



City of St. Albert  
**CITY COUNCIL POLICY**

City Emblems and Symbols

AUTHORITY	APPROVED		REVISED		REVISED		REVISED	
	Res. No.	mm dd	Res. No.	mm dd	Res. No.	mm dd	Res. No.	mm dd
City Council	C383-2006	01 17	C517-2006	10 02	C581-2011	09 19		
			C708-2009	12 14	C582-2011	09 19		
			C454-2010	08 23	C63-2013	02 19		
			C347-2011	05 24	C475-2014	10 20		

## 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. Refer to Council Policy C-CAO-19 Flag Display for direction on the display of flags.
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 and in accordance with *the City of St. Albert Visual Identity Guide*.

Non-profit, non-commercial groups representing St. Albert may request use of the City bud icon and the words “The Botanical Arts City”.

Only the City Manager, or the City Manager’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 City Manager may authorize changes to the Logo.

10. The officially adopted flora for the City of St. Albert is as follows:
  - a. Coniferous Tree (Evergreen) – White Spruce (*Picea glauca*)
  - 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

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**Cross References:** Corporate Visual Identity Guidelines; Policy C-CS-04, Public Art; Policy C-CAO-19 Flag Display; Federal Department Responsible for Canadian Heritage – Rules for Flying the Flag



**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***

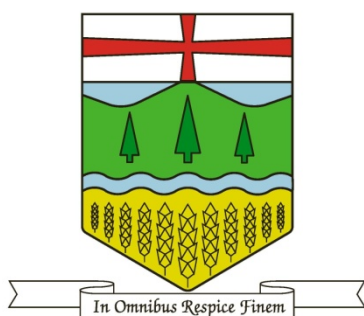
St. Albert Place, a landmark civic and cultural centre, designed by renowned Métis architect Douglas Cardinal, was officially opened in June of 1984. A three-day celebration, complete with a street dance, fireworks, a country-style picnic and entertainment officially opened the building, which had been 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**



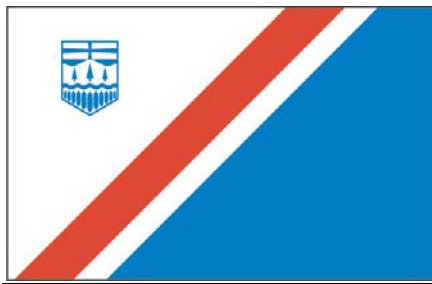
The City of St. Albert crest was developed in 1967 as a centennial project. It is used exclusively for legislative purposes by the City. It appears on the letterhead of the Office of the Mayor, invitations extended by Council, official plaques, and is included in the design of St. Albert's flag.

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.