

	City of Lacombe Armorial Bearings (Coat of Arms) Policy	
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	Department:	Community Services
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Purpose of Policy

This policy sets out the guidelines for the official and decorative uses for the City of Lacombe armorial bearings.

Policy Statement

The City of Lacombe armorial bearings (Coat of Arms, Flag or Banner of the Arms, the Badge, and the Motto) were granted to the municipality by Robert Douglas Watt, Chief Herald of Canada, on May 15, 2003, and entered in Volume IV, page 284 of the Public Register of Arms, Flags and Badges of Canada, to be borne and used for ever by the City of Lacombe, according to the Law of Arms of Canada.

Applicability

This policy applies to City Council, the Office of the Mayor, Chief Administrative Officer and Communications staff.

Armorial bearings definitions

- i. **Arms:** The background of the shield is gold, and the centre (and extending to the sides, top and bottom) is a wide, red cross on which is a narrower gold cross. In the upper left corner is a Mountain Bluebird in flight; in the lower left is a gold cross, edged in blue, with fleur-de-lis ends and a red inner cross; in the upper right is an open book with white pages bound in blue; and in the lower right is a pair of interlaced diagonal blue crosses.

The gold background symbolizes the community's wealth, the nearby grain fields, and agricultural research. The red cross represents Lacombe's situation as a crossroads of Highway 2 and Highway 12, while the inner cross recalls the missionary work of Father Albert Lacombe (1827-1916), the town's namesake. The bird is one of Lacombe's most important chosen emblems. The cross with the fleur-de-lis ends repeats the symbolism of the main cross, with the fleur-de-lis as a reference to Father Lacombe and to a symbol found in the arms of the Rt. Hon. Roland Michener, a

native son of Lacombe whose birthplace is an important heritage site. The book represents the Canadian University College and the agricultural research centres in Lacombe, as well as the Town's commitment to education, research and technology. The diagonal crosses are the central element of the personal coat of arms of Roland Michener, a reference to the fact that he was Canada's 20th Governor General.

- ii. **Crest:** The crest, which is placed on a wreath of twisted cloth in red and gold, is a gold coronet made of wheat spikes. On the circlet of the coronet is a frieze of flames of gas in dark and sky blue.

The ears of wheat represent the local agricultural economy and work at the Lacombe Research centre. The flames refer to the oil and gas industries.

- iii. **Motto:** PEOPLE, PRIDE, PROGRESS. This phrase was suggested by the Town.
- iv. **Flag:** The shield has been arranged in a rectangular format.
- v. **Badge:** This features the Mountain Bluebird in flight with the gold cross placed on it. The symbolism links Lacombe's emblem with the idea of crossroads.

Responsibilities

The responsibility for adherence to this policy lies with City Council, the Office of the Mayor, Chief Administrative Officer and Communications staff.

Guidelines

The City of Lacombe armorial bearings (Crest or Coat of Arms, Flag or Banner of the Arms, the Badge, and the Motto) serves as the special and official insignia reserved for:

- I. Use as the distinguished and official symbol for the City of Lacombe, as it is has an elevated status that sets it apart from other elements of the City's visual identity.
- II. Use as a heraldic device for ceremonial purposes tied to the Office of the Mayor, including the Mayor's ceremonial stationary, select proclamations, seals, selected souvenirs, and executive gifts.
- III. Use on documents of institutional and legal importance.
- IV. Use in the central medallion on the Mayor's Chain of Office.
- V. Use on plaques for ceremonial purposes such as Municipal Heritage Designations, or for the official recognition buildings or facilities for their local significance. Commemorative plaque designs incorporating the City of Lacombe armorial bearings must comply with the City of Lacombe Brand Standards Guide, and be approved by the Chief Administrative Officer or designate before production and installation.
- VI. Use for Council-specific advertising and promotions, such as service awards, ties, lapel pins, key chains, pens, mugs etc. for members of Council, senior staff, and presentation to dignitaries. The coat of arms shall not be used on any marketing or

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promotional items associated with tourism, economic development or heritage and culture of the City, except where specified.

- I. The flag of the City of Lacombe armorial bearings must be flown on its own pole. The flag will be displayed in company of the Canadian and Provincial flags:
 - On the exterior of major municipal facilities including:
 - City Hall
 - Lacombe Sports and Leisure Complex
 - Lacombe Memorial Centre
 - Police Station and Fire Hall
 - Other key municipal facilities
 - In the Council Chambers.
 - The flag will be presented to the Alberta Urban Municipalities Association for display at the Association's convention and gatherings.
 - The flag can be presented as gifts during ceremonial or protocol events.
 - The flag of the armorial bearings may be sold through Lacombe City Hall at the actual cost of production, plus applicable taxes.
- II. COLOUR SCHEME - The City of Lacombe armorial bearings shall be employed in its full colour version, unless authorized otherwise by the Chief Administrative Officer or designate.
- III. UNAUTHORIZED USE - The unauthorized use of the City of Lacombe armorial bearings is strictly prohibited.
- IV. NO MODIFICATION - No person shall modify the design of the City of Lacombe armorial bearings
- V. CITY OF LACOMBE USE ONLY - Organizations, individuals and businesses wishing to use the City of Lacombe armorial bearings for a specified purpose must submit a written request to Council for consideration.

Designs incorporating the City of Lacombe armorial bearings must comply with the City of Lacombe Brand Standards Guide, and be approved by the Chief Administrative Officer or designate before production and installation.

_____ Original Signed _____
Mayor

_____ Original Signed _____
Chief Administrative Office