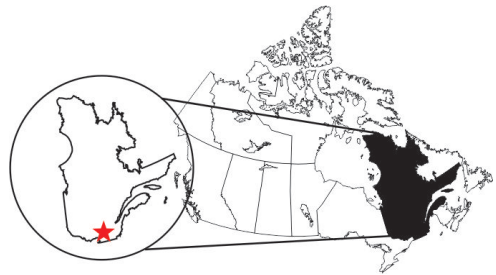


## Montréal, Québec

**Population Rank:** Canada. . . . 2  
Province. . . . 1

**Proportions:** 1:2

**Adopted:** May 1939



**DESIGN:** The flag of the City of Montréal has a white field bearing a red cross whose bars' widths are one-fourth the height of the flag and whose ends extend to its edges. Floral emblems are centred in the quarters: a blue fleur-de-lis in the upper hoist; a green-stemmed red rose in the upper fly; a green-stemmed purple thistle in the lower hoist; and a green shamrock or clover leaf in the lower fly, all outlined in black with black details.

**SYMBOLISM:** The white field recalls the original coat of arms created by the first mayor of Montréal, Jacques Viger. The red St. George cross symbolizes the Christian principles that governed the city's founders. The four floral emblems represent the origins of Montréal's population in the 19th century. The fleur-de-lis of the House of Bourbon represents the French, the first European settlers on the island of Montréal. The Lancastrian rose stands for Montrealers with roots in England. The thistle symbolizes Montrealers of Scottish origin. The shamrock represents Irish Montrealers.

**HOW SELECTED:** On 19 July 1832 Jacques Viger, Montréal's first mayor, brought two proposals of his own design for coat of arms, one round and one

oval, to the councillors. The city adopted the second proposal in 1833. It differed from the current arms by displaying a beaver (*Castor canadensis*) instead of the fleur-de-lis and a red saltire (X-shaped cross) instead of the current cross. Further, the beaver was in the lowest quarter and the rose was in the highest quarter. These arms were modified and readopted in March 1938. A banner of these modified arms became Montréal's flag in May 1939, in time for the royal visit by King George and Queen Elizabeth, and is still in use.

**DESIGNER:** Unknown. The original arms were designed by Jacques Viger; the 1938 arms were designed by Conrad Archambault, the city's chief archivist.

**MORE ABOUT THE FLAG:** The historical context behind the adoption of the original arms is the Patriote Rebellion of the 1830s. The social tensions of the early part of the decade culminated in armed confrontations in 1837 and 1838. Viger's design thus constituted an effort to bring together the divided ethnic groups of his time, as evidenced by the city's Latin motto, *Concordia Salus* ("Well-being through Harmony"), represented on the city's arms. Because the rebellions eventually led to the creation of the current Canadian federation, Montréal's flag can be considered a legacy for all Canadians. Indeed, the arms of Canada evoke the same four ethnic groups.



**OTHER SYMBOLS:** Montréal also uses a coat of arms and a logo/signature. The logo flag (white on red) was popular in the 1980s but is rarely seen today. According to official sources, *the city adopted its official logo and visual iden-*

*tification program in 1981 and the mandate to create them was awarded to the graphic design firm Georges Huel et Associés Inc. The logo was created to show the city's dynamism and to promote communication with Montrealers as well as its image on the national and international scenes. The emblem, which takes its inspiration from the city's coat of arms, is a minimalist logo that is shaped like a flower, in which each petal forms the letters V and M, the initials for "Ville de Montréal". The intersecting lines at the centre of the logo symbolize the city's role as a crossroads of communication and civilization. The four heart-shaped petals signify the deep attachment Montrealers have to their city. An undulating line encircles the whole, representing the island, while the intertwining of plant and aquatic symbolism expresses the wealth of Montréal's natural environment and the care Montrealers take to preserve it.*

**FORMER/CURRENT FLAGS:** There have existed around 70 municipalities on the island of Montréal. Many have had symbols such as coats of arms, logos, or flags. In 2002, the entire island was unified as a single city divided into 27 boroughs (*arrondissements*), although 15 of them became independent cities again in 2006. Many of those boroughs fly their former city flag—some are illustrated here, along with the former flag of the Communauté urbaine de Montréal.



Anjou



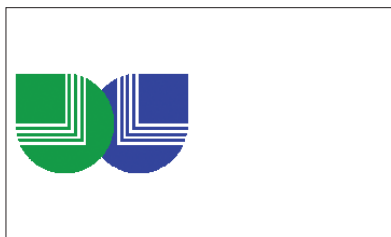
Anjou (logo)



Île-Bizard



La Salle



Lachine



Montréal-Nord



Outremont



Pierrefonds



Pointe-aux-Trembles



Roxboro



Sainte-Geneviève



Saint-Laurent



Saint-Léonard



Saint-Léonard (logo)



Saint-Pierre



Verdun



Communauté urbaine de Montréal

**OTHER FLAGS:** The Montréal region has other major municipalities with flags.



## Laval, Québec

The Laval flag has proportions of 1:2 and a field of off-white or buff. In the centre is the city signature, the city logo followed by **LAVAL** in block letters in white with black outlines and shadows. The logo is a cubic “L” that seems to rise perpendicularly from the flag, showing three sides of the three-dimensional “L”. The top parts are white, the front parts oriented toward the bottom of the flag are blue, and the parts toward the fly are purple. According to city documentation: *Laval’s emblem illustrates how very modern this growing community truly is. The set of cubes symbolizes Laval’s development. The cubes build the “L” of Laval, making the emblem a logo as well. The colours also have an important significance. Purple traditionally symbolizes wealth; in a broader sense, it represents—in the emblem—Laval’s great economic potential. Blue symbolizes the quality of life and development of a human city. As for the letters of Laval’s signature, they are joined together to evoke the merger of the island’s municipalities back in 1965.* The logo was adopted 5 May 1975 and the flag was created soon thereafter.