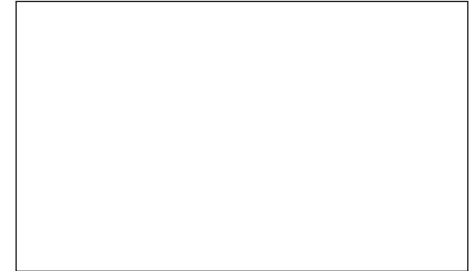
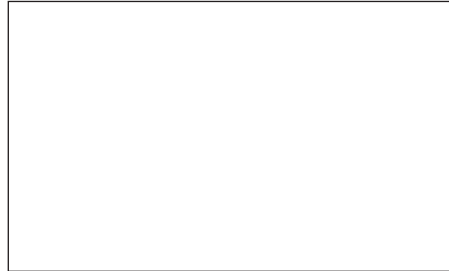




# Help design a new flag for Rochester, MN!

- 1 Design your flag idea following the guidelines below. A great flag should be simple enough that a child could draw it from memory!
- 2 Email your design to [rochesterflagproject@gmail.com](mailto:rochesterflagproject@gmail.com) or deliver/mail it to **Rochester Flag**, Herold Flags & Flagpoles, 2002 SW 2nd Street, Rochester, MN 55902
- 3 Learn more and watch for updates: [www.rochesterflag.com](http://www.rochesterflag.com)  
 f Rochester Flag Project @rochesterflagproject @rochmnflag

## SKETCH YOUR IDEAS HERE; OFFICIAL ENTRY ON REVERSE



### CURRENT CITY FLAG



Contains text that is illegible and outdated

Seal with hard to decipher and dated imagery

Imagery is too detailed to see clearly from a distance

Designs contains more than 3 colors

### GUIDELINES

- 1 **Keep it Simple.**  
A flag should be so simple that it can be drawn from memory.
- 2 **Use Meaningful Symbolism**  
A flag's images, colors, or patterns should relate to what it symbolizes.
- 3 **Use 2-3 Basic Colors**  
Limit the number of colors to a few which contrast well and come from the standard color set. Usually this means 2 to 3.
- 4 **No Lettering or Seals**  
Never use writing of any kind or an organization's seal. These can't be understood from a distance.
- 5 **Be Distinctive or Related**  
Avoid duplicating other flags, but use similarities to show connections.

**Shapes such as Stars & Stripes are very common in flag design.**

The flag of Chicago has broad blue stripes and four six-pointed stars all in red. The white stripes represent the North, West and South sides of the city. The two blue stripes symbolize Lake Michigan and the Chicago River. The stars represent important city events or moments in its history.

**Colors should reflect the region and represent or convey emotion.**

Des Moines's flag consists of a red portion at the hoist with the balance of the flag featuring a blue background signifying water, and three white bridges, representing the Walnut, Locust, and Grand bridges in downtown Des Moines. The flag uses the same shades of red and blue as the U.S. flag.

**Symbols can be anything related to the city, just keep it simple and easy to recognize!**

The recently re-popularized Wichita, KS flag is a great example of strong symbol use. The blue sun represents happiness & contentment. The Native American symbol for permanent 'home' is stitched on the blue sun. The red and white rays represent the path of freedom to come and go as one pleases.

### WHAT DOES ROCHESTER MEAN TO YOU?

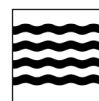
What do you see as Rochester's most prominent and notable features? How would you design a flag, keeping in mind that simpler is better? Here are a few example symbols...



Healthcare



Diversity



Waterways



Knowledge



Agriculture



Wildlife

### BEYOND THE FLAG POLE

A flag design in successful when people want it on things they own... maybe even themselves!




### COMMUNITY PARTNERS



Minnesota Children's Museum  
Rochester



# OFFICIAL CONTEST ENTRY FORM



Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_ Age (if under 18) \_\_\_\_\_

Parent/Guardian Signature (if under 18) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

## CONTEST GUIDELINES

Entries will be accepted by email to **rochesterflagproject@gmail.com**, or in person or via mail to **Herold Flags**, 2002 SW 2nd Street, Rochester, MN 55902. **Entries must be received by 5 p.m. on the due date.**

Do not put your name or identifying information on the image itself, just in the above contact block or in an email submission. Judging will be anonymous and the committee will assign a number to your entry.

Designs must be submitted either as a 3x5-inch (or 3:5 ratio) drawing or JPEG/PDF/Vector image. A resolution of 900x1500 pixels works well, no files larger than 2 MB please. Entries will not be accepted that: use gradient colors (all parts must be solid colors), are two-sided (the same image will be seen on both sides), are designs that are plagiarized or otherwise not an original work of the artist.

**Designs for Round 1:** May 15 – August 18, 2017, must be received by 5 p.m.

**Designs for Round 2:** October 16 – November 17, 2017, must be received by 5 p.m.

The winners of both rounds and all entries will have a final review by the Judges' Board in late 2017. The final flag design will be presented to the Rochester City Council for adoption in early 2018.

Entries that do not follow the above guidelines will not be considered. All entries become the property of the Rochester Flag Project who will transfer the rights to the City of Rochester, MN at the completion of the contest, and the author/creator/artist relinquishes all rights to the design. The Committee reserves the right to alter, modify, or combine designs to create an official City of Rochester flag.

Questions? Need help with formatting? Email **rochesterflagproject@gmail.com** and we will help as much as we can! For more information, check out our website at **rochesterflag.com** and our social media resources.

\* Contest rules are subject to change. For complete and updated list of guidelines, visit [www.rochesterflag.com](http://www.rochesterflag.com)

***Thank you for your submission to this unique project for our wonderful city of Rochester, MN!***