

## CITY OF CAMPBELL RIVER COAT OF ARMS, FLAG AND LOGO



### **Coat of Arms**

The Campbell River Coat of Arms was granted by the Lord Lyon King of Arms of Edinburgh on September 5, 1987.

Each element of the Coat of Arms is an expression of Campbell River's history, geography and economy using symbols for the rich tradition of heraldry.

*The **Shield and Coronet*** is the central and most important element, The lower portion symbolizes the meeting of the waters of the Campbell River and Discovery Passage and the vital industries of fishing and forestry. The upper portion or "chief" of the shield honours Campbell River's namesake Dr. Samuel Campbell by featuring the ancient arms of the Chief of the Clan Campbell; replacing the black sections in this case with Ermines, a heraldic fur that recalls the early importance of the fur trade. Above the shield is a mural coronet in Canada's national colours, the special sign granted to all municipalities. Above the coronet in the place of honour is the traditional symbol of high status among First Nations of the region, the cedar heading for the Kwagiutl ornamented with abalone.

*The **Supporters*** are a pair of majestic bald eagles that flank the shield. They represent the rich natural environment that supports the community and provides such a splendid setting for settlement and recreation. Each eagle is "charged" on its breast with a gold circle bearing a black diamond, the heraldic symbol for mineral wealth which produced another significant economic activity.

*The **Compartment*** consists of a grassy meadow embellished with two well-known local plants, salal and Nootka roses. The rose is also the insignia of Campbell River's twin city Ishikari, Japan. Above the whole design is the **Motto** ("Enriched by Land and Sea") describing Campbell River's situation and fortune.

The arms, honoured by the Crown with symbols devised from the rich tradition of heraldry, serve to inspire and remind us of Campbell River's great natural heritage and the work of its people. It is reserved for protocol, historical and legal purposes.



## Flag

The flag is a derivative of and follows the heraldic principles of flag design by using features in the Coat of Arms. Based on the description of the Coat of Arms, the flag is in effect the shield expressed in the form of a flag. The Compartment and Motto while an integral part of the Coat of Arms and the crest (Kwagiutl headdress and abalone), the wreath, the mural crown and two supporters are not included in the flag design.

The flag was designed with the assistance of the Robb Watt, Chief Herald, Canadian Heraldic Authority and adopted by the City in 1988.



## Logo

The City's corporate logo, adopted March 7, 2005, serves to capture the confluence of the Campbell River adjacent to Discovery Passage with a backdrop looking across the Coast Mountain Range.

The new visual identity was developed to:  
Significantly strengthen Campbell River's corporate image and influence perceptions of the "City" through consistent presentation in print, visual and Internet communications.  
Achieve local recognition for a symbol and name in connection with services, facilities and programs available to our citizens and visitors.  
Achieve national and international recognition for a symbol and name that reduces confusion for people receiving communications from the "City."

The mark has been registered under the *Trade-marks Act* of Canada as an official mark for wares and services for the City of Campbell River.