

HALIFAX

**Halifax Explosion
100th Anniversary
Commemorative Emblem**

April 20th, 2016

Background

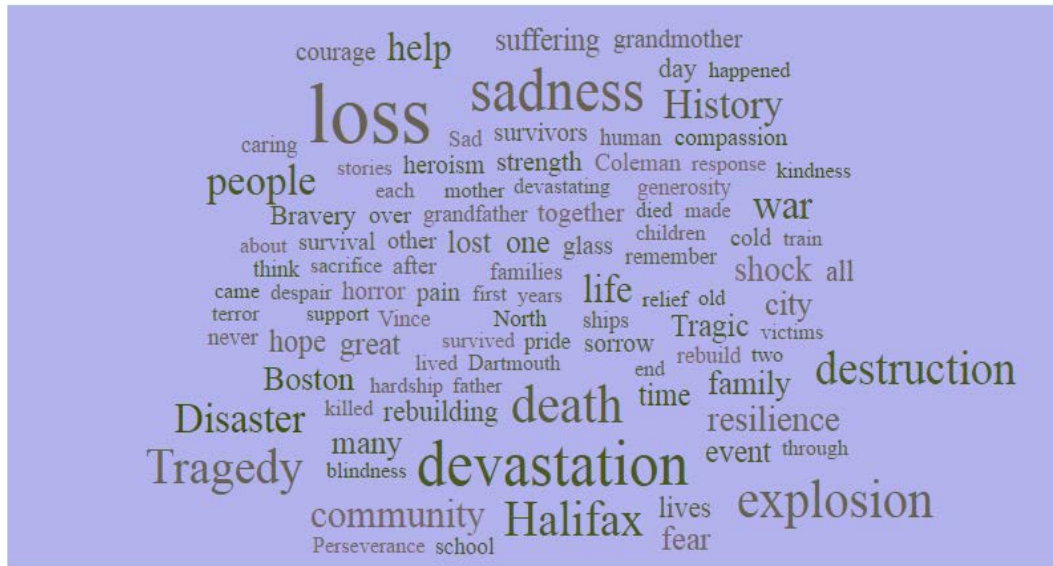
- In October 2015, Regional Council passed a motion to have a commemorative emblem developed
- It will be used as a visual identity and recognition of the projects surrounding the 100th Anniversary
- The emblem will
 - Reflect the municipality's commitment to the significance of the commemoration
 - Be featured at special events, projects and official communication leading up to and during 2017

Engagement

- The engagement was designed to solicit citizen feedback to be used in the creation of the emblem
- Two-part engagement:
- On-line portal
 - On-line from March 9th to April 5th
 - Promoted using PSA, on-line, social media, e-mail and paid radio
 - Over 350 submissions were received
- Direct Stakeholder engagement
 - Including historians, relatives of survivors and various community stakeholders.
 - The list was developed with Government Relations and Events and Cultural Initiatives staff.
 - Individuals were invited to use the on-line portal, directly reply to e-mail or to offer feedback by phone

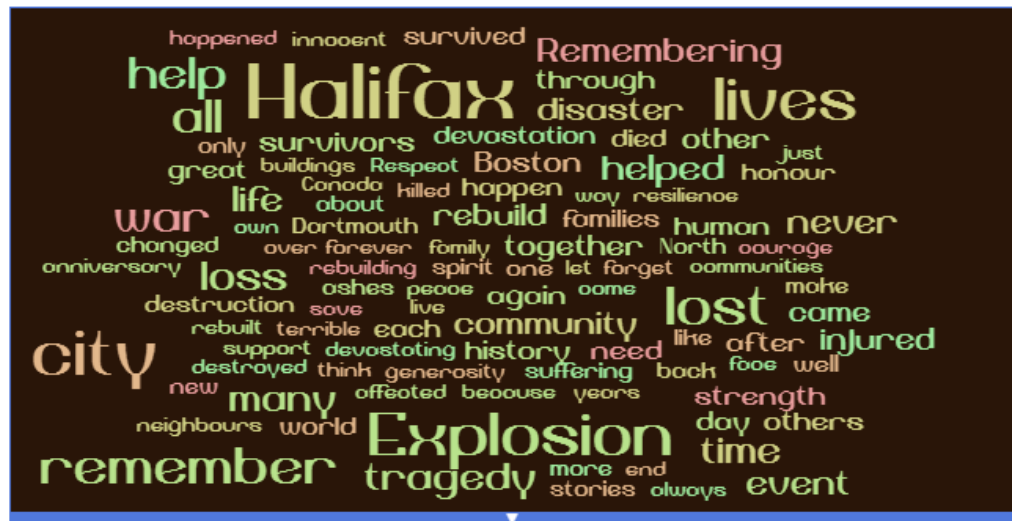
Questions Asked

- What words and feelings do you associate with the Halifax Explosion?



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- In one sentence, what should be top-of-mind for all of us when commemorating the 100th anniversary of the Halifax Explosion?



Next Steps

- Compile the feedback and use it to develop a creative brief.
- Develop emblem concept(s) using an external design/branding consultant.
- Continue to work together and share information like creative briefs with other partners such as the Province of Nova Scotia. Collaborate on messaging, and a common website landing page that all partners can use