

CITY OF ETOBICOKE
BY-LAW NUMBER

4149

BOX NUMBER

273982

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THE CORPORATION OF THE BOROUGH OF ETOBICOKE

BY-LAW NUMBER 4149

A BY-LAW WITH RESPECT TO THE ARMORIAL ACHIEVEMENTS, THE SEAL, THE CIVIC BADGE AND THE FLAG OF THE MUNICIPALITY.

WHEREAS Council has adopted armorial bearings and a civic badge;

AND WHEREAS it is deemed desirable to also adopt an official flag for the municipality.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE BOROUGH OF ETOBICOKE ENACTS AS FOLLOWS:

1. COAT OF ARMS

The Armorial Bearings of the municipality shall be as follows:

Arms: Or on a mount Vert a clump of four speckled alders proper.

Crest: On a wreath of the colours Or and Vert, a Canadian Mural Crown, embattled of six maple leaves Or masoned and veined Sable.

Supporters: On the dexter side a representation of a native Indian of the era, on bended knee holding in the dexter hand a bow all proper, and on the sinister side a figure on bended knee representing Etienne Brule, holding in the sinister hand a musket, all proper.

On a compartment comprised of an escroll Argent the name ETOBICOKE, on the dexter side the word TRADITION, and on the sinister the word PROGRESS, all Sable.

The Coat of Arms is more particularly shown on Schedule 'A' attached.

2. SEAL

The Corporate Seal of the municipality shall have engraved thereon the complete arms of the municipality as shown on Schedule 'A', and the words 'The Corporation of the Borough of Etobicoke', which seal shall be kept in the custody of the Borough Clerk.

The Seal is more particularly shown on Schedule 'B' attached hereto.

3. CIVIC BADGE

The Civic Badge of the municipality shall be as follows:

An Alder Leaf Vert veined Sable enfiled on a torse of the colours Or and Vert, a Canadian Mural Crown embattled of six Maple Leaves Or, masoned and veined Sable, beneath the leaf on an escroll Argent the name ETOBICOKE Sable.

The Civic Badge is more particularly shown on Schedule 'C' attached.

4. GUIDING PRINCIPLES FOR THE USE OF THE COAT OF ARMS

- (a) The Coat of Arms is reserved for selected applications of official use and, in particular, shall be used on the Seal and on the Mayor's Chain of Office.
- (b) The elected representatives of the Council and department heads and deputies may use the Coat of Arms on stationery and/or calling cards.

- (c) Boards, Agencies and Committees established by Council pursuant to the Statutes of Ontario, as well as advisory committees established by Council, may from time to time use the Coat of Arms on their stationery and/or calling cards.
- (d) Any document issued by the Borough or on behalf of the Borough may bear the Coat of Arms when it is
 - i a proclamation issued by the Council and/or the Mayor;
 - ii a license, permit, directive, certificate and the like issued by or on behalf of the Borough.
- (e) Official notices required to be published by statute or by by-law under the names of the officials referred to in (b) above.
- (f) The Coat of Arms may be displayed as the emblem of the Borough's authority in any office, building or facility.
- (g) The Coat of Arms may be displayed on selected vehicles or signs with prior approval of the Board of Control.
- (h) The Coat of Arms may be used on mementos given to employees in recognition of long service and other mementos as may be given to individuals from time to time.

5. GUIDING PRINCIPLES FOR THE USE OF THE CIVIC BADGE

The Civic Badge is designed as a simple and easily recognized symbol which will serve as the Borough's identity and may be used in the following manner:

- (a) The Civic Badge is the principal identifying mark of the municipality because of its wide usage, whereas the Coat of Arms is reserved for applications of an official nature.
- (b) The Civic Badge may be used to identify municipal property and, in particular, may be used on equipment and machinery owned and operated by the municipality. It may also be used on uniforms and other wearing apparel, road signs and similar applications.
- (c) The Civic Badge may be used on pins, pens, and other souvenirs as may be prepared for the municipality from time to time.
- (d) Notices to be published in newspapers, other than those referred to in Section 4(e), will bear the Civic Badge thereon.
- (e) The Civic Badge may be used on calling cards and/or stationery and supplies for those employees not entitled to use the Coat of Arms as referred to in Section 4.

6. OFFICIAL COLOURS

The official colours are hereby established as gold (light ochre) and green (forest green).

7. FLAG

That a flag as shown on Schedule 'D' attached hereto be adopted as the official flag of the Borough of Etobicoke.

8. GUIDING PRINCIPLES FOR THE FLAG

- (a) That the flag be flown at every civic building and may also be flown at public and separate school buildings. The Mayor shall have the right to fly the flag on a vehicle.

- (b) Generally the use of the flag will be encouraged throughout the municipality, at commercial establishments, shared facilities within Metropolitan Toronto and other similar uses. The commercial production of such flags is not permitted without permission from Council.

10. GENERAL

- (a) The Coat of Arms and the Civic Badge may be reproduced in full colour or a single colour.
- (b) The Coat of Arms, or armorial achievements, the Civic Badge and the flag as defined herein are primarily marks of the municipality, and may not be used by any corporation or individual, nor reproduced for sale in any manner whatsoever on any material, without the permission of Council as may be established by resolution from time to time.
- (c) Any person contravening the provisions of this by-law is, upon conviction, liable to a penalty not exceeding \$1,000.00.

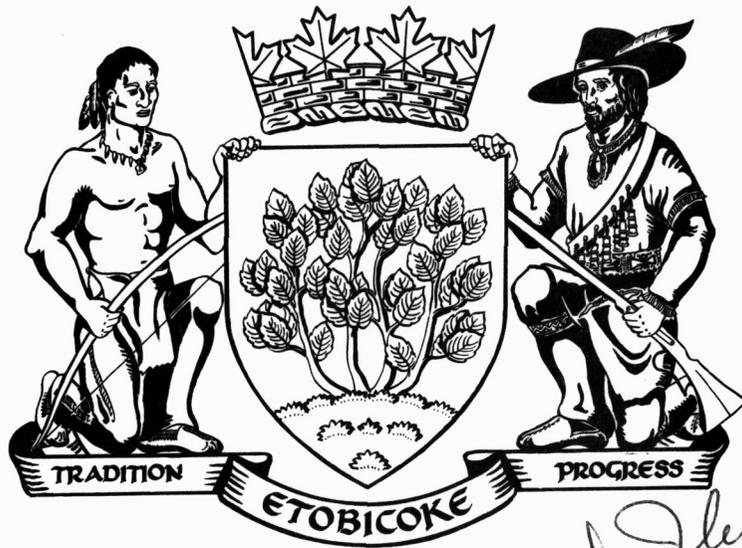
ENACTED AND PASSED this 18th day of July, A.D. 1977.


MAYOR


CLERK

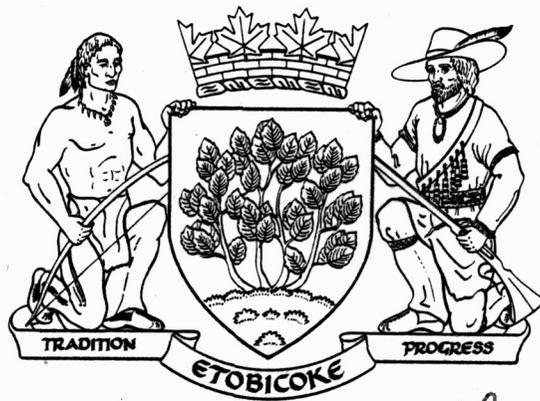
THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'A' TO BY-LAW NUMBER 4149



R. A. Cloutier

C. J. Flynn



R. A. Cloutier

C. J. Flynn

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'B' TO BY-LAW NUMBER 4149



Robert W. Flynn

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'C' TO BY-LAW NUMBER 4149



B. G. Cloutier

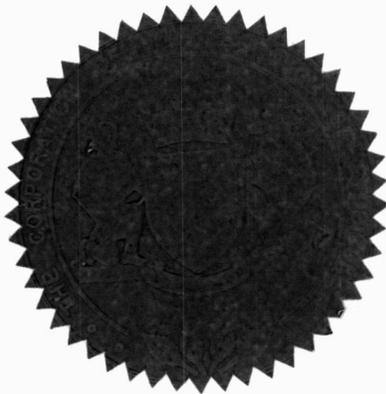
W. D. Flynn



B. G. Cloutier

W. D. Flynn

OFFICIAL SEAL OF THE CORPORATION OF THE
BOROUGH OF ETOBICOKE ADOPTED BY COUNCIL
ON JULY 18TH, 1977



USAGE OF THIS SEAL COMMENCED ON
SEPTEMBER 6, 1977



Consumer and
Corporate Affairs

Trade Marks

**Certificate of
Authenticity**

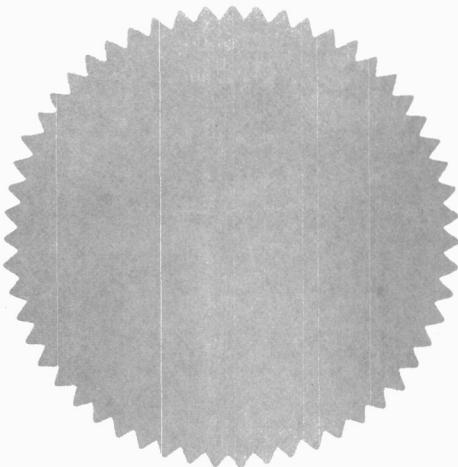
Consommation et
Corporations

Marques de commerce

**Certificat
d'authenticité**

This is to certify that the annexed is a true copy of the Notice published in the Trade Marks Journal of November 16, 1977, under Section 9 of the Trade Marks Act.

Les présentes certifient que le texte ci-joint est une copie conforme de



February 2, 1978

Date

Registrar of Trade Marks
Le registraire des marques de commerce

Attesting Officer
Certificateur



The Registrar hereby gives public notice under Section 9 (1) (e) of the Trade Marks Act, of the adoption and use by the Corporation of the Borough of Etobicoke, of the mark shown above.



Consumer and
Corporate Affairs

Trade Marks

**Certificate of
Authenticity**

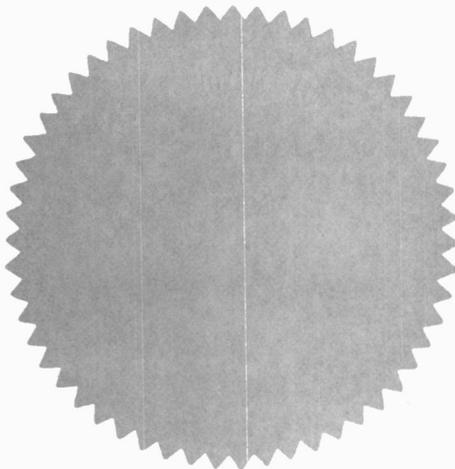
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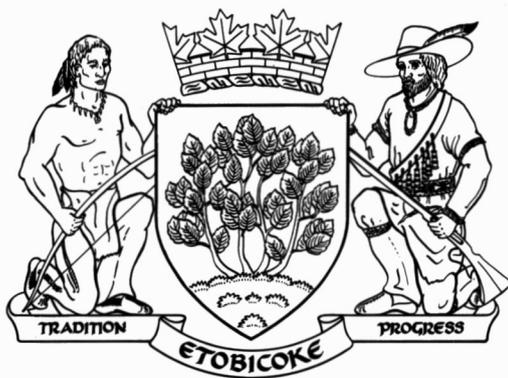


February 2, 1978

Date

Registrar of Trade Marks
Le registraire des marques de commerce

Attesting Officer
Certificateur



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Consumer and
Corporate Affairs

Consommation et
Corporations

Trade Marks

Marques de commerce

Borough of Etobicoke,
Civic Centre,
Etobicoke, Ontario.
M9C 2Y2.

Our file—*notre référence*

G.C.-1-99-250

Your file—*votre référence*

RECEIVED
CLERK'S DEPT.

1978 FEB 9 AM 11 12

February 3, 1978.

ATTENTION: R.F. Cloutier, A.M.C.T.
Borough Clerk

Gentlemen:

Enclosed are certificates of the Coat of Arms and Civic Badge of the Borough of Etobicoke, for which public notice has been given pursuant to Section 9 of the Trade Marks Act.

Yours truly,

(Miss) P. Peacocke,
Chief,
Journal & Registration Section.

BLAZON FOR
THE BADGE OF
THE CORPORATION OF THE
BOROUGH OF ETOBICOKE

*An Alder Leaf vert veined sable
enfiled on a torse of the colours
or and vert, a Canadian Mural Crown
embattled of six Maple Leaves or,
masoned and veined sable, beneath
the leaf on an escroll argent the
name ETOBICOKE Sable.*

RATIONALE FOR THE
PROPOSED ARMORIAL BEARINGS
FOR THE BOROUGH OF ETOBICOKE

- ARMS: *The stand of alders illustrates the literal translation, from the Ojibwa language, of the name Etobicoke, being "Place where the alders grow".*
- CREST: *The Canadian Civic Crown is self-explanatory.*
- SUPPORTERS: *The Indian represents the inhabitants of the area, prior to the coming of the European. He is portrayed in the kneeling position as taken from the current seal; the bow, however, has been drawn in a peaceable attitude, signifying co-existence. The representation of Etienne Brule is to commemorate his voyage down the Humber River in 1615.*

BLAZON OF
THE ARMORIAL BEARINGS
OF THE CORPORATION OF THE
BOROUGH OF ETOBICOKE

ARMS: *Or on a mount Vert a clump of four speckled alders proper. (Alnus rugosa)*

CREST: *On a wreath of the colours Or and Vert, a Canadian Mural Crown, embattled of six maple leaves Or masoned and veined Sable.*

SUPPORTERS: *On the dexter side a representation of a native indian of the era, on bended knee holding in the dexter hand a bow all proper, and on the sinister side a figure on bended knee representing Etienne Brule, holding in the sinister hand a musket, all proper.*

On a compartment comprised of an escroll Argent the name Etobicoke, on the dexter side the word, Tradition, and on the sinister the word Progress, all Sable.

Official Colours: Gold-Green.

BOROUGH OF ETOBICOKE



RECORDED VOTE

15th Session of Council
July 18th, 1977 Date

NAME	YEAS	NAYS	NOT PRESENT
KEAVENEY, P. J.	✓		
MCNEIL, A. J.	✓		
KELLS, M. C.		✓	
GRIFFIN, L. E.		✓	
MARCHETTI, A. C.		✓	
POWNALL, N. J.			✓
SINCLAIR, G. B.		✓	
FLYNN, C. D.	✓		
STOCKWELL, W. H.	✓		
FARROW, E. H.	✓		
WURSTA, H.	✓		
O'BRIEN, R. M.		✓	
GRIER, R. A.		✓	
EAST, S. B.	✓		
HANNA, J. N.	✓		
TOTAL VOTES	8	6	1

SUBJECT 2nd vote to pass proposed By-Law for Armorial Bearings.

second motion on By-law

CONFLICT
OF INTEREST _____

BOROUGH OF ETOBICOKE



RECORDED VOTE

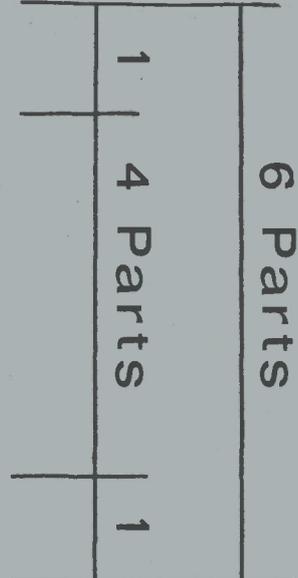
15th Session of Council
July 18th, 1977. Date

NAME	YEAS	NAYS	NOT PRESENT
KEAVENEY, P. J.	✓		
McNEIL, A. J.	✓		
KELLS, M. C.		✓	
GRIFFIN, L. E.		✓	
MARCHETTI, A. C.		✓	
POWNALL, N. J.			✓
SINCLAIR, G. B.		✓	
FLYNN, C. D.	✓		
STOCKWELL, W. H.	✓		
FARROW, E. H.	✓		
WURSTA, H.	✓		
O'BRIEN, R. M.		✓	
GRIER, R. A.		✓	
EAST, S. B.		✓	
HANNA, J. N.	✓		
TOTAL VOTES	7	7	1

SUBJECT 1st vote on

CONFLICT
OF INTEREST

By-law re flag



FLAG FOR: BOROUGH OF ETOBICOKE

John H. H. H. H.

Approved July 18, 1977
R. J. Claxton

Schedule "D"

USE OF BOROUGH BADGE OR CREST

Permission given to Mr. P. Mannion, Tele-Direct Limited, for use of the Borough Badge on the cover of the Etobicoke Yellow Pages directory. February 27, 1978, Resolution #61.

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

BY-LAW NUMBER 4149

A BY-LAW WITH RESPECT TO THE ARMORIAL ACHIEVEMENTS, THE SEAL, THE CIVIC BADGE AND THE FLAG OF THE MUNICIPALITY.

WHEREAS Council has adopted armorial bearings and a civic badge;
AND WHEREAS it is deemed desirable to also adopt an official flag for the municipality.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE BOROUGH OF ETOBICOKE ENACTS AS FOLLOWS:

1. COAT OF ARMS

The Armorial Bearings of the municipality shall be as follows:

Arms: Or on a mount Vert a clump of four speckled alders proper.

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Supporters: On the dexter side a representation of a native Indian of the era, on bended knee holding in the dexter hand a bow all proper, and on the sinister side a figure on bended knee representing Etienne Brule, holding in the sinister hand a musket, all proper.

On a compartment comprised of an escroll Argent the name ETOBICOKE, on the dexter side the word TRADITION, and on the sinister the word PROGRESS, all Sable.

The Coat of Arms is more particularly shown on Schedule 'A' attached.

2. SEAL

The Corporate Seal of the municipality shall have engraved thereon the complete arms of the municipality as shown on Schedule 'A', and the words 'The Corporation of the Borough of Etobicoke', which seal shall be kept in the custody of the Borough Clerk.

The Seal is more particularly shown on Schedule 'B' attached hereto.

3. CIVIC BADGE

The Civic Badge of the municipality shall be as follows:

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4. GUIDING PRINCIPLES FOR THE USE OF THE COAT OF ARMS

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 - i a proclamation issued by the Council and/or the Mayor;
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- (f) The Coat of Arms may be displayed as the emblem of the Borough's authority in any office, building or facility.
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The Civic Badge is designed as a simple and easily recognized symbol which will serve as the Borough's identity and may be used in the following manner:

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6. OFFICIAL COLOURS

The official colours are hereby established as gold (light ochre) and green (forest green).

7. FLAG

That a flag as shown on Schedule 'D' attached hereto be adopted as the official flag of the Borough of Etobicoke.

8. GUIDING PRINCIPLES FOR THE FLAG

- (a) That the flag be flown at every civic building and may also be flown at public and separate school buildings. The Mayor shall have the right to fly the flag on a vehicle.

- (b) Generally the use of the flag will be encouraged throughout the municipality, at commercial establishments, shared facilities within Metropolitan Toronto and other similar uses. The commercial production of such flags is not permitted without permission from Council.

10. GENERAL

- (a) The Coat of Arms and the Civic Badge may be reproduced in full colour or a single colour.
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- (c) Any person contravening the provisions of this by-law is, upon conviction, liable to a penalty not exceeding \$1,000.00.

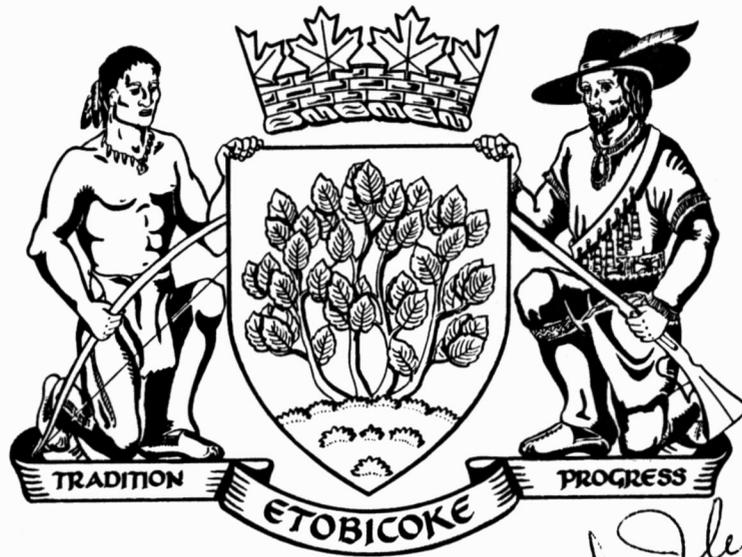
ENACTED AND PASSED this 18th day of July, A.D. 1977.


MAYOR


CLERK

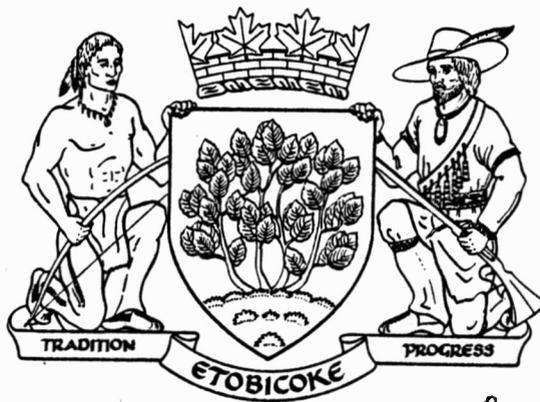
THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'A' TO BY-LAW NUMBER 4149



R.A. Clutter

C. H. Flynn



R.A. Clutter

C. H. Flynn

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'B' TO BY-LAW NUMBER 4149



Robert L. Flynn

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

SCHEDULE 'C' TO BY-LAW NUMBER 4149



R. C. Hunter

W. D. Flynn



R. C. Hunter

W. D. Flynn

OFFICIAL SEAL OF THE CORPORATION OF THE
BOROUGH OF ETOBICOKE ADOPTED BY COUNCIL
ON JULY 18TH, 1977



USAGE OF THIS SEAL COMMENCED ON
SEPTEMBER 6, 1977

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

BY-LAW NUMBER 4149

A BY-LAW WITH RESPECT TO THE ARMORIAL ACHIEVEMENTS,
THE SEAL, THE CIVIC BADGE AND THE FLAG OF THE
MUNICIPALITY

*Amended by By-law 1981-348
(Penalty Fees).*

PASSED:

R. F. Cloutier,
Borough Clerk.

THE CORPORATION OF THE BOROUGH OF ETOBICOKE

BY-LAW NUMBER 4149

A BY-LAW WITH RESPECT TO THE ARMORIAL ACHIEVEMENTS,
THE SEAL, THE CIVIC BADGE AND THE FLAG OF THE
MUNICIPALITY

*Amended by By-Law (no. 1951-345
(Penalty Fees)*

PASSED:

R. F. Cloutier,
Borough Clerk.

6716