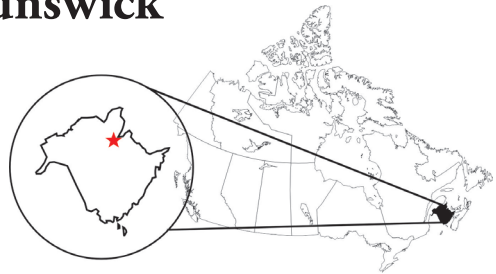# Miramichi, New Brunswick

Population Rank: Canada. . . . 97
                    Province. . . . 5

Proportions: 1:2 (usage)
Adopted: Unknown (logo adopted
             shortly after the amalga-
             mation of 1995)

DESIGN: The flag of the City of Miramichi has a white field with a rectangular logo in the centre and below it **City of —·— Ville de** over **MIRAMICHI** in blue-green serifed letters; the first line is in letters much smaller than the second line. The logo is three-sevenths the length of the flag, and with the inscription occupies a space approximating a square. The logo is blue-green, with a half-disc in yellow/orange serving as a large backdrop for the central images. It runs from the 9:00 to 4:30 position, and between those points, serving as a base, is a wavy line in light blue, edged in white below and blue-green above. On the central wave is a stylized galleon-style ship in blue-green with a single square white sail, triangular pennants flying from the mast and the fore and aft decks. It sails toward the fly. Behind the ship, one-third the diameter of the half-disc, is a partial concentric disc in lighter orange; from it radiate three rays of white which are graduated in hue.

SYMBOLISM: According to documentation handed out at City Hall: *A reminder of Miramichi tradition and symbolizing new business opportunities here, the logo is visually modern while respecting the past. Like an angler's cast, the flowing line is a blue stylized "M". The river has always been a trade artery.*

[Miramichi is at the mouth of the Miramichi River, where it enters Miramichi Bay on the Atlantic Ocean.]   By river, highway, electronic network, or satellite beam, the Miramichi will continue to transport goods and information around the world.   The circular element represents a computer disc and the globe, suggesting technology and global trade.   The beams radiate outward to world markets.   The sun is represented to show the energy and optimism in a growing tourism industry and the ship symbolizes the proud history of shipbuilding.   Green pays tribute to the importance of the forestry industry; gold [the yellow/orange] symbolizes opportunity and energy; blue represents the river.

HOW SELECTED: Unknown. The City of Miramichi, named for the river, was formed in 1995 through the amalgamation of five municipalities and several rural areas. Before the amalgamation, the main city in the area was known as Newcastle; the others were Chatham, Douglastown, Loggieville, and Nelson.

DESIGNER: Unknown.

LB