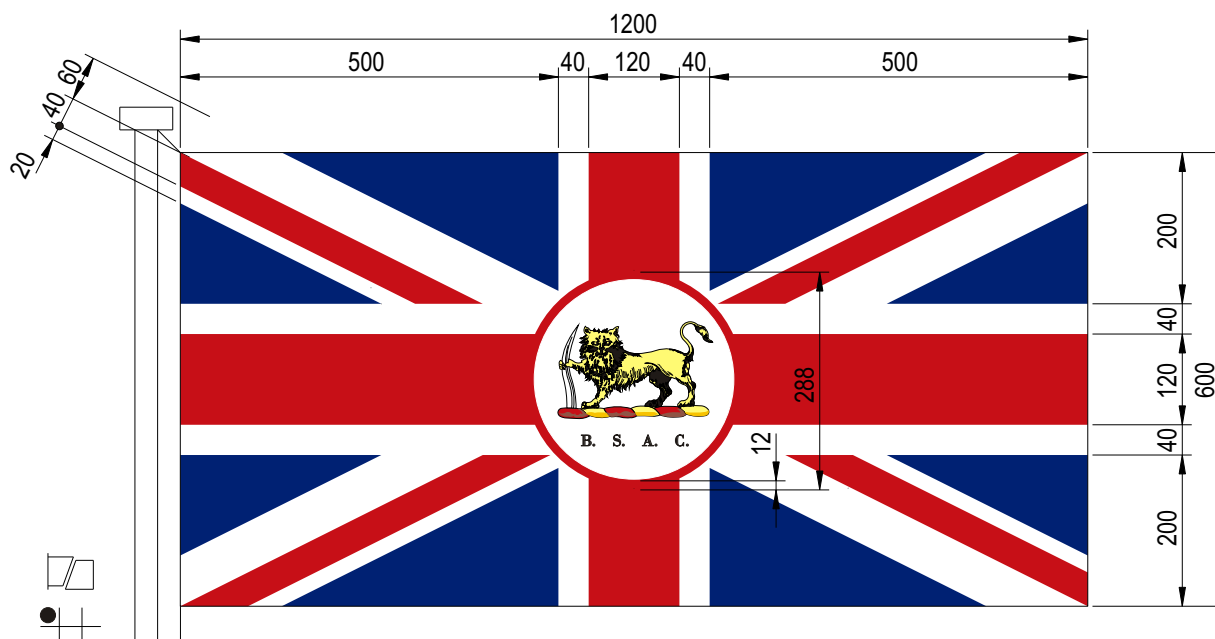


SOUTHERN AFRICAN VEXILLOLOGICAL ASSOCIATION
FLAG SPECIFICATION SHEET

British South Africa Company

Company flag 1889 - 1923 (first variant)



DATA		COLOUR SPECIFICATIONS					
		Colour	Pantone	C	M	Y	K
Usage:	Company flag	Red	186c	0	91	76	6
Ratio:	1 : 2	Royal Blue	280c	100	72	0	18.5
Adopted:	29 Oct 1889						
Abolished:	30 Sep 1923						
Designer:	-						

HISTORY AND SYMBOLISM

Between 1890 and September 1923 the territories now known as Zimbabwe and Zambia were administered by the British South Africa Company (BSAC) in terms of a Royal Charter granted to Cecil John Rhodes by Queen Victoria. The Charter empowered the BSAC to, *inter alia*, make treaties, promulgate laws, preserve the peace, maintain a police force, acquire new concessions and generally provide, at the Company's expense, the infrastructure of a new Colony.

The first flag of sovereignty flown over what is now Zimbabwe was the British Union Flag (Union Jack) raised at Fort Salisbury on 13 September 1890, which marked the beginning of prolonged British influence in the region. Instrumental in bringing European pioneers to the area was the 19th century British imperialist and financier, Cecil John Rhodes, whose BSA Company was later given prospecting and mining rights by the Matabele king, Lobengula. The company's own flag had not been received from England when the Pioneer Column - financed by Rhodes and whose mission was to establish 'control' of Mashonaland - set out from South Africa, so a Union Jack was carried instead. The first company flag only arrived in Fort Salisbury in 1892.

There are a few variants of the crest in various publications, but the one depicted here and subsequent sheets on this subject has been reconstructed from that shown on the British Admiralty book of that period.

