

## Brandon, Manitoba

**Population Rank:** Canada. . . . 64  
Province. . . . 2

**Proportions:** 2:3

**Adopted:** 15 October 2003



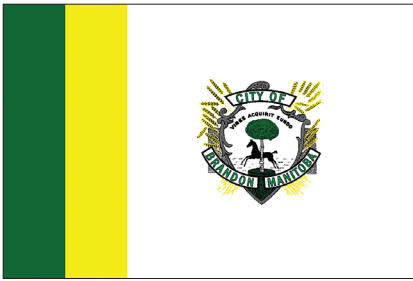
**DESIGN:** The flag of the City of Brandon is an uneven vertical bicolour of one-third golden yellow and two-thirds green. In the centre of the green section is a simple shield in golden yellow, edged in black and three-fourths the height of the flag. It has a horizontal top and simple sides curving down to a point. On it is a black horse rearing on its hind legs, looking to the left, two-thirds the height of the shield. Above the horse is a row of three oak leaves stems-downward, in green, and over each leaf is a small green inverted “V”. In the upper part of the yellow section is a six-pointed snowflake in green, each arm bearing a stalk of wheat in golden yellow with black details, the stalks meeting in the centre.

**SYMBOLISM:** Brandon was named for the Blue Hills of Brandon, whose namesake was a Hudson’s Bay Company trading post established in 1793 as Brandon House, itself named either for the Duke of Hamilton and Brandon, a company shareholder, or after a hill on an island in James Bay, part of Hudson’s Bay. The oak leaves honour the duke, as an oak tree appears in one of his coats of arms. The inverted “V”s recall the roofs of houses in the city. The horse derives from the previous municipal emblem. The snowflake-wheat

device is the municipal badge, and signifies the importance of this crop to the local economy and represents one of the city's nicknames, "The Wheat City".

**HOW SELECTED:** The city applied to the Canadian Heraldic Authority for a grant of a flag.

**DESIGNERS:** Darrel Kennedy, Assiniboine Herald, assisted by other heralds of the Canadian Heraldic Authority.



**FORMER FLAG:** Brandon had a previous civic flag, in proportions of 1:2, adopted by the city council on 11 January 1982. It also existed as a table flag, in 2:3 proportions (as shown). At the hoist are vertical stripes of green and golden yellow, each stripe  $\frac{3}{20}$  the length of the flag. Centred

on the remaining white field is an elaborate shield in white outlined with a green ornamental border, one-third the height of the flag. On the shield is a black horse galloping toward the left, behind a tree on a field of grass, both in green. The motto, **VIRES ACUIRIT EUNDO** (in Latin, "She acquires strength through progress"), arches in black sans-serif letters above the tree. Behind the shield are crossed sheaves of wheat in yellow. At the crest of the shield arches a white ribbon with **CITY OF**, and at the base curve two separate white ribbons with **BRANDON** and **MANITOBA**, all in green sans-serif letters outlined in black. The tree symbolizes nature within the city. The figure of the horse began as a stag, representing the wildlife of the area (in the original design the hart or stag had antlers, but through the years they disappeared from the design, so now it is assumed to be a horse). The wheat represents an important economic resource to the city and refers to "The Wheat City". The flag was selected in 1982, when the Centennial Board received a suggestion from the public to have a city flag. The flag was created by a design firm in Winnipeg.