

HALIFAX

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Item No. 03
Halifax Regional Council
November 22, 2016

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY:

Original Signed by 

Jacques Dubé, Chief Administrative Officer

DATE: November 8, 2016

SUBJECT: Proposed Halifax Explosion 100th Anniversary Emblem

INFORMATION REPORT

ORIGIN

Motion passed by Regional Council at its October 6, 2015 meeting: that Halifax Regional Council approve the approach proposed as outlined in the July 20, 2015 staff report, to develop and implement a Halifax Explosion 100th Anniversary emblem.

Motion passed by the Community Planning & Economic Development Standing Committee at its September 17, 2015 meeting.

LEGISLATIVE AUTHORITY

Section 6b(vi) of the Committee's Terms of Reference – 'The Community Planning and Economic Development Standing Committee shall have an active interest in the agencies and initiatives that support Community and economic development throughout HRM by engaging, at a governance level, the agencies, boards and committee funded by HRM and under the mandate of the Standing Committee to ensure they meet community needs and expectations including others as identified by the Committee and approved by Council or others as identified by the Council.'

BACKGROUND

In February 2015, the Halifax Explosion 100th Anniversary Special Advisory Committee requested the Community Planning and Economic Development Standing Committee to direct staff to investigate and report on the feasibility of designing, licensing and using a Halifax Explosion 100th Anniversary Emblem. Corporate Communications completed this task in the summer of 2015. Following the October 6, 2015 motion of Regional Council noted above, Corporate Communications conducted online and in-person public engagement to explore: a) the words and feelings citizens associate with the Halifax Explosion, b) what should be top-of-mind when commemorating the 100th anniversary, and c) what lessons have we learned from the response that are still meaningful today and have influenced the kind of community we've become (see Attachment "A", Survey Responses for Halifax Explosion 100th Anniversary Emblem).

The responses were analyzed and contributed to a creative brief (see Attachment "B", Creative Brief for Halifax Explosion 100th Anniversary Emblem) that Corporate Communications shared with the Special Advisory Committee prior to developing a final design for the emblem, which the Committee supports.

DISCUSSION

In the October 6, 2015 report to Regional Council, Corporate Communications recommended an approach to developing the commemorative emblem that would “still be rooted in the fundamental context of the master brand identity” by incorporating the HALIFAX wordmark and brand guidelines. As noted in the report, if the municipality developed a Halifax Explosion commemorative emblem based on the municipal brand, it would need to be adopted as a symbol of the municipality and its use would be subject to the same legislative protection granted to the HALIFAX brand and wordmark. This would require an amendment of Administrative Order 19.

While the original intent to develop an emblem was based on creating a symbol that would reflect the municipality’s identity, subsequent collaboration among the members of the Halifax Explosion 100th Anniversary Working Group (NS Communities, Culture and Heritage; Communications Nova Scotia; Parks Canada; Halifax Regional Municipality; Halifax Libraries; Maritime Museum of the Atlantic; Halifax Army Museum) and the Halifax Explosion 100th Anniversary Advisory Committee explored the benefits of integrating all marketing elements into a universal, non-partisan strategy and identity.

In this approach, federal, provincial, municipal and non-profit organizations would use a common campaign approach and identity to ensure all audiences could easily identify and engage various information and promotional sources on the history of the explosion and the diverse marketing elements leading to the 100th anniversary commemorative program scheduled for December 2017.

Integrating the Working Group’s communications and marketing efforts into a single entity would require suspending the members’ individual brands to avoid clutter, confusion and duplication within the collective campaign, which would benefit the national and international audiences engaged in the commemoration. A common website, social media campaign, advertisements, print materials and other communication vehicles would use a consistent creative identity that reflects no individual organization, which has been supported by the Halifax Explosion 100th Anniversary Special Advisory Committee. The identity for this common campaign will be revealed on December 1 during the annual Christmas tree send-off to Boston.

The HALIFAX brand and wordmark were thus removed from the context of the commemorative emblem’s visual identity and a more generic approach (see Figure 1) adopted to capture and reflect the abundant feedback from the public engagement exercise. Subsequent testing suggests that the Halifax Explosion commemorative logo effectively and respectfully positions the commemoration of the Explosion (see Attachment “C” - Focus Group Results for Halifax Explosion 100th Anniversary Emblem). Given that the revised emblem concept would no longer be considered a distinct symbol of the municipality, there would be no requirement to amend Administrative Order 19 to govern its use as it would be applied to various communications materials shared by the Working Group.



Figure 1: Proposed non-partisan visual identity for the Halifax Explosion 100th Anniversary Commemorative Emblem

FINANCIAL IMPLICATIONS

None; all costs (approximately \$15,000) associated with the community engagement and design of the commemorative emblem are accounted for in the existing 2016-17 operating budget A620 6919. Production costs associated with any use of the final emblem will need to be considered and accounted for within the budget for the broader Municipal Commemorative Program and the 2017-18 Corporate Communications advertising budget A620 6912.

COMMUNITY ENGAGEMENT

Broad public and community engagement helped inform the creative brief for the commemorative emblem based on a program that employed an online survey and personal interviews. The feedback (see Attachment "A", Survey Responses for Halifax Explosion 100th Anniversary Emblem) helped ensure the final design reflected what people feel when they think about the explosion and the lessons we learned that are still relevant today.

A total of 375 surveys were completed and meetings were held with relatives of survivors, African NS and Mi'kmaq communities, and the military. Corporate Communications shared the creative brief with the Special Advisory Committee and the Halifax Explosion 100th Anniversary Working Group to ensure alignment and support.

The design then underwent formal focus group testing (see Attachment "C" - Focus Group Results for Halifax Explosion 100th Anniversary Emblem) to confirm that the Halifax Explosion commemorative logo effectively and respectfully positions the commemoration of the Explosion.

ATTACHMENTS

Attachment "A", Survey Responses for Halifax Explosion 100th Anniversary Emblem
Attachment "B", Creative Brief for Halifax Explosion 100th Anniversary Emblem
Attachment "C" - Focus Group Results for Halifax Explosion 100th Anniversary Emblem

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by:

Bruce DeBaie, Managing Director, Corporate Communications 902-490-2348

Original Signed

Attachment "A" - Survey Responses for Halifax Explosion 100th Anniversary Emblem

Words and feelings associated with the Halifax Explosion

- Anxiety
- Anger
- Appreciate
- Acknowledge
- Boston help
- Bond
- Brick buildings on Barrington - they should be an integral part of a modern, high tech, green/environmentally friendly downtown core
- Community
- Character defining
- Communication
- Canadian
- Compassion
- Chaos
- Courage
- Commemorate
- Change
- Coming together
- Devastation
- Destruction
- Disaster
- Despair
- Explosion
- Empathy
- Fear
- Family
- Families changed forever
- Fort Needham
- Frances Mackey trying to stop the ships from hitting
- Gratitude
- Glass
- Grief
- Great Grandmother/Grandfather
- Great losses
- History
- Heritage
- Halifax
- Harbour

- Hope
- Horrific
- Horror
- Humanity
- Human capacity
- Heroism of Coleman
- Heritage moment commercial
- Halifax Disaster worst in Canada's
- Impact on community
- Kindness
- Loss
- Lives ruined
- Mont Blanc
- Mi'Kmaq
- Mourning
- Pain
- PTSD
- Pride
- Personal hardship
- Profound change
- Protect landmark architecture and buildings
- Remember
- Respect
- Resilience
- Redevelopment
- Revival
- Resilience to Tragedy
- Sharing
- Ships
- Sacrifice
- Selflessness
- Sorrow
- Shock
- Strength
- Shattered glass
- Shelter
- Thankful
- Tragedy
- Terrifying
- Value of help from others
- War-related
- World War One

What should be top-of-mind for all of us when commemorating the 100th anniversary of the Halifax Explosion?

Community & Resilience

- Honour the great loss and passionately reflect the strength of the community
- Celebrate how the community, the city, the world came together to help those in need.
- The commemoration should be solemn, respectful, and dignified; while at the same time it should be educational and celebrate the resilience of the city rising from the ashes to become a vibrant centre on the east coast of Canada.
- Amazing human spirit
- Suffering that brought every social layer together
- The many selfless "acts of community" by individuals and groups which brought comfort and life to the survivors.
- How it shaped the history and fabric of the city
- Sense of belonging, connectedness to neighbours, links and friendships with communities near and far, helping those in need
- That our city has enormous strength: we are small but mighty.
- From tragedy, devastation and sadness came heroism, community and generosity.
- We should celebrate the innovation produced through tragedy.
- Commemoration needs to celebrate the resilience of the human spirit and the essential goodness of people as, after utter destruction and great fear, new life rose from the ashes!

Heroes & Remembrance

- I think it's important to commemorate the heroes, the lives lost and those that were greatly impacted; reflect on the importance of helping others and how it has helped shape our community over time; and tell the individual stories that have been passed down through generations, as well as those of survivors still alive.
- Remembering Vince
- Honour the survivors who did what they could for each other.
- Thanking Boston
- We do need a more visual reminder of that event, not just to remember those who lost their lives, but how people rushed to Halifax to help in whatever way they could.
- Let us remember and honour the brave people of Halifax and commemorate this event in a meaningful way, giving comfort to a generation of family members who want to honour their lost relatives and teach our children about this historical event.
- To make sure everyone is honoured both the victims, and survivors and their families.
- Educate the younger generation.
- Let us remember from this tragedy that we must practice safety at all times to avoid the human toll and destruction.

- Recognizing the spirit and selflessness of those who stepped up to help in any way
- To remember the explosion within the context of the social and political history of the time. The explosion is just the most memorable part of the bigger story
- To remember that it's a part of our city's history that physically and emotionally shaped who we are.

Loss:

- We should remember the loss but celebrate the survival. The city survived the devastation and is now thriving.
- The extent of damage and human lives killed in context of the population of the times needs to be better understood.
- Condolences for those who lost their lives.
- The total loss of lives strikes me as the biggest one and they all should be remembered with all their names listed.
- The devastation for the families who lost members and the hardships of the surrounding areas, which lost homes and shelter.
- The loss of life, the survivors, the support.
- That this horrific event devastated not only Halifax, but Dartmouth as well, wiping out an entire Mi'Kmaq village, flattening major business, killing and seriously injuring thousands, beaconing a mention or image in the commemorative emblem.

Change:

- The Halifax Explosion changed the face, and faces of Halifax.
- The thousands of people injured or killed and the landscape of the city forever changed.
- Changed the architectural landscape of the city
- How well the city handled the incredible situation for those who lost their lives and those for whom life was never the same again.

Survivors & Rebuilding:

- Rebuilding after tragedy
- The spirit of the people who survived and rebuilt the city and made it what it has become
- That we are survivors and strong in the face of adversity.
- That we survived with the help from the Bostonians.
- Looking at the positive - those who aided and assisted those homeless and injured.
- The amazing devastation, which was followed by such a great outpouring of support and generosity.

- The hardships the survivors endured.
- The marvellous response by Boston
- The strength of Haligonians to overcome the disaster and rebuild the city we call home
- Recovery and reconstruction, especially the role of the Halifax Relief Commission, which has been unfairly ignored.
- The 100th Anniversary of the Halifax Explosion should be a celebration of the memories of those lost and those who displayed true courage to rebuild the city.

War:

- The destructive nature of war.
- The horror and futility of war.
- A minor event in WW1 and history generally
- Moment for reflection and a call for peace.
- Tragedy of war

Tell the Stories:

- Telling the personal stories from and since the explosion>
- We have a civic responsibility to preserve our own history and to recognize that this story is not 'fixed' but emerging and inclusive of different perspectives.
- Why it happened and how it affected Dartmouth as well as Halifax and surrounding areas
- Halifax needs to become a city that promotes peace. Use this opportunity to showcase us as a city of peaceHalifax's mayor, Mike Savage is a member of "Mayors for Peace"
- I'd like to hear stories we haven't heard before...I have seen/heard very little about the African Nova Scotian's north of Richmond, for example.

Are there lessons from the local, national and international response to the Explosion that:

a. Are still meaningful today?

b. Have influenced the kind of community we've become?

Community, Kindness and Generosity:

- Coming together; community and feeling connected.
- Help your neighbours in time of disasters
- We all have soft spots in our hearts for the communities and organizations that aided us in our time of need - an unspoken bond between peoples - which I believe maintains a sense of mutual respect and warmth, certainly between our community and international response communities.
- Generosity from other cities across North America, especially Boston, gave us so much aid and generosity it taught us to be kind and generous when we see others in need."
- Atlantic Canadians are known for their love and kindness to their fellow man.
- We Maritimers continue to be a caring group of people reaching out to others in times of loss and tragedy.
- We have become a strong and caring community and willing to help those in need.
- Influenced the kind of community we have become: friendly, caring generous people.
- It reminds us that the human spirit prevails in times of tragedy; it's nice to have a sister city in Boston; it shouldn't be too somber of an anniversary, but rather a celebration of how our city has grown, embracing the old but welcoming the new.
- One of the great stories to come from the explosion is the Hydrostone which stands today as the best planned community in Canada to rise from the ashes of this tragedy and be relevant 100 years later is a testament to those responsible
- Human generosity transcends national borders and cultural differences.
- Sending a Christmas tree to Boston gives me a sense of pride.
- Partnership, friendship, resilience
- We need to celebrate the rebuilding our communities in Dartmouth and Halifax
- Can we celebrate our gratitude?
- The explosion is important to Halifax as it illustrates the sacrifices of war and the work of recovery and growth. It shows that an old disaster zone can become modern thriving city with global ambitions but still able to tell its story.

Changed Forever:

- It was a turning point in our history and has shaped who we are.
- It should always be commemorated so that future generations never forget.
- This past event has molded us to help those in need anywhere ,anytime and you can overcome "

War & Military:

- I hope that the lessons have helped us become more compassionate to those from war-torn countries, and the Explosion has influenced our treatment of the blind.
- We need to work for peace
- Let's simply recognize the damage that was done and the violence of war.

Education:

- How about a series of talks at the libraries or at universities?
- One of the best things in recent years was the live blog done by the NS archives. That was haunting but very effective. It puts it in real time.
- Within community, learning about it as a child in Dartmouth made me feel very much a part of the city. I understood why some monuments and even buildings were in certain places. I heard stories that stayed with me about the kinds of neighbours people could be, and how others, like Boston, could step up to the plate to help out when needed. I think the connection to the past here is strong but needs to be recalled and taught actively in schools to help kids feel part of the community by knowing the history.

Stories:

- My mother-in-law was less than 6 months old & lost one eye, her mother was holding her and w but she was an as killed, her 3 year sister lost bother eyes & a few fingers.
- A piece of the ship lodged itself in our basement. This makes the explosion much more real for me.
- The story of the supply train from Boston. The story of the telegraph operator, Vincent Coleman, who lost his life staying at his post to stop a train from coming into the city before the explosion. My own grandparents, whose two children were killed and so they had to begin their family again. If the explosion had not happened I would probably have never been born since my father was the second child of the second family!
- Lessons that are still meaningful today – that we must consider the impact of a tragedy, such as the Halifax Explosion, on all communities within Halifax, including Mi'kmaq, African Nova Scotian, and ensure those stories are told as well.

- My grandfather was killed in the explosion and my grandmother had 3 small kids and pregnant with the fourth and became homeless and lived on the commons in a tent until her relatives came from Lunenburg to get her and the family home.
- For me, and our department, the Halifax Explosion is a very significant event in our history and very emotional – we lost nine firefighters performing their duty near the explosion’s epicentre – they never knew what hit them. It remains the largest, single loss of firefighter life in one incident in Canadian history. The nine included the fire chief and deputy fire chief of the day, two captains and five firefighters. Every year we hold a memorial service at Stn. No. 4 (Lady Hammond) to remember their sacrifice.

CREATIVE BRIEF: HALIFAX EXPLOSION 100TH ANNIVERSARY EMBLEM

Client:	Halifax Regional Municipality
Client Contact:	Bruce DeBaie
Revolve Contacts:	Mike Bardsley Phil Otto Matthew Allen
Project:	Halifax Explosion 100 th Anniversary Emblem
Date:	May 13, 2016

Overview

December 6th, 1917 at 9:05am changed the landscape of Halifax forever.

The collision of the Mont Blanc and the Imo sent devastating shockwaves through our city's north end that obliterated buildings, monuments and families. Those shockwaves are still being felt 100 years later.

This year, we are presented with the opportunity to commemorate the centennial anniversary of the largest man made explosion of its time. And while we will pause to mourn the loss of life and architecture, we will also learn, celebrate and be inspired and thankful for the resulting actions and the city we have become.

The following brief outlines the key messages, tone and delivery for the emblem that will recognize the centennial anniversary of the Halifax Explosion and set the tone for the events leading up to 9:05am December 6th, 2017.

What are the communications objectives?

- Inspire the next generation to learn more
- Thank all of those who helped
- Remember the loss of life, limb and architecture
- Recognize Halifax as a stronger city
- Connect the emblem and artwork to the anniversary of the explosion

Core Insight

The Halifax Explosion demonstrates the resilience of the human spirit.

Who are we talking to, and why?

Primarily, Haligonians. Unquestionably, this event matters more to the residents of our city than to anyone else. But it happened so long ago, with so few survivors and virtually no living person with tangible memories of the event, we can focus less on loss and more on the education and inspiration of younger generations. It's conceivable that most people only know as much about the explosion as what they learned in the Heritage minute and fleeting thoughts each Christmas as a beautiful Christmas tree gets shipped to Boston.

We'll also consider visitors to Halifax who appreciate maritime history and want to learn more about the profound impact on our region. Likewise, the family members of victims – who either lost loved ones, or gained new family as a result of events following the explosion.

CREATIVE BRIEF: HALIFAX EXPLOSION 100TH ANNIVERSARY EMBLEM

How should they feel?

It's important to note that the Halifax Explosion was an accident. It was not an act of god, war or terror. There was no calculation or consideration. In that way, it differs from the commemoration of other natural or man made disasters.

We want our audience to be inspired to learn something new. They should feel pride for the way Halifax has reshaped itself.

Ideally our audience recognize all of the cities, regions and people who unselfishly came to Halifax's aid.

And people pause and reflect on what is an unimaginable time of loss and hopelessness, but celebrate the incredible effort and dedication required by so many people to rebuild a city.

The commemoration should feel like a respectful remembrance that is equally sympathetic and inspirational. 100 years later, Halifax is a stronger city. And that Halifax did a great job in recognizing the centennial anniversary of the event.

What do we want them to do?

- We want people to visit the expanded Fort Needham Park commemorative site.
- Get inspired to learn more about how the impact of the Halifax Explosion.
- Share content on social media in a positive and respectful way.
- Initiate school projects for the next generation of Haligonians
- Connect the emblem to the explosion and it's centennial anniversary.

Budget

DELIVERABLE	OVERVIEW	BUDGET
Analysis of Community Responses	<ul style="list-style-type: none">• Review all feedback• Define themes	\$2500
Design	<ul style="list-style-type: none">• Design a commemorative emblem	\$6000
Naming	<ul style="list-style-type: none">• Define the right name for the event and language in the emblem	\$1500
		Total \$10,000



Qualitative Research

~ Halifax Explosion Centennial Logo Testing~

Top Line Results

*The following presents top line findings of the **Logo Testing Qualitative Research** conducted by Corporate Research Associates Inc. on behalf of the Halifax Regional Municipality. The primary objective of this research was to assess residents' reactions to a proposed logo / emblem for the 100th anniversary of the Halifax Explosion. A total of two (2) focus groups were conducted on August 11th in Halifax. Participants were randomly recruited from the Halifax Opinion Panel. The following presents topline findings of the group discussions.*

In Summary...

Results of the Logo Testing Study suggest that the Halifax Explosion commemorative logo effectively and respectfully positions the commemoration of the Explosion. The logo's design was generally well received and considered impactful, effective and appropriate. Overall, participants appreciated the font design in portraying loss, and liked the use of subdued tones and shades. Further, the logo's design was deemed clear and the '100' was well understood as referring to years.

Although the logo alone was considered ineffective at eliciting pride of what Halifax has accomplished since the Explosion, participants generally agreed that information or education provided as part of a remembrance would likely do so, but not a logo on its own. Residents largely believed it is important to recognize the 100th anniversary of the Halifax Explosion.

Despite an overall positive reaction to the logo and its various applications, there were some concerns expressed that warrant mention. To begin, some residents are concerned that recognition of an anniversary inappropriately positions the event as a commodity. Further, a few criticized the logo as being impersonal and lacking emotion. Finally, some felt that celebration of the 100th anniversary would likely be overshadowed by Canada's 150th – scheduled for the same year.

As the City moves forward with the development of a commemorative logo, findings suggest that the logo's development should proceed, and that no changes are needed. However, care must be taken to ensure that efforts to communicate the logo focus on remembrance, observation and education, rather than celebration. Further, any copy or taglines positioning the historic moment should be written to reflect a personal or emotional approach (e.g. 'we remember....'). Finally, efforts throughout the year should work to engage the population with the community most impacted by the Explosion (namely those living in the areas most impacted).

The following provides more details on the two groups' responses.



Historical Moments

To begin the discussion, participants were asked what they would consider to be the key historical moment in Halifax that defined us as a city.

- **Halifax Explosion is Top of Mind.** Across groups, the Halifax Explosion was top of mind (unaided) as *the* historical moment that defined Halifax as a city, primarily because of the magnitude of the event. Participants were consistently aware of the December 6th date, and many recognized that the disaster occurred in 1917.

A good number of participants were well versed on the Explosion, and in each group a few cited stories of how the Explosion had directly impacted their family personally.

Logo/ Emblem Testing

Participants were shown a logo or commemorative emblem that is being considered for the Halifax Explosion. In addition, various applications or uses of the logo were presented for consideration. After presentation, participants were asked to individually complete a series of written exercises to ensure their personal opinions were captured prior to the group discussion.

HALIFAX
EXPLOSION
100



- **Overall Reactions** – The logo was generally well received and considered impactful, effective and appropriate. Overall, participants liked the classic font design, and appreciated the use of subdued tones and shades which effectively communicates the seriousness of the event and the invitation to remember.

“It graphically represents the event.”

“It’s serious, representative and emotional – the grey works on lots of different levels.”

Participants concurred that it is important to commemorate the 100th anniversary of the Halifax Explosion.

Criticisms of the logo primarily focused on having a logo or commemoration of the Explosion, rather than on the logo design itself. In fact, a few participants felt strongly that the Explosion’s centennial should not be heralded and that doing so will make a commodity of the tragedy. Participants cautioned that care must be taken to ensure that the anniversary is treated as a remembrance rather than a celebration.

“This is making a human tragedy into a commodity. You wouldn’t make a logo of Africville 1960 or the Holocaust 1039-1945.”

“I’d be afraid we’d end up with Halifax Explosion t-shirts – that would be a shame.”

In addition, a number of women felt the design lacked emotion and empathy and accordingly, did not evoke a strong emotional response for them personally.



“They need to show something emotional to evoke feeling. More empathy. It’s cold and impersonal.”

“Just adding ‘we remember’...or a tagline that is personal would make it more impactful.”



- **Colour:** Participants strongly endorsed the use of black / white / grey tones for the design. In fact, it was felt the colours were reflective of the times (i.e. 1917) and reminiscent of imagery associated with the event. More importantly, perhaps, the tones created a somber, serious and reflective mood. All concurred that inserting colour in such a design would be inappropriate and potentially misrepresent what a commemoration should be (i.e. would be more celebratory).

“It’s not big or colourful, which is appropriate. Black and grey evoke the photos [from that period].”

- **Font:** Participants generally considered the typeface of the word ‘explosion’ to be effective, impactful and reflective of the Explosion. Indeed, it was consistently mentioned that the broken font symbolized the destruction and incompleteness left by the Explosion. One participant likened the font with letters on a tomb stone – again which was deemed appropriate. The classic font used was considered more effective than an alternate more modern font.

“Staid, understated. It is simple, effective font choices. Good in the context shown.”

“The fragmented font shows the damage, that it’s not complete. Being all capital letters suggest that it was a major event.”

“It conveys a sense of incompleteness and destruction. It looks similar to old typefaces, faded newspapers and headlines. It is stark. Mournful.”

“Fractured, incomplete, eerie.”

Across groups a few participants criticized the font, describing it as lacking creativity and uniqueness, and representing how we, as a municipality continue to be incomplete or broken. It warrants mention, however, that these participants were strongly opinionated and critical of the HRM amalgamation, as well as Halifax’s recent branding initiative.

“It tells me that HRM has lost some of itself. It is coming back, but we are not quite there yet. We are broken.”

- **Clarity:** The logo as presented (and in the applications shown) was considered clear, easy to understand and not problematic. The 100 was consistently perceived to refer to years, and most felt it is not necessary to provide further explanation.

“100 is obvious – it’s appropriate.”

“As presented the 100 would be assumed as years.”

That said, a few participants felt that including the year of the Explosion (1917-2017) would provide added clarity, particularly if the logo was on display in 2016 or at any time outside the anniversary period. Further, a few mentioned it would help to provide further context if the logo or a display was seen in isolation.



- **Attention-Getting:** The logo was rated only moderately as grabbing attention, particularly because of its lack of colour. That said, the design was considered effective at encouraging contemplation of the actual event. Most felt they would be inspired to learn more about the Explosion when told of the 100th anniversary and that they would likely talk to others or share content about the Explosion with others after seeing the logo and its various applications.
- **Pride:** The logo itself was considered ineffective at eliciting pride of what Halifax has accomplished. Participants generally agreed that information or education of specific locations or sites as part of a remembrance could potentially do so, but not a logo on its own.
- **Audience:** The logo and its various uses were seen as speaking to the general public, including local residents and visitors alike. Its design and presentation were considered respectful of the Explosion and those it impacted.

Ways to Commemorate the Explosion

To finish the group discussions, participants were asked what they would consider appropriate ways to commemorate the 100th anniversary of the Halifax Explosion. While a few felt the anniversary should not be given special attention, most endorsed the public recognition, though they believed it should be one focused on observation, remembrance and learning, not celebration. The following lists a number of ideas suggested for commemorating the anniversary:

- **Walking Tours** - that bring residents and visitors to the area or community most impacted. Making it real, through walking history tours that engage and educate. These could be either guided or self-guided.
- **Mobile App** – that would allow residents to take a self-guided tour while visiting the community. It was suggested that an app could show an existing building and how it appeared pre and post Explosion. This would demonstrate how far the City has come.
- **Story Collection** – introducing a mechanism whereby those who have stories to share can do so. Keeping stories alive was considered an important consideration in the Explosion’s legacy.
- **Map:** displaying / distributing a map which highlights key landmarks, displays and areas affected by the Explosion. This could go to residents (paper, online, etc.) so they can take time to learn more about the event and visit the various sites.
- **Children’s Book** – writing of a children’s book to teach youth what happened, the impact and repercussions of the event.
- **Vignettes** – short videos for distribution on TV or online (historical moments) that share real stories were considered important in making the Explosion relevant to today.
- **Plaques** – having plaques respectfully displayed at all key landmarks (e.g. at locations where schools became morgues, etc.).
- **Display of Photos** – before and after Explosion, as well as images of 1917 and today.
- **School** – ensuring that the curriculum gives suitable focus on the Halifax Explosion in class to educate and inform the next generation of residents of the significance of the Explosion.

