



## Saint-Jean-sur-Richelieu, Québec

**Population Rank:** Canada. . . . 41  
Province. . . . 7

**Proportions:** 1:2 (usage)

**Adopted:** Between 2001 and 2003



**DESIGN:** The flag of the City of Saint-Jean-sur-Richelieu is a Canadian pale design of blue-white-blue with the city signature in the centre, seven-tenths the height of the flag. The signature consists of a blue and red logo over **VILLE DE SAINT-JEAN- SUR-RICHELIEU** written in three lines, in black and in ITC Stone Sans Bold font. The size of the letters on the first line is about half the height of the other letters. The logo is a stylized oval split in two parts, blue on the left and red on the right, enclosing two human shapes depicted from the waist up with arms outstretched and with five wavy lines emanating from the left toward the hoist. The Pantone colours are blue 302 and red 1955, although manufactured flags show brighter colours.

**SYMBOLISM:** The city's documentation interprets the logo in great detail: *The creation of a new political and administrative entity from a merger requires the elaboration of a new graphic symbol adapted to the new organisation. Resolutely turned towards the future, the city of Saint-Jean-sur-Richelieu offers, by its graphic symbol, a new image, well-adapted to the 2000s and significant to today's generations. Free of ancient symbolism, the new corporate image is dynamic in its style and authentic in the expression of municipal reality. In the background, the*

ring, universal symbol of union and globality, translates the notion of regrouping communities. Formed of two semi-circles, one inside the other, this ring in phases symbolizes the alliance while evoking the two shores that the new municipal territory encompasses. The place of the citizen and the milieu in the municipal organisation imposes itself by the presence of two individuals forming the central object of the composition. The representation of the citizen, true founder of the community, appears innovative in the current universe of corporate municipal images. This orientation reflects a new vision placing humans at the centre of municipal activities. Between the two individuals, an empty shape is inserted, the contours of which recall those of a house. This subtle hint of inhabitation makes indubitable reference to the people who live there and who form, by their grouping, the new community. Left of the graphic symbol, the distributed waves recall in an unequivocal way the Richelieu River, loyal witness to the history and development of the new city. The five waves are the transposition of the five communities that the municipal grouping united in a common destiny. The choice of colours confers an institutional character to the new graphic symbol. The sustained blue, inseparable from the presence of the Richelieu, gives strength to the composition, while the intense crimson red colours the right side, thus closing the logo. The sinuosity of the lines and the gentle inflection of the various elements of the composition suggest the movement of a society undergoing perpetual change. The position of the arms attributed to the individuals expresses the élan and dynamism that characterises progressive societies. In a general manner, the new graphic symbol translates this look towards the future that animates the members of a community facing the greatest challenges.

**HOW SELECTED:** Unknown.

**DESIGNER:** Unknown.

**MORE ABOUT THE FLAG:** Saint-Jean-sur-Richelieu merged with Iberville, Saint-Luc, L'Acadie, and Saint-Athanase in early 2001. For the first four months of its existence, the new city was known as Saint-Jean-Iberville. Any flags used by the city under that short-lived name or by the former cities are not known.