**Re: Item No. 11.5.3** 

## REGIONAL COUNCIL HALIFAX IDENTITY

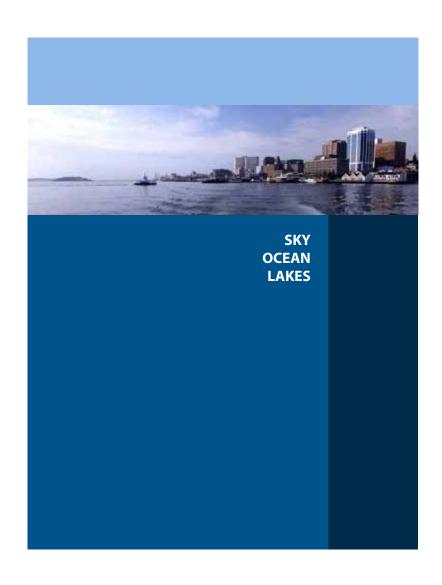
April 15, 2014





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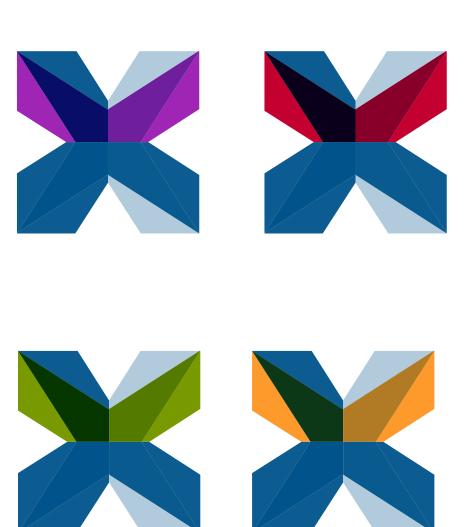
**The logo.** The new Halifax logo is bold in its simplicity. Like our region, the logo is not cluttered, over-embellished or contrived. Its strength is in its simplicity, and its simplicity makes a bold statement. Clean, geometric lines bring quiet strength, energy and balance. It has subtle nods to 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













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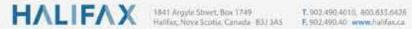
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MIKE SAVAGE

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HALIFAX