

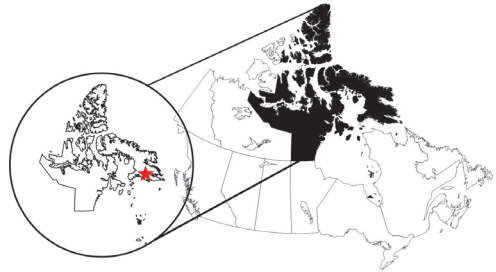


Iqaluit, Nunavut ★

Population Rank: Canada . . . 583
Territory . . . 1

Proportions: 1:2

Adopted: 1985, restyled
circa 2001



DESIGN: The flag of the City of Iqaluit is a Canadian pale design of blue-white-blue with a device in the centre, consisting of a logo and inscriptions, over three-fourths the height of the flag. The logo comprises a stylized mountain of two peaks in blue, with a white curved river shape descending from its saddle to the horizontal base. Below it is a shallower reflection of its shape in light blue, apparently water. Below that are three stylized blue fish in a row, with tails upraised, swimming toward the right; the central fish pointed to the lower right. Above the logo is **Iqaluit** in simple black Narkisim font, below are Inuktitut syllabic characters in black, with the same meaning.

SYMBOLISM: Iqaluit, originally an Inuit summer camp, was founded as a U.S. air base in 1942 and called Frobisher Bay until 1987. It became the territorial capital in 1995. Iqaluit is in the Everett Mountains rising from Koojesse Inlet, part of Frobisher Bay; both are likely represented by the mountains and water in the logo. The river is likely the Sylvia Grinnell River. In Inuktitut “iqaluit” means “place of many fish”—in this case, Arctic Char (*Salvelinus alpinus*). Martin Frobisher, the first European and the bay’s namesake, arrived in 1576.

HOW SELECTED: The current flag is a revision of the 1987 flag, selected from among 37 entries in a contest anticipating the official name change from Frobisher Bay to Iqaluit in 1986. The current design was created for more effective visual and marketing presentation by marketing agency Outcrop Communications in 2000–2001, as part of a general logo, letterhead, and street signage improvement campaign in the new territorial capital.

DESIGNER: Unknown. The flag was restyled by a graphic artist at Outcrop Communications in Yellowknife, NWT.



FORMER FLAGS: A less-stylized version of the flag preceded the current flag. It is a Canadian pale design of blue-white-blue. The logo, in the form of an inverted shield with a rounded top and a flat base, contains the same elements—mountain, river, water, fish—depicted in blue, white, and black. However, there are three mountains and the river, ending in an ice shelf, is a prominent central feature, showing a serrated face to the front, at the water’s edge. Also, there are four fish, arranged two over two, all swimming to the right. They are separated by a broadly-serrated narrow horizontal black line. The inscription **IQALUIT** is in black sans-serif letters curving above the logo; the Inuktitut syllabic characters in black run horizontally below the base of the logo.



The first flag of then-Frobisher Bay incorporated an already-existing badge which depicted a snow bunting in the foreground in white and black, the wavy blue waters of the bay, and a modest church and hills on the far back shore, all in white. Behind them is a golden yellow semicircle forming a sun in three concentric bands separated by white lines edged in black. The beloved snow bunting (*Plectrophenax nivalis*) was long Frobisher Bay’s symbol until its name changed to Iqaluit and its symbol became the fish. The most distinctive building in many northern towns is the “igloo” church, and the badge surely depicts the unique silhouette of St Jude’s Anglican Cathedral, consecrated in 1972, destroyed by arson in 2005, and recently completely rebuilt. The badge was incorporated, as is, into a flag in 1985 by Rob Butler, graphic artist at Inkit Graphics in Yellowknife, NWT.

MORE ABOUT THE FLAG: All such NWT/Nunavut civic flags were designed in 1985 for the Northwest Territories Exhibition Hall at Vancouver's Expo '86, at the initiative of heraldry enthusiast Michael Moore, then a deputy minister at the NWT Department of Municipal and Community Affairs (MACA). The side-bar colours of these Canadian pale designs vary from dark blue, to green, to brown, and to bright red.

