

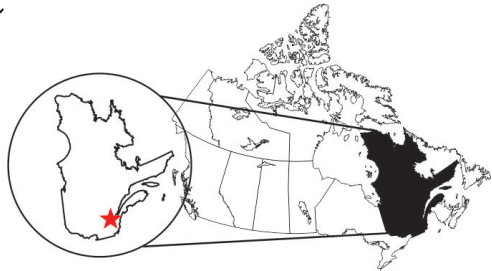


Shawinigan, Québec

Population Rank: Canada. . . 56
Province. . . 10

Proportions: 1:2 (usage)

Adopted: After the 2002 merger



DESIGN: The flag of the City of Shawinigan is white with a blue border whose width is approximately 1/30 the height of the flag. The city's logo, name, and slogan are in the centre, running nearly the full length of the flag. The logo is an abstract object in blue, light blue, and red, containing curved components and a red two-angled "lightning bolt". Below the logo is **SHAWINIGAN** centred in serifed letters, above the "SHA" is **VILLE DE**, in letters half the size, all in blue. Above the "IGAN" is **un courant d'énergies**, on three lines: "un" in smallest type, then "courant" in smaller type, then "d" in smallest type, all in blue, with "énergies" following "d" in smaller type and in red.

SYMBOLISM: The city's documentation interprets the logo and slogan: *The electric current consists of two complementary symbols. The first refers to water, more specifically, the river, a natural element unifying all of the city's sectors. The second alludes to human movement, which allows an entire city to mobilize itself. These energies brought together witness to a present full of life and a future filled with projects. The logo also symbolizes a wave or a current entering a turbine to exit it as energy or electricity, visually rendered by a lightning bolt. Bringing these two elements together, one obtains the letter S for Shawinigan. Shawinigan*

is well known for its ten hydroelectric centrals [power-generating plants] built since 1899. Because of the incredible energy of its people and the no less powerful energy of its waters, the City of Shawinigan is closely associated with the word ENERGY, which is the source of the slogan Shawinigan, un courant d'énergies (Shawinigan, a current of energy).

HOW SELECTED: Over 270 people participated in a flag-design process. A citizen of Saint-Gérard-des-Laurentides, Yvan Bellemare, proposed the winning slogan. To represent a new start after the 2002 merger of seven former municipalities, a logo was adopted along with the winning slogan.

DESIGNER: Unknown.



FORMER FLAG: The former flag was created by Mr. Alban Dufresne. The blue field dominated by a white fleur-de-lis is inspired by the geographic location of the city within Québec. The white wave represents hydraulic energy from the Saint-Maurice River. Two golden yellow lightning bolts emerge from this

wave, symbolizing electricity and the wealth that it has brought for over a half-century to the Mauricie region, to Québec, and to Canada.