

# Flag

<https://collections.pacmusee.qc.ca/en/objects/flag-2018-019-038/>

Collections / Democratic and political life / flag



SRC/CBC flag with yellow, orange and red logo on a blue background, from the CBC collection.

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Accession Number 2018.19.38

Materials fiber

Measurements 130 x 257 cm

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## Historical context

The “Multicolored Pizza”, the name given to this third Société Radio-Canada logo, was unveiled for the first time on December 9, 1974 to Téléjournal viewers. It was used to identify everything belonging to Radio-Canada: buildings, vehicles, equipment, stationery, advertising... and even flags!

At the center of the logo is the “C” for Canada, around which “waves” seem to spread everywhere. The idea is to represent Radio-Canada’s pan-Canadian, even international action, while the changing color of the waves evokes their movement, and thus the movement of radio and television waves.

The 1976 Montreal Olympic Games brought mass distribution of this new visual identity, designed by the Toronto firm Burton Kramer and Associates. This reputation explains why the Radio-Canada logo has

changed so little over the years.

Twelve years after the logo first appeared, the flags bearing it were retired, replaced by a single-color blue version.

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Photo by Victor Diaz Lamich