



City of St. Albert
CITY COUNCIL POLICY

City Emblems and Symbols

AUTHORITY	APPROVED	Res. No.	mm dd	REVISED	Res. No.	mm dd
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Purpose

To establish the significance and clarify the use of the City's emblems and symbols.

Policy

The City of St. Albert has a long and meaningful history. The City is also building a foundation for the future. Elements of the City's history, as well as its forward-looking approach, have been captured in the City's emblems and symbols, which shall be used in accordance with the standards.

Definitions

"Chain of Office" is a symbol of pride, and a living work of art that celebrates the history of St. Albert and the contributions of those who had a part in St. Albert's development. The chain is comprised of 12 sculpted medallions depicting 12 key milestones in St. Albert's history. These key phases are described in Appendix 1. The medallions are joined together by a portion of deer hide that connects to the back of the chain where the names of past mayors, since the incorporation of St. Albert in 1904, are commemorated.

"Coat of Arms/Crest", shown in Figure 1, Appendix 2, includes a stylized cross, sky, hills, wavy band, trees, wheat and a motto. The Crest is used exclusively for legislative purposes. The stylized cross signifies Father Lacombe's mission. The sky and hills portray the scenic surroundings of St. Albert and the wavy band represents the Sturgeon River. Spruce trees show the lumber with which the settlement was built and the wheat symbolizes the agriculture basis of the economy in the early days. "In Omnibus Respice Finem," meaning "in everything you do look to the end," is the motto of St. Albert. The Crest was developed in 1967 as a centennial project.

"Coat of Arms/Crest Pins" bear the City's Coat of Arms/Crest.

"Flag" includes an abstract design, with red, white and blue. The blue and white, the colours of Quebec, recall the Métis and Francophones who were the first settlers in St. Albert. The traditional colours of Britain, red, white and blue, symbolize the many Anglophones who contributed to the expansion of the community. The Flag is the configuration chosen by the residents of St. Albert as the result of an official ballot in 1980. The design of the flag is shown in Figure 2, Appendix 2.

"Flag Pins" bear the City's Logo above the City's flag.



“Key to the City” includes either a small or a large brass key bearing the City’s Logo. Keys are given to members of the community who have enhanced the City’s profile, or who have endeared themselves to the community.

“Logo” means the stylized version of the name, St. Albert. The Logo identifies the administrative arm of the City. The correct use of the Logo or variations of the Logo are described in *The City of St. Albert Visual Identity Guide*. The Logo is shown in Figure 4, Appendix 2.

“Logo Pins” bear the City’s Logo.

Standards

1. The Chain of Office shall be worn by the Mayor on ceremonial occasions and when appearing in official capacity. In the event that the Mayor is unable to be present at these functions, the Deputy Mayor shall wear the Chain of Office. The Mayor’s Chain of Office may be worn at, but not limited to:
 - a. Council’s Inaugural meetings;
 - b. Council’s Organizational meetings;
 - c. Meetings and events at which dignitaries from other levels of government are in attendance; and
 - d. Official ceremonies such as the opening of new or renovated facilities, or the delivery of proclamations.

The Chain of Office is considered part of the City’s permanent art collection. As such, the reproduction of the chain, in whole and/or in part, must adhere to the City’s Public Art Policy and be approved by Council.

When the Chain of Office is not in use, the Office of the Mayor will be its custodian and will be responsible for its public display.

2. The Coat of Arms/Crest shall be used only for:
 - a. letterhead of the Office of the Mayor;
 - b. Council policies, agenda reports, minutes, bylaws, and reports going to Council;
 - c. invitations extended by Council, official plaques, and other effects of office; and
 - d. part of the design of the City’s flag.
3. The Mayor and Councillors may distribute Coat of Arms/Crest Pins to:
 - a. Former Mayors and Councillors;
 - b. Ranking Elected Government Officials (Federal and Provincial Ministers);
 - c. St. Albert M.L.A.s;
 - d. Mayors of other municipalities in Alberta or Canada; and
 - e. Members of the Senior Leadership Team.
4. The Mayor, Councillors, and members of Senior Leadership Team may distribute City Logo Pins.
5. The Mayor may distribute City Logo Pins and Flag Pins to groups that are traveling and representing the City of St. Albert during their travels. The Mayor may also distribute City Logo Pins and Flag Pins to visitors to St. Albert Place, to groups of students, and at functions that the Mayor attends as City Council’s representative.



6. Upon election, and in each subsequent year, each Councillor shall receive 100 City Pins (Logo and Flag) to be distributed at the discretion of the Councillor.
7. Flags may be displayed individually or in groups. The arrangement of flags shall be consistent with the rules of flag etiquette defined by the federal governmental department responsible for Canadian Heritage. Refer to Appendix 3 (attached) for the purpose, policy, guidelines and procedures for lowering flags to half-mast.
8. A Key to the City may be given to an individual or to members of teams, including, but not restricted to, individuals whose academic, sports or cultural achievements are national or international in scope.
9. The Logo must be displayed on all visual communications for audiences external to the City. The Logo may be used alone or with the appropriate typestyle to identify an individual City Division or Department.

Non-profit, non-commercial groups representing St. Albert may also use the Logo provided they have written permission from the Director of Corporate Communications and Marketing and the words, *the City of* are deleted.

Only the Director of Corporate Communications and Marketing, or the Director's designate, may provide the Logo to external parties for use on signs, correspondence, and other visual materials. *The City of St. Albert Visual Identity Guide* will be provided with the Logo. Only the Director of Corporate Communications and Marketing may authorize changes to the Logo.

10. The officially adopted flora for the City of St. Albert is as follows:
 - a. Coniferous Tree (Evergreen) – Scots Pine (*Pinus sylvestris*)
 - b. Shrub – Highbush Cranberry (*Viburnum trilobum*)
 - c. Flower – Petunia (*Solanaceae petunioideae* - Petunia x hybrida)
 - d. Deciduous Tree – American Elm (*Ulmus Americana*)

Appendices

1. St. Albert Chain of Office Key Milestones
2. City of St. Albert Emblems and Symbols
3. City of St. Albert Flying Flags at Half-Mast

Cross References: Corporate Identity Guidelines; Policy C-CS-04, Public Art; Federal Department Responsible for Canadian Heritage – Rules for Flying the Flag; City of Calgary, Half-Mast Flag Policy #CC037



St. Albert Chain of Office
12 Key Milestones

1) Pre-1881 – Cree or Aboriginal

Designed and Sculpted by Gerry Nason

There is archaeological evidence that this area served as a temporary home for aboriginal peoples as long ago as 6 to 7,000 and as recently as a few hundred years ago. Evidence includes fire hearths, flakes (arrowheads), bison bones, choppers, and possibly a buffalo jump in the Namao area, east of St. Albert.

2) Founders (Father Lacombe and Bishop Taché – St. Albert Mission)

Designed and Sculpted by Al Henderson

On January 14, 1861, Bishop Taché and Father Lacombe interrupted their journey from the Lac Ste. Anne Mission to Fort Edmonton to have tea on a hill overlooking the Sturgeon River valley. Father Lacombe felt that this site had the potential to become the site of an agricultural mission. Bishop Taché agreed and named the mission St. Albert, after Father Lacombe's patron saint.

On April 9, 1861, Father Lacombe, along with four Métis men, started work on a chapel. Ten days later, they had built a rough-hewn one-storey building measuring thirty by twenty-five feet. The chapel, which today stands just east of its original site, is believed to be the oldest standing building in Alberta.

3) Métis Settlement and Culture

Designed and Sculpted by Gerry Nason

When Father Lacombe arrived on the north bank of the Sturgeon River to establish the St. Albert Mission, he was accompanied by four Métis families. By 1870, the population had grown to between 900 and 1000, mostly Métis.

The buffalo hunt was an important part of the Métis culture. During the early years of the mission, a large segment of the population participated in the massive, well-organized Edmonton Hunt. Buffalo meat was a staple food and the hides were used for clothing, shelter and as a trade item with the Hudson's Bay.

4) Grey Nuns (Oblates) – First School/First Hospital

Designed and Sculpted by Al Henderson

The first Grey Nuns to arrive in St. Albert, in 1863, were Sister Zoe Leblanc-Emery, Sister Marie Jacques-Alphonse and Sister Adele Lamy. By September 1864, a new two-storey convent was completed and served as an orphanage, school and hospital. It was the first such institution to be built west of the Red River. When it opened, the school had twenty students registered, a number which doubled over the next five years.

5) Hudson's Bay Company (Coat of Arms/Fur Trading)

Designed and Sculpted by Gerry Nason

In May of 1670, "The Governor and Company of Adventurers of England Trading into Hudson's Bay" received a royal charter from Charles the Second, granting it a monopoly over Rupert's Land, i.e. all land drained by rivers flowing into Hudson Bay.



6) **Dominion of Canada (NWT) 1867**

Designed and Sculpted by Dave Kerlake

In 1866, representatives from New Brunswick, Nova Scotia, and both Upper and Lower Canada met in London, England, for discussions with the Colonial Office regarding confederation. The London Conference led directly to the most important statute in Canadian constitutional history, the British North America Act of 1867. It was proclaimed on July 1, now celebrated as Canada Day. The Act provided for four provinces in the new Dominion – Ontario, Quebec, New Brunswick and Nova Scotia – with others being able to join at a later date. The Act remained in force until the Constitution Act of 1982. The purchase of Rupert's Land from the Hudson's Bay Company in 1870 transferred the land as well as the people of St. Albert from a territory owned and controlled by the Hudson's Bay Company to the Northwest Territories, which was under the authority of the Dominion of Canada.

7) **Incorporation as a Town (1904)**

Designed and Sculpted by Dave Kerlake

Lieutenant Governor A. E. Forget officially proclaimed St. Albert a town on September 1, 1904. Chérie Hébert was the first mayor. St. Albert began its life as a town during an era of large-scale immigration, agricultural expansion and increasing prosperity throughout the west.

8) **1905 – St. Albert is Part of Alberta (Provincial Crest)**

Designed and Sculpted by Dave Kerlake

When the Provincial District of Alberta was created in 1882, the Marquis of Lorne was the Governor General of Canada. He named the district in honour of his wife, Princess Louise Caroline Alberta, fourth daughter of Queen Victoria and Prince Albert. In 1905, the district became a Province. The Shield of Arms of Alberta was adopted on May 30, 1907. The shield is topped by a red St. George's Cross on a white background and features a range of snowcapped mountains against an azure sky, with green hills, vast prairie and a field of wheat. The motto of the province is *Fortis et Liber*, strong and free.

9) **Agricultural Role in Driving Growth to 1961 (Grain Elevators)**

Designed and Sculpted by Dave Kerlake

St. Albert was an agricultural mission. From its founding in 1861 until the 1960s, agriculture was a major component of the local economy. The mission farm won many prizes for its produce at the Edmonton Exhibition in 1883. The introduction of new wheat strains in the 1880s, notably Red Fife and later White Fife – both early maturing varieties, and advanced mechanization led to greater productivity and efficiency on area farms.

A significant factor in the prosperity and growth of St. Albert was the advent of the railway. A branch of the Canadian Northern Railway passed through St. Albert to Athabasca Landing. In 1907, a trestle bridge was constructed across the Sturgeon River and a station was built north of the river, on land purchased from the Grey Nuns. The erection of this structure had a dynamic effect on the local economy; besides providing passenger service into Edmonton, it also facilitated the rapid transportation of grain and livestock to market. A year previous to the arrival of the railway, the Alberta Grain Company built a grain elevator. In 1929 the Alberta Wheat Pool built a second grain storage facility just south of the original one. The elevators ceased operation in 1989



and were bought by the City of St. Albert in 1991. They were designated as a Provincial Historic Resource in 1992.

10) 1977 – Incorporation as a City

Designed and Sculpted by Al Henderson

In 1976, Mayor Richard Plain applied to the provincial government for city status, the town having grown so much that it had long ago exceeded the necessary requirements. Official notification of the acceptance was given by Dick Johnston, Minister of Municipal Affairs, in November 1976 and on January 1, 1977, St. Albert, the province's largest town, became its eleventh city.

11) Economic Growth and Prosperity (People, Business)

Designed and Sculpted by Al Henderson

Since its inception in 1861, St. Albert has had its fair share of trials and tribulations; however, the small mission settlement has continued to grow and develop. Business development has kept pace to service the needs of the population. Gone are the days when St. Albert was an agrarian settlement. It is a sophisticated, well-educated, urban centre with the fifth largest population in the province.

12) St. Albert Place 1984 (A Cultural Centre)

Designed and Sculpted by Gerry Nason

St. Albert Place, a landmark civic and cultural centre, designed by renowned Métis architect Douglas Cardinal, was officially opened in June of 1984. A three-day celebration, complete with a street dance, fireworks, a country-style picnic and entertainment officially opened the building, which had been years in the planning and development stage. In 1974, a Master Plan was developed and by 1979, it had been decided that a combined civic and cultural centre that met the needs of the city until the end of the century would best suit the community. The building houses civic offices and services, council chambers, art studios, as well as a theatre, museum and library. This unique building echoes the curves of the bank of the Sturgeon River, along which it is situated.



City of St. Albert Emblems and Symbols

The correct use of all City of St. Albert emblems and symbols is defined in *The Corporate Identity Guidelines*. Any questions regarding *The Corporate Identity Guidelines*, including questions about authorization for use of the City's emblems or symbols, or how to correctly use them, should be directed to the Director of Corporate Communications and Marketing.

Figure 1
The City of St. Albert Coat of Arms/Crest



The City of St. Albert crest was developed in 1967 as a centennial project. It is used exclusively for legislative purposes by the City. It appears on the letterhead of the Office of the Mayor, invitations extended by Council, official plaques, and is included in the design of St. Albert's flag.

On the crest is a stylized cross, signifying Father Lacombe's mission. The sky and hills portray the scenic surroundings of St. Albert and the wavy band the Sturgeon River. Spruce trees show the lumber with which the settlement was built and the wheat symbolizes the agriculture basis of the economy of the early days.

"In Omnibus Respice Finem", meaning "in everything you do look to the end," is the motto of St. Albert.

Questions regarding the use of the crest, the flag and the motto should be directed to the City Manager's Office.

Figure 2
The City of St. Albert Flag



St. Albert's flag was chosen by the residents in a ballot and was officially approved by Council in 1980. The description provided by the designer is as follows: "In abstract design, the blue and white, the colours of Quebec, recall the Métis and Francophones who were the first settlers in St. Albert. The traditional colours of Britain, red, white and blue, symbolize the many Anglophones who contributed to the expansion of the community'.

Figure 3
The City of St. Albert Logo (1977 to 2010)



The logo, as shown at left, was adopted by the City in 1977 and was used exclusively until 2010 when a new logo (see Figure 4, below) was adopted. The use and display of the old logo will be gradually phased out over time as new products featuring the new logo replace those with the old logo. As such, this logo will still be in use after the introduction of the new logo in 2010.





Figure 4
The City of St. Albert Logo

The correct use of the City of St. Albert Logo, shown at left, is defined in *The City of St. Albert Visual Identity Guide*, including the use of black and white, full colour, and alternate colour versions of the Logo. Also defined are proper placement, spacing and sizing of the Logo. The logo may be used either with or without the “Cultivate Life” text line. Other text lines, such as the name of a City department may be inserting in its place. The permitted variations of text used in association with the graphic elements of the Logo are also explained in *The City of St. Albert Visual Identity Guide*.



Figure 5
The City of St. Albert Secondary Logo
The Leaf Icon

The City of St. Albert Secondary Logo, which has also been referred to as the “Leaf Icon”, is shown at left. It is a graphic element that replicates elements of the City of St. Albert Logo, and it does not include any text elements. The correct use of this graphic element is defined in *The City of St. Albert Visual Identity Guide*, including the use of black and white, full colour, and alternate colour versions of the Secondary Logo and the proper placement, spacing and sizing.

City of St. Albert
Flying Flags at Half-Mast

PURPOSE

The purpose is to establish policies and procedures when half-masting flags at City of St. Albert properties and buildings to ensure The City's practice of lowering flags to half-mast is exercised in a consistent and appropriate manner.

POLICY

- The City of St. Albert will lower flags to half-mast on specific occasions to commemorate a solemn occasion.
- The jurisdiction of flags at The City of St. Albert falls under the directive of the Mayor's Office acting through the City Manager's Office and the Director of Corporate Communications and Marketing.
- This policy takes precedence over all other half-mast policies at the City (policies or procedures which departments may have for half-masting). There are exceptions to this statement as noted under the Guidelines section #4 which accommodates departments in specific circumstances who have flag policies.
- The Director of Corporate Communications and Marketing administers the flag policy and is the principle contact for all flag protocol. Concerns regarding flag decisions are to be directed to the Director of Corporate Communications and Marketing.
- The Director of Corporate Communications and Marketing consults with the Government of Alberta Protocol Office in situations requiring advice regarding half-masting.
- Flags shall be lowered following notification by e-mail from the Director of Corporate Communications and Marketing to the affected areas. Depending on the circumstance flags may be lowered only at specific City locations (e.g. St. Albert Place) or lowered at all City properties and buildings.
- This policy may be revised or updated as circumstances require.

GENERAL HALF-MAST GUIDELINES

- The lowering of flags to half-mast is at the directive of:
 - the Mayor's Office acting through the City Manager's Office and the Director of Corporate Communications and Marketing.
- Alberta Protocol advises when the Province is placing flags at half-mast and for what period.
- Flags may be flown at half-mast at St. Albert Place or all City facilities depending on the circumstance.
- On the occasion requiring flags be flown at half-mast, all flags in a group or those which are together shall be flown at half-mast.
- In the case of a banner, the banner is removed (see definitions of a banner)



CITY OF ST. ALBERT HALF-MAST GUIDELINES

1. Flags will be flown at half-mast on *all* City of St. Albert properties and buildings from the time of notification of death until sunset the day of the funeral or the memorial service for the following individuals:

- the Sovereign
- Member of the immediate Royal Family
- Governor General of Canada or former Governor General
- Prime Minister of Canada or former Prime Minister
- Lieutenant Governor of Alberta or former Lieutenant Governor
- Premier of Alberta or former Premier
- Mayor of St. Albert (current)
- Member of Council (current)

2. Flags will be flown at half-mast at St. Albert Place on the day of the funeral or the memorial service for the following individuals:

- Federal Cabinet Minister from Alberta (current)
- Provincial (Alberta) Cabinet Minister (current)
- a St. Albert MP or a St. Albert MLA, including City buildings in the member's riding
- a Senator from St. Albert
- Former Mayor of St. Albert

3. City of St. Albert Employees

- When a City employee from any department dies in the line of duty for any position he or she occupies within the City, the City may lower flags.
- The Director of Corporate Communications and Marketing will consult with the Mayor and City Manager regarding the decision for the extent of half-masting and its duration. Guidelines are as follows:
 - If the department headquarters have flags, those flags at the headquarters may be lowered to half-mast upon notification of death until sunset the day of the funeral or memorial service.
 - Flags at St. Albert Place will be flown at half-mast from sunrise to sunset on the day of the funeral or memorial service.
 - Flags will not be lowered at all City properties and buildings.

4. City Departments

- The intent of this policy and procedures is to be flexible to the unique circumstances of City departments.
- Flags may be flown at half-mast as a result of a significant event or circumstance to accommodate departments that have half-masting policies or procedures in place which are not included in this policy.
 - Decisions will be made on a case by case basis with the Director of Corporate Communications and Marketing.
 - The Director of Corporate Communications and Marketing will send out the notice by e-mail if any flags are to be flown at half-mast.
- Existing flag policies or procedures which departments have for flying flags at half-mast at their headquarters to honour former members on the day of the funeral or memorial service, will continue to be observed (e.g. Royal Canadian Mounted Police, St. Albert Fire Department).



5. Special Days: Flags will be flown at half-mast to mark anniversaries or occasions

- **April 28, National Day of Mourning** (for those who have suffered and died in the workplace):
Flags at all City properties and buildings will be flown at half-mast from sunrise to sunset.
- **September 11, National Day of Service:**
Flags will be flown at half-mast from sunrise to sunset at all City properties and buildings.

If a City facility is located by a cenotaph or a place where a service is taking place, half-masting is to occur from 11:00 am to sunset or at the time of the service until sunset.

- **Last Sunday in September of each year, Police and Peace Officers National Memorial Day** (to honour fallen Canadian Police and Peace Officers):

Flags will be flown at half-mast at St. Albert Place, RCMP and Fire Stations from sunrise to sunset.

- **November 11, Remembrance Day:**
Flags will be flown at half-mast from sunrise to sunset at all City properties and buildings.

If a City facility is located by a cenotaph or a place where a service is taking place, half-masting is to occur from 11:00 am to sunset or at the time of the service until sunset.

6. Special Circumstances

- Flags may be flown at half-mast as a result of a significant event or circumstance.
- Should such an occasion arise, the Director of Corporate Communications and Marketing will consult with the Mayor's Office and the City Manager's Office. A decision will be made as to whether any flags at City facilities be flown at half-mast, and if so, the extent and duration.

7. To Commemorate the death of a member of the Canadian Forces (St. Albertan)

In a show of respect for members of Canadian Forces who residence is St. Albert, flags will be flown at half-mast as follows:

a. Current and Former Members of Canadian Forces from St. Albert (born in St. Albert or has made St. Albert home or a St. Albert reservist):

- Flags will be flown at half-mast at City Hall upon notification of death until sunset the day of the funeral.
- In the case of a City of St. Albert employee on leave as a reservist:
 - Flags at the employee's department headquarters may be flown at half-mast from notification of death until sunset day of the funeral.
 - Flags will be flown at half-mast at all civic properties and buildings on the day of the funeral(s).

b. Special Circumstances related to Members of the Canadian Forces:

- As situations may vary, the Director of Corporate Communications and Marketing will discuss any special circumstances with the City Manager's Office & Mayor's Office and determine appropriate action.
- Departments who have inquiries about special circumstances are to contact the Director of Corporate Communications and Marketing to discuss.



PROCEDURES for LOWERING FLAGS

- The Director of Corporate Communications and Marketing shall notify City departments and departments (civic properties) by e-mail when flags are to be flown at half-mast at their location. This includes the duration (effective date for lowering as well as the date to raise the flags).
- City departments do not have approval to lower flags and fly at half-mast unless directed to do so by the Director of Corporate Communications and Marketing, (except in circumstances noted in under City of St. Albert's Half-mast Guidelines #4 – City Departments).

Lowering flags to half-mast at the City Hall

- The Director of Corporate Communications and Marketing shall notify the Director of Public Works by e-mail when flags are to be flown at half-mast at St. Albert Place. This notification will include the duration (both effective date for lowering as well as the date to raise the flags).
- The Director of Corporate Communications and Marketing shall inform The Mayor's Office and City Manager's Office by e-mail.

Lowering flags at other City properties and buildings

- Other civic properties and facilities may be requested to have flags at their buildings flown at half-mast in addition to those at City Hall. The Director of Corporate Communications and Marketing will notify these departments/properties directly.
- The Director of Corporate Communications and Marketing shall notify the Director of Public Works by e-mail when flags are to be flown at half-mast at specific or all City buildings/facilities. This includes the duration (effective date for lowering as well as the date to raise the flags).
- Departments/Facilities must raise their flags to full mast as requested.
- Flags are not to continue to fly at half-mast longer than the timeframe noted.
- Buildings/facilities which are unable to follow procedures are to contact the Director of Corporate Communications and Marketing so that appropriate arrangements can be made.

RESPONSIBILITIES

The Director of Corporate Communications and Marketing

- The Director of Corporate Communications and Marketing administers this policy and all half-masting of flags.
- The Director of Corporate Communications and Marketing will notify the Mayor's Office and City Manager's Office whenever flags are lowered to half-mast.
- The Director of Corporate Communications and Marketing will contact the Mayor's Office and City Manager's Office in situations where further discussion or decisions must be made regarding lowering flags at City facilities to half-mast.
- The Director of Corporate Communications and Marketing is responsible for notifying the appropriate areas by e-mail at the City to fly flags at half-mast.
- The Director of Corporate Communications and Marketing sends out all notices to half-mast flags at all City properties (with the exception of the Royal Canadian Mounted Police when they lower flags for retired members).

City Departments

- City departments shall half-mast the appropriate flags in accordance with this policy and upon direction of the Director of Corporate Communications and Marketing.



DEFINITIONS

Half-mast

- Position of a flag approximately half way up the mast or pole.
- Flying flags at half-mast is a symbol of respect, mourning or distress and observed in many countries.
- The terms half-mast and half-staff are interchangeable terms although countries vary as to which term they use.
- The correct term in Canada is always half-mast; the Government of Canada and provincial governments always refer to flags at half-mast.

St. Albert Place

- 5 St. Anne Street, St. Albert, Alberta

Other City properties and buildings

- All City of St. Albert satellite offices and recreation facilities including Servus Credit Union Place

Flag

- An emblem or symbol – for this policy we are referring to flags of nations, provinces, states or municipalities.
- Flags consist of a rectangular piece of cloth of distinctive colour and design.

Banner

- A rectangular piece of cloth bearing a symbol, logo, slogan or other message and does not have flag status.
- Examples would be centennial banners, City Department Banners, banners for organizations or companies.

Additional Information

[Department of Canadian Heritage's guidelines for flag etiquette](#)
[Government of Alberta - Protocol Office](#)

