisan
The visit
Local products**

01

Concepts

IN WHICH THE EXPERIENCE IS LIVED

ÉCONOMUSÉE®

An ÉCONOMUSÉE® is an enterprise² that works to promote and showcase artisans and their traditional trades by sharing their know-how with visitors. Meeting and learning from the passionate artisan are at the heart of the ÉCONOMUSÉE® experience.

HERITAGE SPACE

A HERITAGE SPACE is an organization that helps to experience and maintain a practice based on intangible heritage through experimentation or by teaching these practices to visitors. Meeting with the passionate artisan can be at the heart of the experience in a HERITAGE SPACE.

CULINARY SPACE

A CULINARY SPACE is an organization that helps to bring a traditional culinary practice or a typical dish or product from the local gastronomic identity to life, by sharing it with visitors. Meeting with a passionate artisan and tasting activities are at the heart of the experience in a CULINARY SPACE.

BOUTIQUE

A BOUTIQUE is a business that allows for the direct sale of products that result from traditional know-how that are specific to a trade. The purchasing experience in a BOUTIQUE is enriched by sharing knowledge with visitors and, very often, the BOUTIQUE constitutes a second venue outside the concept space.

WORKSHOP

A WORKSHOP is an organization in which the artisan makes products using traditional techniques or know-how specific to their trade. The opportunity to meet with the passionate artisan is at the heart of the experience in a WORKSHOP.

DESTINATION

A DESTINATION is a grouping of Artisans at work experience represented by several business entities that, under a certain theme, or not, showcase either an intangible heritage practice or elements that shape the local culinary identity. The opportunity to meet with passionate artisans is at the heart of the experience in a DESTINATION.



Gaëlle Leroyet, Miel des ruisseau, Apiculture ÉCONOMUSEE®

02

— Brand Essence

THE BRAND DEFINED IN TWO WORDS

INTANGIBLE HERITAGE

Because it is transmitted by tradition bearers, from generation to generation, intangible heritage is alive, which means that it evolves over time. It is made up of elements such as know-how, knowledge, language, or practices that can be transmitted from an artisan to a visitor.

03

— Positioning Statement

WHAT MAKES OUR BRAND,
OUR UNIQUE EXPERIENCE

REACHING OUT TO KNOW-HOW

Our artisans have a technique or a traditional know-how with which they make products in the arts and crafts, bio-food, or other sectors, utilizing intangible heritage practices.

They embody the Artisans at work/Artisans à l'œuvre experience by welcoming visitors in one of the six existing concepts.



Christine Blais, Vignoble de l'Orpailleur Vigne and Wine ÉCONOMUSEE®, Cantons-de-l'Est

04

Our Promise

WHAT THE BRAND PROMISES
TO VISITORS

TO ENJOY AN ENRICHING AND
AUTHENTIC EXPERIENCE BY
SEEKING TO MEET AND LEARN
FROM A PASSIONATE ARTISAN

The Artisans at work/Artisans à l'œuvre experience is to seek to discover a trade or a practice resulting from know-how that has endured and evolved over time.

It is to have the privilege of meeting and learning from a passionate artisan. It is an opportunity to live an enriching and authentic experience in one of the six concepts under the Artisans at work brand: ÉCONOMUSÉE®, HERITAGE SPACE, CULINARY SPACE, WORKSHOP, BOUTIQUE and DESTINATION.



Hillesvåg Ullvarefabrikk, ÉCONOMUSÉE® de la laine, Norvège

05

Personality Attributes

THE CHARACTER TRAITS OF THE BRAND,
OF THE EXPERIENCE

The brand is positive and welcoming. It should not be presumptuous. The Artisans at work/Artisans à l'œuvre experience should be warm and authentic, and express emotions.

It uses relevant, appropriate and astute vocabulary to explain a quality product and service offering that respects traditions and their evolution.

Authentic: trades, artisans, know-how, traditional and current, high-end, identity, quality, distinctive, respect

Welcoming: meetings, warm, passion, sharing, humane, friendly

Enriching: educational, discoveries, interpretation, cultural, learning, economuseology

Experiential: privileged meeting, multi-sensorial, interactivity, digital

Accessible and sustainable: local, responsible, limited capacities, ecology, environment, nature, sustainable tourism, responsible tourism

Ex.: Meet Bernard, a craftsman with fascinating expertise and know-how

Ex.: Let yourself be transported into this mill.

Ex.: Discover blueberry cultivation, taste it!



06

Our Pillars

KNOW-HOW AN ENRICHING EXPERIENCE

At the root of any concept that is part of the Artisans at work/Artisans à l'œuvre experience, there is knowledge, there are practices, skills, expressions or even representations that are consistently showcased and put to use. During a visit, we learn. We assimilate what is presented to us and we leave enriched.

THE ARTISAN AN AUTHENTIC EXPERIENCE

During a visit to a concept that is part of the Artisans at work/Artisans à l'œuvre experience, you will be immersed in a very unique environment where you will have the opportunity to meet the artisan behind the know-how. Whether it be a heritage mill or a brand-new building, whether through an in-person visit or through the various interpretation tools, one gets to know these passionate artisans who share their knowledge and stories through their tales and adventures.

THE VISIT A UNIQUE EXPERIENCE

When you visit a concept that is part of the Artisans at work/Artisans à l'œuvre experience, you are guaranteed to enjoy something quite different from what you see elsewhere. The visitor's itinerary having been carefully thought out, puts all the senses to work, providing the visitor with a quality experience.

LOCAL PRODUCTS A LOCAL AND SUSTAINABLE EXPERIENCE

During a visit to a concept that is based on the Artisans at work/Artisans à l'œuvre experience, visitors have the opportunity to purchase products made by the artisans to enjoy at home, thus extending the pleasure of their visit. The visit also allows them to discover the area and learn more about the local or regional reality surrounding the practice of the artisan's trade.



Hot Milk Forge, ECONOMUSEE du forgeron, Irlande du Nord

COMPONENTS OF THE EXPERIENCE BRAND



A new bilingual version demonstrates that this experience can be enjoyed in both French and English (French-speaking regions and countries). An English version is also available for the international network where the experience is offered in English only.



- 01 Logo
- 02 Typography
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- 04 Imagery
- 05 Brand Applications

01

Logo

THE DIFFERENT VERSIONS AND THEIR USE

The standards outlined in this section apply to all versions of the Artisans at work/Artisans à l'œuvre signature.

colour – light background



1 couleur – light background



colour – dark background
(dark shades, dark vivid colours, black 35% or more, black)



1 colour – dark background
(dark shades, dark vivid colours, black 35% or more, black)



Le Chevrier du Nord, Animal fibre craft: mohair ÉCONOMUSÉE®/Agri-clothing designer, Saguenay–Lac-Saint-Jean

For the Promotion of the Experience

The ENS and collaborating organizations in the development of the network use the Artisans at work/Artisans à l'œuvre logo to promote the experience to visitors. This is the logo to use when talking about all concepts:

Various versions:



◀ When English is the official language of the region or country.



◀ When French is the official language of the region or country.



◀ When the official language is other than English or French.

STRENGTH IN NUMBERS

The more everyone in the network carries the brand, the more we will collectively benefit. The participation of the members artisan-entrepreneurs is essential to make it shine.

Since each artisan-entrepreneur maintains a unique concept that is dear to them, whether it be an ÉCONOMUSÉE® or a CULINARY SPACE, a logo has been created specifically for each in order to promote not only the Artisans at work/Artisans à l'œuvre experience, but also the concept itself. Here are the logos to be used by the artisan-entrepreneurs depending on the concept held:

Various versions:



Artisans at work
à l'œuvre
ÉCONOMUSÉE®



When English is the official language of the region or country.



Artisans à l'œuvre
at work
ÉCONOMUSÉE®



When French is the official language of the region or country.



Artisans at work
ÉCONOMUSÉE®



When the official language is other than English or French.

The example above presents the ÉCONOMUSÉE® concept and the three possible language variations. Each concept is available in different languages. (Refer to page 43.)

A Unique Version for Social Media

This version was created for **use on social media only**. Under no circumstances should it be used elsewhere.

colour – light background



1 colour – light background



colour – dark background

(dark shades, dark vivid colours, black 35% or more, black)



1 colour – dark background

(dark shades, dark vivid colours, black 35% or more, black)



Various versions:



When English is the official language of the region or country.



When French is the official language of the region or country.

Protection Zone

To maintain the visual identity of the Artisans at work/Artisans à l'œuvre brand when placed next to a block of text or other graphic elements, a clear space must be maintained around the mark. This space must be equal to or greater than the size of the icon.

To ensure that the impact of the logo is not diminished by the presence of other design elements or logos, no text or graphic elements should touch the Artisans at work logo or encroach on its negative space. The logo must be kept unobstructed.



Exception

When space is limited, for example on small product labels, the minimum free space can be reduced to half the size of the size of the icon.



Scullion Hurts, ÉCONOMUSÉE® du fabrimant de hurley, Irlande du Nord

Minimum Size

These minimum dimensions are valid in all cases, even when the communication tools are produced by a third-party provider or by a partner.



Under no circumstances should the height of the colonnade be less than 5.5 mm.

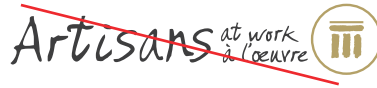
What Not to Do

It is not permitted to distort, separate, modify or add effects to the elements that make up the Artisans at work/Artisans à l'œuvre signature. In addition, it is not permitted to add other visual elements or another logo to form a new whole.

The following examples illustrate uses that should be avoided. These incorrect use guidelines also apply to the experience and concept signatures.



Under no circumstances should the colours be modified.



Under no circumstances should the spacing and positioning be modified, or the elements separated.



Under no circumstances should it be positioned at an angle.



Under no circumstances may artifices, such as a lighting effect, drop shadow or 3D effect be used.



Under no circumstances should the proportions be modified.



Under no circumstances should raster images be used for the monochrome version.



Mention of the Brand and its Concepts in a Text

In a text, the name of the brand and the concepts must be written as follows:

Artisans at work

That is, in one language only, that of the text.

The Artisans at work/Artisans à l'œuvre brand is a registered trademark that unites artisans throughout the ENS international network.

ÉCONOMUSÉE®

That is, in capital letters and accompanied by the trademark symbol in superscript. It is easy to type when using the keyboard shortcut (r) in Microsoft Word software. When the word is in the plural, the capital letters and the symbol are removed, so we write e.g.: the économusées.

The ÉCONOMUSÉE® concept is a registered trademark that brings together artisans throughout the ENS international network.

The other concepts owned by the ENS:

CULINARY SPACE

HERITAGE SPACE

BOUTIQUE

WORKSHOP

DESTINATION

These are written in all capital letters. When the trademark for each is officially registered, the symbol may be added in superscript. It is easy to do so by using the keyboard shortcut (r) using Microsoft Word software. When the word is in the plural, the capital letters and the symbol are removed, so we write, for example: heritage spaces.

02

— Typography

THE TYPEFACE « AMANO »

Designer:
Joan Mas

Category:
Script

The choice of a “handwritten” font reflects the artisanal character of the brand. A handwriting style that references the traditional, much like the know-how of our member artisans.

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

THE TYPEFACE « DIN RÉGULIER »

Designer:
Albert-Jan Pool

Category:
Sans Sérif

The choice of a contemporary-looking font was made to demonstrate that the brand is not stuck in the past. Although we promote traditional know-how, the artisan’s practice is in line with modernity. The use of novel and original interactive technologies is also a facet of the contemporary visitor’s experience.

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



Frisö Handtryck, Fabric printer ECONOMUSEE®, Sweden



03

— Colours

Gold

The goal: to reach the “gold standard,” that is, to become a reference in the cultural tourism industry and this, at a global level; all while emphasizing the quality of the products produced. The warm colour featured in the logo reminds us of the closeness and warmth of the relationship between artisans and visitors.

Excellence. Warmth. Humane. Closeness.

Black

Strongly associated with the elegance of the products of our artisans, black is also associated with the exacting standards of the brand, which reside in the quality of the processes, and in the formula for providing a truly unique ÉCONOMUSÉE® experience.

Elegance. Rigour. Quality.

COLOUR CODES

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



PANTONE 4515C

Quadrachromy (CMYK): 20/25/60/25
RGB: 177/164/111
Web: #B1A46F



PANTONE BLACK 7C

Quadrachromy (CMYK): 0/0/0/90
RGB: 67/66/68
Web: #434244

04

— Imagery

The photos used should feature humans, whether it be the **artisan** or the **visitors**.

One should sense the warmth of human interaction, of sharing, of exchanges.

One must feel the **emotion** and witness the **transfer** of knowledge and know-how in progress.

One must see **action**, see an artisan at work during a demonstration, see his hands or his product during the production or finishing process.

WE WANT QUALITY CONTENT FOR A QUALITY EXPERIENCE.



Storytelling

Telling stories, instructing, and transmitting the knowledge and know-how of the artisans to visitors.

Photo Credits

Photo credits must always be affixed to the photos used to ensure that the photographers who created them are credited. Whenever possible, the following should be included: the name of the photographer, the name of the organization, the name of the ÉCONOMUSÉE® or concept, and the location of the photo.

Example: © Gaëlle Leroyer, Domaine Acer, Maple wines ÉCONOMUSÉE®: alcoholic beverages, Bas-Saint-Laurent

Certain exceptions apply such as on Web banners, where this information does not typically appear and in publications for social media networks where they are mentioned in the text. The same applies when it is not possible to indicate this information on a photo; it must be mentioned in the text.

Brand Applications

The **ÉCONOMUSÉE® Network Societies** and **collaborating organizations** must use the Artisans at work/Artisans à l'œuvre logos to promote the experience brand to their respective networks.

They must refer to the graphic standards in this section.



© Jean-François Hamelin, Cassis Monna & Filles, Liqueur making ÉCONOMUSÉE®, Québec

Concepts

On products and in communication tools, the member must use the signature Artisans at work/Artisans à l'œuvre with its **concept**.

They must refer to the graphic standards and may contact the ENS/SRÉ team to have their use of the mark approved. **A complementary guide is also available for more information.**



In an Email Signature

To position themselves as promoters of the Artisans at work/ Artisans à l'œuvre experience, the ÉCONOMUSÉE® Network Societies and collaborating organizations should add the following visual to their email signature:

PROMOTER OF THE EXPERIENCE  Artisans *at work*
à l'œuvre

[THE EXPERIENCE](#) | [BECOME A NETWORK MEMBER](#)

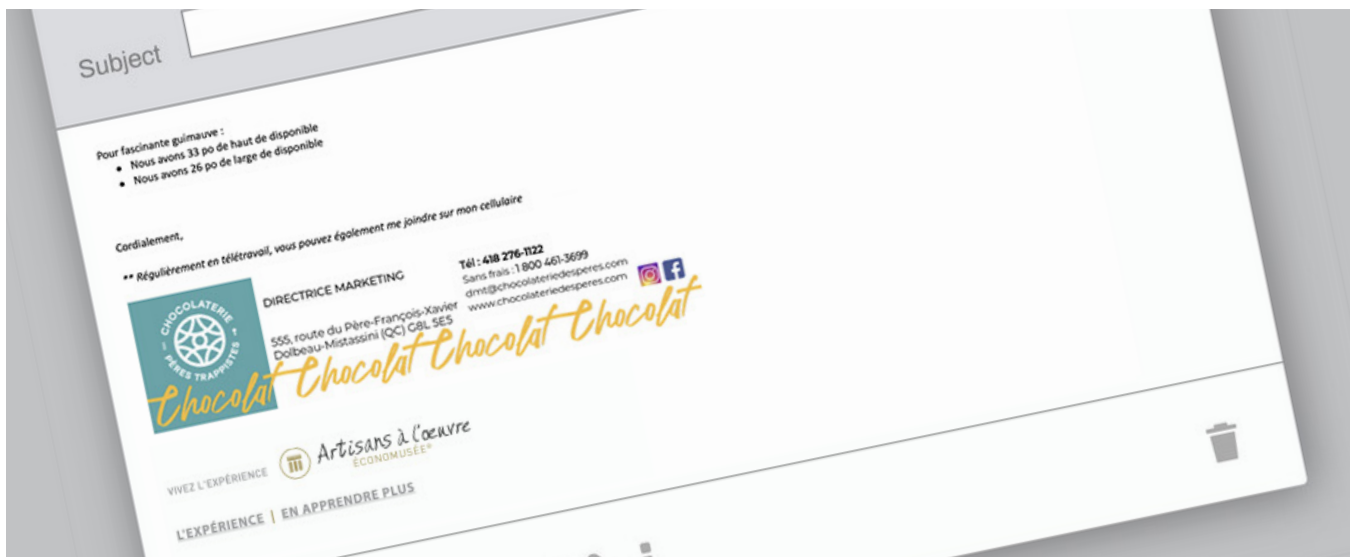
To promote the Artisans at work/Artisans à l'œuvre experience and the concept that they are a part of, **members** should add the following visual to their email signature:

LIVE THE EXPERIENCE  Artisans *at work*
à l'œuvre
ÉCONOMUSÉE®

[THE EXPERIENCE](#) | [LEARN MORE](#)

The hyperlink of the word “[Experience](#)” should redirect to the “experience” page of the website. The hyperlink of the words “[Become a member of the network](#)” should redirect to the page “Members and future members” page of the website.

The hyperlink of the word “[Experience](#)” should redirect to the “experience” page of the website. The hyperlink of the words “[Learn more](#)” should redirect to the member’s page on the website.



On Social Media Network Sites

To position themselves as promoters of the Artisans at work/Artisans à l'œuvre experience, the **ÉCONOMUSÉE® Network Societies** and **collaborating organizations** should present themselves as follows on social media:



Profile Image

The round Artisans at work/Artisans à l'œuvre logo should be used as a profile photo.

Page Name

Facebook, Instagram, YouTube, Tik Tok or other social media sites

Artisans at Work – Region or Country

Ex.: Artisans at Work – Québec

Ex.: Artisans at Work – British Columbia

About Us

The page description

What is the Artisans at work experience?

The Artisans at Work experience is first and foremost an opportunity to discover traditional know-how that has endured and evolved over time. It is a privileged encounter between passionate artisans and visitors curious to learn more about their practices and trades, as well as their local products.

Additional Information:

Artisans at work it offers an enriching and authentic experience in one of the six concepts under the Artisans at work brand: ÉCONOMUSÉE®, HERITAGE SPACE, CULINARY SPACE, WORKSHOP, BOUTIQUE and DESTINATION.

The ÉCONOMUSÉE® Network Society

The ÉCONOMUSÉE® Network Society (ENS) is an international non-profit organization created in 1992 and based in Québec City, Canada. The ENS is the owner and promoter of the ÉCONOMUSÉE® concept and its five other concepts operating under the Artisans at work brand.

The ENS works with a network of PARTNERS all sharing the same objectives, namely the preservation, perpetuation and promotion of certain elements of intangible heritage, such as knowledge and know-how, which have been transmitted from generation to generation.

It thus contributes to the safeguarding and appreciation of diverse traditional cultural practices by deploying its Artisans at work brand and developing projects related to heritage. This reflects a desire to promote a more dynamic way of living and to develop the regions sustainably.

The ENS supports the long-term viability of artisan-entrepreneurs or organizations with know-how by providing business support and implementing concepts to increase their appeal and to generate revenue.

Finally, through its mission and the nature of its member enterprises, the ENS is proud to contribute to responsible and sustainable tourism.

To promote the Artisans at work/Artisans à l'œuvre experience and the concept they hold, **members** should introduce themselves as follows on social media:



Profile Image

The artisan-entrepreneur's logo should be used as the profile photo.

Page name

Facebook, Instagram, YouTube, Tik Tok or other social media sites

The name – The concept and its identification

Example: Vignoble de l'Orpailleur – Vine and wine ÉCONOMUSÉE®

Example: Les Traverseux – HERITAGE SPACE, ice canoe

About Us

Add to the page description

What is the Artisans at work experience?

The Artisans at Work experience is first and foremost an opportunity to discover traditional know-how that has endured and evolved over time. It is a privileged encounter between passionate artisans and visitors curious to learn more about their practices and trades, as well as their local products.

www.artisansaloeuvre.com

On the Web



The ÉCONOMUSÉE® Network Societies as well as **collaborating organizations** must use the Artisans at work/Artisans à l'œuvre logos to redirect to www.artisansaloeuvre.com and thus promote the experience brand to its network.

On Web Banners

The ÉCONOMUSÉE® Network Societies as well as **collaborating organizations** who wish to create web banners may do so. They must refer to the graphic standards.



A **member** should place the Artisans at work/Artisans à l'œuvre logo, including its specific **concept**, on his website to promote the fact that they belong to the network. This logo should also redirect to www.artisansaloeuvre.com.

They should also include with this logo the text presented in the previous section that explains the Artisans at work/Artisans à l'œuvre experience and its concept. (Refer to the descriptions on p. 28.)

On Web Banners

A **member** may use the Artisans at work/Artisans à l'œuvre logo, along with that of their concept on web banners. They may contact the ENS team to have its use approved.



Arven AS, Silversmith ECONOMUSÉE®, Norway

— Questions?

Although this brand guide covers most applications, you may encounter a situation that we have not covered. Or you may have a problem that seems impossible to solve without going against these guidelines, or perhaps you'd like a little help in applying them.

If you have any questions about the uses of the logos or brands, please contact the ÉCONOMUSÉE® Network Society by phone (418-694-4466) or by email at info@economusees.com.

ENS | ÉCONOMUSÉE®
NETWORK
SOCIETY

ÉCONOMUSÉE® NETWORK SOCIETY

100-1040 Belvédère Avenue
Québec (Québec) G1S 3G3

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Email: info@economusees.com

www.artisansaloeuvre.com

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**Agriculture, Pêcheries
et Alimentation**

Québec 