

**Town of High Level
Policy No. 252-17**

Title: Armorial Bearings (Coat of Arms) and Logo Policy

Authority: Council
Council Motion: 115-17
Date: March 27, 2017
Old Policy No.:
Rescinds: All Previous Policy No.: N/A Policy Title: N/A

Purpose of Policy

To establish the official and decorative uses of the Town of High Level’s Armorial Bearings and Logo.

Policy Statement & Guidelines

The Town of High Level Armorial Bearings serve as the special and official insignia reserved for:

- a) Distinguished and official symbol for the Town of High Level, as it has an elevated status that sets it apart from other elements for Town’s visual identity.
- b) Heraldic device for ceremonial and commemorative purposes tied to the office of the Mayor, including official proclamations, municipal seal, service awards and ceremonial stationary.
- c) Documents of institutional and legal importance.

The Town of High Level logo serves as an informal insignia and will be used for:

- a) General identifier of the Town of High Level;
- b) General stationary;
- c) Promotional and marketing material;
- d) Advertising and signage;
- e) Website and social media;
- g) Uniforms and clothing;
- h) Vehicles and equipment
- i) Town of High Level Flag

Organizations, individuals and businesses wishing to use the Town of High Level Armorial Bearings or logo must submit a written request to Council for consideration.

The unauthorized use of the Town of High Level Armorial Bearings and logo is prohibited.

The Town of High Level Armorial Bearings and logo shall be employed in its full color version, unless authorized otherwise by the Chief Administrative Officer or designate.

No person shall modify the design of the Town of High Level Armorial Bearings and logo.



Green:	Pantone 348
Yellow:	Pantone Process Yellow
Red:	Pantone 185
Blue:	Pantone Reflex Blue
Black:	Pantone Process Black

The Town of High Level logo represents 25% of the economy is dependent upon forests, 25% of the area is supported by agriculture, 25% of the economy is derived from the oil and gas service industry, and 25% credited to recreation, travel and general services in the area.

Symbolism of the Armorial Bearings of the Town of High Level



Arms: The black fields represent the petroleum wealth that contributes to the development and prosperity of High Level. The wheat stocks, poplar aspen leaves and spruce cones sybolize the region’s forest and meadows, as well as forestry and agriculture, which are the staples of the traditional economy. The weat stocks are placed in an x-shape as a reminder that the town is located at a crossroads.

Crest: The mural crown represents the municipal authority of High Level. The black drops and blue flames

represent oil and gas discoveries of nearby Rainbow Lake, Virgo and Zama Fields as well as their importnace to the modern economyof the town. The raven, regarded in Aboriginal culture as a creature of metamorphosis, is a common inhabitant of the area and a strong testament to the enduring Aboriginal presence associated with Tloc-Moi, now known as High Level.

Motto: This play on words based on the name of the town invites citizens and industries to consider the town as a destination for living and investing, while encouraging residents to reach for higher goals.

Supporters: The moose and white-tailed deer represent the abundant natural wildlife and recreational splendour of High Level and surrounding area. The wild rose is the floral emblem of Alberta, and it is shown with other wildflowers present in northern Alberta.

Badge: Taking the shape of a lure, which is used in falconry to train young raptors, this design combines raven wings, alluding to continued change, and a wheat stalk, aknowledging that High Level is one of the northernmost agricultural towns in Canada.

