

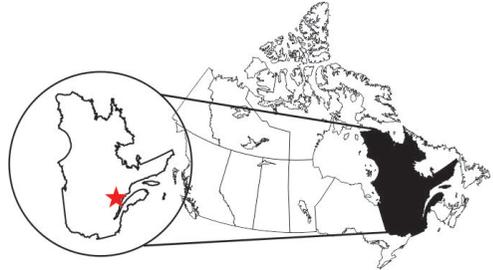


## Saguenay, Québec

**Population Rank:** Canada . . . 26  
 Province . . . 5

**Proportions:** 1:2

**Adopted:** 7 October 2002



**DESIGN:** The flag of the City of Saguenay has a white field with a special version of the city’s logo in its centre, running two-thirds of its length. The logo consists of **Saguenay** in a modern font, with **Ville de** in a smaller font (by three-fourths) placed over the letters “a” and “g”, all in blue. In the regular logo, three nested curves of blue, red, and green normally underline the “S” and “a” of “Saguenay” as an extension of the “g”, but on the flag these curvy underlines are enlarged and centred under “Saguenay” to give the design a more fitting rectangular shape. The Pantone colours are Reflex blue, red 187, and green 576.

**SYMBOLISM:** The city’s documentation interprets the logo: *A regional capital, the city of Saguenay is a collective of citizens turned towards the future, the determination of which is equal to its desire of fully assuming its rank among the most important municipalities in the country. The set of elements in its logo forms a distinctive signature which, while setting it apart, is perfectly in line with those of the great North American cities. The movement of the lines ensures a unified dynamic of the three boroughs [Chicoutimi, Jonquièrre, and La Baie] converging towards a new economical, social, and cultural horizon that will*

ensure its durability. The three curves symbolize the communication axes of the new municipality. The colours also play an important role in the logo's meaning. Blue represents water, important to Saguenay's history, but is also an allusion to the various transportation and communication networks. Red demonstrates the dynamism, enthusiasm, fighting spirit, and warm nature that characterise the citizens of Ville de Saguenay. Green recalls the desire to make the entire economy (primary, secondary, or tertiary) grow in a lasting development framework; it also underscores the importance of forests and agriculture, while maintaining a focus on the environment and tourism.

**HOW SELECTED:** A commercial design firm was contracted to design the logo and determine how it should be used on a flag.

**DESIGNER:** L'Imprimerie ICLT, a local printing and design firm.



**FORMER FLAGS:** The city of Saguenay resulted from the 2002 merger of the municipalities of Chicoutimi, Jonquière, La Baie, Lac-Kénogami, Laterrière, Shipshaw, and a part of Canton-Tremblay. Several of these former entities had symbols such as a coat of arms, a logo, or a flag. A first wave

of mergers in the 1970s had also converted towns such as Arvida, Kénogami, Bagotville, Rivière-du-Moulin, and Chicoutimi-Nord into neighbourhoods in the amalgamated cities, reducing the number of local symbols. Chicoutimi was the central city among the former municipalities, although Jonquière was close behind in population.