



Trois-Rivières, Québec

Population Rank: Canada . . . 27
Province . . . 6

Proportions: 1:2 (usage)

Adopted: Unknown (logo adopted
in 1984)



DESIGN: The flag of the City of Trois-Rivières has a white field with the city logo in the centre, about two-thirds the height of the flag. The logo is square but for a wavy base; its background is green. A figure in blue (a stylized representation of the Saint-Maurice River Delta) runs from the upper to lower edge. It consists of an upright line toward the left, which divides near its top and its centre into two parallel diagonal lines running toward the lower right and all three lines meeting a wavy line across the base. Below, running the length of the logo, is **trois-rivières** in light blue sans-serif letters.

SYMBOLISM: The city's documentation interprets the logo: *The graphic symbol represents the geographic feature inspiring the name of Trois-Rivières. The three branches of the Saint-Maurice River Delta indeed give the impression to be "three rivers" (in French: trois rivières) feeding the Saint Lawrence Seaway. The horizontal line at the base of the symbol represents by its wavy shape the Saint Lawrence River. The two shapes surrounded by blue constitute a representation of the two main islands that can be seen from the Saint Lawrence [Saint-Quentin (on the left), and l'Île de la Potherie (on the right)]. Blue symbolizes water, while green stands for nearby vegetation, rich in forests. Inspired by the name*

of the city, this graphic symbol allows us to understand and visualize our history daily. The overall design is contained in a square, which facilitates its reproduction and adaptation.

HOW SELECTED: Unknown. The flag was used by the city of Trois-Rivières that existed before the 2002 merger.

DESIGNER: Pierre Rivard, a graphic artist.

