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## NSFM Rebrand Wins International Award

*Halifax, August 12, 2019* - The **Nova Scotia Federation of Municipalities** rebrand has been internationally recognized for its creativity and design.



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The work was singled out for a Summit Creative Award, a marketing and design competition based in the United States.

"The federation is taking on a new direction and the award heralds that move," NSFM CEO Juanita Spencer said Monday.

The rebrand kicked off in 2017 when The Creative Department, a small, locally-owned firm from Bedford, won the RFP.

The new visual identity was created to position the organization as both active and engaged with a solid grounding.

The core symbol is energetic and optimistic, illustrating that the NSFM draws together all municipalities, large and small, around a common purpose.

As circles of different sizes come together, they form a larger shape symbolizing strength, diversity and vibrant communities.

“The NSFAM comes together to work on common goals, championing the cause of municipalities,” says Spencer.

“It’s a place where everyone has a seat at the table.”

Project manager and design lead John Thomson credits his team, including director of strategy Larry MacEachern and creative director Albert Ianni, for effectively distilling the input from NSFAM’s steering committee and board of directors into a cohesive rebrand.

“Our research sessions informed the broad platform and the renaming process,” he said, noting that the final design was chosen from an initial three concepts.

“It was a collaborative effort and it was a great project to work on.”



Union of Nova Scotia Municipalities

The rebrand from the Union of Nova Scotia Municipalities to the NSFAM elevates the organization and shows it’s ready to be taken seriously and with more clout, he said.

The judging panel, which includes designers, agency owners and industry experts from around the world, recognized the work in the

“Complete Rebrand/Redesign” category.

The submission was judged on strength of concept, quality of execution and ability to persuade.

The Summit Awards, based in Portland, Oregon, administers marketing awards exclusively for small firms. Throughout their 25-year history, they’ve been honouring the best in design in the communications and marketing industry.

It’s the first award for The Creative Department.