Victoriaville, Québec

Population Rank: Canada. . . . 62
                              Province. . . .12

Proportions: 1:2 (usage)
Adopted: Unknown (after the 1993 merger)

DESIGN: The flag of the City of Victoriaville has a white field with a logo, about two-thirds the height of the flag, in the upper centre. The logo is a stylized "V", its left arm grey and its right arm golden yellow, with an oak tree silhouetted in green between and above the arms. Below, running two-thirds the length of the flag, is **Victoriaville** in green italic serifed letters.

SYMBOLISM: The city's documentation interprets the logo: *The origin lies in the [1993] merger of two cities [Arthabaska and Victoriaville] and one municipality [Sainte-Victoire-d'Arthabaska]. The logo assembles three elements in a harmonious whole. For a region that plays a pioneer role in matters of recycling and environment, the tree constitutes the central element of the logo. Symbol of life and fulfillment, it represents the health of the community and the belonging to the beautiful Bois-Franc region [*bois franc *means "hardwood"]. The V, first letter of the new city's name, is formed by two elements, each with its own meaning. The first part, on the left, is a classical letter onset. Its grey colour represents both a past of which the city is proud and a present to which method and diligence are given. The history and life of yesteryear's population mixes with the modernism of its industries and its businesses, the sober character of the colour and the line*

balance out in its ascension, which is a sign of growth and prosperity. The second half, on the right, is intended as a gesture filled with movement. The latter, married to a golden yellow colour, illustrates both the riches of its natural environment and the creativity of its population. Arts, leisure, and culture know how to benefit from the resources and splendour of its sites; the vivacity of the colour and the line highlight the orientation drawn in this take off, symbol of the dynamism of a city turned towards the future. The symmetry of both lines supporting the image of the tree, of which the leaves willingly fall back on them, gives an impression of strength, stability, and vitality at the service of the population. This culminates in the green colour of the tree, a majestic reminder of the origins of our region and a promising sign of development and progress.

HOW SELECTED: Unknown.

DESIGNER: Unknown, likely a professional designer firm.

FORMER FLAG: Victoriaville used a previous flag in 3:5 or 1:2 proportions, placing a large disc fourth-fifths the height of the flag in the centre of a golden yellow field; under it is a white ribbon with forked ends inscribed **VIC-TORIAVILLE** in black sans-serif letters. The disc is white with a red border; on it appears the coat of arms of Victoriaville. The shield has a horizontal top and vertical sides, its base curves to a point. On a field of yellow is a red "V" shape whose arms meet the upper corners of the shield. Above the "V" is an oak tree in green; below on either side are fleurs-de-lis in blue. Above the shield is a seven-towered mural crown in yellow with black details. Flanking the sides of the shield are wreaths of maple leaves in green, their traditional colour in Québec heraldry, with black details. On a horizontal yellow ribbon below appears **DOMINE DIRIGE NOS** (Latin for "Lord guide us") in blue sans-serif letters.

LB