

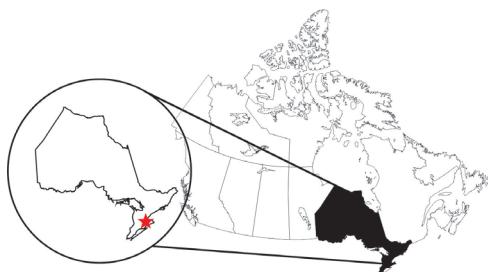


Brantford, Ontario

Population Rank: Canada. . . . 30
Province. . . . 13

Proportions: 1:2

Adopted: 6 March 1991



DESIGN: The flag of the City of Brantford is a Canadian pale design of red-white-red with a simple shield in the centre in red, three-fourths the height of the flag. It has a horizontal top and simply-curved sides forming a pointed “U” shape. On it is a large brown beaver, facing the hoist and perched on a brown log with ends gnawed into points, all with black details. The beaver’s tail hangs from the log toward the centre, and a branch, slightly longer than the tail, extends downward from under the hoist side of the log, also toward the centre.

SYMBOLISM: The beaver (*Castor canadensis*) has long symbolized Canada, officially adopted as the national animal in 1975. First placed on the town’s corporate seal in 1850, it has remained a symbol of Brantford for over 150 years. According to the city, *As well as its patriotic and local heritage associations, the beaver is an apt emblem for a community where industry, both in the sense of attitude and commerce, has long been important.* Industriousness, of course, is represented in the phrase “busy as a beaver”. The shield comes from the city’s arms.

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

DESIGNER: Robert D. Watt, Chief Herald of Canada, Canadian Heraldic Authority.

MORE ABOUT THE FLAG: In 1977 the city registered its first coat of arms, in basic design nearly identical to the current arms, as a trade-mark. This coat of arms was presented to the city by the Zonta Club, a women's service organization. On 7 March 1989, the Kiwanis Club of Brantford, another service organization, assisted the City of Brantford in petitioning the Canadian Heraldic Authority for a grant of arms. In April 1991 the city requested that a new flag be presented with the newly granted arms, in a ceremony that took place on 24 September 1991.

On 22 May 2001, Chapter 155 of the City of Brantford Municipal Code restated under Article 3, the official uses of the flag, that had been originally adopted on 22 May 1984:

1. *The municipal flag shall be flown outside City Hall, and shall be displayed within the Council Chambers and within each municipal Courtroom at 102 Wellington Square.*
2. *The municipal flag may be freely flown or displayed by any person. The municipal flag shall be available for purchase by the public through the City Clerk's Office.*
3. *The general design of the municipal flag shall remain unchanged, but may be altered to include the words "City of Brantford".*



FORMER FLAG: Brantford's first flag was dedicated on 15 March 1976. In proportions of 1:2, it has a white field, with a red diagonal stripe running from the lower hoist corner to the upper fly corner. The stripe's width is about one-

sixth the height of the flag; an imaginary line one-third of the stripe's width from the top intersects the flag's corners. In the upper hoist is the earlier full coat of arms registered as a trade-mark by the city in 1977, rendered in black and white. In the shield is a beaver (*Castor canadensis*) on a log facing left; its tail hangs over and hides the fly end of the log. The hoist end of the log is gnawed. The shield's edge has a double outline of black. Above the shield is a maple leaf over a torse. On the left is a Mohawk warrior holding an upright

bow. On the right is a pioneer logger holding an axe, blade down. Below it is a ribbon with the city's motto in black serified letters: **INDUSTRIA ET PERSEVERANTIA**, Latin for "Industry and Perseverance". In the lower fly is an old-style upright telephone, in black outline on white, and in partial profile toward the fly, which the city calls a "daffodil" telephone because of its resemblance to the flower.

A flag committee was established in 1974 in preparation for the city's centennial. The committee invited entries from people residing in the city or Brant County. Most of the 143 entries received were from children in the schools. The final designs chosen as the basis for a new flag were those of Judy Spagnuolo, a student at St. John's Separate School, and John Kalmer, of Coronation Public School. Dominion Regalia, a flag manufacturer in Toronto, refined the designs to make a suitable flag for the city. When the new flag was unveiled, many citizens criticized the flag as poorly designed. The telephone commemorates the first telephone, which was conceived by Alexander Graham Bell at his father's home in Brantford in 1874. He made the first long-distance telephone call from Brantford to Paris, Ontario, on 10 August 1876.

