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

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

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
Purposes of a Flag

PRIMARY:
Signaling at Distance

SECONDARY:
Ritual & Ceremony
Heritage / Values
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

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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Tips

Beyond Aesthetics / Meaning...

• Recognizable

• Memorable
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