

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):

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) 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.
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 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:
Section 1, 2, 3 (1), (2),(2A),(2B), (2C),(2D),(3), and (4)

Schedule “A” , Clause 5

Notice of Motion:
Approved:

November 20, 2007
December 4, 2007

Amendment No. 2

Amendment to Section 3 add Subsection 5

Notice of Motion:
Approval:

September 14, 2010
September 21, 2010

Amendment No. 3

Incorporate the HALIFAX Brand

Notice of Motion:
Approval:

April 15, 2014
April 29, 2014