RE: DISCUSSION OF NEW CITY FLAG DESIGN

Background:

Last year, council voted to adopt new branding for the city and we have been in an ongoing process to implement that branding. However, the one element of the city brand which was left unfinished by council at the time was the flag.

Our current city flag does not match any of the current city branding because it was designed to look like our old city logo. This flag design was adopted by council in November of 2017 following a design contest. The winner of that contest, Tracy Southard, owner of OceanWild Designs in Ocean View, Delaware, received a $1,000 prize for winning the contest to redesign our seal, flag, and police patch. Her designs won because they made our seal, flag, and police patch match up with the city logo we had at the time.

Managing the design contest was extremely time consuming, involving many steps to design a fair contest, communicate and market it, solicit designs, review the 29 entries, narrow it down to 6 finalists, and ultimately, council voted to select designs which we might have had a local professional graphic designer develop for us using our existing logo at half the cost and fraction of the staff time.

Analysis:

The North American Vexillological Association (NAVA) published a pamphlet titled "Good Flag, Bad Flag. How to Design a Great Flag" compiled by Ted Kaye. This book is widely cited as the best available guidebook for organizations going through a flag design process. I highly recommend council take time to review this very short primer on flag design. I have attached a copy to this memo.

The book includes the following advice: "Don't allow a committee to design a flag. Instead, empower individuals to design flags, and use a committee to select among them."

I believe the appropriate committee to select the flag design is city council, but I imagine three possibilities for how you could accomplish this with varying degrees of public involvement:

1. Council instructs us to bring back a resolution or ordinance to adopt one of the designs submitted here by the Communications Department as the city's new official flag.
2. Council reviews only the attached proposed flag designs which have been developed in collaboration between the Communications Department and Matt Noblett, a graphic design professor at Drury University, taking into consideration the recommendations for good flag design provided by NAVA. Council narrows these down to 2-3 flag designs you could all live with if adopted. Then the

Communications Department would create an online poll to collect the public's votes for a couple weeks and at the end, the highest vote earner will be adopted by the council as the new flag. We would allow anyone to vote as many times as they want as it is too technically difficult to guarantee that only city residents have voted or that they only voted once. Council may need to then vote to adopt the flag design officially by resolution or ordinance.

3. Invite the public and city staff to submit proposed flag designs. Communications department would manage the contest publicity and collect the submissions. Council should then narrow it down to about 3 flags you could all live with if adopted (preventing the public vote from selecting a "Boaty McBoatface" ironic design). Then the Communications Department would create an online poll for the three finalist designs to collect the public's votes for a couple weeks and at the end, the highest vote earner will be adopted by the council as the new flag. We would allow anyone to vote as many times as they want as it is too technically difficult to guarantee that only city residents have voted or that they only voted once. Council may need to then vote to adopt the flag design officially by resolution or ordinance.

Recommendation:

I personally recommend adoption of flag design here labelled as option A. This design follows all the best practices of flag design, features our new logo symbol, official city colors, is distinctive, easily drawn from memory, and I believe it to be the best option of many dozens of designs which we have sketched, and worked with a graphic designer to develop as precisely sized vector graphics. I've spent many hours thinking about the challenge of designing our flag, working up potential designs, and I continue to return to this as the design I personally believe to be best for the city.

However, I also acknowledge that to gain public buy-in and willingness to adopt a flag design with pride, more public engagement may be required. Our current flag design has not been widely adopted by the community. I certainly hope that our next flag design would be widely adopted, but if it is not, we have not really lost anything but an opportunity to create a unifying community symbol.

The most important thing I need tonight is guidance from council on how to proceed.

MEMO SUBMITTED BY:

Drew Douglas | Director of Communication

ddouglas@nixa.com | 417-942-9946

FLAG DISCUSSION

The flag of Nixa should be a welcoming symbol which represents our entire community.

Anyone in the community may use the city's flag and fly it with pride.

WHAT IS VEXILLOLOGRAPHY?

Vexillolography is the art of flag design. The North American Vexillological Association encourages flag designers to follow basic principles and best practices as outlined in "Good Flag, Bad Flag: How to Design a Great Flag" a quick reference book compiled by Ted Kaye based on expert wisdom of over 20 vexillographers.

FIVE PRINCIPLES OF GOOD FLAG DESIGN: (ACCORDING TO NAVA.ORG)

1. **Keep it simple.** The flag should be so simple that a child can draw it from memory.

2. **Use Meaningful Symbolism.** The flag's images, colors, or patterns should relate to what it symbolizes.

3. **Use 2 or 3 Basic Colors.** Limit the number of colors on the flag to three which contrast well and come from the standard color set.

4. **No Lettering or Seals.** Never use writing of any kind or an organization's seal.

5. **Be Distinctive or Be Related.** Avoid duplicating other flags, but use similarities to show connections.

ADDITIONAL ADVICE: (ACCORDING TO NAVA.ORG)

- **Don't allow a committee to design a flag.** Instead, empower individuals to design flags, and use a committee to select among them.
- **Remember, flags drape without wind.** Consider this during design.
- **Rectangle is the standard flag shape.** Proportions should remain between 1:1.5 - 1:2
- **Upper left corner is the "canton", the point of honor.** Canton is seen when hanging limp from the flag pole.
- **Depart from the 5 principles only with caution and purpose.**

PREVIOUS CITY FLAG DESIGNS:

Previous and current city flag designs violate the best practices of vexillology by including seals, text, and too much fine detail.

City Flag prior to 2018.

City Seal prior to 2018.

City Flag since 2018.

EXAMPLE CITY FLAG: WASHINGTON D.C.

Considered #1 city flag according to 2004 NAVA survey of vexillographers and flag enthusiasts.

EXAMPLE CITY FLAG: CHICAGO

Considered #2 city flag.

EXAMPLE CITY FLAG: DENVER

Considered #3 city flag.

EXAMPLE CITY FLAG: PHOENIX

Considered #4 city flag.

EXAMPLE CITY FLAG: ST. LOUIS

Considered #5 city flag.

EXAMPLE CITY FLAG: WITCHITA, KS
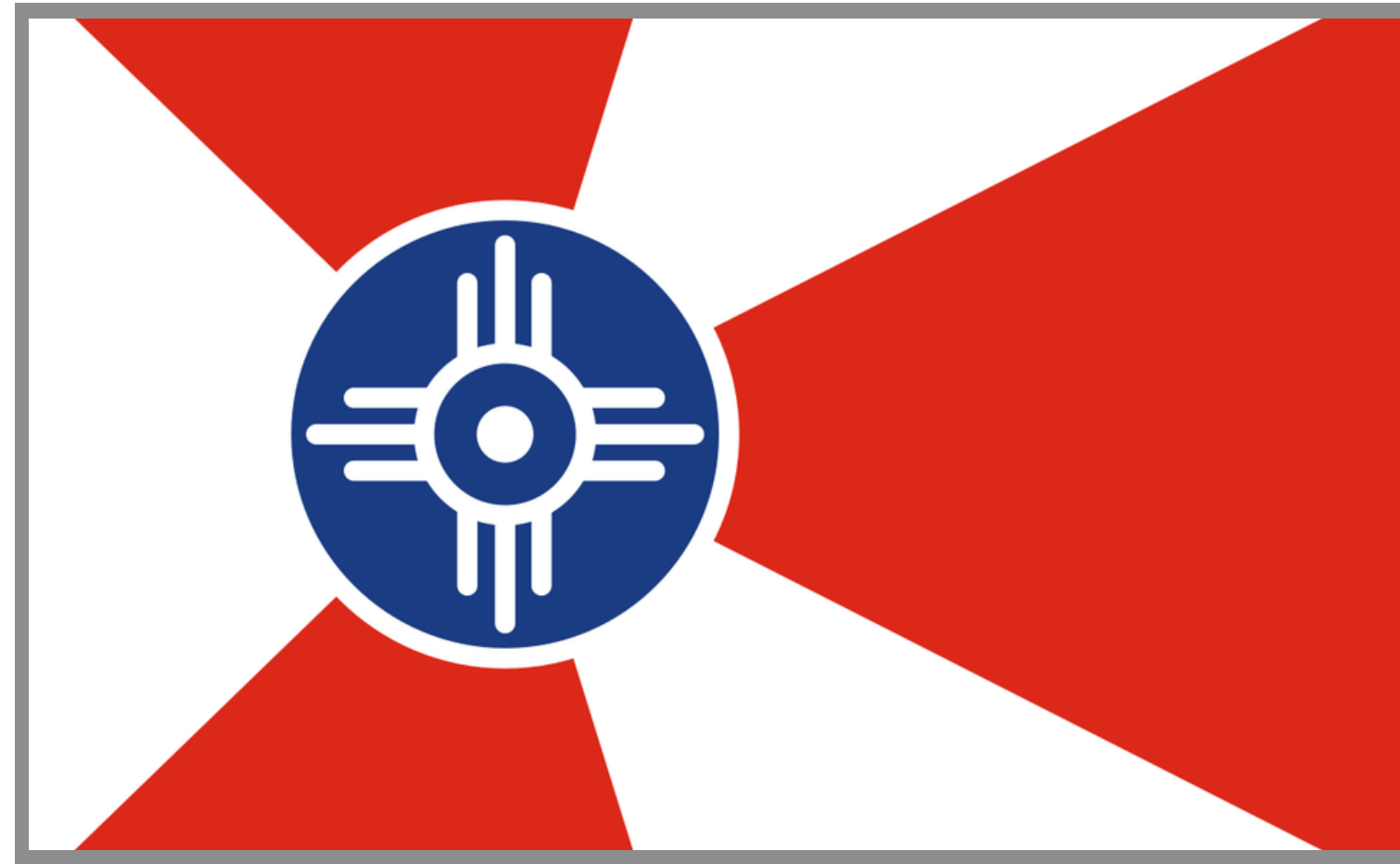
Considered #6 city flag.

EXAMPLE CITY FLAG: PORTLAND
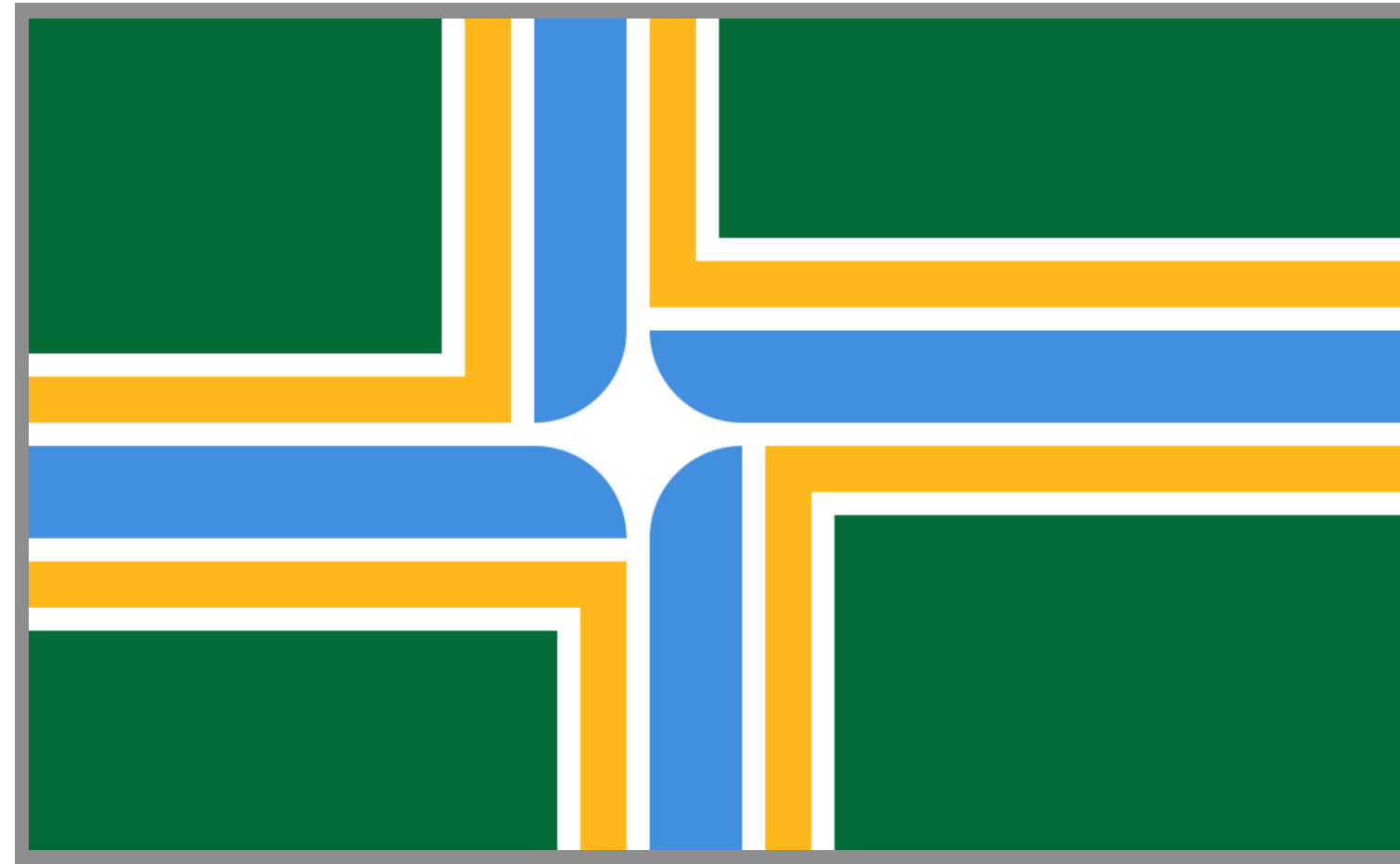
Considered #7 city flag.

EXAMPLE CITY FLAG: INDIANAPOLIS

Considered #8 city flag.

EXAMPLE CITY FLAG: NEW ORLEANS

Good flag design.

EXAMPLE CITY FLAG: MESA, AZ
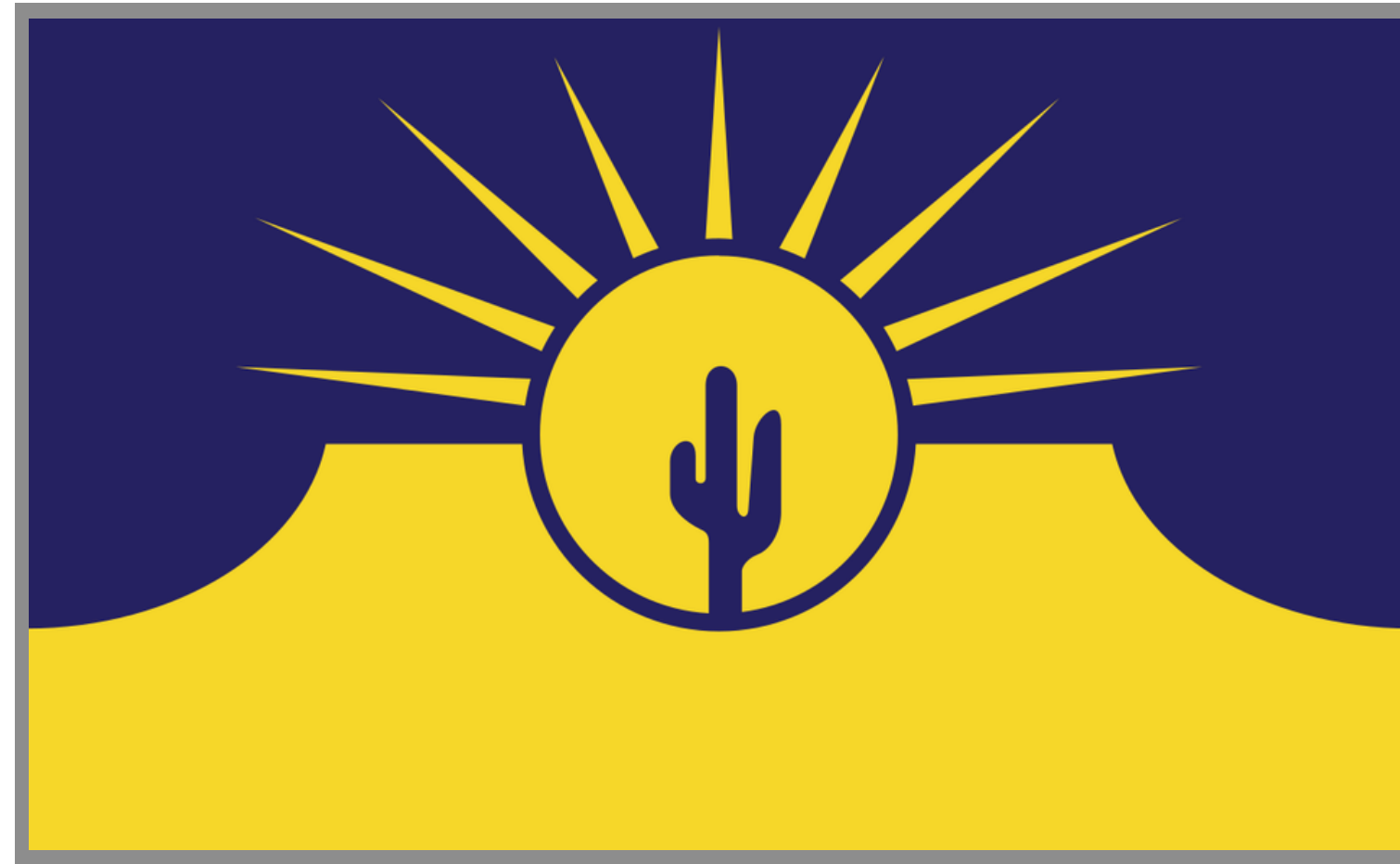
Good flag design. (Since 2005)

EXAMPLE CITY FLAG: SALT LAKE CITY
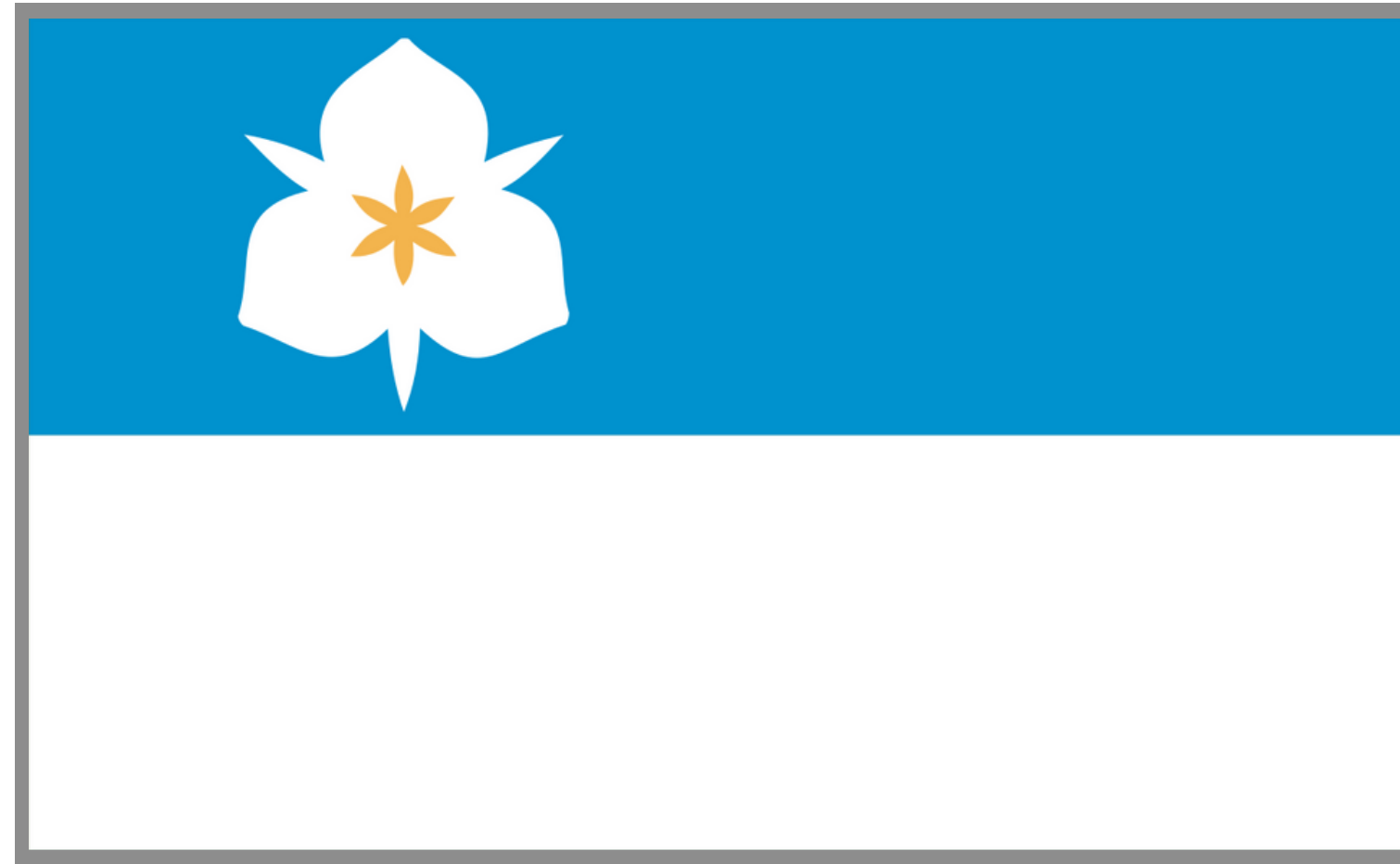
Good flag design. (Since 2006)

EXAMPLE CITY FLAG: COLUMBIA, MO
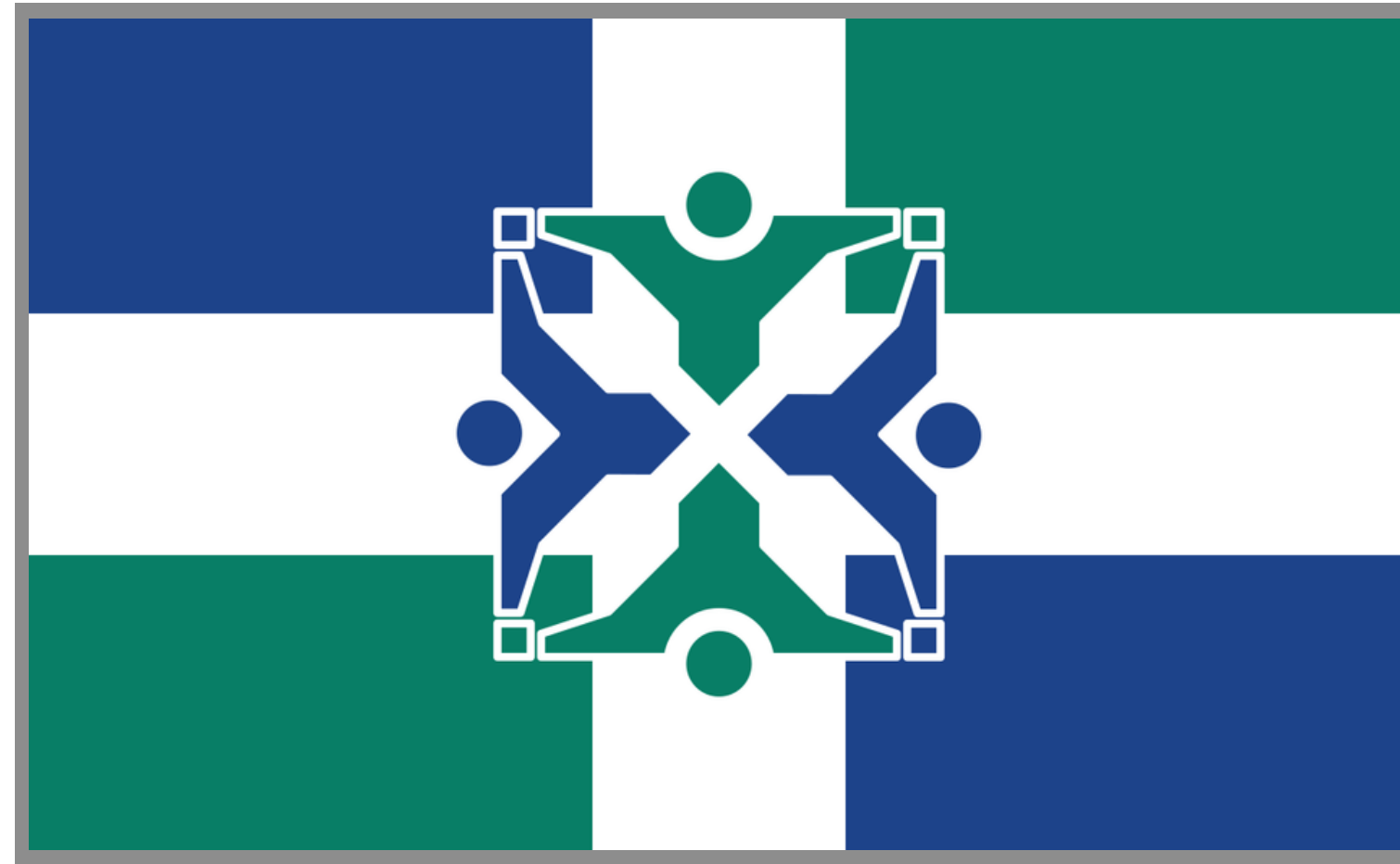
Good flag design. (Since 2016)

EXAMPLE CITY FLAG: TULSA

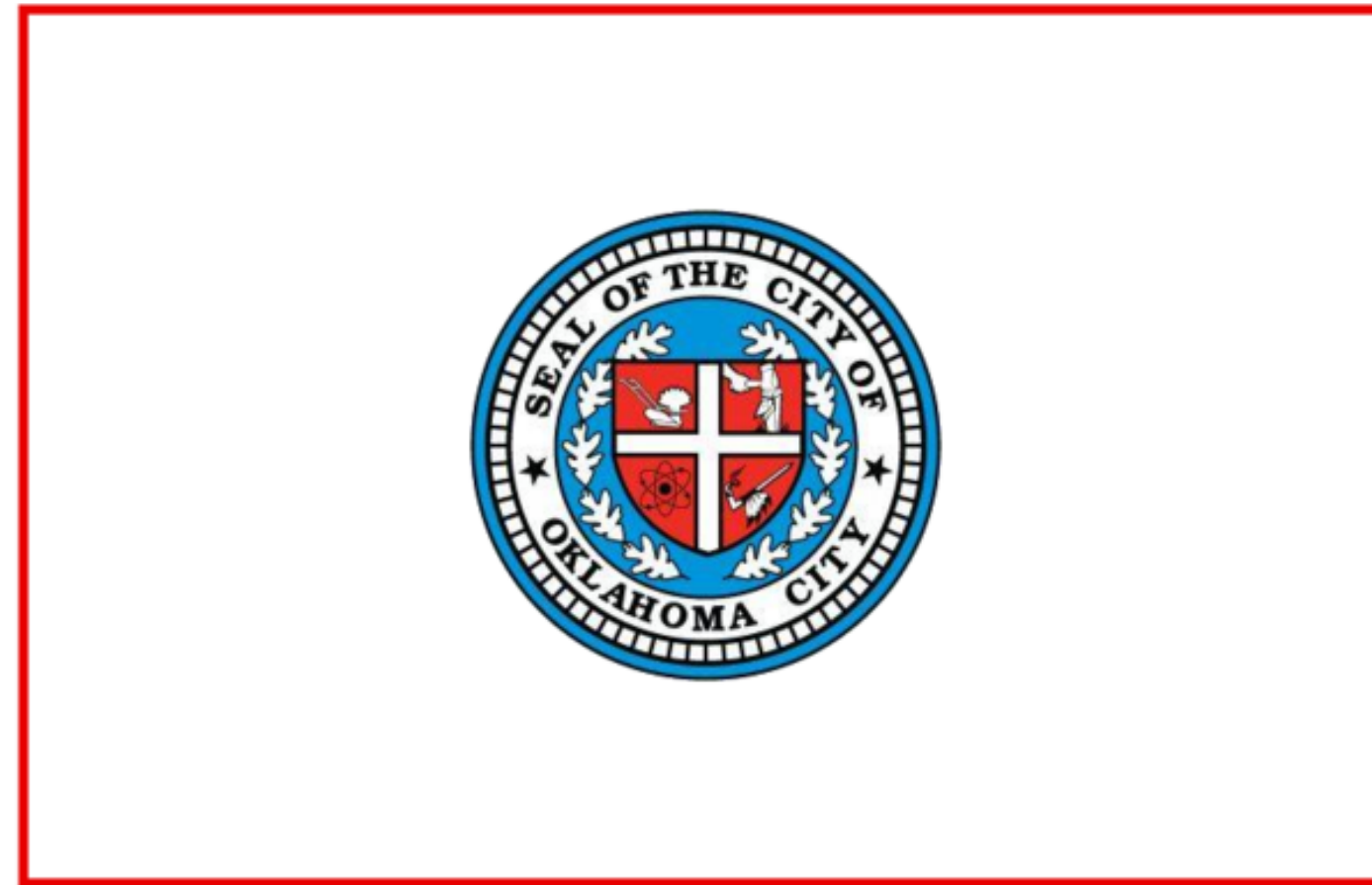Good flag design. (Since 2018)

EXAMPLE CITY FLAG: SIOUX FALLS
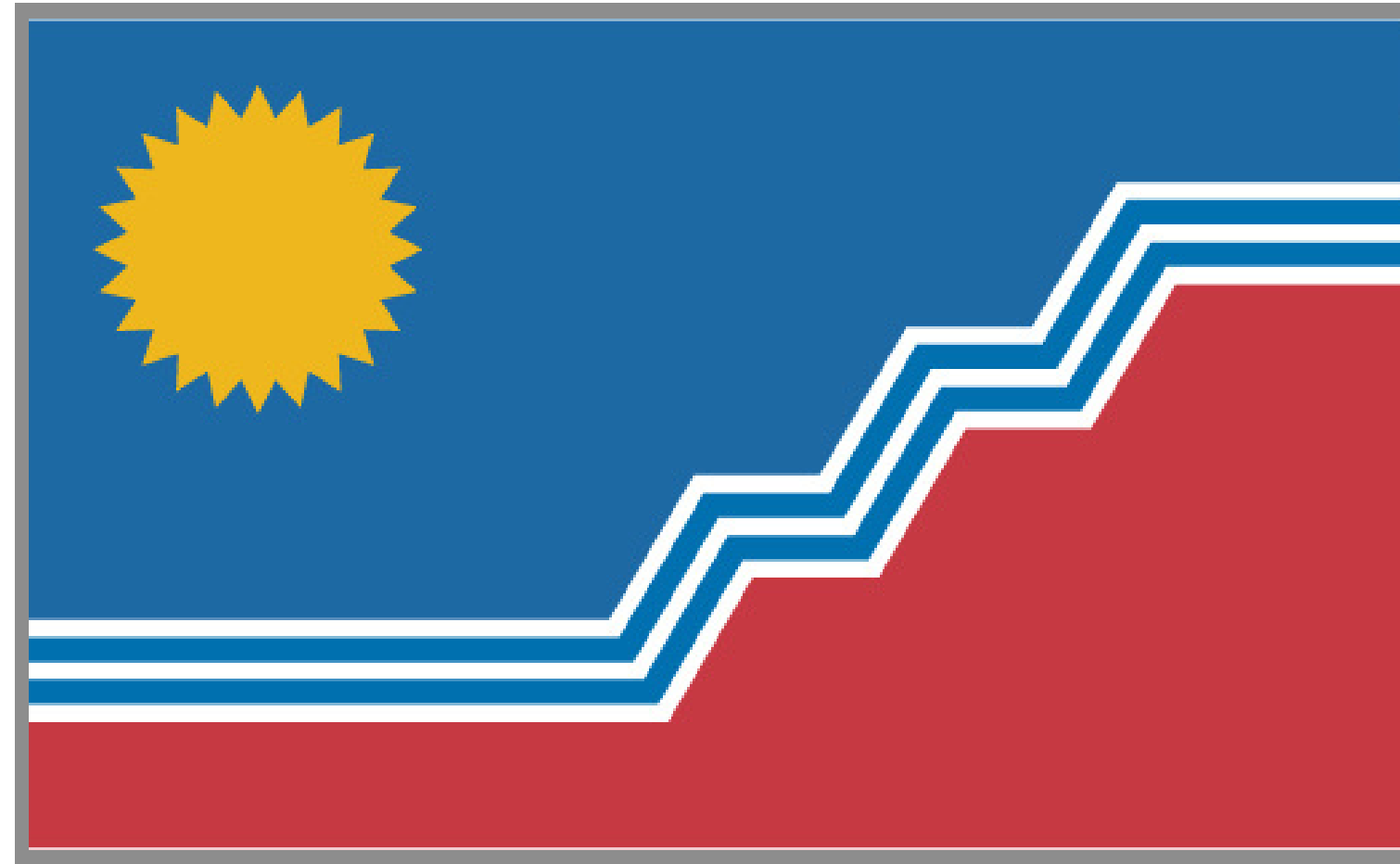
Good flag design. (Since 2018)

EXAMPLE CITY FLAG: SPRINGFIELD, MO (NEW DESIGN)

Vexillologists successfully advocated for update to flag. Adopted in 2022.

BAD EXAMPLES: OKLAHOMA CITY

Vexillologists advocating for change of flag.
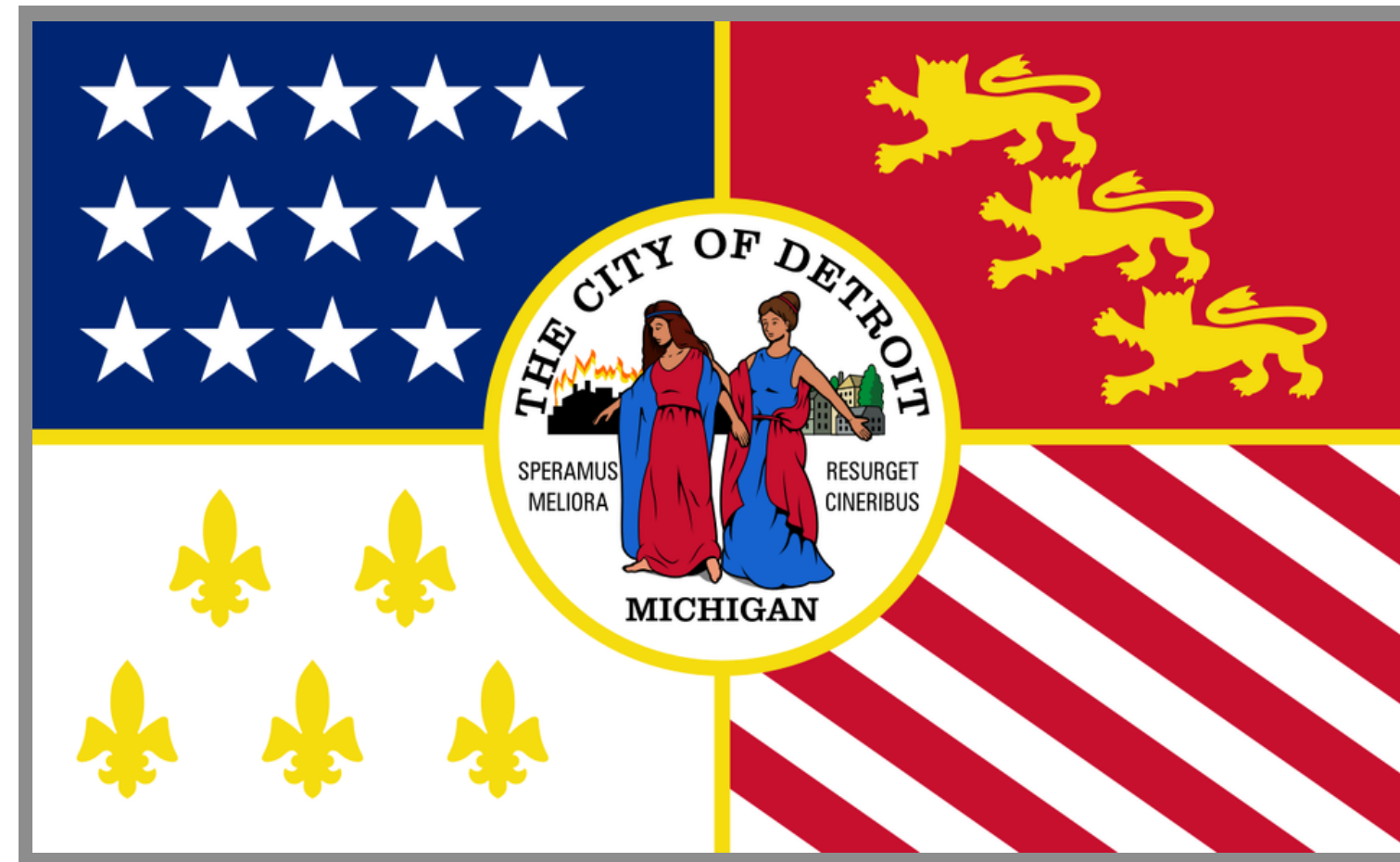Redesign campaign at okcflag.org

BAD EXAMPLES: BOSTON

Vexillologists advocating for flag redesign.

BAD EXAMPLES: FORT WORTH

Vexillologists say the city name should not be on the flag.
But without the words, it would be the mascot of the University of Texas,
which is in Austin, not, crucially, in Fort Worth.

BAD EXAMPLES: DETROIT

Vexillologists advocating for flag redesign.
Proposed Detroit "rise" flag at right.
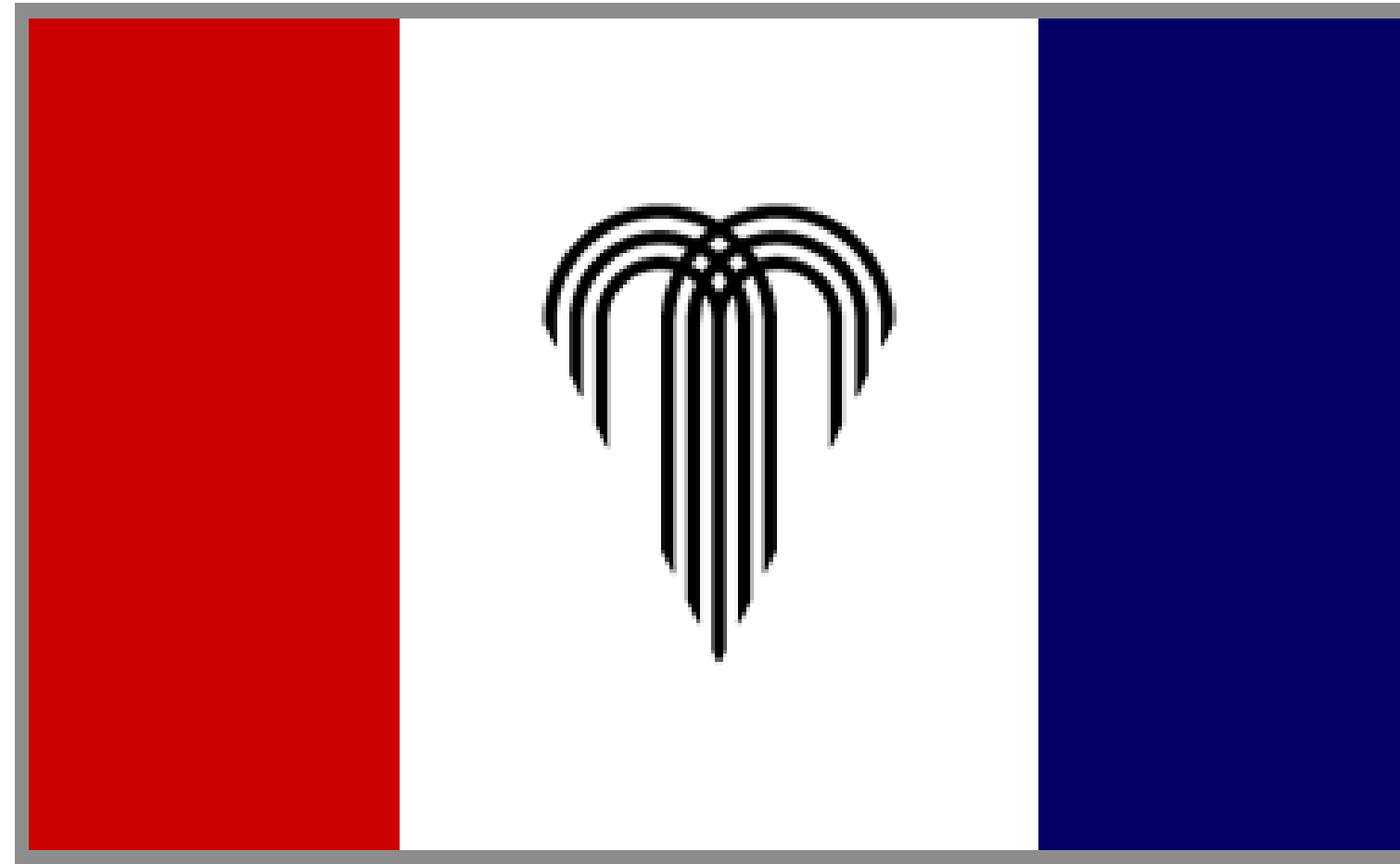DetroitRiseFlag.com

BAD EXAMPLES: KANSAS CITY

Vexillologists advocating for flag redesign.

PROPOSED REDESIGN: KANSAS CITY

Vexillologists propose removal of text and reversal of bar colors so it does not resemble French flag.

WHAT SHOULD NIXA'S NEW FLAG BE?

I recommend we follow the best practices of good flag design. I have read "Good Flag, Bad Flag" and followed its principles in proposing option A, but it is possible to conceive of other designs which also follow these design principles.

The other options as requested by council would not follow these best practices. I would rather we get the flag right this time, than have vexillologists pressure us to change it yet again in the next few years.

PROPOSED CITY FLAG: OPTION A

Recommended by Director of Communications based on best
practices of vexillology per "Good Flag, Bad Flag" by Ted Kaye, and
referenced by the North American Vexillogical Association.

FLAG : 60" x 36"

SYMBOL: 20" x 20"

LEFT & RIGHT BAR: 14" x 36"

PROPOSED CITY FLAG: OPTION A

Design Meaning & Intended Interpretation:

First, you will notice this design is in red, white and blue, harkening to the colors of our national flag. Red and blue also have unique meaning for Nixa. "Nixa Red" reminds the viewer of red Azaleas, our official city flower, and represents our passionate commitment to an exceptional quality of life and public service. "Innovation Blue" represents strength, peace, responsibility, wisdom, truth and trustworthiness.

The two parallel bars in "Innovation Blue" represent the James and Finley rivers, between which Nixa is located.

The four converging arrows in "Nixa Red" represent the place which attracts people from all around to make their home. An X in the negative space between those converging arrows marks the spot where you may find that which you treasure most. Historically, the X in the name of our city has symbolized a crossroads, it has also come to signify a multiplier of opportunity. The people of Nixa are the intangible X factor of our community. They are our town's greatest asset. Our potential for forward progress comes from their vision and determination.

The white background represents the opportunity anyone has in Nixa to pursue life, liberty, and happiness. It also represents their opportunity to shape our community's future.
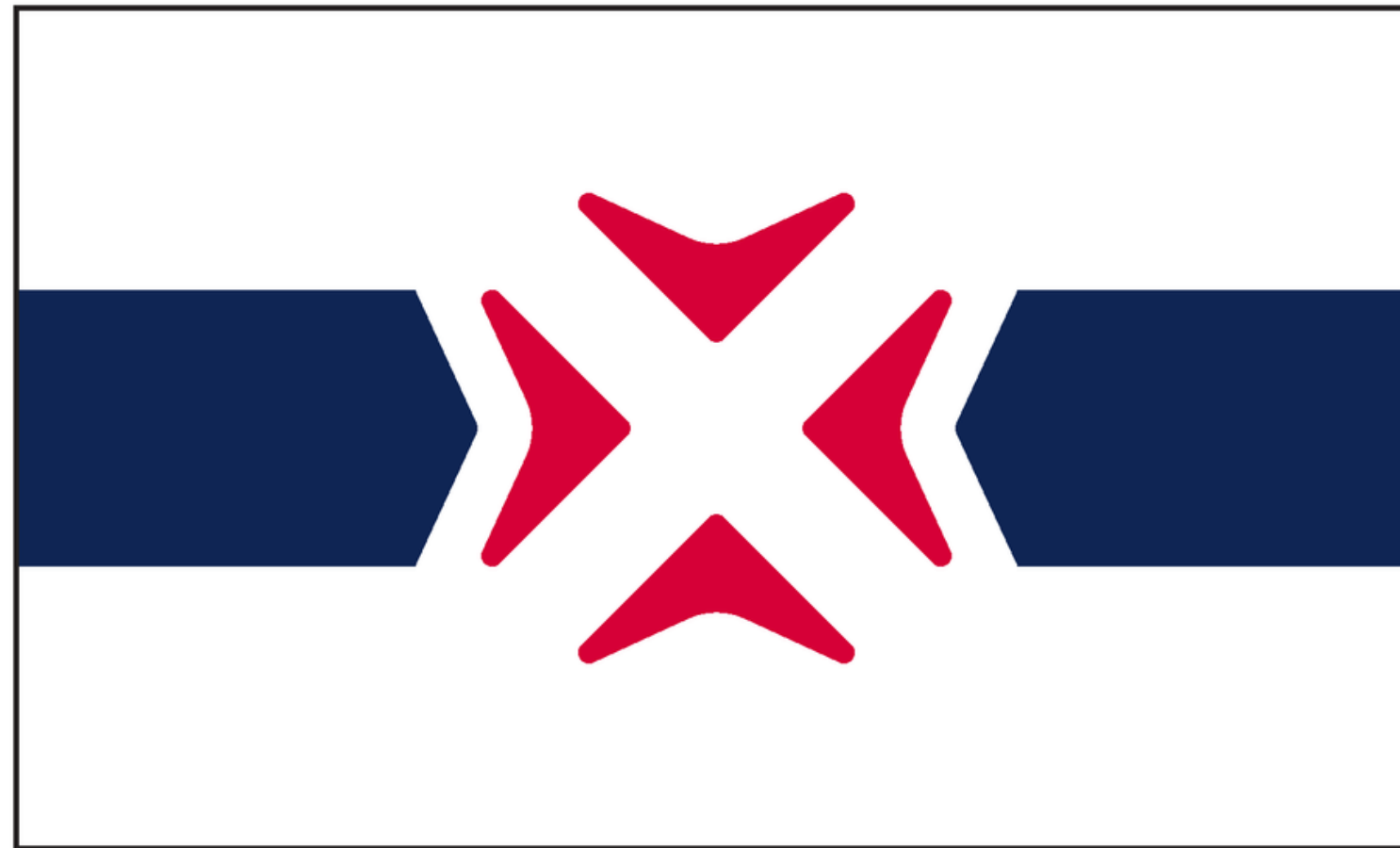
PROPOSED CITY FLAG: OPTION B

Follows best practices of vexillology per "Good Flag, Bad Flag" by Ted
Kaye, and referenced by the North American Vexillogical Association.
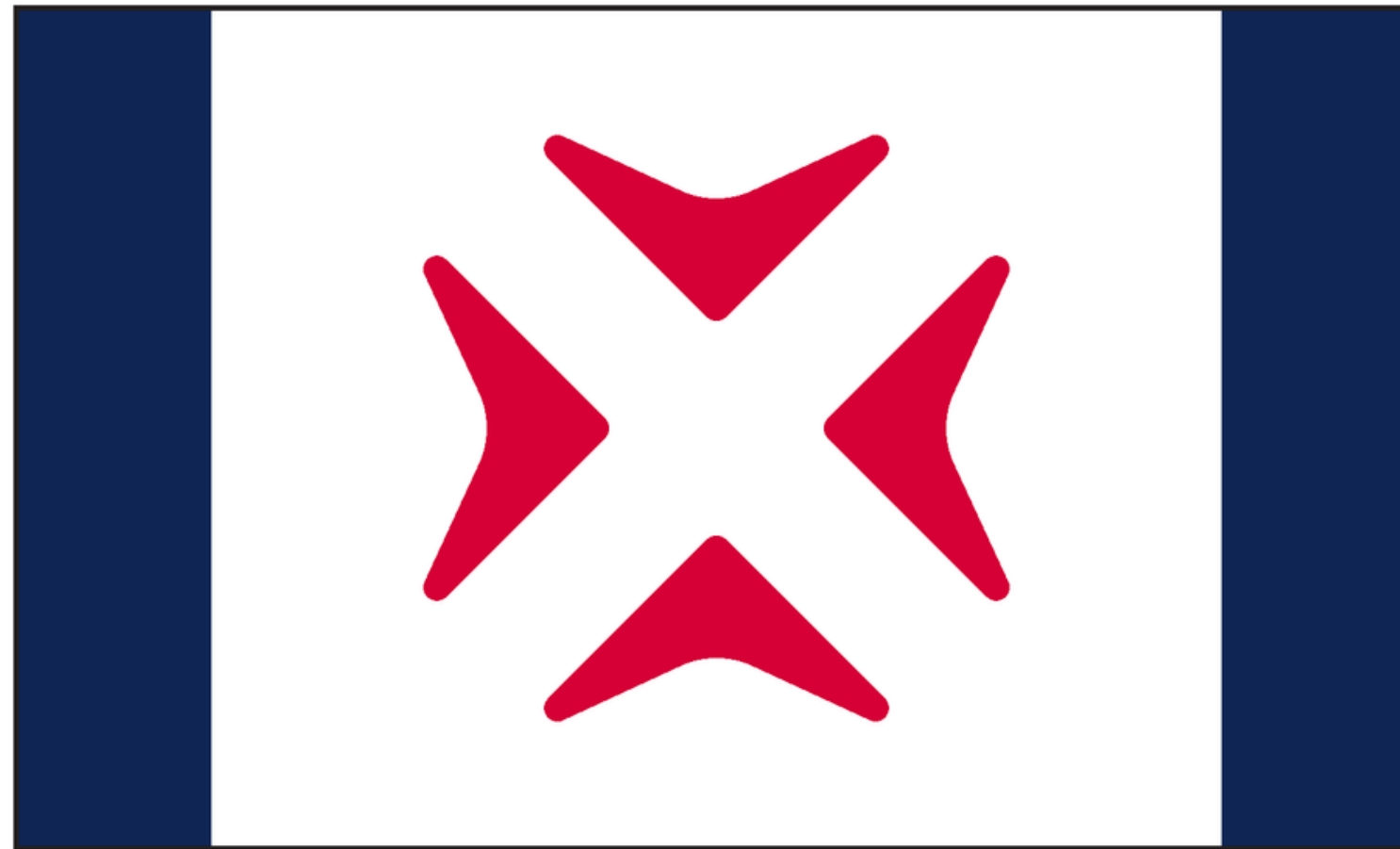
Logo is placed larger on the flag, with narrower bars.
Meaning and symbology would be the same as for option A.

PROPOSED CITY FLAG: OPTION C

Follows best practices of vexillology per "Good Flag, Bad Flag" by Ted
Kaye, and referenced by the North American Vexillogical Association.

Horizontal bars replaced with the arrows of time.
Left blue arrow points to the future, where our community is
heading. Right blue arrow points to our past, which roots us
in our history and informs our present. Nixa is is the place to
be, right here in the present. Resembles a belt buckle.

PROPOSED CITY FLAG: OPTION D

Follows best practices of vexillology per "Good Flag, Bad Flag" by Ted Kaye, and referenced by the North American Vexillogical Association.

Logo symbol, the X which marks the spot, placed in the "canton" known as the place of honor, where it will be seen even when the flag is hanging limp without wind.
Blue across the bottom seems to evoke a tranquil ocean.

CITY FLAG: OPTION E (NOT RECOMMENDED)

Violates the best practice regarding simplicity of design. The silhouette of the city works in our city seal, but is too detailed for a flag. Also, white in all four corners makes it prone to resembling the white flag of surrender when there is no wind.

Silhouette of our city sits on the horizon. Logo mark sits below the horizon. I feel this has too much white space so when the wind is not blowing, it may appear to be the white flag of surrender.

CITY FLAG: OPTION F (NOT RECOMMENDED)

Violates the best practice regarding simplicity of design. The silhouette of the city works in our city seal, but is too detailed for a flag.

Silhouette of our city sits on the horizon. Logo mark sits below the horizon. Placing the silhouette on our flag would violate rule #1: "Keep it simple. The flag should be so simple that a child can draw it from memory."

FLAG ADOPTION PROCESS

Option #1:

- Council votes tonight to adopt one of the designs presented tonight by resolution.
- Staff immediately begins implementation work.
- Staff and council then move on to other city business.

FLAG ADOPTION PROCESS

Option #2:

- Council votes tonight to narrow acceptable options to 2-3 options, with commitment to adopt the winner of a public vote to determine the winning design.
- Communications Dept. staff send poll to the public electronically accepting votes for 2 weeks. Anyone can vote as many times as they like.
- At end of polling period, staff begin implementation of the winning design.

FLAG ADOPTION PROCESS

Option #3:

- Council instructs staff to develop rules for a flag design contest. Open to any designer. Contest should remain open for at least 1 month. City would need to invest in marketing and publicity for the contest. Communications Department staff would collect submissions and present all submissions to council.
- Council votes at a future meeting to narrow acceptable options to 2-3 finalist designs, with commitment to adopt the winner of a public vote to determine the winning design.
- Communications Dept. staff send poll to the public electronically accepting votes for 2 weeks. Anyone can vote as many times as they like.
- At end of polling period, staff begin implementation of the winning design.

FLAG DISCUSSION

Direction for staff?

Option 1, 2, or 3?

"GOOD" FLAG, "BAD" FLAG

How to Design a Great Flag

These principles of good flag design distill the wisdom of many people who have written on the subject, including Philippe Bondurand, Frederick Brownell, William Crampton, Michael Faul, Jim Ferrigan, Richard Gideon, Kevin Harrington, Lee Herold, Ralph Kelly, Rich Kenny, David Martucci, Clay Moss, Peter Orenski, Whitney Smith, Steve Tyson, Henry Untermeyer, and Alfred Znamierowski.

What is NAVA?

The North American Vexillological Association (NAVA) is an international, non-profit, scholarly organization dedicated to vexillology, the study of flags and their cultural, historical, political, and social significance. With members across North America and around the world, NAVA comprises flag scholars, designers, collectors, conservators, educators, merchants, manufacturers, historians, and hobbyists. For more information about its activities, publications, and membership, visit www.nava.org.

Note:

Design principles are guidelines, not rules—they help designers create flags that will be effective, widely adopted, and loved. In some cases it makes sense to depart from the guidelines to reach a creative, compelling, or politically acceptable solution.

Like all fields of design, flag-design (vexillography) has a rich and complex history with many nuances. Any full account is beyond the scope of this booklet. Interested readers should seek out the many excellent and informative papers and perspectives in periodicals such as NAVA's *Raven* and *Vexillum*, along with the flag-design resources and case studies on www.nava.org.

It can be tempting to use these principles to denigrate poorly designed flags. The specific examples here only serve to illuminate the principles by showing flags that fail to follow them.

"GOOD" FLAG, "BAD" FLAG

How to Design a Great Flag

USE 5 BASIC PRINCIPLES TO CREATE AN OUTSTANDING FLAG FOR YOUR ORGANIZATION, CITY, TRIBE, COMPANY, FAMILY, NEIGHBORHOOD, OR EVEN COUNTRY!

COMPILED BY TED KAYE

North American Vexillological Association
The World's Largest Organization of Flag Enthusiasts and Scholars

WHAT IS A FLAG?

A flag's purpose is to represent a place, organization, or person, generally on a rectangular piece of cloth, to be seen at a distance, often moving, and reproduced in quantity and in many sizes.

The 5 principles of good flag design will lead to a successful flag that accomplishes that purpose.

Flags began thousands of years ago, first used for military purposes on land and then as identifying signals at sea. They evolved to represent royal houses, then countries and other levels of government, businesses, military ranks and units, sport teams, and political parties.

Ultimately, a flag's design should reflect its intended use—flying from a pole, hanging downward, draping limp, displayed with other flags, portrayed from lapel-pin to football-field size.

Flags grew out of heraldry—the practice of designing coats of arms—and follow many of the same design principles. Following this guide will help any person or group produce a great flag.

A flag should be simple, readily made, and capable of being made up in bunting; it should be different from the flag of any other country, place or people; it should be significant; it should be readily distinguishable at a distance; the colors should be well contrasted and durable; and lastly, and not the least important point, it should be effective and handsome.

— William Porcher Miles, 1861

ANATOMY OF A FLAG

Canton

Hoist　　　Field　　　Fly
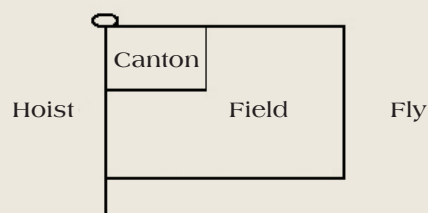
This guide was compiled by Ted Kaye, former editor of *RAVEN, A Journal of Vexillology* (published annually by NAVA), who is solely responsible for its content and the opinions expressed.

THE FIVE BASIC PRINCIPLES OF FLAG DESIGN

1. ### KEEP IT SIMPLE
   The flag should be so simple that a child can draw it from memory . . .

2. ### USE MEANINGFUL SYMBOLISM
   The flag's images, colors, or patterns should relate to what it symbolizes . . .

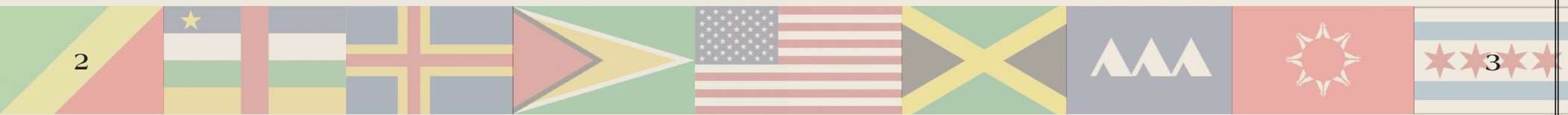3. ### USE 2−3 BASIC COLORS
   Limit the number of colors on the flag to three, which contrast well and come from the standard color set . . .

4. ### NO LETTERING OR SEALS
   Never use writing of any kind or an organization's seal . . .

5. ### BE DISTINCTIVE OR BE RELATED
   Avoid duplicating other flags, but use similarities to show connections . . .

1. KEEP IT SIMPLE

THE FLAG SHOULD BE SO SIMPLE THAT A CHILD CAN DRAW IT FROM MEMORY . . .

Flags flap. Flags drape. Flags must be seen from a distance and from their opposite side. Under these circumstances, only simple designs make effective flags. Furthermore, complicated flags cost more to make, which often can limit how widely they are used.

Most poor designs have the elements of a great flag in them—simplify them by focusing on a single symbol, a few colors, large shapes, and no lettering. Avoid the temptation to include a symbol for everybody.

Ideally the design will be reversible or at least recognizable from either side. Don't put a different design on the back.

YES

BANGLADESH

With two strong colors and a single symbol—the rising sun of independence (slightly offset to the hoist), this flag succeeds admirably.

NO
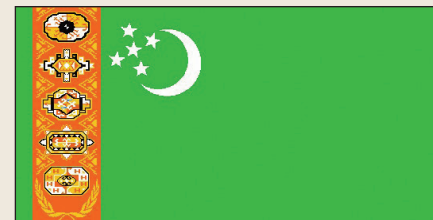
TURKMENISTAN

This very complicated rug contains 5 traditional patterns! Better to leave it off and keep the moon and stars.

YES

REP. OF THE CONGO

With bold, contrasting colors, large shapes, and parallel lines, this flag is also easily recognized when reversed.

NO

WEST VIRGINIA (USA)

The seal itself is complex, the white background is boring, and the overall design differs from other state flags only in its blue border.
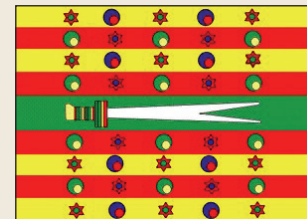
YES

ALASKA (USA)

The stars, a standard U.S. symbol, form the "Big Dipper" constellation and the North Star, representing the northernmost U.S. state.

NO

BEY OF TUNISIA

Replete with stars, crescents, and the Sword of Ali, this 19th-century design's overwhelming complexity defeats its purpose.

2. USE MEANINGFUL SYMBOLISM

THE FLAG'S IMAGES, COLORS, OR PATTERNS
SHOULD RELATE TO WHAT IT SYMBOLIZES . . .

Symbolism can be in the form of the "charge" or main graphic element, in the colors used, or sometimes even in the shapes or layout of the parts of the flag.

Usually a single primary symbol is best—avoid those that are less likely to be representative or unique. Colors often carry meanings: red for blood or sacrifice, white for purity, blue for water or sky.

Diagonal stripes are an alternative to the generally horizontal and vertical stripes of European countries.

In choosing symbols, consider their history, cultural heritage, emotional value, branding, and usage—assure they resonate with the people or institutions represented. Stylized or silhouette symbols often succeed better than realistic depictions.

YES
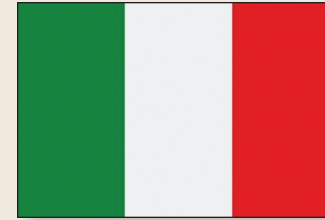
ITALY

Based on the revolutionary flag of France, the vertical orientation of Italy's stripes represented a challenge to the typical horizontal stripes of the ruling kingdoms of Europe.

NO
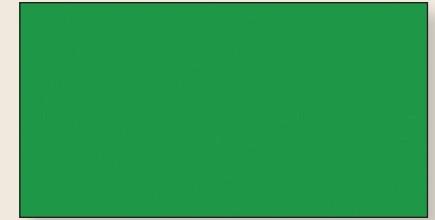
*LIBYA
(1977–2011)*

Although Libya's green field was chosen for its Islamic symbolism, a solid-color flag is too simple to represent a country, and is meaningless when depicted in grayscale.
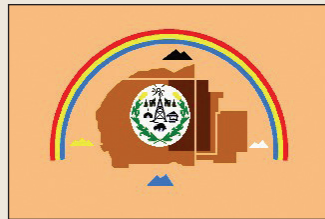
YES

*IROQUOIS
CONFEDERACY (USA)*

"Hiawatha's Belt", a symbol for five tribes since before 1600, appears on the traditional blue of wampum shell beads.

NO

*NAVAJO NATION
(USA)*

Over 20 graphic elements overwhelm the viewer and none are large enough to be seen easily.

YES

UKRAINE

The light blue and yellow represent the sky over wheat fields—both the color and the direction of the stripes carry the meaning.

NO

*ORGANIZATION
OF AMERICAN
STATES*

Believe it or not, this flag depicts the flags of all the member countries, and must be changed each time one joins, drops out, or changes its flag!

3. USE 2—3 BASIC COLORS

LIMIT THE NUMBER OF COLORS ON THE FLAG TO THREE, WHICH CONTRAST WELL AND COME FROM THE STANDARD COLOR SET . . .

The basic flag colors are red, blue, green, black, yellow, and white. They can range from dark to light. Occasionally other colors are also used, such as purple, gray, and orange, but they are seldom needed in a good design.

Separate dark colors with a light color, and light colors with a dark color, to help them create effective contrast. A good flag should also reproduce well in "grayscale", that is, in black and white shades.

More than four colors are hard to distinguish and make the flag unnecessarily complicated and expensive. Flag fabric comes in a relatively limited number of colors—another reason to stick to the basics.

YES
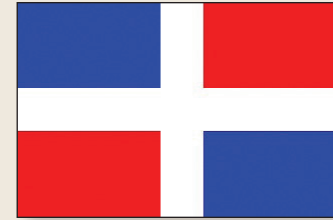
DOMINICAN REPUBLIC

These colors provide balance and contrast, leaving a white cross as "negative space" in the middle of the flag.

NO
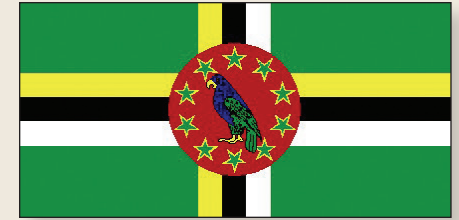
DOMINICA

By using ALL six basic flag colors, this flag creates unnecessary cost and complexity. Who can see the parrot's red and black eye?

YES

AMSTERDAM (NETHERLANDS)

These colors contrast well, even though the red and black are not separated by a light color.

NO

CHINESE ADMIRAL (1882)

Too many colors! At the least, the yellow and white should be separating the dark colors. While the dragon is in the position of honor, it is very hard to distinguish.

YES

NEW MEXICO (USA)

Red and yellow recall the state's Spanish heritage, while the sun symbol comes from the Zia Indians. This design was voted the best U.S. state flag by NAVA members.

NO

VIRGINIA (USA)

Imagine, 18 different colors in the official flag specifications! Not only are they difficult to distinguish, but having so many colors drives up the manufacturing cost.

4. NO LETTERING OR SEALS

NEVER USE WRITING OF ANY KIND OR AN ORGANIZATION'S SEAL . . .

Words defeat the purpose: why not just write "U.S.A." on a flag? A flag is a graphic symbol. Lettering is nearly impossible to read from a distance, hard to sew, and difficult to reduce to lapel–pin size. Words are not reversible—this forces double– or triple-thickness fabric.

Don't confuse a flag with a banner, such as what is carried in front of a marching band in a parade, or draped behind a speaker's platform—such banners don't flap; they are seen from only one side; and they're usually seen closer-up.

Seals were designed for placement on paper to be read at close range. Very few are effective on flags—too detailed. Better to use some element from the seal as a symbol. Some logos work; most don't.

YES

CÔTES D'ARMOR (FRANCE)

Rather than the logo style frequently used by French departments and regions, Côtes d'Armor uses a stylized seagull in the shape of its coastline.

NO

LOIR–ET–CHER (FRANCE)

All those words, plus an indistinguishable gray shape . . . Better to have used the stylized salamander on a more interesting background color.

YES

SOUTH CAROLINA (USA)

The palmetto tree represents the "Palmetto State" far better than the state's seal could. The crescent is in the position of honor.

NO

SOUTH DAKOTA (USA)

This flag uses a seal AND lettering! The name of the state actually appears twice.

YES
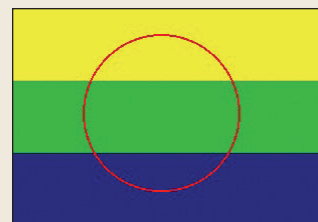
PEGUIS NATION (CANADA)

The contrasting colors with a single central symbol represent this Indian nation far better than could any seal.

NO
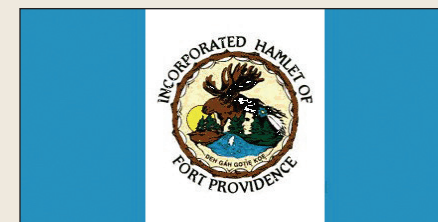
FT. PROVIDENCE, NWT (CANADA)

Despite the overall pattern recalling Canada, this flag (for a Native community) stumbles with a virtually indistinguishable seal.

5. BE DISTINCTIVE OR BE RELATED

AVOID DUPLICATING OTHER FLAGS, BUT
USE SIMILARITIES TO SHOW CONNECTIONS . . .

This is perhaps the most difficult principle, but it is very important. Sometimes the good designs are already "taken". However, a flag's symbols, colors, and shapes *can* recall other flags—a powerful way to show heritage, solidarity, or connectedness. This requires knowledge of other flags.

Often the best way to start the design process can be looking to one's "roots" in flags—by country, tribe, or religion. Use some of the many resources available to help you with flag identification and history, such as "Flags of the World": www.fotw.info, or your local library.

YES

NO
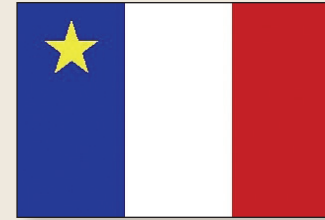
ACADIA (CANADA)

French-speaking Acadians in Canada place a yellow star for St. Mary, their national symbol and patron saint of mariners, on the flag of France.
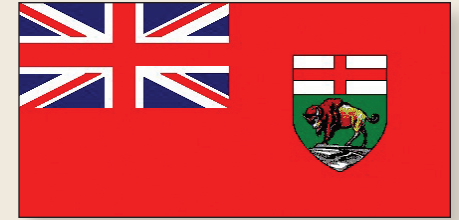
MANITOBA (CANADA)

While the British "Red Ensign" signifies connectedness within the Commonwealth, the distinguishing feature is the small shield. Better to have used the bison as the main flag symbol.

YES

NO

GHANA

Using the same colors used by many countries in West Africa, this flag shows a strong connection to its neighbors' flags.
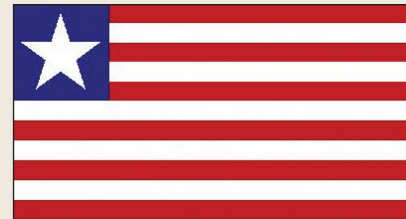
INDONESIA

Except for its proportions, this flag is exactly the same as Monaco's (which had it first), but there is no connection between the two countries. Upside-down it is the same as Poland or as Cantabria, Spain!
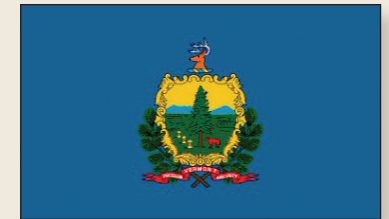
YES

NO

LIBERIA

Founded by free African Americans, Liberia reflects that heritage with a similar yet distinctive flag.

VERMONT (USA)

This flag is virtually indistinguishable from 20 other U.S. state flags, all with a seal on a blue field.

A rectangle is the standard flag shape. Keep the width-to-length proportions between 1:1.5 and 1:2. Canadian flags are usually 1:2; U.S. flags are usually 1:1.5 or 1:1.67. Square flags are unusual in North America. Abandon such rectangles only when meaningful.

Flags wear. By retaining a rectangular shape and avoiding symbols at the fly end, a flag can be hemmed repeatedly and given a longer life.

The point of honor is the "canton" area—the upper–left corner. This corresponds to the part of the flag that is seen when it hangs limp from a flagpole. The center or left-of-center position is the most visible spot for a symbol when the flag is flying.

Consider the fabrication methods. Curved lines add to the cost of sewn flags. Holes or "negative space" hurt a flag's fly-ability and wear-ability. "Swallow-tail" shapes fray more easily.

All rules have exceptions. Colorado's "C" is a stunning graphic element. Maryland's complicated heraldic quarters produce a memorable and distinctive flag. Military unit flags often need letters or numbers. California's design recalls a historic relic from 1846. All six colors on South Africa's 1994 design have deep symbolic meaning. But depart from these five principles only with caution and purpose.

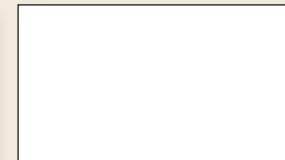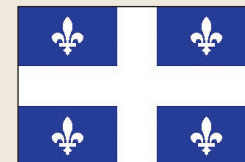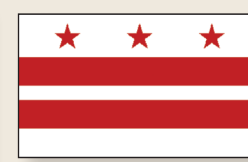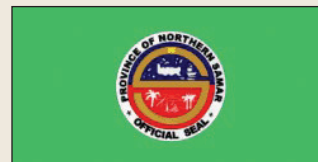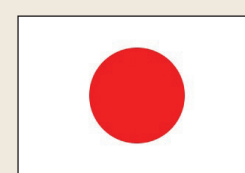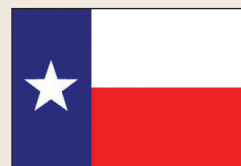COLORADO (USA)   MARYLAND (USA)   CALIFORNIA (USA)   SOUTH AFRICA

Don't allow a committee to design a flag. Instead, empower individuals to design flags, and use a committee to select among them.

An old rule of heraldry has images of animals look toward the hoist.

And most of all, design a flag that looks attractive and balanced to the viewer and to the place, organization, or person it represents!

FIND THE GOOD DESIGNS AND THE BAD DESIGNS:

DRAW YOUR FLAG!