

On April, 15, 2014, Regional Council approved the brand strategy for the Halifax region, giving staff the green light to start implementing the strategy and to encourage people to live and promote the brand promise to “Be Bold.”

The proposed brand strategy was first presented to the Executive Standing Committee on March 24. The strategy received unanimous endorsement and the Committee recommended that Regional Council approve it and direct staff to develop a visual identity for the municipality, based on that strategy. The visual identity was revealed to Council, and can be viewed online at **[www.HalifaxDefined.com](http://www.HalifaxDefined.com)**.

### **Why do we need to define Halifax?**

A strong place brand will rally our community behind a common message about what makes our region great. It will guide and inspire the way we act, engage and deliver our experience. It is the story of who we are and where we’re going.

The brand promise within the strategy reflects a very clear and common sentiment amongst residents – that Halifax must be dynamic, optimistic and, ultimately, bold in its approach to welcoming visitors, newcomers and business investment to Halifax.

**“Be Bold” is the brand promise – not a tagline or slogan.** In fact, a tagline or slogan was not proposed as part of the recommended brand strategy for the municipality. The brand promise is the driving force behind all branding efforts. It’s what inspires the visual identity – including the logo and creative treatments – and guides all future marketing initiatives.

Extensive research and community engagement was compiled and analysed to articulate the brand strategy. In addition to the brand promise, the strategy also identifies key characteristics of the region, including values (community-minded, creative, smart and balanced) and personality (friendly, pioneering, capable, resourceful, genuine and cooperative).

### **Are we changing the name of the municipality as a result of the branding project?**

The brand strategy, which articulates a brand for the municipality as a whole, provides a unified identity for our region. The strategic decision to brand the region as “Halifax” is based on extensive public engagement and research completed as part of the branding project. This reflects the feedback from thousands of residents across all districts of the municipality.

Moving forward we will be referring to our region as Halifax in all official marketing and communications efforts. The scope of the project does not involve recommending changes to the legal name of the municipality (Halifax Regional Municipality), replacement of the official Coat of Arms and flag, or the re-classification of any communities, neighbourhoods, etc. The official names of our communities will not change – i.e. people in Lower Sackville will not have to change their mailing address to Halifax.

