

Oakville's Corporate Identity

The Town's visual identity conveys an open and inviting feel that embodies the values of Oakville in serving its residents and businesses. In an understated elegant style, the modern stylized oak leaf, combined with the traditional style "O" is symbolic of heritage mixed with contemporary realities and the aspirations of the new millennium. The circle represents the cycle of change, and the oak leaf illustrates both water and nature, and symbolizes an active, natural growth.



OAKVILLE



Coat of Arms

The Town crest (coat of arms) is the official mark of the Town of Oakville. The crest was assigned, ratified, confirmed to Oakville and matriculated on August 9, 1966, by Lord Lyon King of Arms, Edinburgh.

Symbols on the Coat of Arms

- The **silver tree** is symbolic of "white oak," the type of oak associated with the early history of Oakville.
- The **boars' heads** are from the Chisholm Coat of Arms, an allusion to William Chisholm, the founder of Oakville.
- The **water** is Lake Ontario.
- The motto **Avancez** means "go forward."
- The **mural** or **civic crown** is reminiscent of the walled cities of ancient times and is used in many civil coat of arms.

Oakville's corporate identity and Town crest have been registered pursuant to the the *Trademarks Act* and are permitted for municipal use only.