

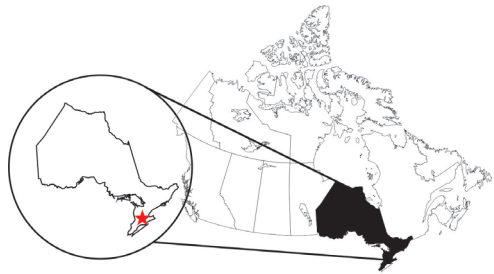


London, Ontario

Population Rank: Canada . . . 10
Province . . . 4

Proportions: 1:2

Adopted: 17 April 2000



DESIGN: The flag of the City of London has a white field with two overlapping stylized “L”s running the full hoist and two-thirds the base of the flag toward the fly, in green and silver, tapering to points at their right ends. At the fly end is a logo, a silver square with rounded points at the upper right and lower left, bearing a stylized deciduous tree in green. The logo is half the height of the flag. Below the logo is **London** in sans-serif letters and below that **CANADA** in smaller letters, all in green.

SYMBOLISM: The large “L”s are for “London”. Green and the tree represent London’s nickname, “The Forest City”. Silver symbolizes the opportunity the municipality offers to its existing and prospective citizens.

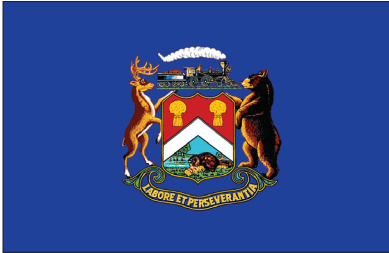
HOW SELECTED: The city’s logo had featured a stylized tree image since 1980. In June 1998 the city council approved a communications branding strategy which included the modified tree graphic as the city’s promotional logo and the design for a “tree logo flag”. The “millennium version” of the tree is on the current flag.

DESIGNER: Unknown (but likely a professional design firm).



OTHER FLAG: Under the communications branding strategy, the city's coat of arms was only to be used when legally necessary. The tree logo flag is not well known by the citizenry. Instead the logo, alone, is prominent

in all promotions, including street banners.



FORMER FLAG: London previously used a blue flag in proportions of 3:5, adopted 16 March 1970, with the city's 1840 coat of arms in the centre, two-thirds the height of the flag. Its shield has vertical sides, a scalloped top, and a base curving to a point. Divided by an inverted "V" in white, its upper section is red with a sheaf of wheat in yellow on either side and its lower section bears a naturalistic landscape with a beaver (*Castor canadensis*) facing left. Above the shield is a locomotive and coal car in natural colours steaming to the right;



flanking the shield are a stag on the left and a bear on the right. On a scroll in blue with yellow outlines below is **LABORE ET PERSEVERANTIA** (Latin for "Through Labor and Perseverance") in yellow sans-serif letters. The locomotive refers to the rapid development of the community and the stag and bear recall the fauna of the area in its early days. A variant of this flag places the arms on a white disc, three-fourths the height of the flag.