



# VISUAL BRAND GUIDE

HERITAGE TRUST  
*of* NOVA SCOTIA

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ACCESS TO HERITAGE TRUST OF  
NOVA SCOTIA FILES  
[www.????](http://www.????)



## ORIGIN OF LOGO

Thanks to Pam Collins making a trip to the Dalhousie Archives, we have reproduced the page from the D.C. MacKay Papers which shows the original drawing and description of the logo which was in fact designed by Donald Cameron MacKay, the noted teacher, artist, author and the Principal of the College of Art – the NSCAD of its day.

MacKay was also a heraldic specialist, as shown in his use of its antique vocabulary: Vert, a griffin, segreant, regardant on armed and langued azure - bearing the flag of Nova Scotia, argent a saltire azure, an inescutcheon or, double treasure fleury-counter fleury, a lion rampant gules. A gold griffin with a blue beak and claws holding the flag of Nova Scotia. The Griffin was the guardian of ancient treasure, here he is shown bearing the flag of Nova Scotia, advancing to the future but regarding the past. He is represented as the fore part of an eagle, with Ears, and the powerful hindquarters of the lion. (signed DCM)

The copyright of this design, which belonged to the artist, came to Heritage Trust of Nova Scotia upon his death. NO'B (with thanks to Pamela Collins for her notes)

Heraldic terms used: Vert - green; segreant - said of a griffon/griffen when depicted standing on its hind legs with its wings addorsed back to back or rampant; regardant - looking behind or backwards; an armed and langued azure-clawed and tongued of a particular colour; here it is blue (azure); argent - the metal silver, shown as white in heraldic illustration; saltire - the diagonal of St. Andrew's cross, or letter X; inescutcheon - a small escutcheon or shield born within and upon a greater shield; or - gold; tressure fleury-counter fleury - a double treasure (a border or hem, a diminutive of the orle [a fillet within a border used in the royal arms of Scotland]) ornamented with a fleur de lys in both sides, the flowers being reversed alternately. In the arms of Scotland, the fleur is divided by the border gules - red.

[http://www.htns.ca/pdf\\_Griffin/2004/Griffin-Vol29.4-Dec2004.pdf](http://www.htns.ca/pdf_Griffin/2004/Griffin-Vol29.4-Dec2004.pdf)

# INTRODUCTION

## BRAND DEVELOPMENT AND STRATEGY

The terms "brand" and logo" are often used interchangeably. But though a logo can be the symbol of a business, it is not the entirety of a brand. In fact, creating a logo is just one small step toward developing a strong brand identity. A brand identity is made up of what your brand says, what your values are, how you communicate your product, and what you want people to feel when they interact with it. Essentially, your brand identity is the personality of your business and a promise to your customers.

As Jeff Bezos says, "Branding is what people say about you when you're not in the room."

Your service or product leaves an impression on your stakeholders long after you've made the sale. Creating a brand is the process of shaping that impression.

For all intents and purposes, your brand's logo is the "face" of your business.

A brand that establishes a face, or more importantly a reputation, and maintains that reputation and way of doing business consistently over time, develops credibility among its competitors and trust among its customers, members, followers.

A brand identity — one with a face, trust, and a mission -- attracts people who agree with or want to support what your brand has to offer. But once these people become stakeholders, that same brand identity gives them a sense of belonging. A good product or service generates customers, but a good brand generates advocates and loyalty.

## SWOT

A quick SWOT analysis (strength, weakness ed, opportunities and threats) reveals that Heritage Trust's strengths include its reputation for integrity and consistent focus on the public good, its reliance on and access to expertise, and its longstanding commitment to good stewardship.

Although the tax structure favours demolition and decision makers may discount the value of preservation when balancing social and economic pressures, there are new opportunities. Among them is the increasing recognition of the value of older buildings and the desirability of preserving their materials, especially among a younger demographic. This environmental stewardship is a complementary value to the Trust's past concern with maintaining historic buildings.

"Design is the silent ambassador of your brand." Although the logo is not the entirety of the brand identity, it's a vital element in the branding process -- it's the most recognizable part of your brand. It's on everything from your website to your business cards to your online ads. With your logo on all of these elements, branding be cohesive helping to deliver a consistent message with a common look and feel.

## FLEXIBILITY

Yes, consistency is crucial -- but remaining flexible in a society that is always looking for the next best thing is just as important. Flexibility allows for adjustments in ad campaigns, taglines, and even some modernizing to your overall brand identity so you can continuously keep your audience interested. The key is keeping any changes you make consistent throughout your entire brand (e.g., don't change the design of your business cards and nothing else) and not compromising your values.

**Sample Description:** The Heritage Trust of Nova Scotia values the preservation and celebration of historic architecture that reflects our heritages and histories while recognizing the need to balance heritage preservation with accessibility requirements, economic considerations and to co-existing with complementary development.



# WRITTEN STANDARDS

When writing about the Heritage Trust of Nova Scotia consider the following elements. This is critical to developing key messages:

**Brand Essence:** The Heritage Trust of Nova Scotia brand reflects great value through its respect for our Nova Scotia built heritage and historic sites.

**Brand Character:** The Heritage Trust represents a brand that is respectful, inclusive, celebratory, and authentic, with high standards.

**Position Statement or Unique Selling Feature** The Heritage Trust is a well-respected and trusted charitable organization of long standing, and the only one dedicated to the preservation and celebration of our province's heritage buildings and sites, as well as the stories and peoples they represent.

**Brand Attributes:** Respectful of shared histories; shaped by built heritages and their value and place in our present, as well as its representation of Nova Scotia's evolution; forward-thinking, community-minded, neighbourly, innovative, collaborative.

# GRAPHIC STANDARDS

The Heritage Trust of Nova Scotia signature (the griffin bearing the flag) represents the most concise visual expression of the Trust brand. It is responsible for communicating the qualities that make the Heritage Trust distinct and unique in all brand applications. To ensure the signature is presented with consistency and care whenever and wherever it appears, the following guidelines have been developed.

## ADVANCING TO THE FUTURE BUT REGARDING THE PAST

### THE GRIFFIN

The Heritage Trust of Nova Scotia brand is rooted in the richness, beauty and historic significance of Nova Scotia's built heritage. The griffin, as a core symbol of the Trust's brand, paired with the Nova Scotia flag, has deep meaning behind it. The griffin is a mythical creature with the head and wings of an eagle and the body of a lion, typically depicted with pointed ears and with the eagle's legs taking the place of the forelegs. Because the lion was traditionally considered the king of the beasts, and the eagle the king of the birds, by the Middle Ages, the griffin was thought to be an especially powerful and majestic creature. Since classical antiquity, griffins have been known for guarding treasures and priceless possessions.

The griffin appears in many cultures, in many forms of literature and is also often seen in fairy tales or fantasy. In medieval history it is a guardian of the divine. It is also often used in athletics around the world as a symbol of power, strength and determination. In recent writings, the griffin has enjoyed renewed fame and admiration through the Harry Potter series; thus, a whole new generation is familiar with the symbolism and appeal of the griffin. The article in *The Griffin* (December 2004), written by Nancy O'Brien, a classics scholar describes the original design--our brand standards are advancing to the future but the integrity of the brand regards the past.

# LOGO COLOUR VARIATIONS



Full Colour on a white/light colour background



Greyscale on a white/light colour background



Black and white logo on white background



White on a blue/black/dark colour/image background



Above are examples of how to use the logo on textured backgrounds.

To accommodate a range of reproduction and orienting requirements, a number of signature colours are available for use. Full colour is usually preferred for brand communications. With a heritage brand such as the Trust, there is the added benefit that black and white suits our brand as an equal with full colour; sometimes it may be the preferred presentation. However, the limited colour, one-colour black, and reverse variations should be used when colour reproduction is limited. The one-colour black variations are especially effective in media such as newsprint. When printing the logo in colour is not appropriate or the background is a photo or solid colour, a reverse logo should be used.

The signature artwork was designed to be adaptable to a range of backgrounds. However, it is essential that the signature is always highly legible. As shown above, the signature can be positioned against a variety of backgrounds. The full-colour signature features well against white and black, as well as photographic backgrounds that provide sufficient contrast. The reverse variations also reproduce well against black and bright colours. Applications that require dark photographic backgrounds or colours that compromise the signature should apply a reverse variation.

Remember to contact the Trust for approval before a document or image is printed or posted.

## CLEAR SPACE AND MINIMUM SIZE

The signature should always be surrounded by a field of clear space to ensure its legibility. This protects it from competing visual elements such as text and graphics. The minimum amount of clear space that can surround the signature in any application is equal to the length of the 'lion' in the symbol. The signature can be scaled to a variety of sizes. However, at extremely small sizes, the readability becomes compromised. To ensure that the signature is always legible, it should never be reproduced smaller than 1" in width. Without the tagline, the minimum width is 0.75".

Format Option: Logo with name (vertical)



HERITAGE TRUST  
*of NOVA SCOTIA*

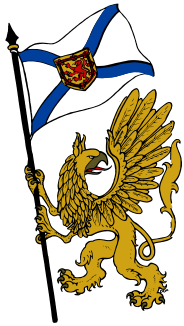


HERITAGE TRUST  
*of NOVA SCOTIA*





Format Option:  
Logo with name  
(horizontal)



HERITAGE TRUST  
*of NOVA SCOTIA*



HERITAGE TRUST  
*of NOVA SCOTIA*

Format Option:  
Logo with name and tagline

*Preserving Nova Scotia's built heritage*

Not every firm has a tagline and not every business or organization needs one. In many circumstances, a tagline can be a helpful tool, especially if serves one of these four functions:

- Clarifies what you do;
- Expresses an important brand attribute;
- Articulates your positioning; or
- Helps people remember you.



HERITAGE TRUST  
of NOVA SCOTIA

*Preserving Nova Scotia's built heritage*



HERITAGE TRUST  
of NOVA SCOTIA

*Preserving Nova Scotia's built heritage*

# INCORRECT LOGO USE

Please use the logo configurations appropriate for each situation. Always use approved artwork files.

- Do not alter the logo in any way.
- Do not reposition or change the size of any of the elements within the logo.
- Do not stretch, skew or distort the logo; scale it proportionately.
- Do not replace any of the copy or the typefaces in the logo.
- Do not change the colors of the logo or its elements
- Do not fill the logo with a pattern and/or gradient.
- Do not outline, add borders, drop shadows or any other visual effects to the logo.
- Do not place the logon on a background without sufficient contrast (see Logo Colour Variations).
- Do not use the logo over busy backgrounds or patterns.
- Do not crop the artwork.
- Do not rotate or use the logo on an angle
- Do not use the logo as a repeat patters.



# COLOUR PALETTE

## GOLD:

RGB: 207, 162, 20

CMYK:  
0%, 22%, 90%, 19%

#cfa214

## BLUE:

RGB: 8, 64, 156

CMYK:  
95%, 59%, 0%, 39%

#073f9b

## RED:

RGB: 199, 8, 10

CMYK:  
0%, 96%, 95%, 22%

#c7080a

## BLACK:

RGB: 0, 0, 0

CMYK:  
0%, 0%, 0%, 100%

#000000

Creating a colour palette is a way to enhance the Trust's identity. It will enable us to create unique designs while remaining faithful to the brand identity.

Colour is a key component of the Trust's visual identity. By using these colours consistently across brand communications, they will build recognition for the Heritage Trust of Nova Scotia brand while contributing to a unified look and feel. They can be used for text, colour fields, backgrounds, guidelines and any other graphic devices.

The colour palette is shown here in PANTONE®, recognized globally as a universal language of colour and the palette used in the print industry. The breakdown of colours allows the printer and web developers to accurately achieve the brand's look and feel. The Trust colours are GOLD, BLUE, RED and BLACK.

When using the primary colours shown here, the brand will look unified and consistent. Use these colours first when considering brand collateral or promotional materials. The purpose of supportive colours is to enhance the brand in a more selective manner. These colours should be used in limited ways to create contrast and vibrancy without overpowering the brand or primary colour selections. The breakdown (formulas) of the designated colours allows printers and web developers to accurately achieve the brand's look and feel.

# TYPOGRAPHY / FONT SELECTION

Typography is another essential piece of the identity system. The consistent use of the selected typeface families throughout applications adds to a cohesive visual style. Preferred font choice is Adobe Jenson family of fonts. This font was designed by a Scottish type designer and adds to the historical references of the Trust's identity.

Adobe Jenson Pro Light  
**Adobe Jenson Pro Bold**  
Adobe Jenson Pro Light Display  
*Adobe Jenson Pro Light Italic*

<https://fonts.adobe.com/fonts/adobe-jenson>

For online typography and applications that may not allow Adobe Jenson such as Word®, PowerPoint® and Excel®, Myriad Pro is the recommended system font. Myriad Pro is a clean and highly legible sans serif and is available in a wide variety of weights and styles. Tahoma is another font choice if Myriad Pro is not available.

Myriad Pro Light  
**Myriad Pro Bold**  
Myriad Pro Regular  
*Myriad Pro Italic*

Tahoma Regular  
**Tahoma Bold**

# PHOTOGRAPHY

Key images should be selected with a look and feel that is suggested for use in conjunction with the brand. Images should be striking, beautiful examples of architectural proficiency and should be bold and dramatic. They should convey a strong sense of purpose, history and significance. Colours would often complement the colours of our logo.

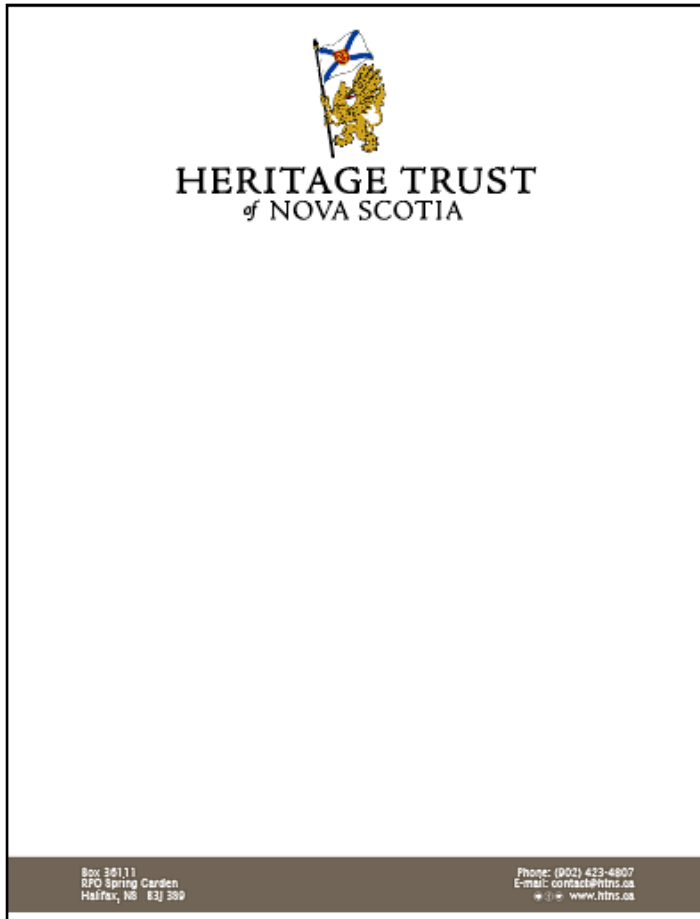
# PUBLIC PRESENTATION

- Official letterhead
- Business cards
- Official documents
- Statements from the President
- Signage
- Posters, ads
- Publications such as *The Griffin* quarterly
- Website
- Social Media Platforms — Facebook, Instagram, Twitter and potentially Linked In
- Swag — t-shirts, mugs, memorabilia

# FILE NAMING ai, eps, jpg

Use this naming convention guide to select the appropriate signature for reproduction. The AI files are the original format, good for print and reproduction and manipulation. EPS files can be imported into, or opened through, page layout and illustration software such as QuarkXPress, InDesign, Illustrator or Photoshop. The EPS logos should be used for high-resolution print applications. The JPG files are to be used for web applications. The logos that use white are not provided as JPGs; they will have to be created by the web developer to ensure proper output.

# LETTERHEAD & BUSINESS CARD





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