

DISCOVER HALIFAX

# Brand Inspiration Guide





Halifax is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq people. The people of the Mi'kmaw Nation have lived on this territory for millennia, and we acknowledge them as the past, present and future caretakers of this land.



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# *About* **This Book**

This likely isn't your first day on the harbour with a brand book, but if it is, here's a run-down on what the book is meant to do.

A lot of work has been done to define the brand tone for the Halifax region, a brand that reflects the region's essence in the hearts and minds of the people who live and work here.

**This is a guide to help those who speak  
to visitors about the Halifax region.**

This book is not meant to be all-encompassing. The tools provided here include an overview of our brand persona, attributes, tone, and direction on representing Halifax visually.

So, there you have it.

We hope you find the book to be a helpful guide to bringing our city to the world and the world to our city.



# Brand Persona

A brand persona imagines how you'd describe a product (in this case, an entire region) if that product were a person. The intent of the persona is to communicate the feeling and spirit of Halifax rather than the more concrete details often used to describe the city.





# So, who are we?

## **Halifax is a young person with an old soul.**

We're proud of our roots and history, aware of our accomplishments and shortcomings—but we're not obsessed with them. We're too practical for that. We know that living in the past keeps us from embracing what's coming next—something we've become increasingly savvy at recognizing.

We're the type of person that people want to hang out with because of all the cool things we have on the go. And because we know that we're not all that and a bag of chips, the folks we hang out with know we're open and curious to learn what they have on the go too. One-way conversations aren't our thing. We're a bit like your best friend's older sibling who's in a band but is still really nice to you.

**We're a little bit salty.** Not in a mean or cynical way. It's more of a down-to-earth, tell it like it is, and at times self-deprecating quality. The kind of manner that comes with knowing we have a lot going for us but that we're not the be-all and end-all.

We're not afraid of hard work but we don't live for it. We like to get out and do stuff. A Saturday might find us sipping a morning latte at a local café, grabbing some snacks for a day at the beach or hike, and then heading for a drink at the pub or dinner with friends. And there's a chance our outfit would remain much the same throughout that day. Because **we're about enjoying life, not fussing about it.** For us, it's not about the car we drive but where we're heading. Sure, we know how to dress up, but our real strength lies in knowing we don't need to.

**We're city but not slick.** We're that friend who knows all the cool spots in town and makes sure you never feel like a fish out of water when you head out together to take it all in.





# brand attributes

When creating communications for the brand, use the attributes below as a quick gut check to ensure the story you're telling, whatever the medium might be, encompasses at least some of these elements. There's no set number of attributes to hit for each piece you make, instead these are guidelines to keep in mind as you develop communications big and small for our region.



### **We're sincere**

We have a genuine, friendly vibe. We're not given to exaggeration, overselling, double-talk, or trying to be something we're not. We're happy with who we are, so none of those things are necessary.

### **We're shaped by nature**

We have an innate respect for the ocean at our doorstep. It brings prosperity and provides endless places to play. But it can also stop our city in its tracks when a storm comes ashore. Beyond the ocean, we are never far from opportunities to connect with our natural surroundings. These things shape us, sometimes more than we realize.

### **We're welcoming and curious**

As a destination, we are open and welcoming to those who choose to live, work, and visit here. We are open to new experiences, trying new foods, new activities, and learning new things. We are open to exploring and sharing the various cultures that make up our city.

### **We're full of surprises**

We are diverse in experiences, geography, and opportunities. Most importantly, our population is diverse. And **with that diversity of people comes so many of the things that make our city unique, exciting, and ever-evolving.**

### **We're urban**

Halifax is a vibrant urban place full of growth, energy, and life. It doesn't define us, but there is hustle and bustle. We're a port city with a long naval history of comings and goings from around the world. Although the steady pulse of the ocean grounds us, our heart beats a little quicker than in our neighbouring city centres.





# brand tone

A photograph of an outdoor dining patio at dusk. The scene is filled with warm, glowing string lights strung across the area. Large white patio umbrellas are open, and people are seated at wooden tables, engaged in conversation. The background shows a building with a blue sky above and trees with autumn foliage. The overall atmosphere is cozy and inviting.

Our brand tone guides our decisions about how we choose to tell our stories. It's our voice.



**We have weather. It rains here. We have storms. It gets foggy.**

Sometimes in the summer, it's so hot that we sweat while trying to catch some shade and cool down with some ice cream. In the winter it gets so cold that we bundle up tight. Don't shy away from these realities. Embrace them. Show them off. They're part of who we are—what makes us different.

There are a lot of really great things to do here. We don't have to make them up—we just need to show them happening naturally. We are real, not posed, perfect, or plastic. Our beauty lives in our comfort in just being who we are and doing the things we actually love to do.

Although a twenty-minute drive from the city centre will find you surrounded by nature—we are urban. Urban places offer plenty of beauty but can also be gritty and rough around the edges. Celebrate that. Share it. It's part of who we are and why people want to visit.

We are down to earth when we talk. We know when to use an exclamation point to make ourselves heard, but we don't overuse them. We don't use flowery language that screams tourism speak. We're a bit salty and good with a joke, but not at another's expense. We have fun with a turn of phrase without needing to be overly clever. And although we all sing from a similar songbook, we have a great diversity of voices to be shared and celebrated.

And remember. **We're showing people who we are. Not who they are.** So, celebrate the people who live here, not those we imagine might visit. If we're true to who we are, people will see themselves in us and want to come and hang out.

***So, in short, when in doubt, just make sure you're keeping it real.***



# Our Typography

The Discover Halifax font library is versatile. While our website primarily employs Pier Sans, Den Basuky and Gazpacho fonts, we're not limited to these choices when creating campaigns, magazines, or other promotional materials. We frequently incorporate additional fonts, but the key objective remains consistent: maintaining a refined and approachable appearance for the text.

## Title Example

This is an example of a subhead. 12pt is suggested.

And here is some body copy. You can use Pier Sans for body in a regular or light version. 10pt or smaller is suggested.

### PIER SANS LIGHTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

### PIER SANS BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

**12345678910**

### GAZPACHO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

12345678910

### GAZPACHO HEAVY

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

**12345678910**

### Den Basuky

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz*

*12345678910*



**CRANE**

#FCFCF8

1, 0, 2, 0

252, 253, 249

**HAZE**

#F8F9F6

2, 1, 2, 0

247, 249, 247

**SHALE**

#C2c0b7

24, 19, 26, 0

194, 192, 183

**BREEZE**

#a2cace

36, 8, 17, 0

162, 202, 206

**ATLANTIC**

#587d89

70, 41, 38, 7

**GLADE**

#798E64

55, 31, 70, 8

122, 142, 100

**MARINA**

#207465

85, 34, 64, 17

32, 116, 101

**ALGAE**

#E0e86a

16, 0, 72, 0

222, 230, 110

**VEST**

#C58019

21, 53, 100, 4

196, 128, 42

**ROOT**

#261D1C

66, 69, 66, 75

38, 29, 28

## Visitor Experience Brand Colours

These colours embody the essence of our region and serve as a reflection of the natural beauty found in our surroundings. Inspired by nature, they exude an earthy quality and are thoughtfully named after various elements

of our environment. While we encourage creative freedom in color selection, we wanted to share these with you. They allow us to authentically represent our region and establish a connection to the natural world.





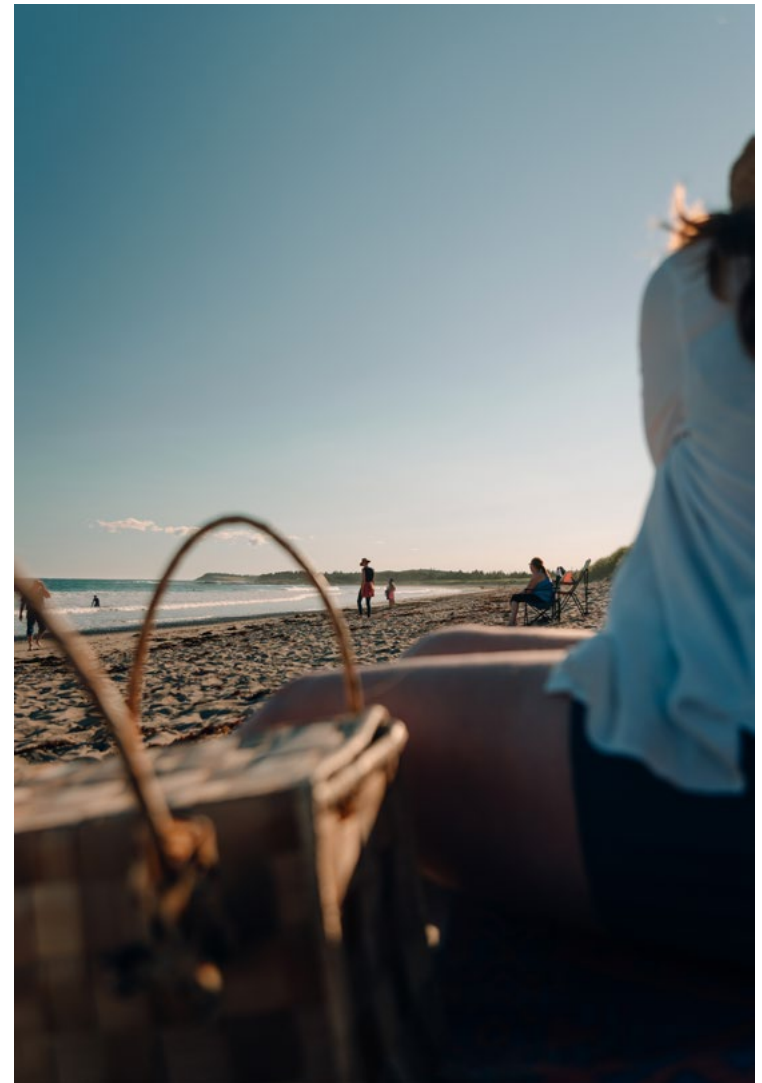
# photography



# Fresh Perspective

When it comes to our photography our goal is simple; don't make it look like typical tourism work. Strive for unique perspectives, interesting subjects, real weather conditions—work that draws you in and demands your attention. Sound challenging? It is, but don't worry we've got you. The following pages outline our approach to capturing photos everyone else wishes they took. And remember it is not a checklist, not every photo can or will achieve each component.

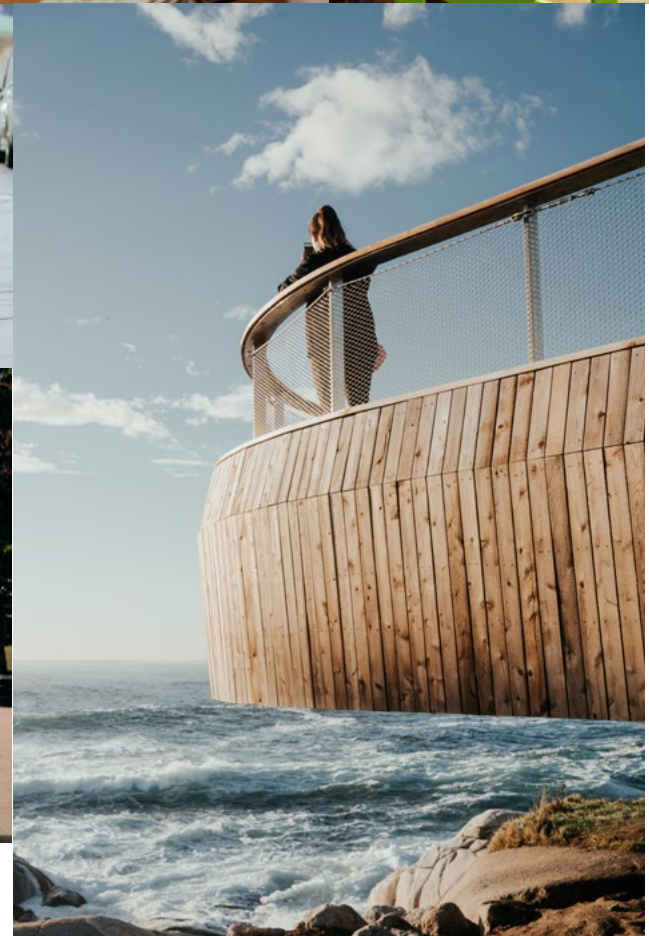
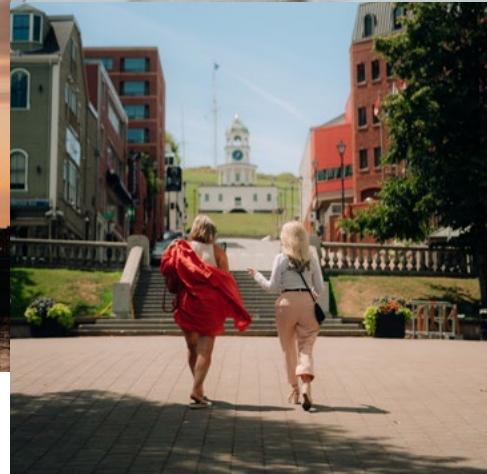
We rarely use an image of a subject looking directly into the camera, although there are always exceptions. The idea is to show them immersed in the experience; unaware they are being photographed. The shots should be authentic, not posed. An emotion should be conveyed, suggesting a deeper story, a moment of human connection.





# Great composition is key

Composition helps direct your viewer's eyes in your photo. For example, your composition should tell your viewer what to look at (or what not to look at). It gives us a visual anchor—to keep our eyes from drifting in an image. Aim to achieve angles or perspectives that are visually impactful. You should feel like you're right in the action, not a bystander. When possible, include landmarks or scenery that provides a sense of place either in the foreground or background. **Try to capture the spirit of the time and place you are shooting.**



# Subject matter

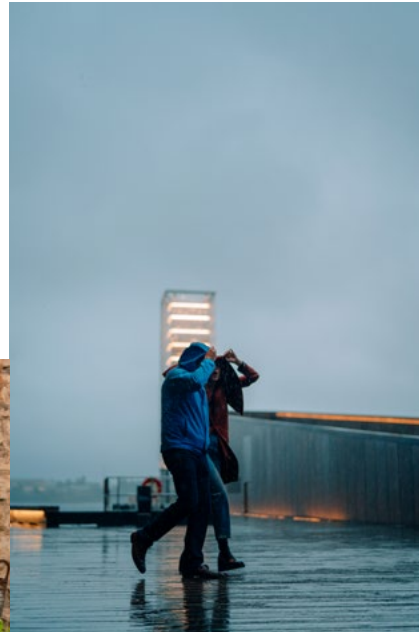
Depict things in a natural way. Not posed, perfect, and plastic. Aim for engaged and natural—with people who would likely partake in that activity, wearing what they'd likely wear.

Ask yourself if the scenario you're planning to shoot is something people actually could or would do here. Because if it's not, people will either see through it or be disappointed when they come to experience it. Find an angle or perspective that is visually impactful. You should feel like you're right in the action, not a bystander.

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**“There is one thing the photo must contain – the humanity of the moment.”**

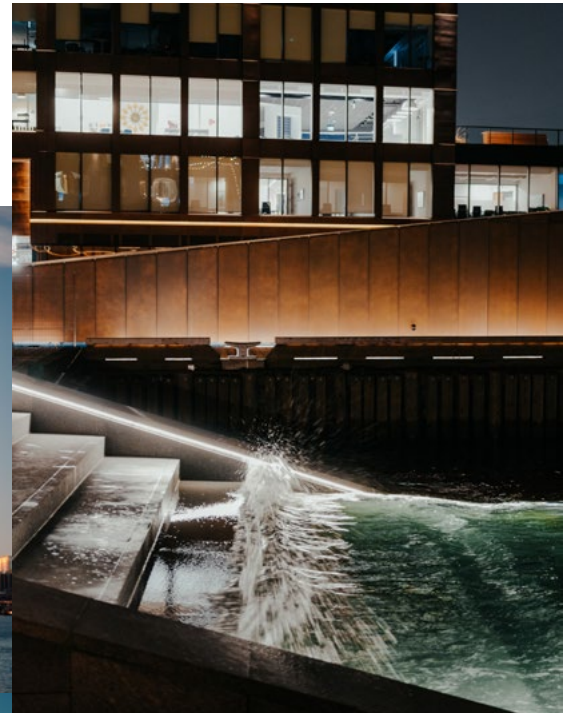
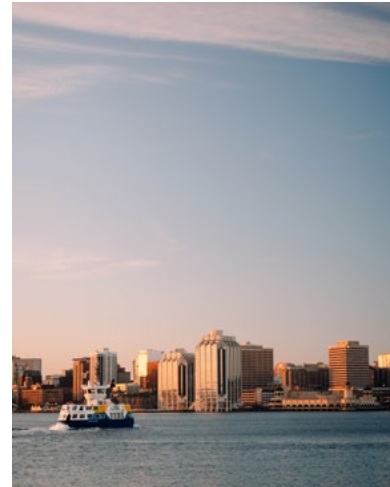
– Robert Frank





# Let the light shine on in

No amount of lighting gear can beat mother nature. Whenever possible, embrace natural light and use lights only when needed to accent the environment. Try to avoid harsh lighting during certain parts of the day. Seek out the moodiness of golden hour, early mornings and evenings. Keep the sun behind your subject (*even when it seems directly overhead*). Avoid open shade as it gives little dimension and looks rather flat, and look for light patches to place your subject in. Remember we're after reality, not inauthentic Instagram moments. Real light allows for real colour. And authenticity is what we're after.





# Things to keep in mind when shooting photography

Always capture both vertical and horizontal frames.

Ensure the frame leaves enough negative space for headlines and logos.

We're seeking photos not polished photoshoots

Aim for the golden hours of the day and try to avoid harsh light.

We're not looking for head-on shots of people, we're looking for photos of people enjoying an experience in Halifax.



# visual tiers

As the saying goes, “good things come in threes.” When it comes to our brand photography we have three tiers. These are general buckets for the kinds of photos and visuals we tend to use a lot—but across the tiers the goal is **real places, real moments, and real people**. Note some images may fit into one or more of these tiers so don’t shy away from capturing photos across all three.

## Signature Tier

**Overview:** Creates an impression of the place. Some photos or visuals might not have people in them.

**Outcome:** Ignites the intrigue, curiosity, and desire to experience Halifax.

**Where it might be used:**

Billboards, in print advertisements, and in other places that might (re)ignite curiosity about the destination.

**Examples:** Peggy’s Cove, Halifax waterfront, Halifax skyline.

## Experience Tier

**Overview:** Provides context of the place, and in turn starts to develop a deeper connection with Halifax beyond our beautiful landmarks.

**Outcome:** It creates a deeper connection with specific places and experiences here, and in turn develops interest in Halifax and understanding of how the city comes to life.

**Where it might be used:** In videos, digital ads, and on our website— places where we can differentiate Halifax and build the emotion of the brand by showing how people live it.

**Examples:** Surfing, Shopping, Dining, Events, Attractions. People will be in visuals for Experience Tier visuals, but they may not be the focal point.

## Moments Tier

**Overview:** To show specific moments. To highlight those sights, sounds, flavours, smells, and textures that make up a place—and make it possible for someone to really picture themselves here.

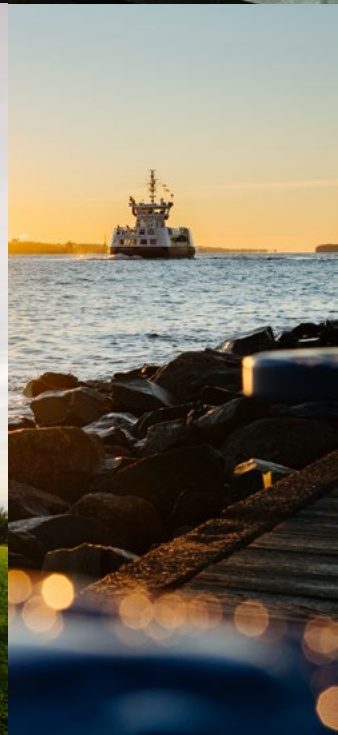
**Outcome:** To bring to life the little pieces of any experience that make it memorable and real. Where it might be used: Editorial content, website, social media, and other places where we can focus on the people themselves, experiencing individual moments.

**Where it might be used:** Editorial content, website, social media, and other places where we can focus on the people themselves, experiencing individual moments.

**Examples:** Lifestyle, Streetscapes, Eating, Relaxing, People, Weather. Individuals will usually be the focal point in the Moments Tier to help people to picture themselves here.

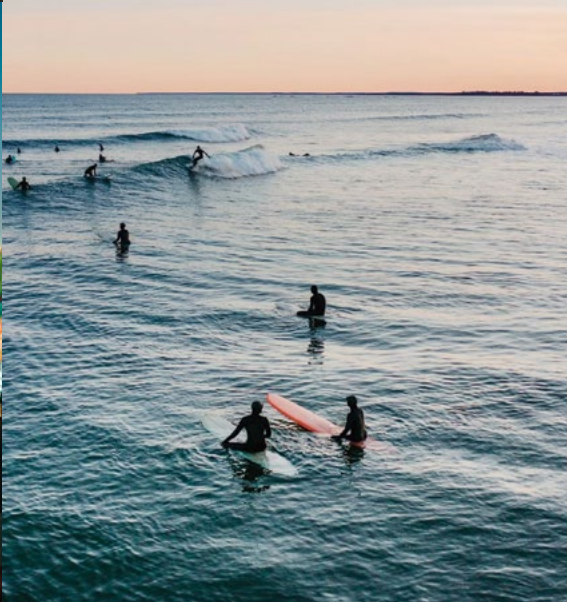


SIGNATURE TIER



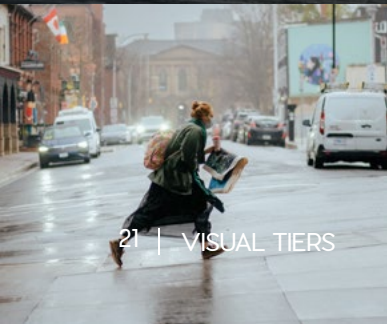


EXPERIENCE TIER





MOMENTS TIER







**See You Soon**