



## Joliette, Québec

**Population Rank:** Canada . . . 67  
Province . . . 15

**Proportions:** 1:2 (usage)

**Adopted:** Unknown



**DESIGN:** The flag of the City of Joliette consists of two squares, blue and white. On the hoist square appears the municipal coat of arms. In the fly square appears **VILLE DE JOLIETTE** in black sans-serif letters centred on three lines. Both of these charges substantially fill their fields. The coat of arms has a simple shield with a horizontal top and a rounded base, divided horizontally by a wavy blue band with three black birds in a row, oriented to the left. The panel above is yellow/orange with a cogwheel (gear) in blue, the panel below is yellow/orange with a sprig of corn with a tobacco leaf at either side, over a curved mound, all in green with black details. Above the shield is a six-towered mural crown in yellow with black details; below is a wavy ribbon in yellow with the inscription **INDUSTRIA DITAT** in black sans-serif letters.

**SYMBOLISM:** The city's documentation interprets the arms: *The crown represents the authority of the city council and its citizens' security. In heraldry, the yellow colour of the shield represents the future. The gear represents industry and commerce, which makes the City of Joliette progress. The three black birds [heraldic martlets—legless fowl] represent the coat of arms of the de Lanaudière*

family. Marie-Charlotte Tarieu-Taillant de Lanaudière was the wife of Barthélemy Joliette [who founded the city as “L’Industrie” in 1863]. The corn cob symbolizes agriculture in general, which feeds our citizens. Furthermore, two crossing tobacco leaves indicate the more specific agricultural production of the region, all on a green base. The Latin motto *Industria ditat* translates as “industry enriches”.

**HOW SELECTED:** Unknown.

**DESIGNER:** Unknown.



**FORMER FLAG:** At least up to 1990, the city used a white flag with its badge in the centre, one-half the height of the flag. The city motto, “Industrie”, is illustrated by the beehive and the beaver (*Castor canadensis*, the national animal).

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