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## **Design Brief for the Minnesota State Flag Redesign.**

Proposed by State Emblems Redesign Commission (SERC) Chair Luis Fitch.

September 8, 2023

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### **Design Brief:**

Minnesota State Flag Redesign

### **User:**

The user for this project is the State and the people of Minnesota. The goal is to create a redesigned state flag that reflects Minnesota's rich history, culture, and natural beauty while representing its modern values and aspirations.

### **Project Overview:**

Minnesota is known for its natural beauty, lakes, rivers, forests, prairies, and unique cultural heritage. The current state flag has faced criticism for its outdated design and lack of representation. This project aims to redesign the Minnesota state flag, creating a flag that resonates with the people of Minnesota and accurately represents the state's identity.

### **The Present Minnesota State Flag:**

The present state flag was adopted by the 1957 legislature. The flag is royal blue with a gold fringe. Pictured in the center of the flag is the state seal. Three dates are woven into a wreath of the state flower: 1858, the statehood year; 1819, the year Fort Snelling was established; and 1893, the year the original flag was adopted. Nineteen stars ring the wreath, symbolizing the fact that Minnesota was the 19th state to enter the Union after the original 13. The largest star represents the North Star and Minnesota



## **Design Objectives:**

**Simplicity and Recognizability:** The flag should be so simple that a child can draw it from memory. The design should be simple and easily recognizable from a distance. It should be a flag that Minnesotans can proudly identify with.

**Distinctive Colors:** Utilize a color palette that represents the state effectively. Blue, green, and white are often associated with Minnesota's natural beauty, while red and yellow can symbolize its vitality and progress. Limit the number of colors on the flag to three to four, contrasting nicely and coming from the standard color set.

**Modern Appeal:** While honoring the state's history, the flag design should also represent Minnesota's current values and aspirations, emphasizing inclusivity, progress, and unity.

**Symbolism:** The flag's images, icons, colors, or patterns should relate to what it symbolizes.

**Symmetry:** The design should be symmetrical to a degree.

**Mandatory:** Symbols, emblems, or likenesses that represent only a single community or person, regardless of whether real or stylized, may not be included in a design.

## **Design Parameters:**

**Flag Dimensions:** The flag should adhere to standard flag proportions, typically 3:5 (width: length).

**Simple Iconography:** The design should be simple enough to be easily reproduced and recognizable even when scaled down.

**Typical display:** The Commission should consider what the flag looks like when it is displayed on a pole, without the full design visible.

## **Deliverables:**

**Flag Design:** Provide a visual representation of the proposed flag design, including colors, shapes, and symbols.

**Design Rationale:** Explain the design choices, highlighting how they meet the project objectives and represent Minnesota.

**Timeline:** The project timeline will span **xx** weeks. The final design, incorporated into a report, should be ready for delivery to the Minnesota legislature by January 1, 2024.

**Budget:** (\$35,000) for administrative expenses. There is no funding specifically available for designers or a design team; the legislation suggests that volunteer vexillologists or others could assist the Commission.

**Evaluation Criteria:** The selected design will be evaluated based on its ability to meet the design objectives, reflect Minnesota's identity, and gain support from the state's residents and government officials.

**Additional Notes:**

Designers are encouraged to thoroughly research Minnesota's history, culture, and natural landscapes and seek inspiration from the state's unique characteristics to create a flag that truly represents the state. Collaboration with local communities and organizations is also encouraged to ensure the design is culturally sensitive and inclusive.

A flag has always been important for any country, state, or culture. It's a way to show their values and strength to everyone. Designing a flag involves special rules, like deciding its shape, colors, and iconography.

When planning your flag, remember these five basic ideas:

- Think about what your flag symbolizes.
- Make sure it's easy to recognize.
- Keep it simple, make it balanced.
- Use basic primary or secondary colors.

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## **Design Brief for the Minnesota State Seal Redesign.**

Proposed by State Emblems Redesign Commission (SERC) Chair Luis Fitch.

September 8, 2023

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### **Design Brief:**

Minnesota State Seal Redesign.

### **User:**

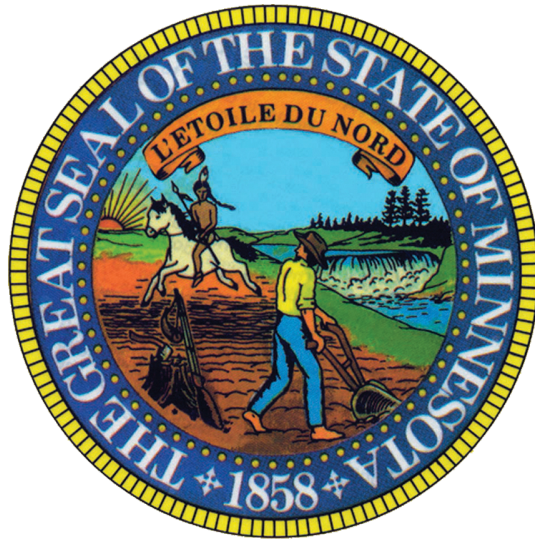
The user for this project is the State of Minnesota, with the primary stakeholders being the citizens and government of the state. The objective is to redesign the Minnesota State Seal to better reflect Minnesota's rich history, culture, values, and aspirations while maintaining a solid connection to its heritage.

### **Project Overview:**

Minnesota is known for its natural beauty, lakes, rivers, forests, prairies, and unique cultural heritage. The current state flag has faced criticism for its outdated design and lack of representation. This project aims to redesign the Minnesota state seal, creating a seal that resonates with the people of Minnesota and accurately represents the state's identity.

### **Current Minnesota State Seal:**

The present state seal features an image of a pioneer plowing a field, a Native American on horseback, and a body of water with a steamboat. The motto "L'Étoile du Nord" (The Star of the North) is on a ribbon. The date "1858" signifies Minnesota's year of statehood.



### Design Objectives:

1. **Modernization:** The redesigned seal should preserve history while representing contemporary Minnesota values and aspirations. It should resonate with today's citizens while honoring the state's past.
2. **Representational Balance:** The seal should accurately depict the diverse aspects of Minnesota, including its natural beauty, cultural heritage, and economic vitality.
3. **Simplicity:** The design should be clear and straightforward, avoiding clutter or excessive detail. It should be easily recognizable when reproduced in various sizes and formats.
4. **Symbolism:** The seal's images, icons, colors, or patterns should reflect what Minnesota symbolizes, connecting with the state's history, identity, and aspirations.
5. **Inclusivity:** The redesigned seal should promote inclusivity, representing all communities and cultures that makeup Minnesota's rich tapestry.

### Design Parameters:

1. **Traditional Elements:** The seal should maintain certain traditional elements, such as the state motto, "L'Étoile du Nord," and represent the year of statehood, "1858."
2. **Iconic Imagery:** The seal should incorporate iconic elements instantly associated with Minnesota.

### Deliverables:

1. **Seal Redesign:** Provide a **PDF** visual representation of the proposed state seal redesign, including colors, shapes, and symbols.
2. **Design Rationale:** Explain the design choices, highlighting how they meet the project objectives and represent Minnesota.
3. **Timeline:** The project timeline will span **xx** weeks. The final seal design should be ready for consideration by the state legislature by [Insert Target Date].
4. **Budget:** If needed, funding for this project will be allocated based on the needs and expertise of the selected designer or design team.

### **Evaluation Criteria:**

The selected state seal design will be evaluated based on its ability to meet the design objectives, represent Minnesota's identity, and gain support from its residents and government officials.

### **Additional Notes:**

Designers are encouraged to conduct in-depth research into Minnesota's history, culture, natural landscapes, and community diversity to inform their redesign. Collaboration with local communities and organizations is encouraged to ensure the design is culturally sensitive, inclusive, and reflective of Minnesota's unique character.

Creating a state seal requires careful consideration of historical elements, symbolism, and modern representation. The seal should encapsulate Minnesota's essence, inspiring pride and unity among its citizens.

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## **Calendar Schedule for the State Flag and Seal Redesign.**

Proposed by State Emblems Redesign Commission (SERC) Chair Luis Fitch.

September 8, 2023

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This schedule allows for a structured and progressive approach to designing the Minnesota Flag and State Seal over several weeks, with designated tasks and milestones for each Monday.

It's essential to adjust the schedule as needed based on the complexity of the design and any unforeseen challenges that may arise during the process.

### **September 2023:**

#### **September 12:**

Proposed Calendar Schedule and Creative Briefs.

#### **September 18:**

Review and vote for the final Calendar Schedule and Creative Briefs.

#### **September 25:**

Request the public for State Flag and Seal concept designs based on the Creative Brief.

### **October 2023:**

#### **October 2:**

Continue to request the public for State Flag and Seal concept designs.

#### **October 9:**

Continue to request the public for State Flag and Seal concept designs.

#### **October 16:**

Continue to request the public for State Flag and Seal concept designs.

#### **October 23:**

Last date for the public to send concept designs for the State Flag and Seal.

#### **October 30:**

Review and finalize the public flag and seal design direction.

## **November 2023:**

### **November 6:**

SERC Commission and non-Commission expert members choose only five flag and seal designs to fine-tune by a professional design team with over ten years of branding experience in Minnesota.

### **November 13:**

SERC to choose only one flag and one seal design.

### **November 20:**

Continue: SERC to choose only one flag and one seal design.

### **November 27:**

Prepare the final presentation materials for the flag and seal design.

## **December 2023:**

### **December 4:**

Continue to prepare the final presentation materials for the flag and seal design.

### **December 11:**

Review and proofread the final documentation.

### **December 18:**

Submit the final flag and seal design proposal recommendations.