

Halifax Regional Municipality  
Administrative Order Number 19  
Respecting the Corporate Coat of Arms, Logo and Flag

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, Logo and Flag Administrative Order".

2. (1) The 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:

“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) There shall be an official Logo of the Halifax Regional Municipality which shall be



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

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

(2A) The Coat of Arms shall 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.

(2B) The Logo 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.

(2C) The flag shall be hung in the Council Chamber and shall be flown at City Hall. The 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.

(2D) A flag bearing the Logo may be flown at all municipal buildings and facilities other than City Hall.

(3) The Coat of Arms, Logo, flag and badge of the Municipality 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".

(4) Any use of coats of arms, Logo, flags and other symbols in accordance with subsection (3) shall be in an appropriate and respectful manner recognizing the significance

of the symbols.

4. 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 19<sup>th</sup> day of October, 1999.

---

Mayor

---

Municipal Clerk



## Schedule "A"

1. The coats of arms shall only be approved for use on commemorative articles.
2. The flags shall only be used in public settings when used as flags, provided the propriety rights of the Municipality are protected and a corporate image is projected.
3. The corporate badge or any departmental badges or flashes are "corporate trademarks" and shall only be used with permission for special purposes consistent with the image intended to be projected by the badge.
4. The use of the coats of arms shall be subject to the following scale:
  - a) one time use, for products less than \$500 value= a one time fee of 20% of the value;
  - b) one time use, for products more than \$500 value= a one time fee of 10% of the value to a maximum of \$1000;
  - c) multiple use, a multiple fee of 5% of the retail value of each unit of the product.
5. Tourism, Culture and Heritage Department shall be charged with the responsibility of accepting, reviewing and presenting applications for permission to Council through the Cultural Tourism Team provided that this clause does not apply to the Mayor or Council.
  - C The Heritage division of Tourism, Culture and Heritage shall be the official purchasing unit for all Coat of Arms and Logo promotional items.
  - C Tourism, Culture and Heritage Department shall be tasked with developing and implementing a wholesale/retail sales program of HRM branded products to the various corporate business units and to the general public.

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