

NSFM NEWS

NSFM REBRAND WINS INTERNATIONAL AWARD

The **Nova Scotia Federation of Municipalities** rebrand has been internationally recognized for its creativity and design.

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," said NSFM CEO **Juanita Spencer**.

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

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 NSFM'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."



The rebrand from the

Union of Nova Scotia Municipalities to the NSFM 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.

How It Got Started

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 shows 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 NSFM 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."



NOVA SCOTIA FEDERATION OF MUNICIPALITIES



Road To Employment Equity

A conference this November will emphasize diversity and eliminating racism and discrimination.

Bridging the Gap will be held November 4 & 5 at the Halifax Convention Centre.

Hosted by the Valley African Nova Scotia Development Association, the conference will help bridge the demand of employment vacancies with the supply of qualified workers.

Register before August 30 to be eligible for \$200 early rate, open to the first 100 seats.

Register: www.vansda.ca



NEWS WANTED

This first edition of **NSFM NEWS** is the new e-newsletter for members of **The Nova Scotia Federation of Municipalities**.

We're already getting ready for the next edition in

Veteran Journalist Joins NSFM

The Nova Scotia Federation of Municipalities has just hired veteran journalist **Amy Pugsley Fraser** to join the team as its first Communications Advisor.



For almost two decades, Amy covered municipal affairs as a reporter for The Chronicle Herald and the online publication allNovaScotia.com.

“Amy’s experience and knowledge are a great fit with the goals and objectives of the NSFM,” said CEO **Juanita Spencer**.

“She knows the people, the priorities, and the issues to help our province grow and our communities succeed.”

Amy started in the new post last week to do media relations, social media and external and public communication.

Bell Joins NSFM Team

Amanda Bell has also just joined the NSFM office as the new executive assistant to the CEO. Bell has over 10 years of experience in administration.

“The Federation is taking on a new direction. Growing our team with strong municipal champions is key to that plan,” said Spencer.

Time To Embrace PACE

The PACE Steering Committee is hosting a Property Assessed Clean Energy (PACE) summit in October.

The one-day event will focus on providing overviews on PACE financing, the state of PACE in NS and a funding opportunity through FCM.

It will also include a world café style break-out session for you to learn more, and have questions answered.

The summit will take place from 10am to 3pm on October 1 in Dartmouth, with the exact location to be determined.

Save the date so you don’t miss this opportunity to influence the next phase of PACE in Nova Scotia, which is a leader in this innovative financing.

More details on the summit will be available soon, including an RSVP.

If you have any questions, please contact Karen Daniels in the Department of Energy and Mines at Karen.Daniels@novascotia.ca

