



USE OF THE CITY CREST (COAT OF ARMS)

RECOMMENDATION

That the May 6, 2025, Office of the City Clerk report OCC02972, be received for information.

Report Purpose

Information only

Previous Council/Committee Action

At the February 21, 2025, Council Services Committee meeting, the following motion was passed:

That Administration provide a report with potential guidelines related to the Use of City Crest (Coat of Arms) by individual Councillors and Ward Offices.

EXECUTIVE SUMMARY

This report presents an overview of the City Crest (Coat of Arms), Edmonton's official heraldic symbol, and establishes guidelines for its appropriate use. These guidelines will ensure respectful and consistent application, maintaining its integrity and significance as a symbol of the City.

REPORT

The Coat of Arms of Edmonton, also known as the City Crest, is the heraldic symbol representing the city and its local government area. As an official symbol, it reflects Edmonton's history, geography, and aspirations, and serves as an identity mark for the organization, representing its unique heritage and character. The Governor General of Canada granted the Coat of Arms to Edmonton on October 4, 1996, and it is part of the national honours system administered by the Government of Canada.

Policy and Protocol

City Policy C419A Civic Protocol identifies the Crest as a symbol of the City and that the City Clerk is the custodian of the City Symbols. Below is a list of items the City Crest adorns and guidelines

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on how the City Crest is used. By adhering to these guidelines, the significance of the City Crest as an official symbol of Council will be protected.

Items the City Crest Adorns

- Edmonton Flag
- Mayor's Chain of Office
- Key to the City
- Council Business Cards
- Council Letterhead
- Council Memo
- Council Fax Coversheet
- Council Compliment Cards
- Council Greeting Cards and Envelopes
- Council Certificates of Recognition
- Mayor's Proclamations
- Message from the Mayor
- Council Event Briefings
- Council Event Speaking Notes
- Council Invitations
- Council Greeting Cards
- Council Jackets/Clothing
- Council Name Tags
- Council Protocol Gift Bags
- City Hall doors, windows, and pictures

Templates will be available on OneCity for the use of members of Council and their offices. To ensure consistency and compliance, please adhere to the following:

- Use only the templates provided.
 - Councillor's Certificate
 - Email Signature
 - Memo
 - Letterhead
 - Fax Cover Sheet
 - Event Briefing
 - Speaking Notes
- Do not alter the visual identity of the templates.
- If you require additional templates, please contact the City Clerk.

Guidelines for Use of the City Crest (Coat of Arms) *WILL BE ADDED TO THE OFFICE OF THE COUNCILLORS GOOGLE SITE

- The Coat of Arms is for official and ceremonial purposes and other matters of formal protocol as authorized by the City Clerk.
- The Coat of Arms is not for personal use.

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- The Coat of Arms cannot be modified or altered and it should not be used in conjunction with other community brand identifiers.
- The Coat of Arms should not be used in political or religious advertisement.
- The Coat of Arms should not be used in any election material.
- The Coat of Arms should not be used in commercial enterprises unless specifically authorized.
- If an individual is unsure whether or not a particular use of the Coat of Arms is appropriate, they should contact the City Clerk for further guidance.