


Item No. 11.1.9
Halifax Regional Council
April 29, 2014

TO: Mayor Savage and Members of Halifax Regional Council

Original signed by 

SUBMITTED BY:

Richard Butts, Chief Administrative Officer

Original Signed by 

Mike Labrecque, Deputy Chief Administrative Officer

DATE: April 22, 2014

SUBJECT: Proposed Amendments to Administrative Order 19 Respecting the
Corporate Coat of Arms, Logo and Flag

ORIGIN

Presentation to Regional Council, April 15, 2014
Motion of Regional Council, April 15, 2014

LEGISLATIVE AUTHORITY

Section 76 of the *Halifax Regional Municipality Charter* gives Council the authority, by policy, to “adopt a flag, symbol or coat of arms for the Municipality.”

RECOMMENDATION

It is recommended that Halifax Regional Council adopt the amendments to Administrative Order 19 Respecting the Corporate Coat of Arms, Logo and Flag as set out in Attachment “2”.

BACKGROUND

HRM Corporate Communications staff, the Greater Halifax Partnership and Revolve Branding presented Regional Council with a proposed brand strategy and associated visual identity on April 15, 2014. Council voted unanimously to approve the brand strategy, which effectively created the brand name “HALIFAX” and the brand promise “Be Bold” for the municipality (the new brand would not change the legal name Halifax Regional Municipality).

Immediately following the approval of the brand strategy, Revolve Branding introduced the new

HALIFAX brand logo and accompanying visual elements through various applications on buildings, vehicles, signs, business cards and other stationery items. Given that the original logo for Halifax Regional Municipality is embedded within Administrative Order 19, notice to introduce a motion of Regional Council was tabled on the same day:

Take notice that, at the next regular Regional Council meeting, to be held on the 29th day of April 2014 I propose to introduce amendments to Administrative Order 19 Respecting the Corporate Coat of Arms, Logo and Flag in order to implement the visual identify introduced in Revolve Branding's April 15, 2014 presentation to Regional Council entitled "Halifax Brand Identity".

DISCUSSION

Following public engagement and subsequent qualitative and quantitative research, Revolve Branding developed a branding strategy to fulfill Regional Council's objective to "better reflect our best attributes and project the image of the municipality in a more relevant, memorable and compelling manner" including the development of a brand identity through a new logo and accompanying visual elements.

With the new brand incorporated into an amended Administrative Order 19, Corporate Communications will begin implementing a master brand management system to activate and propagate a new brand identity. This new approach to protecting the brand and its various elements will lead to significant efficiencies in marketing, design and promotion, and it will facilitate broader adoption and adaptation of a consistent image for HALIFAX across all interests supporting economic development, investment, tourism, immigration and talent attraction and retention in the municipality.

FINANCIAL IMPLICATIONS

None in this report.

COMMUNITY ENGAGEMENT

The HRM Branding Project Team created a program that employed broad and extensive public engagement, stakeholder/community consultation and survey activities between December 14, 2013 and March 20, 2014 to ensure all HRM citizens had an opportunity to be heard through the process of defining the region's brand. More than 20,000 people were engaged through various traditional and social media approaches as outlined in the HRM Branding Strategy Recommendation Report to Executive Committee dated March 20, 2014.

ENVIRONMENTAL IMPLICATIONS

None.

ALTERNATIVES

Council could choose not to approve the proposed amendments to Administrative Order 19 and to not implement the HALIFAX brand as presented by Revolve Branding Inc. Given the broad and extensive community and stakeholder engagement that went into developing the strategy and the research to evaluate logo development and creation, this is not recommended.

ATTACHMENTS

Attachment 1 Showing proposed changes to Administrative Order 19.

Attachment 2 Amending Administrative Order.

Attachment 3 Administrative Order incorporating all proposed changes.

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Bruce DeBaie, Managing Director, Corporate Communications

Original Signed by Director

Report Approved by:

John Traves, Director, Legal, Insurance and Risk Management Services

Attachment 1
(Showing Proposed Changes to Administrative Order 19)

Halifax Regional Municipality
Administrative Order Number 19

Respecting the Corporate Coat of Arms, ~~Logo and Flag~~ and HALIFAX Brand

BE IT ENACTED by the Mayor and Council of the Halifax Regional Municipality as a policy pursuant to Section 62 of the Municipal Government Act, as follows:

1. This Administrative Order shall be known as Administrative Order Number XIX and may be cited as the "Corporate Coat of Arms ~~and HALIFAX brand, Logo and Flag~~ Administrative Order".

2. (1) The Official Corporate Coat of Arms of the Halifax Regional Municipality shall be as follows:

“ Arms (shield):

Azure a saltire Or and a bezant merged thereon a Kingfisher between four broad arrows points outward Azure in fess two sailing vessels *tempore* 1760 flags flying to the dexter Or;

Crest (above the shield):

On a mural coronet Or issuant therefrom a sprig of mayflower of four blossoms proper;

Supporters and Compartment (at either side and below the shield):

On a grassy mound Vert set dexter with garbs Or and sinister with spruce trees Vert between barry wavy Azure and Argent dexter a seahorse Or gorged with a circlet set with maple leaves Vert pendant therefrom an open book Argent bound Azure holding between its legs a staff Argent flying therefrom the banner of the Province of Nova Scotia proper sinister a like seahorse similarly gorged pendant therefrom two paddles in saltire Azure holding between its legs a staff Argent flying therefrom the banner of Halifax Regional Municipality proper;

Motto: E MARI MERCES;”

(2) The arms alone may be used, and the crest may be used alone. Where the complete armorial achievement is shown, the crest and both supporters shall be used.

(3) There shall be an official flag of the Halifax Regional Municipality which shall be a banner of the Arms.

(4) There shall be an official badge of the Halifax Regional Municipality which shall be:

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“A bezant charged with a saltire of four anchors flukes outward first and fourth fouled Azure ensigned by a coronet Argent set with mayflowers proper”.

(5) In accordance with Schedule “A”, there shall be an official ~~Logo and logo flag~~ HALIFAX brand of the ~~administration of the~~ Halifax Regional Municipality that will include an official logo and logo flag, an official brand colour palette with associated geometric brand shapes, and official brand management standards and guidelines.
~~which shall be~~

3. (1) The Coat of Arms, the official flag, the shield, the badge, and the ~~logo and logo flag~~ HALIFAX brand of the Halifax Regional Municipality as above defined are primarily a mark of the Municipality.

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(2) The Coat of Arms and badge are reserved for official use by the Mayor and members of the Halifax Regional Council.

(3) The Coat of Arms may be used on all official municipal documents, including, but not limited to, contracts and agreements signed by the Mayor and Municipal Clerk on behalf of the Municipality, correspondence from the Mayor and Councillors, official commendations, Mayor’s Certificates, Councillor’s Certificates and other similar documents.

(4) The official flag shall be hung in the Council Chamber and shall be flown at City Hall. The official flag shall be reserved for official or ceremonial purposes such as presentation to community groups, use at commemorative parks or use at traditional sites such as the Public Gardens and Point Pleasant Park, with its availability and distribution to be in the discretion of the Mayor and Councillors.

(5) Notwithstanding subsection (4), the public may, in accordance with Schedule A, purchase duplicate copies of the official flag for use in a manner respectful of the values and image of the Municipality

(6) The official ~~Logo~~ HALIFAX brand shall be used by the Chief Administrative Officer business units and employees on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses for the purpose of indicating the authority, property or officials of the Municipality.

(7) The logo flag may be flown at all municipal buildings and facilities other than City Hall.

4. (1) The Coat of Arms, official flag, the shield and badge, and ~~Logo and Logo~~ HALIFAX ~~Flag brand~~ of the Municipality and any previous logo and logo flag as set out in subsection (a), as well as any coats of arms, flags and symbols of the former City of Dartmouth, City of Halifax, Town of Bedford and Halifax County Municipality shall only be used by a corporation or individual other

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than the Municipality with the permission of the Regional Council in accordance with the terms and conditions set forth in Schedule "A".

(a) For the purposes of (1), the former logo and logo flag of Halifax Regional Municipality shall be:



(2) Any use of coats of arms, flags, HALIFAX brand and other symbols in accordance with subsection (1) shall be in an appropriate and respectful manner recognizing the significance of the symbols.

5. Any person violating any of the provisions of this Administrative Order shall be liable on summary conviction to a penalty not exceeding Five Hundred Dollars (\$500.00) for each and every offence and upon default of payment to imprisonment for a period not exceeding thirty days.

Done and passed in Council this 19th day of October, 1999.

Mayor

Municipal Clerk

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Schedule "A"

1. The official flag shall only be used in public settings, provided that the official flag is used in an appropriate and respectful manner.
 - a. Duplicate copies of the official flag may be produced and sold to the public provided that they are produced based on the standards and guidelines as outlined by the Office of the Municipal Clerk to be registered in the registry of the Government of Canada Public Register of Arms, Flags and Badges.
2. The Office of Municipal Clerk shall be charged with the responsibility of granting permission for the external use of the coat of arms, shield of arms, or corporate badges.
 - a. The coat of arms and corporate badges shall only be approved for use on commemorative articles.
 - b. The shield of arms shall be more broadly available for approved use to represent the Region in the public domain.
 - c. Neither the Mayor nor Councillors are required to obtain permission for their use of these items.
3. The ~~official logo is the official~~ **HALIFAX** brand of the administration of the Halifax Regional Municipality includes the official logo and logo flag which shall be

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4. The official **HALIFAX brand and** logo shall be used by the Chief Administrative Officer, business units, employees and members of Council on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses and is not to be used without the permission of the Halifax Regional Municipality.

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a. The logo flag shall not be for use by members of the public.

b. The ~~Corporate Communications department~~ Chief Administrative Officer of the Halifax Regional Municipality, with the power to delegate this authority, shall be charged with the following:

i. overseeing the appropriate administrative use of the **HALIFAX brand and** official logo;

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ii. setting standards for internal or external use; and

iii. reviewing and making decisions regarding permission to use the official logo.

Notice of Motion:
Approved:

January 9, 2001
January 16, 2001

Amendment No. 1

The title is amended to include the word “Logo”

The following sections and subsections are amended:
Section 1, 2, 3 (1), (2),(2A),(2B), (2C),(2D),(3), and (4)

Schedule “A” , Clause 5

Notice of Motion: November 20, 2007
Approved: December 4, 2007

Amendment No. 2

Amendment to Section 3 add Subsection 5

Notice of Motion: September 14, 2010
Approval: September 21, 2010

Amendment No. 3

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**Attachment 2
(Amending Administrative Order 19)**

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER NUMBER 19
RESPECTING THE CORPORATE COAT OF ARMS,
LOGO AND FLAG**

BE IT RESOLVED by the Council of the Halifax Regional Municipality that Administrative Order 19, the *Corporate Coat of Arms, Logo and Flag* Administrative Order is amended as follows:

1. By striking out the words “Logo and Flag” in the title and inserting the words “and HALIFAX Brand” in the title
2. In section 1, striking out “Logo and Flag” and inserting “and HALIFAX Brand.”
3. By striking out section 2(5) and inserting the following:
(5) In accordance with Schedule “A”, there shall be an official HALIFAX brand of the administration of the Halifax Regional Municipality that will include an official logo and logo flag, an official brand colour palette with associated geometric brand shapes, and official brand management standards and guidelines.”
4. In section 2(5) striking out the logo



5. In section 3(1) striking out “logo and logo flag” and inserting “HALIFAX brand”
6. In section 3(6) striking out “Log” and inserting “HALIFAX brand”
7. In the first line of section 4(1) striking out “Logo and Logo Flag” and inserting “HALIFAX brand”
8. In the second line of section 4(1), inserting “and any previous logo and logo flag as set out in subsection (a)” immediately after the word “Municipality”
9. Inserting subsection (a) after section 4(1)
 - (a) For the purposes of (1), the former logo and logo flag of Halifax Regional Municipality shall be:

10. After section 4(1)(a) inserting the logo



11. In section 4(2) inserting a comma and the words “HALIFAX brand” immediately after the word “flags” in the first line.

12. In section 3 of Schedule “A” striking out “official logo is the official” inserting “HALIFAX”, and inserting “include the official logo and logo flag which shall be” immediately following “Municipality”

13. Section 3 of Schedule “A” inserting the logo after the first two lines

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14. Inserting new numbering creating section 4 immediately after the logo.

15. Section 4 of Schedule “A” inserting “HALIFAX brand and” immediately after the word “official”

16. In section 4(b) of Schedule “A” striking out “Corporate Communications department” and inserting “Chief Administrative Officer” and inserting a comma and “with the power to delegate this authority,” immediately after the word “Municipality”

17. In section 4(b)(I) striking out the uppercase “T” and inserting a lowercase “i”

18. In section 4(b)(I) inserting “HALIFAX brand and” immediately before “official

19. In section 4(b)(iii) inserting “o” to the end of the word “log”

**Attachment 3
(Administrative Order 19 Incorporating All Proposed Changes)**

Halifax Regional Municipality
Administrative Order Number 19
Respecting the Corporate Coat of Arms, and HALIFAX Brand

BE IT ENACTED by the Mayor and Council of the Halifax Regional Municipality as a policy pursuant to Section 62 of the Municipal Government Act, as follows:

1. This Administrative Order shall be known as Administrative Order Number XIX and may be cited as the "Corporate Coat of Arms and HALIFAX brand Administrative Order".

2. (1) The Official Corporate Coat of Arms of the Halifax Regional Municipality shall be as follows:

“ Arms (shield):

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Crest (above the shield):

On a mural coronet Or issuant therefrom a sprig of mayflower of four blossoms proper;

Supporters and Compartment (at either side and below the shield):

On a grassy mound Vert set dexter with garbs Or and sinister with spruce trees Vert between barry wavy Azure and Argent dexter a seahorse Or gorged with a circlet set with maple leaves Vert pendant therefrom an open book Argent bound Azure holding between its legs a staff Argent flying therefrom the banner of the Province of Nova Scotia proper sinister a like seahorse similarly gorged pendant therefrom two paddles in saltire Azure holding between its legs a staff Argent flying therefrom the banner of Halifax Regional Municipality proper;

Motto: E MARI MERCES;”

(2) The arms alone may be used, and the crest may be used alone. Where the complete armorial achievement is shown, the crest and both supporters shall be used.

(3) There shall be an official flag of the Halifax Regional Municipality which shall be a banner of the Arms.

(4) There shall be an official badge of the Halifax Regional Municipality which shall be:

“A bezant charged with a saltire of four anchors flukes outward first and fourth fouled Azure

ensigned by a coronet Argent set with mayflowers proper”.

(5) In accordance with Schedule “A”, there shall be an official HALIFAX brand of the administration of the Halifax Regional Municipality that will include an official logo and logo flag, an official brand colour palette with associated geometric brand shapes, and official brand management standards and guidelines.

3. (1) The Coat of Arms, the official flag, the shield, the badge, and the HALIFAX brand of the Halifax Regional Municipality as above defined are primarily a mark of the Municipality.

(2) The Coat of Arms and badge are reserved for official use by the Mayor and members of the Halifax Regional Council.

(3) The Coat of Arms may be used on all official municipal documents, including, but not limited to, contracts and agreements signed by the Mayor and Municipal Clerk on behalf of the Municipality, correspondence from the Mayor and Councillors, official commendations, Mayor’s Certificates, Councillor’s Certificates and other similar documents.

(4) The official flag shall be hung in the Council Chamber and shall be flown at City Hall. The official flag shall be reserved for official or ceremonial purposes such as presentation to community groups, use at commemorative parks or use at traditional sites such as the Public Gardens and Point Pleasant Park, with its availability and distribution to be in the discretion of the Mayor and Councillors.

(5) Notwithstanding subsection (4), the public may, in accordance with Schedule A, purchase duplicate copies of the official flag for use in a manner respectful of the values and image of the Municipality

(6) The official HALIFAX brand shall be used by the Chief Administrative Officer business units and employees on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses for the purpose of indicating the authority, property or officials of the Municipality.

(7) The logo flag may be flown at all municipal buildings and facilities other than City Hall.

4. (1) The Coat of Arms, official flag, the shield and badge, and HALIFAX brand of the Municipality and any previous logo and logo flag as set out in subsection (a), as well as any coats of arms, flags and symbols of the former City of Dartmouth, City of Halifax, Town of Bedford and Halifax County Municipality shall only be used by a corporation or individual other than the Municipality with the permission of the Regional Council in accordance with the terms and conditions set forth in Schedule “A”.

(a) For the purposes of (1), the former logo and logo flag of Halifax Regional Municipality shall be:



(2) Any use of coats of arms, flags, HALIFAX brand and other symbols in accordance with subsection (1) shall be in an appropriate and respectful manner recognizing the significance of the symbols.

5. Any person violating any of the provisions of this Administrative Order shall be liable on summary conviction to a penalty not exceeding Five Hundred Dollars (\$500.00) for each and every offence and upon default of payment to imprisonment for a period not exceeding thirty days.

Done and passed in Council this 19th day of October, 1999.

Mayor

Municipal Clerk

Schedule “A”

1. The official flag shall only be used in public settings, provided that the official flag is used in an appropriate and respectful manner.
 - a. Duplicate copies of the official flag may be produced and sold to the public provided that they are produced based on the standards and guidelines as outlined by the Office of the Municipal Clerk to be registered in the registry of the Government of Canada Public Register of Arms, Flags and Badges.
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 - b. The shield of arms shall be more broadly available for approved use to represent the Region in the public domain.
 - c. Neither the Mayor nor Councillors are required to obtain permission for their use of these items.
3. The HALIFAX brand of the administration of the Halifax Regional Municipality includes the official logo and logo flag which shall be

HALIFAX

4. The official HALIFAX brand and logo shall be used by the Chief Administrative Officer, business units, employees and members of Council on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses and is not to be used without the permission of the Halifax Regional Municipality.
 - a. The logo flag shall not be for use by members of the public.
 - b. The Chief Administrative Officer of the Halifax Regional Municipality, with the power to delegate this authority, shall be charged with the following:
 - i. overseeing the appropriate administrative use of the HALIFAX brand and official logo;
 - ii. setting standards for internal or external use; and
 - iii. reviewing and making decisions regarding permission to use the official logo.

Notice of Motion:
Approved:

January 9, 2001
January 16, 2001

Amendment No. 1

The title is amended to include the word “Logo”

The following sections and subsections are amended:
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Schedule “A” , Clause 5

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Amendment No. 2

Amendment to Section 3 add Subsection 5

Notice of Motion: September 14, 2010
Approval: September 21, 2010

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