

December 5, 2023

# Community-designed concepts for the flag and seal of Minnesota.

Prepared by Luis Fitch MN SERC Chair Commissioner.



## Agenda:

- Selected revised flags and seals by designers and community.
- Google reverse image search.
- Which star design suits the “North Star State” best?
- Key elements to consider when choosing a seal.
- Do we vote today to reduce the number of flags and seals?
- Q&A

The State Emblems Redesign Commission has selected six designs as the basis for the next Minnesota state flag and five designs as the basis for the next state seal.

The designs will likely be modified, including changes to shapes and colors.

Minnesota state flag finalists are:



F29



F1154



F1953



F944



F1435



F2100

Minnesota state seal finalists are:



S224



S147



S2



S27



S6



F29  
9 stickers out of 12 Commissioners.



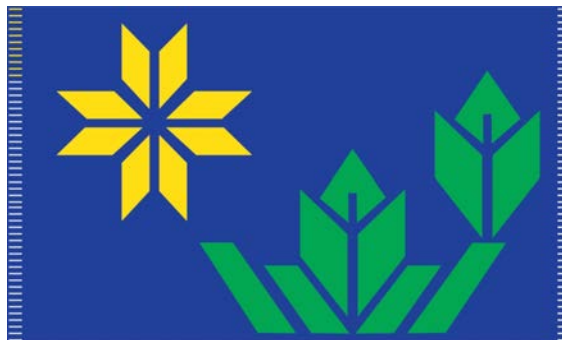
F1953  
8 stickers out of 12 Commissioners.



F1154  
8 stickers out of 12 Commissioners.



F944  
7 stickers out of 12 Commissioners.



F1435  
6 stickers out of 12 Commissioners.



F2100  
6 stickers out of 12 Commissioners.

(9 stickers out of 12 Commissioners)

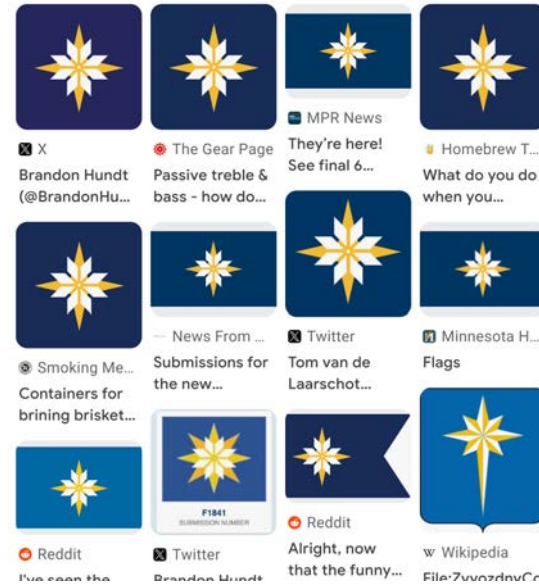
**F 29**



### Google reverse image search.



Original flag star



Results from Google from December 1, 2023

## “L'etoile du Nord flag”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### **Blue Symbolism:**

- Represents Minnesota's sky-tinted water.
- Showcases the state's identity as the "Land of 10,000 lakes."
- Highlights key geographical features like the Great Lakes beginning in Duluth and the Mighty Mississippi forming in the state.

### **Directional Star (L'etoile du Nord):**

- Represents the North Star, guiding people to Minnesota.
- Emphasizes the significance of the North Star in the state's history and identity.

### **Gold Representation:**

- Symbolizes the rich resources of the land.
- Reflects the prosperity and abundance found in Minnesota.

### **Snowflake Motif:**

- Represents winter and the state's embrace of it.
- Draws a connection to the unique snowflake shape, also present in the Capitol building's rotunda star.

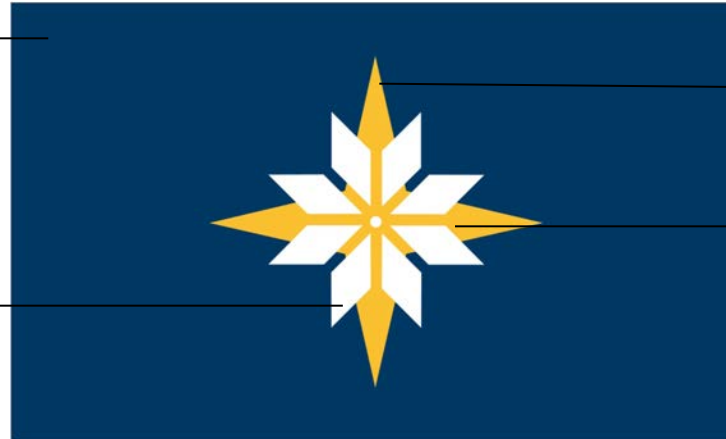
### **Personal Connection:**

- Resides in Saint Paul, with previous residences in Minneapolis, Roseville, and New Brighton.
- Moved to Minnesota for college in 2002 and has remained, aside from a year spent abroad.

## Flag F29 meaning.

**Blue:**  
Minnesota's Sky-tinted water: The land of 10,000 lakes. The Great Lakes begin in Duluth. The Mighty Mississippi is formed in our state. If any state has a case to have a blue flag, it is Minnesota.

**The Snowflake:**  
Winter, we embrace it.



**Gold:**  
Represents the rich resources of the land.

**The Directional Star:**  
"L'etoile du Nord" The North Star. If you follow the North Star, you will end up in Minnesota.  
\*As a bonus this is also the shape of the star on the floor in the rotunda of the Capitol building in Saint Paul.



**Flag views for F29.**



Grayscale value



Reversible



Front / Horizontal



Front / Vertical



View from  
far away

### Flag revisions from F29 - Original

F29 - Original



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

F29 - A



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

F29 - B



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

**Flag F29 alternative designs.**

F29 - Original



F29 - C



F29 - D



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Flag F29 alternative designs.

F29 - Original



F29 - E



F29 - F



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

## Flag F29 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

L'etoile du Nord flag Blue: Minisota' Sky-tinted water: The land of 10,000 lakes. The Great Lakes begin in Duluth. The Mighty Mississippi is formed in our state. If any state has a case to have a blue flag, it is Minnesota. The Directional Star: "L'etoile du Nord" The North Star. If you follow the North Star, you will end up in Minnesota. Gold represents the rich resources of the land. The Snowflake: Winter We embrace it. Put on a sweater and stay warm. As a bonus this is also the shape of the star on the floor in the rotunda of the Capitol building in Saint Paul.

### **Connection to MN:**

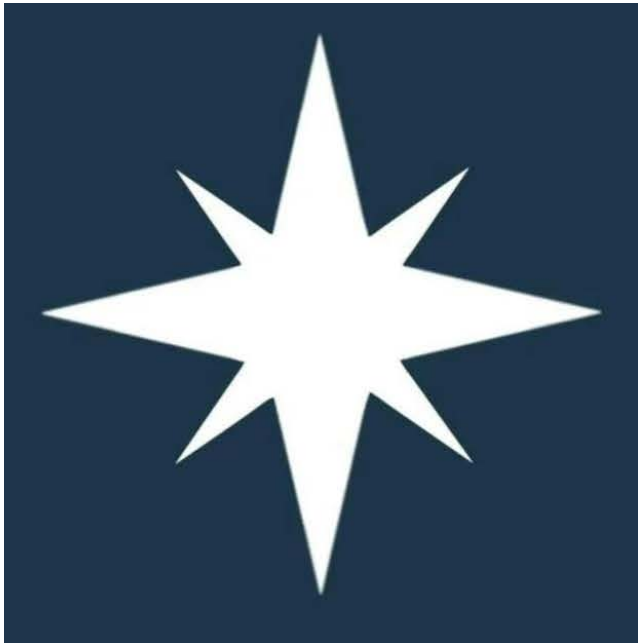
I live in Saint Paul. Previously Minneapolis, Roseville, and New Brighton. I came up for college in 2002 and have stayed (minus one year spent abroad).

(8 stickers out of 12 Commissioners)

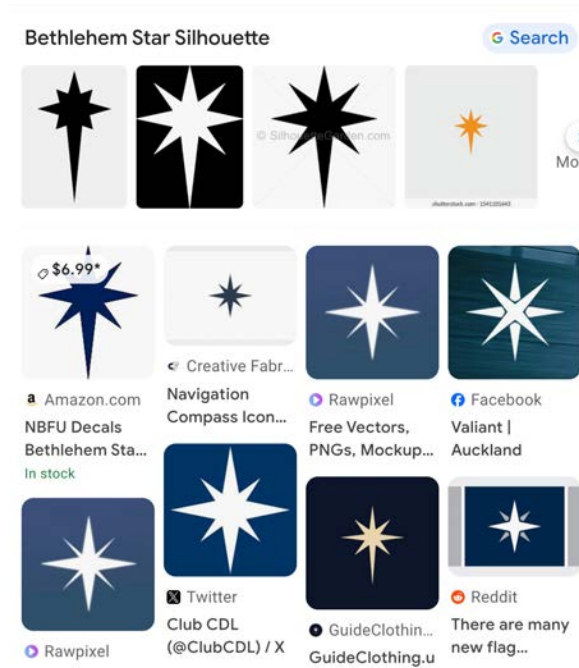
**F1953**



### Google reverse image search.



Original flag star



Results from Google from December 1, 2023

## “Star of the North”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Abstract Shape of Minnesota:

- In navy, the design incorporates the abstract shape of Minnesota, serving as a visual anchor and direct representation of the state.

### Northern Star Motto:

- A white northern star reflects the state motto, "L'etoile du Nord," symbolizing unity and guiding principles, connecting the design to Minnesota's identity.

### Symbol of Unity:

- The northern star as a symbol of unity reflects the diverse communities within Minnesota, emphasizing a shared purpose and collective identity.

### Color Symbolism:

#### • White Stripe (Snow):

- Represents the significance of snow, acknowledging Minnesota's winter climate and its impact on the state's character.

#### • Green Stripe (Nature and Agriculture):

- Signifies the beauty of nature and the historical importance of agriculture, recognizing their roles in shaping Minnesota's identity.

#### • Light Blue Stripe (Water):

- Represents the importance of water in the state, linking to Minnesota's nickname as the "land of 10,000 lakes," the birthplace of the Mississippi River, and the linguistic origins of its name.

### Simplicity in Design:

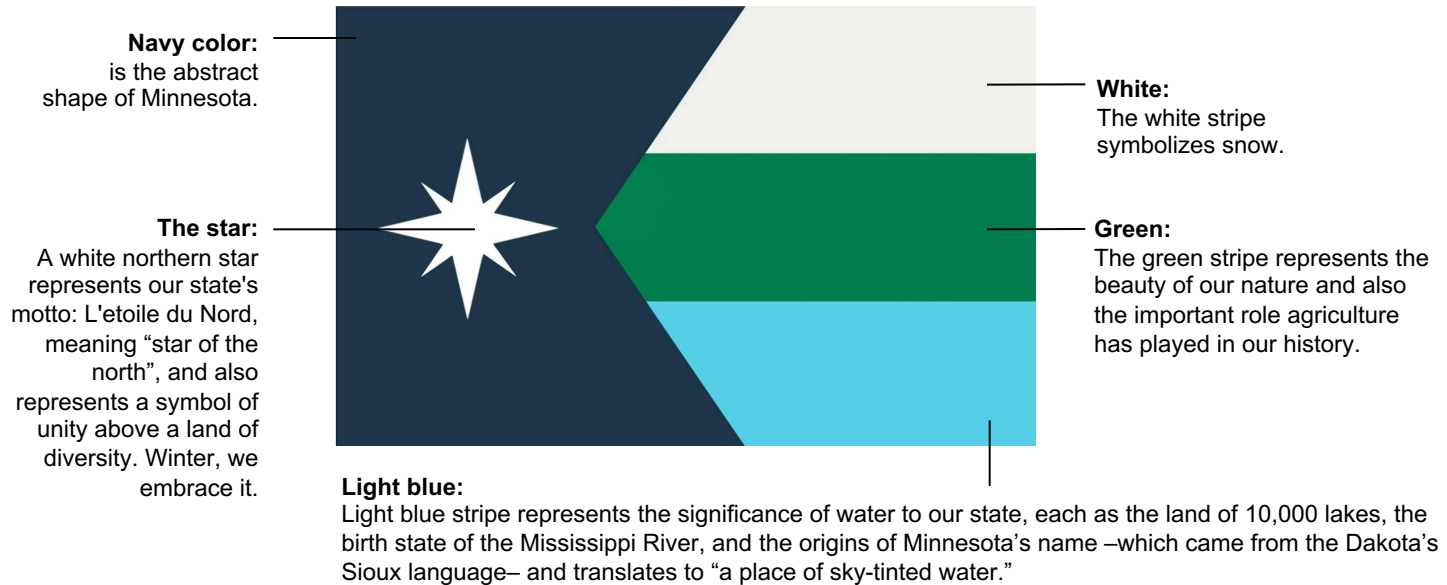
- The overall design aims for simplicity to ensure visual clarity while encapsulating the complexity of Minnesota's history, cultures, and people.

### Personal Connection:

- The designer's lifelong residency in Minnesota underscores a deep personal connection, reinforcing the authenticity and genuine representation of the state in the design choices.



## Flag F1953 meaning.



**Flag views for F1953.**



Grayscale value



Reversible



Front / Horizontal



Front / Vertical



View from far away

## Flag revisions from F1953 - Original

F1953 - Original



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

F1953 - A



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

F1953 - B



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

## Flag F1953 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

In navy is the abstract shape of Minnesota. A white northern star represents our state's motto: L'etoile du Nord, meaning "star of the north", and also represents a symbol of unity above a land of diversity.

The three colors on the right signify important aspects to Minnesotan history and culture: the white stripe symbolizes snow; the green stripe represents the beauty of our nature and also the important role agriculture has played in our history; and the light blue stripe represents the significance of water to our state, each as the land of 10,000 lakes, the birth state of the Mississippi River, and the origins of Minnesota's name –which came from the Dakota's Sioux language– and translates to "a place of sky-tinted water."

Overall, I wanted the design to be very simple while also symbolizing the various important aspects of our history, cultures, and people.

### **Connection to MN:**

I was born in and have lived in Minnesota for every year of my life.

(8 stickers out of 12 Commissioners)

**F1154**



### Google reverse image search.



Original flag star



Results from Google from December 1, 2023

## “The Starflake”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Rational:

- **Symbolic Simplicity:** The bold and simple design of the 8-pointed motif, resembling a snowflake, serves to encapsulate the essence of Minnesota's climate and cultural resilience. The motif's clean lines and uncomplicated structure make it easily recognizable, fostering a strong visual identity.
- **Cultural Richness and Connection:** The 8-pointed star draws inspiration from various cultural elements ingrained in Minnesota, such as Ojibwe and Sioux star blankets, Nordic Fair Isle patterns, agrarian barn quilts, and the state's capital rotunda. This deliberate inclusion reflects the diversity and heritage of Minnesota, creating a design that resonates with the local community.

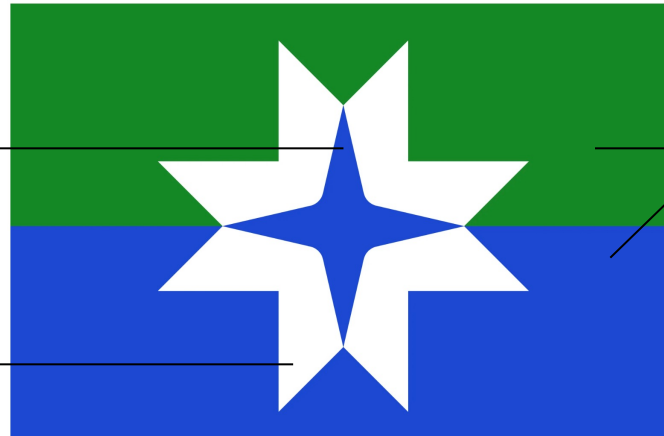
### Representation of Minnesota:

- **Natural Beauty and Resources:** The blue and green background symbolizes the serene lakes and wooded shorelines of Minnesota's boundary waters, emphasizing the state's commitment to preserving its natural resources. This design choice reinforces Minnesota's identity as a state blessed with abundant natural beauty and highlights the importance of environmental conservation.
- **Unique Proprietary Symbol:** The 'starflake' motif, with a hidden North Star at its center, serves as a unique and proprietary symbol that is not only easy to reproduce but also holds a depth of meaning specific to Minnesota. This distinctive design reflects the state's individuality and resonates with the pride and connection felt by residents, including the designer who is a graduate of the University of Minnesota and actively participates in state fair traditions, such as indulging in deep-fried pickles.

## Flag F1953 meaning.

**North Star:**  
This 8-pointed motif contains a hidden North Star in the center. The 8-pointed star immediately brings to mind a snowflake, which reflects our climate and cultural resiliency.

**8-pointed stars:**  
8-pointed stars are also found in Ojibwe and Sioux star blankets, Nordic Fair Isle patterns, agrarian barn quilts, and the capital rotunda itself.



**Blue and Green:**  
The blue and green background represent a lake and wooded shoreline of the boundary waters symbols of Minnesota's natural resources.



**Flag views for F1154.**



Grayscale value



Reversible



Front / Horizontal



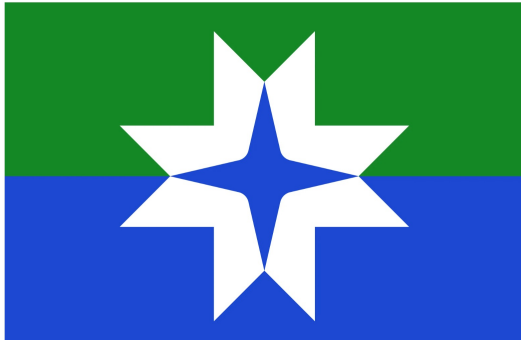
Front / Vertical



View from far away

**Flag F1154 alternative designs.**

F1154 - Original



F1154 - A



F1154 - B



F1154 - C



F1154 - D



F1154 - E



## Flag F1154 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

Bold, simple, proprietary, and rich with symbolism, this 8-pointed motif contains a hidden North Star in the center. The 8-pointed star immediately brings to mind a snowflake, which reflects our climate and cultural resiliency.

8-pointed stars are also found in Ojibwe and Sioux star blankets, Nordic Fair Isle patterns, agrarian barn quilts, and the capital rotunda itself. The blue and green background represent a lake and wooded shoreline of the boundary waters: symbols of Minnesota's natural resources. This 'starflake' symbol is easy to reproduce, and is a unique, proprietary symbol contains a depth of meaning to Minnesota.

### **Connection to MN:**

I am a resident of Minnesota and proud to live in a state that strives to conserve its natural resources, aims for inclusivity, and provides diverse economic opportunities. I am a graduate from the University of Minnesota and always visit the deep-fried pickle stand at the state fair.

(7 stickers out of 12 Commissioners)

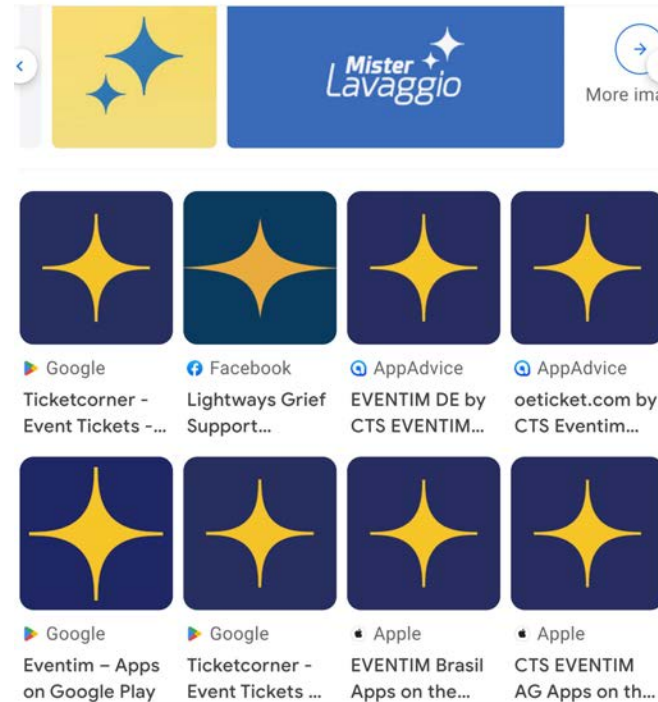
**F944**



### Google reverse image search.



Original flag star



Results from Google from December 1, 2023

## “Mirror of the Sky”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Design Rationale:

- **"Mirror of the Sky":** Uniquely essential and enduring, this design captures the essence of Minnesota's diverse landscape. It features wisps of snow, clouds, and aurora reflected in bending waters, complemented by a bold, four-pointed North Star inspired by Dakota and Ojibwe symbols and astronomy.
- **Tribute to Minnesota's Landscape:** The design choices aim to pay homage to Minnesota's dynamic terrain, combining elements like pristine waters and celestial symbols to create a visually striking representation. The use of a guiding North Star reinforces the project's objectives of creating a design that reflects both the natural and cultural aspects of Minnesota.

### Connection to MN:

- **Todd's Minnesota Roots:** Todd, the designer, is a Minnesota-born artist, designer, writer, and filmmaker. Raised in Saint Paul, he holds a bachelor's degree in Digital Media Arts from Hamline University and has been the creative director for a local multimedia design agency since 2004.
- **Family Ties to Minnesota:** Todd's connection to Minnesota runs deep, with familial ties to the state. His father, a first-generation Minnesotan and retired White Bear Lake science teacher, is an astronomer residing in Saint Paul with his wife. This familial connection reinforces Todd's personal investment in capturing the essence of Minnesota in his design.

**Flag views for F994.**



Grayscale value



Reversible



Front / Horizontal



Front / Vertical



View from far away

**Flag revisions for F944.**



F944 - Original



F944 - A



F944 - B

Somebody else just reached out to me and told me the star in the "modern" finalist with the waves looks like the star in the logo for the St. Paul Foundation:





**Flag revisions with new star for F944.**



F944 - C



F944 - D



F944 - E

## Flag F944 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

"Mirror of the Sky" — unique, essential, enduring, and bold. This design pays tribute to Minnesota's diverse and dynamic landscape, with wisps of snow, clouds, and aurora reflected by pristine, bending waters, and a guiding, four-pointed North Star inspired by the symbols and astronomy of Dakota and Ojibwe tribes.

### **Connection to MN:**

Todd is a Minnesota-born artist, designer, writer, and filmmaker whose work explores the spaces we inhabit and engage, and the ways we move between here, there, then, and now.

Born in Minneapolis and raised in Saint Paul, Todd has a bachelor's degree in Digital Media Arts from Hamline University, and has worked since 2004 as creative director for a local multimedia design agency. He lives in Saint Paul with his wife Caitlin. His father, is a first-generation Minnesotan, astronomer, and retired White Bear Lake science teacher who lives in Saint Paul with his wife.

(6 stickers out of 12 Commissioners)

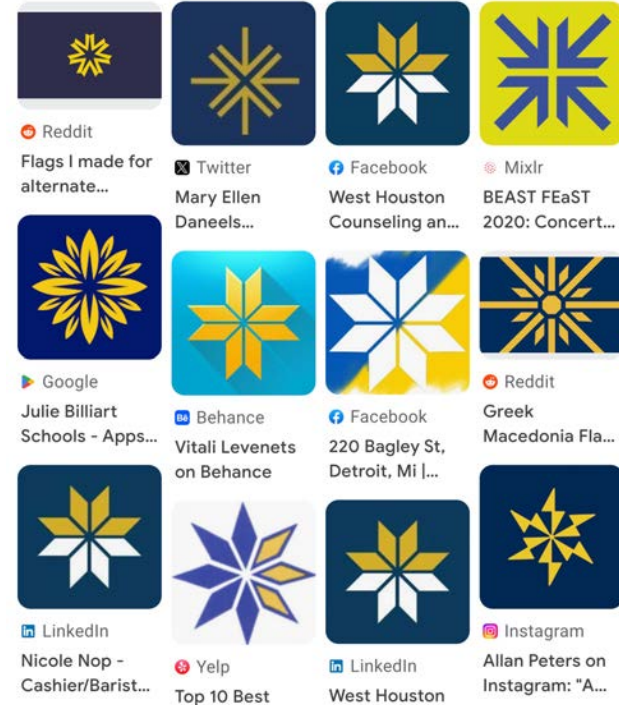
**F1435**



### Google reverse image search.

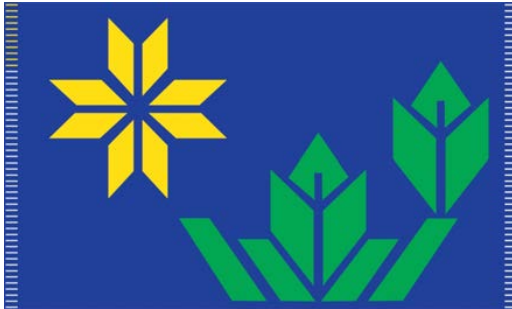


Original flag star



Results from Google from December 1, 2023

## “Ojibwe Loom”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Design Rationale:

- **Nature-Inspired Harmony:** The design is a homage to Minnesota's natural beauty, featuring beloved trees and the night sky. The incorporation of Ojibwe loom style adds cultural depth, symbolizing the interconnectedness of nature and indigenous heritage. The stripes symbolizing tribal nations and counties enhance inclusivity, reflecting the diversity of Minnesota.
- **Cultural Representation:** The Ojibwe loom style is a deliberate choice to embed cultural richness into the design. By intertwining traditional artistic elements, the design serves as a visual representation of Minnesota’s cultural diversity and history, meeting the project’s objectives of inclusivity and honoring local heritage.

### Connection to MN:

- **Sarah’s Ojibwe Heritage:** Sarah, the designer, is an Ojibwe artist and a proud member of the Fond du Lac Nation. Her lifelong connection to Minnesota is evident in her design, which not only represents the state but also encapsulates her personal roots in the local culture.
- **Commitment to Artistic Fusion:** As a small business owner known for blending Ojibwe art with both traditional and modern influences, Sarah brings a unique perspective to the project. Her commitment to preserving and transforming cultural elements aligns seamlessly with the goal of creating a design that resonates with the essence of Minnesota.

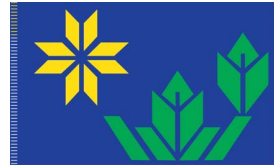
**Flag views for F1435.**



Grayscale value



Reversible



Front / Horizontal

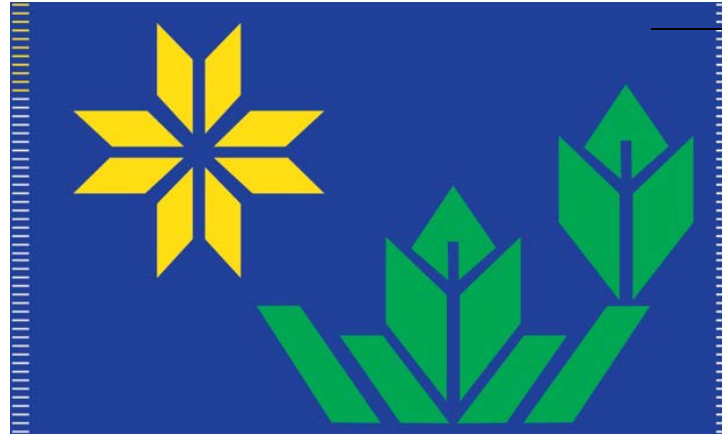


Front / Vertical



View from far away

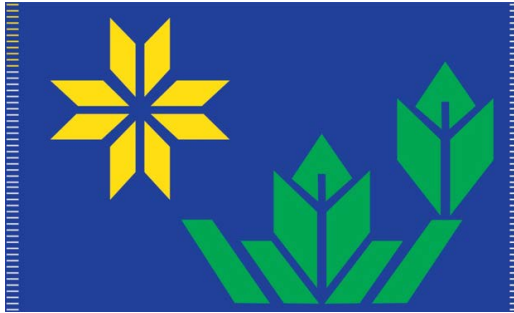
**Flag F1435 meaning.**



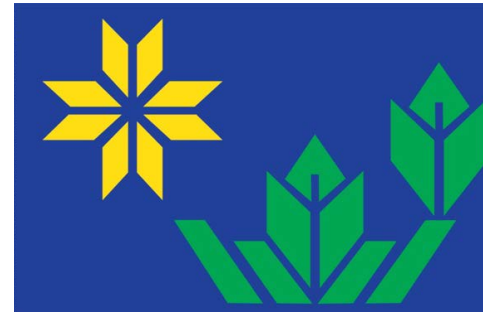
**Trees and Night Sky:**  
Our beloved trees, the night sky, and a stripe to represent each of the tribal nations and counties in Minnesota.

Done in Ojibwe loom style, this is a truly Minnesota design.

**Flag F1435 revisions.**



F1435 - Original



F1435 - A



## Flag F1435 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

Our beloved trees, the night sky, and a stripe to represent each of the tribal nations and counties in Minnesota. Done in Ojibwe loom style, this is a truly Minnesota design.

### **Connection to MN:**

Sarah is an Ojibwe artist, small business owner of HB, life-long Minnesotan, and member of the Fond du Lac Nation. Known for her design work bringing together Ojibwe art with both traditional and modern forms, Howes would be proud to be a part of this beautiful transformation.

(6 stickers out of 12 Commissioners)

**F2100**



Google reverse image search.



Original flag star



Results from Google from December 1, 2023

## “White North Star”



Simple to draw: YES  NO

Reversible: YES  NO

MN symbolism: YES  NO

Few basic colors: YES  NO

Distinctive or related: YES  NO

Does not represent a single community: YES  NO

### Design Rationale:

- **North Star Symbolism:** A white North star is prominently featured, representing Minnesota as the "North Star State," embodying guidance, leadership, and a unique state identity.
- **Blue Sky Field:** The blue field at the top symbolizes the sky-blue waters of Minnesota's 10,000 lakes, capturing the natural beauty and serenity of the state's aquatic landscapes.
- **Green Wilderness Field:** The green field at the bottom signifies Minnesota's lush forests, natural wilderness, and bountiful agricultural crops, highlighting the state's rich environmental diversity.
- **White Line for Winter Activities:** A slender white line runs through the design, symbolizing the myriad winter activities available in the state, acknowledging and celebrating the abundance of winter sports and pastimes.

### Connection to MN:

- **Proud Native Son:** The designer is a proud native of Minnesota, having graduated from Mankato High School in 1958 during the state's centennial year, showcasing a deep and enduring connection to the state's history.
- **Educational Background:** The designer further solidifies their ties to Minnesota by graduating from Mankato State University, demonstrating a commitment to both personal and academic growth within the state.

## Flag F2100 meaning.



**Flag views for F2100.**



Grayscale value



Reversible



Front / Horizontal



Front / Vertical



View from far away

**Flag F2100 design alternative.**



F2100 - Original



F2100 - A



F2100 - B



Duluth flag



F2100 - C



F2100 - D

## Flag F2100 full rationale.

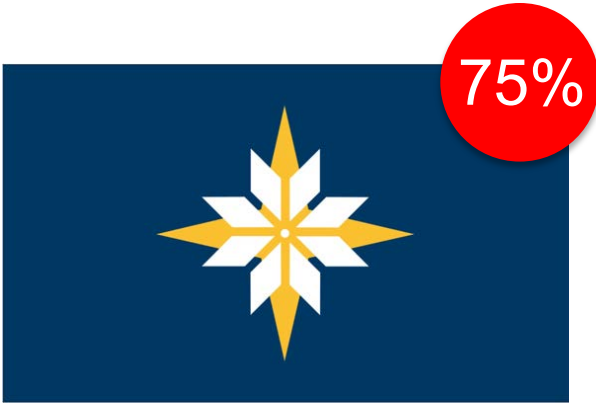
**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

White North star for north star state. Blue field at the top of the flag represents the sky-blue waters found in the state's beautiful 10,000 lakes. The green field at the bottom represents the state's green forests, its natural wilderness areas, and also the abundant agricultural crops produced on the state's productive farm-lands. The slender white line represents the many abundant winter activities that are available in the state.

### **Connection to MN:**

I am a proud native son of the state of Minnesota. I graduated from Mankato high school in 1958 (Minnesota's centennial year). I also graduated from Mankato state university.

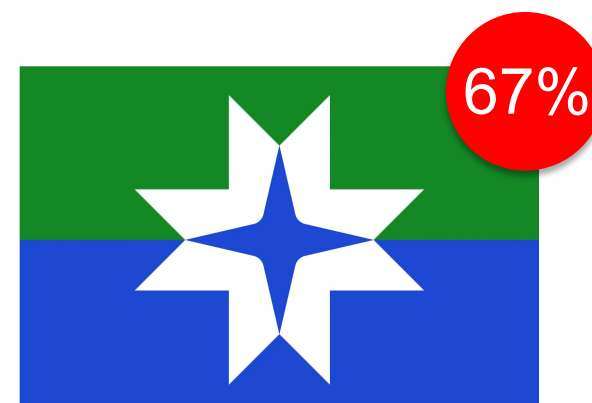




F29  
9 stickers out of 12 Commissioners.



F1953  
8 stickers out of 12 Commissioners.



F1154  
8 stickers out of 12 Commissioners.



F944  
7 stickers out of 12 Commissioners.



F1435  
6 stickers out of 12 Commissioners.



F2100  
6 stickers out of 12 Commissioners.

Stars



F29



F1953



F1154



F944



F1435



F2100



F29



F1953



F1154



F944



F1435



F2100

Easy to to draw.

Difficult to to draw.



F944



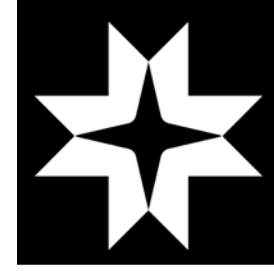
F2100



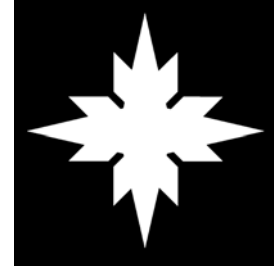
F1953



F1435



F1154



F29

Easy to to sew.

Difficult to to sew.



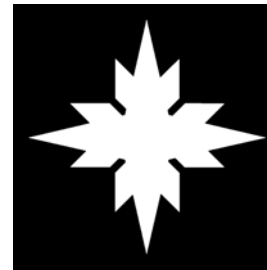
F944



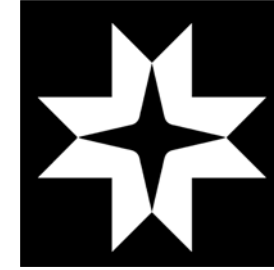
F2100



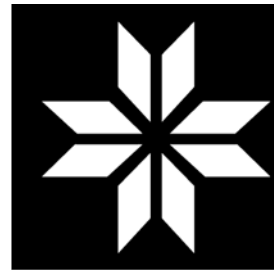
F1953



F29

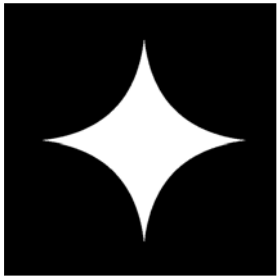


F1154



F1435

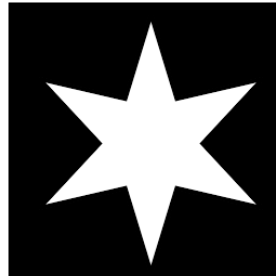
Which star represents the best "Star of the North"



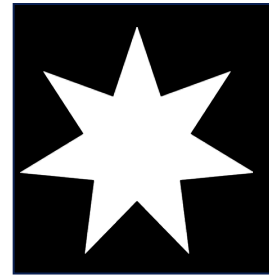
4 sided



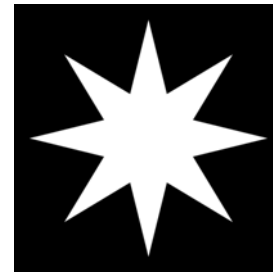
5 sided



6 sided



7 sided

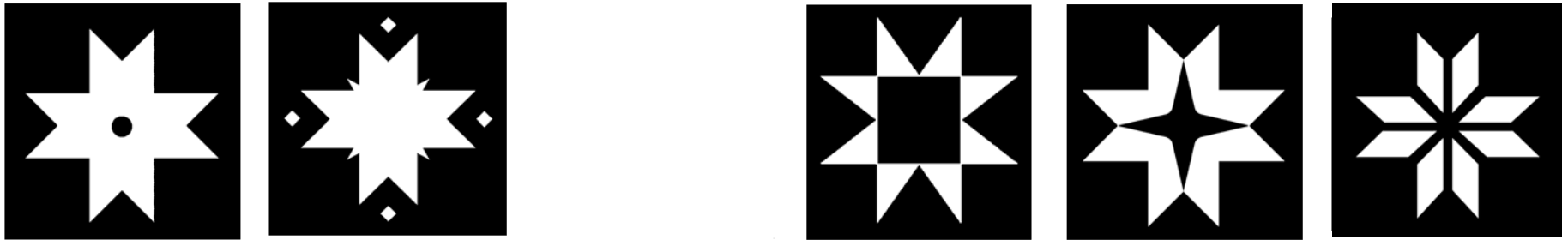


8 sided



x sided?

Are these stars representing a cross-cultural meaning?



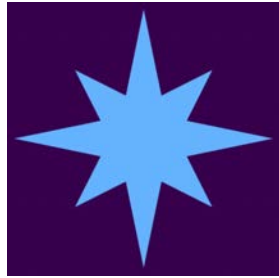
... and if yes, is that better than a generic star?

Other stars  
submitted.





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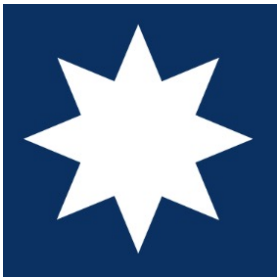
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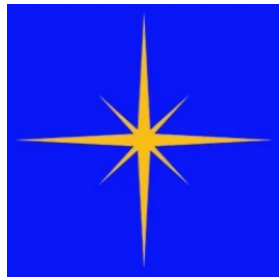
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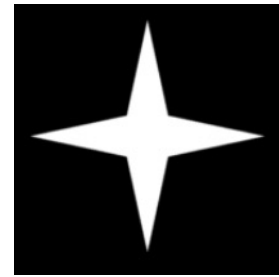
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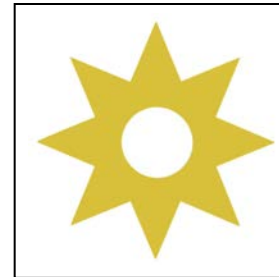
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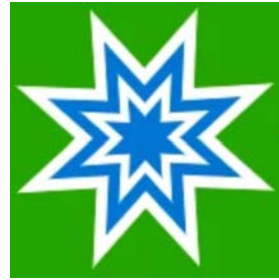
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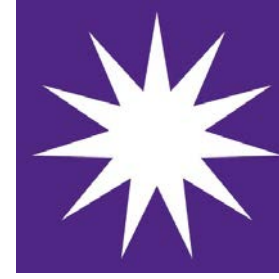
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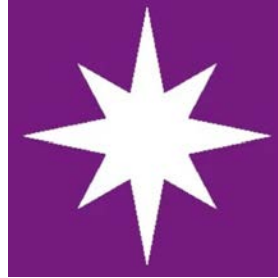
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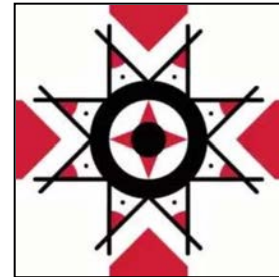
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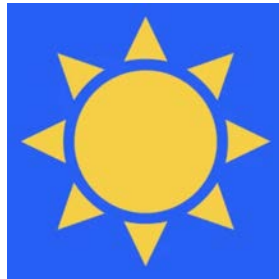
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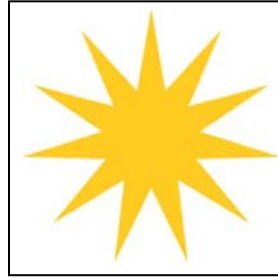
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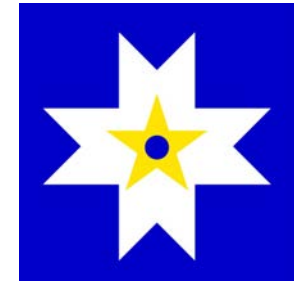
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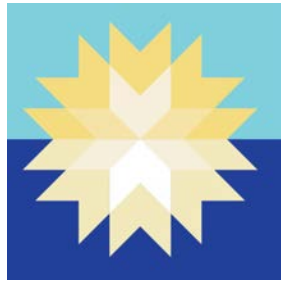
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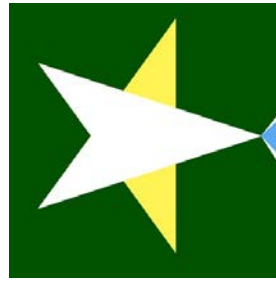
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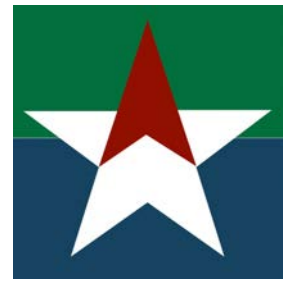
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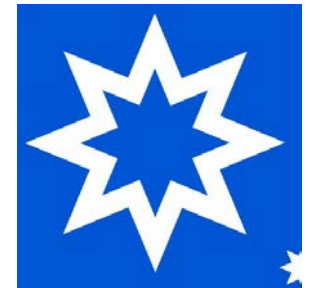
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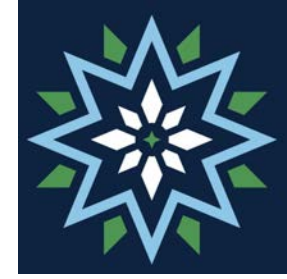
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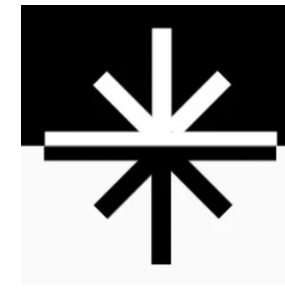
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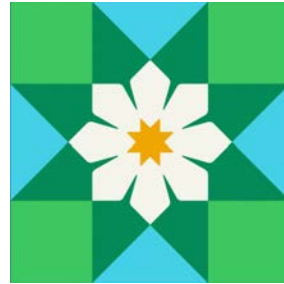
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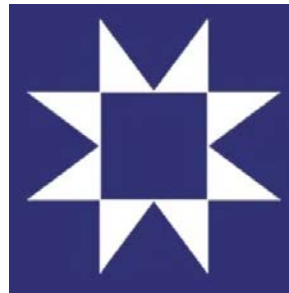
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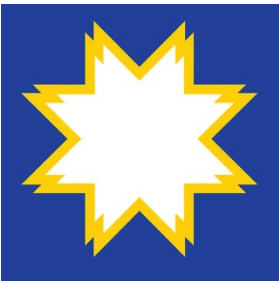
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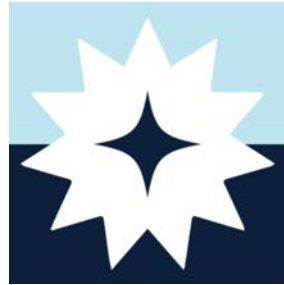
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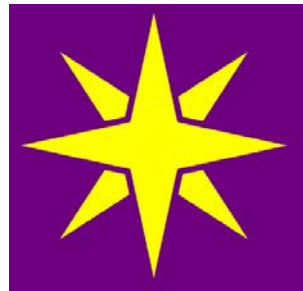
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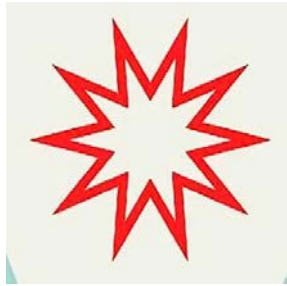
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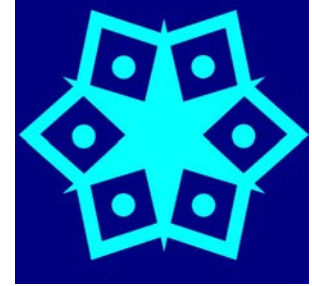
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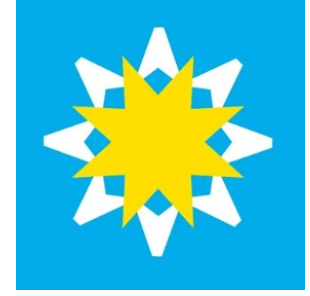
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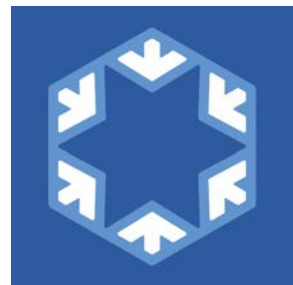
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166

Seals



**S224**

12 stickers out of 12  
Commissioners.



**S147**

10 stickers out of 12  
Commissioners.



**S2**

8 stickers out of 12  
Commissioners.



**S6**

8 stickers out of 12  
Commissioners.



**S27**

6 stickers out of 12  
Commissioners.

Designing a state seal involves careful consideration of various elements to ensure that it effectively represents the values, history, and identity of the State of Minnesota.

**State Symbols:**

Look for symbols like the North Star, flowers, animals, trees, or other significant icons that represent the state.

**Motto:**

Choose between French, English, another language, or no motto.

**Inclusivity:**

Steer clear of symbols that could be exclusive or divisive; aim for a design that is universally accepted.

**Balance and Symmetry:**

Find a visually pleasing and balanced design for the state seal.

**Date of Establishment:**

Decide if the state's founding date should be included in the design or not.

**Legibility:**

Make sure all text and symbols are clear and easy to read, even in different sizes and colors.

**Timeless Design:**

Choose a straightforward and enduring design, avoiding overly complex details or overly simple modern elements.

**Legal and Historical Accuracy:**

Make sure the design adheres to legal requirements and accurately reflects the state's history.

**Color Palette:**

Select colors that align with the state's identity, drawing from those found in the flag or other key symbols.

S2224



Has State Symbols: YES  NO

Want a Motto: YES  NO  Which Language? \_\_\_\_\_

Is it Inclusive or Universal: YES  NO

Has Balance and Symmetry: YES  NO

Want a Date of Establishment: YES  NO

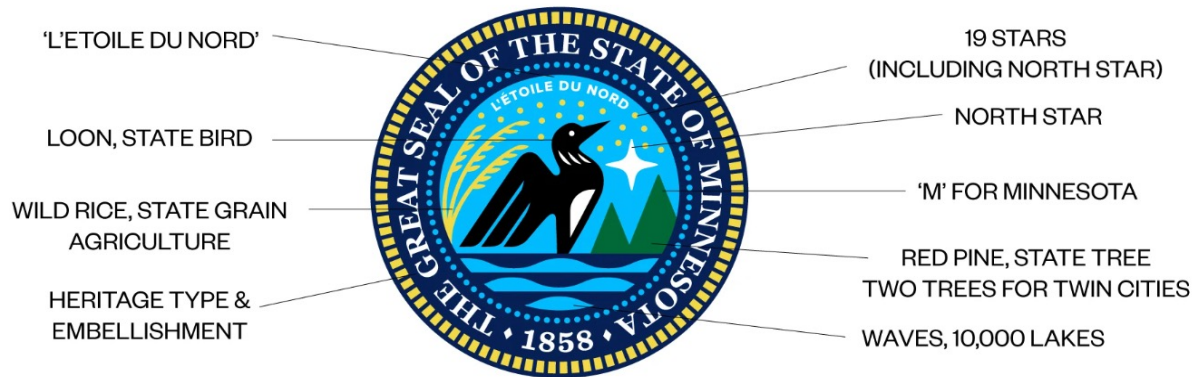
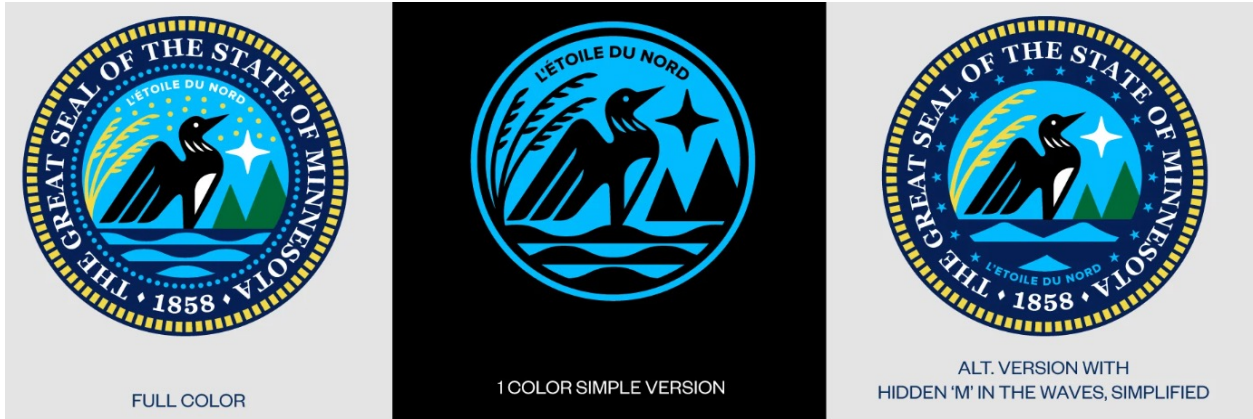
Is it Legible: YES  NO

Has a Timeless Design: YES  NO

Is it Legal & Historically Accurate: YES  NO

Likes the Color Palette: YES  NO





S224 - Original



S224 - A



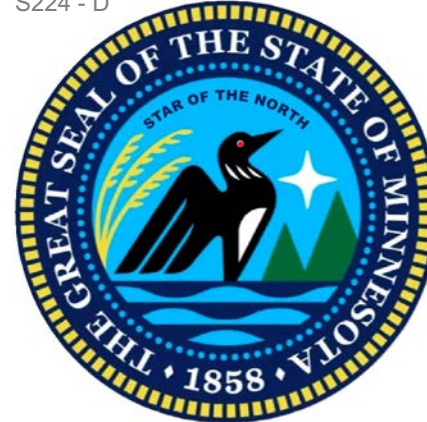
S224 - B



S224 - C



S224 - D





## Seal S224 full rationale.

### **A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

This emblem features the state bird in a pose that signifies pride and energy. The waves symbolize our abundance of lakes. The wild rice, our state grain, represents agriculture of today and of Native American tribes. The pine trees represent our forests and land.

19 stars fill the sky to represent MN as the 19th state to join the union after the original 13. The large North Star represents Minnesota. Elements from the previous seal are used: the circular shape, similar typography and radial pattern. This symbol represents the abundance of natural resources that are the foundation of the economy and vitality of Minnesota.

### **Connection to MN:**

I am a resident of Minnesota and proud to live in a state that strives to conserve its natural resources, aims for inclusivity, and provides diverse economic opportunities. I am a graduate from the University of Minnesota and always visit the deep-fried pickle stand at the state fair.

S 147



Has State Symbols: YES  NO

Want a Motto: YES  NO  Which Language? \_\_\_\_\_

Is it Inclusive or Universal: YES  NO

Has Balance and Symmetry: YES  NO

Want a Date of Establishment: YES  NO

Is it Legible: YES  NO

Has a Timeless Design: YES  NO

Is it Legal & Historically Accurate: YES  NO

Likes the Color Palette: YES  NO





S147 - Original



S147 - A



S147 - B

## Seal S147 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

Stella Borealis — Star of the North  
A deep navy field for the lakes and dark sky  
The Polaris, North Star, centered true  
A radiant flake from the fresh fallen snow  
In a compass rose river, sky blue  
An evergreen forest of 32 points  
Let our place in the Union be known  
Together a noble light leading the way  
Guiding all who would call this land home.

### **Connection to MN:**

Born and raised in Minnesota, I have spent over 40 years loving this state, 20 years working locally in brand design for some of the state's most recognized corporations, 10 years raising a family here, and 6 years running a small, family-owned business devoted to this great land we call 'Up North'.

S2



Has State Symbols: YES  NO

Want a Motto: YES  NO  Which Language? \_\_\_\_\_

Is it Inclusive or Universal: YES  NO

Has Balance and Symmetry: YES  NO

Want a Date of Establishment: YES  NO

Is it Legible: YES  NO

Has a Timeless Design: YES  NO

Is it Legal & Historically Accurate: YES  NO

Likes the Color Palette: YES  NO

Seal revisions



S2 - Original



S2 - A



S2 - B



## Seal S2 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

My proposed State Seal represents the North Star State as a guiding light for the Union and a gathering place for many cultures. It recalls the state motto, and reflects the North Star pattern on the Capitol Rotunda floor, by architect Cass Gilbert – with distinct versions based on the brass inset (embossed/medallion) & marble inlay (whether colorized according to the North Star Flag, or in the tonal colors of the rotunda floor).

### **Connection to MN:**

I've lived in Minnesota most of my life, currently Blooming Prairie. I launched a bipartisan effort for a new state flag in 1989, testifying twice before a House committee to promote change. I also designed the "North Star Flag" as a sample redesign, and suggested a contest. Lee Herold of Rochester, another longtime Minnesotan, assisted my design and effort. My Seal and final concept was aided by Francisco Gregoric (Argentina), and is inspired by the Capitol rotunda floor pattern. Vector art for my proposals is available upon request.

S6



Has State Symbols: YES  NO

Want a Motto: YES  NO  Which Language? \_\_\_\_\_

Is it Inclusive or Universal: YES  NO

Has Balance and Symmetry: YES  NO

Want a Date of Establishment: YES  NO

Is it Legible: YES  NO

Has a Timeless Design: YES  NO

Is it Legal & Historically Accurate: YES  NO

Likes the Color Palette: YES  NO

Seal revisions



S6 - Original



S6 - A



S6 - B



S6 - C



S6 - D

## Seal S6 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

“L’etoile du Nord” ribbon inspired by the photo on SOS website for the state motto. Elements taken from current seal to incorporate some continuity. Wording, Borders, State admission year. Blue: Minisota’ Sky-tinted water: The land of 10,000 lakes. The Great Lakes begin in Duluth. The Mighty Mississippi is formed in our state. If any state has a case to have a blue flag, it is Minnesota.

The Directional Star: The North Star. If you follow the North Star, you will end up in Minnesota. Gold represents the rich resources of the land. The Snowflake: Winter, we embrace it. Put on a sweater and stay warm. As a bonus this is also the shape of the star on the floor in the rotunda of the Capitol building in Saint Paul.

### **Connection to MN:**

I live in Saint Paul. Previously Minneapolis, Roseville, and New Brighton. I came up for college in 2002 and decided to stay and start my family here (minus one year spent living abroad).

S27



Has State Symbols: YES  NO

Want a Motto: YES  NO  Which Language? \_\_\_\_\_

Is it Inclusive or Universal: YES  NO

Has Balance and Symmetry: YES  NO

Want a Date of Establishment: YES  NO

Is it Legible: YES  NO

Has a Timeless Design: YES  NO

Is it Legal & Historically Accurate: YES  NO

Likes the Color Palette: YES  NO



### Seal revisions



S27 - Original



S27 - A



S27 - B



S27 - C



## Seal S27 full rationale.

**A brief statement on the rationale for design, explaining the design choices, highlighting how they meet the project objectives and represent Minnesota:**

The True North Star — L'Étoile du Nord. Designed to pair with the True North Flag (<https://flag.mn/>) in honor of our state's many traditions and backgrounds, this design moves past the existing seal's convolution and revisionism for a sharper focus on our state's strongest, most universal symbol: The North Star.

## **Connection to MN:**

Todd is a Minnesota-born artist, designer, writer, and filmmaker whose work explores the spaces we inhabit and engage, and the ways we move between here, there, then, and now. Born in Minneapolis and raised in Saint Paul, Todd has a bachelor's degree in Digital Media Arts from Hamline University, and has worked since 2004 as creative director for a local multimedia design agency. He lives in Saint Paul with his wife Caitlin.

100%



S224

12 stickers out of 12  
Commissioners.

83%



S147

10 stickers out of 12  
Commissioners.

67%



S2

8 stickers out of 12  
Commissioners.

67%



S6

8 stickers out of 12  
Commissioners.

50%



S27

6 stickers out of 12  
Commissioners.

## Next steps:

### **Vote today?**

Should we propose a vote today to streamline the number of flags and seals, or would it be more prudent to defer the decision to our upcoming meeting to explore the concepts thoroughly?

### **Edits:**

We will continue to refine and make edits for flags and seals for our next meeting as needed.

Q&A