

REGIONAL COUNCIL

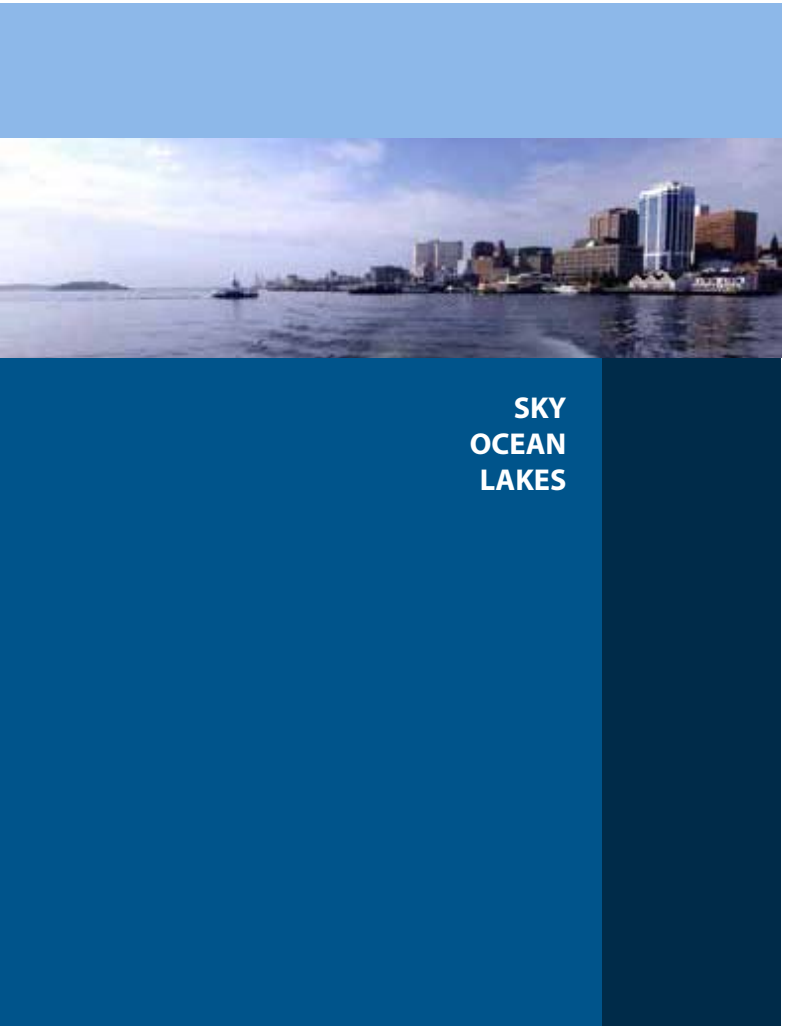
 HALIFAX IDENTITY

April 15, 2014

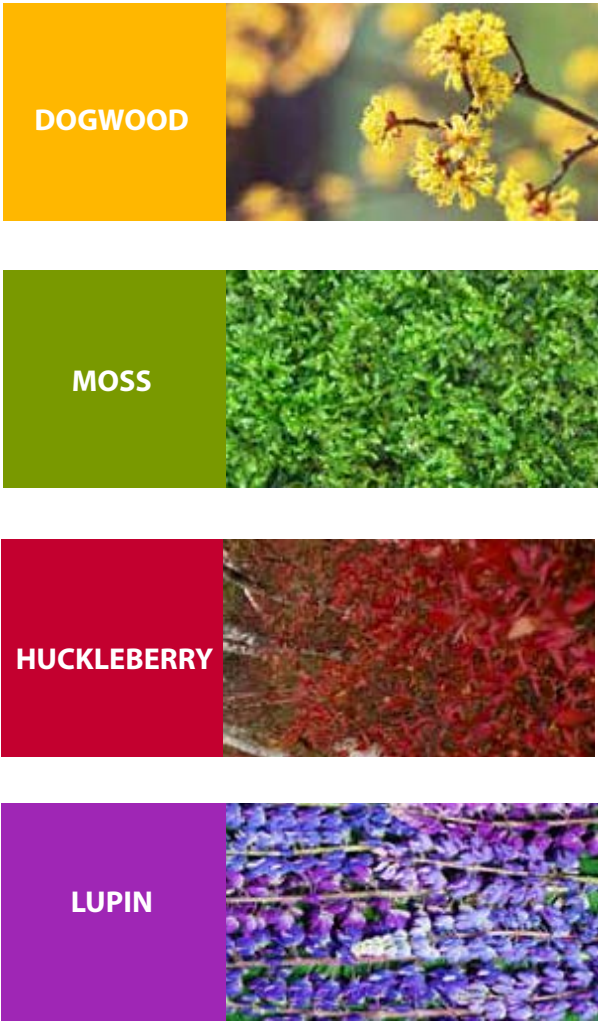


The logo for Halifax is presented in a bold, sans-serif typeface. The letters are primarily a dark blue. The 'A's and 'X' are stylized with a light blue secondary color on their right-hand strokes, creating a sense of depth and movement. The overall design is clean and modern, reflecting a focus on simplicity and strength.

The logo. The new Halifax logo is bold in its simplicity. Like our region, the logo is not cluttered, over-embellished or contrived. Its strength is in its simplicity, and its simplicity makes a bold statement. Clean, geometric lines bring quiet strength, energy and balance. It has subtle nods to upward momentum and forward progress. While the colour palette is based on bright colours from our local environment and nature, the base colours are shades of blue, which represent our many lakes, the ocean and the sky.



PRIMARY COLOURS



SECONDARY COLOURS



GEOMETRIC SHAPES



HALIFAX



HALIFAX



HALIFAX



HALIFAX



HALIFAX



HALIFAX



HALIFAX



CONCEPTUAL RENDERING





HALIFAX
RECREATION

HALIFAX
CHAMBER OF COMMERCE

HALIFAX
FIRE

HALIFAX
TRANSIT



CONCEPTUAL RENDERING

HALIFAX - YOUR CANADIAN GATEWAY TO THE WORLD

- ECONOMIC HUB OF ATLANTIC CANADA
- STRATEGIC LOCATION ON NORTH AMERICA'S EAST COAST
- LOW BUSINESS COSTS & A HIGHLY EDUCATED WORKFORCE
- THRIVING BUSINESS SECTORS & COMPELLING INCENTIVES

HALIFAX