

MINNESOTA FLAG

Goals

- **Good Flag Design**
- **Things to Keep in Mind**

Seals and Flags

- **The seal belongs to the government**
- **The flag belongs to the people.**

“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

- **Simplicity**
- **Symbolism**
- **2–3 Colors**
- **No Lettering/Seals**
- **Distinctiveness**

Purposes of a Flag

PRIMARY:

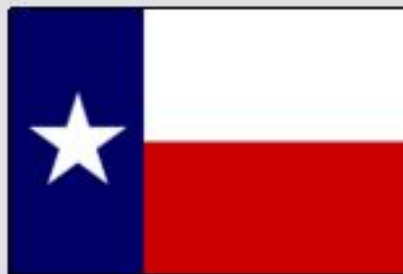
Signaling at Distance

SECONDARY:

Ritual & Ceremony

Heritage / Values

Best U.S. State Flags



Indistinguishable U.S. State Flags



Utah: 5,700 Submissions



Tips

- **View from Distance**
- **Imagine Various Uses**
- **Consider Other State Examples**
- **Avoid Clever or Cute**
- **Simple Simple Simple**

Tips

**Beyond Aesthetics /
Meaning...**

- **Recognizable**
- **Memorable**

Details

- **Good Flag Design**

Roman Mars TED Talk

TED Ideas worth spreading

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Roman Mars | TED2015

Why city flags may be the worst-designed thing you've never noticed



THE 5 BASIC PRINCIPLES OF FLAG DESIGN

- 1. Keep It Simple**
- 2. Use Meaningful Symbolism**
- 3. Use 2–3 Basic Colors**
- 4. No Lettering or Seals**
- 5. Be Distinctive (or Be Related)**

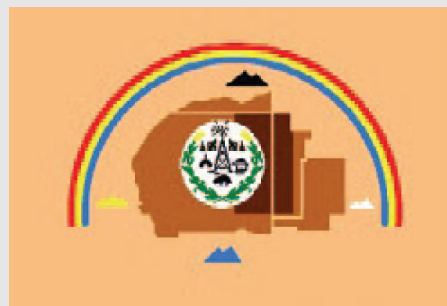
1. Keep It Simple

- 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...



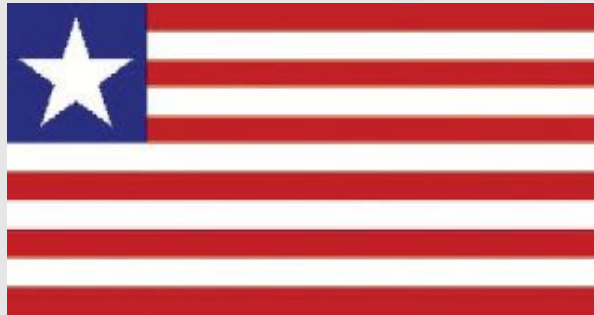
4. No Lettering or Seals

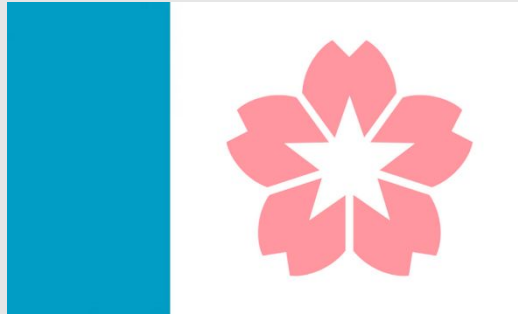
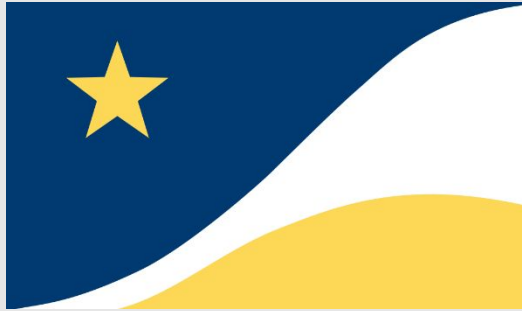
- **Never use writing of any kind or an organization's seal...**



5. Be Distinctive (or Be Related)

- **Avoid duplicating other flags, but use similarities to show connections...**





Details

- Things to Keep in Mind

COMMON CHALLENGES

- Wanting too much on the flag—something for everyone
- Expecting immediate recognition of the flag
- Fearing simplicity

Tips

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- **Imagine Various Uses**
- **Consider Other State Examples**
- **Avoid Clever or Cute**
- **Simple Simple Simple**

Tips

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FLAG**