

Flag Design - Judging Guidelines

What Makes a Good Flag?

A good flag follows the rules of vexillology. The North American Vexillological Association (NAVA)'s five design rules are as follows:

Keep it Simple. The flag should be so simple that a child can draw it from memory.

Use Meaningful Symbolism. The flag's images, colors or patterns should relate to what it symbolizes.

Use Two or Three Basic Colors. Limit the number of colors on the flag to three that contrast well and come from the standard color set.

No Lettering or Seals. Never use writing of any kind or an organization's seals.

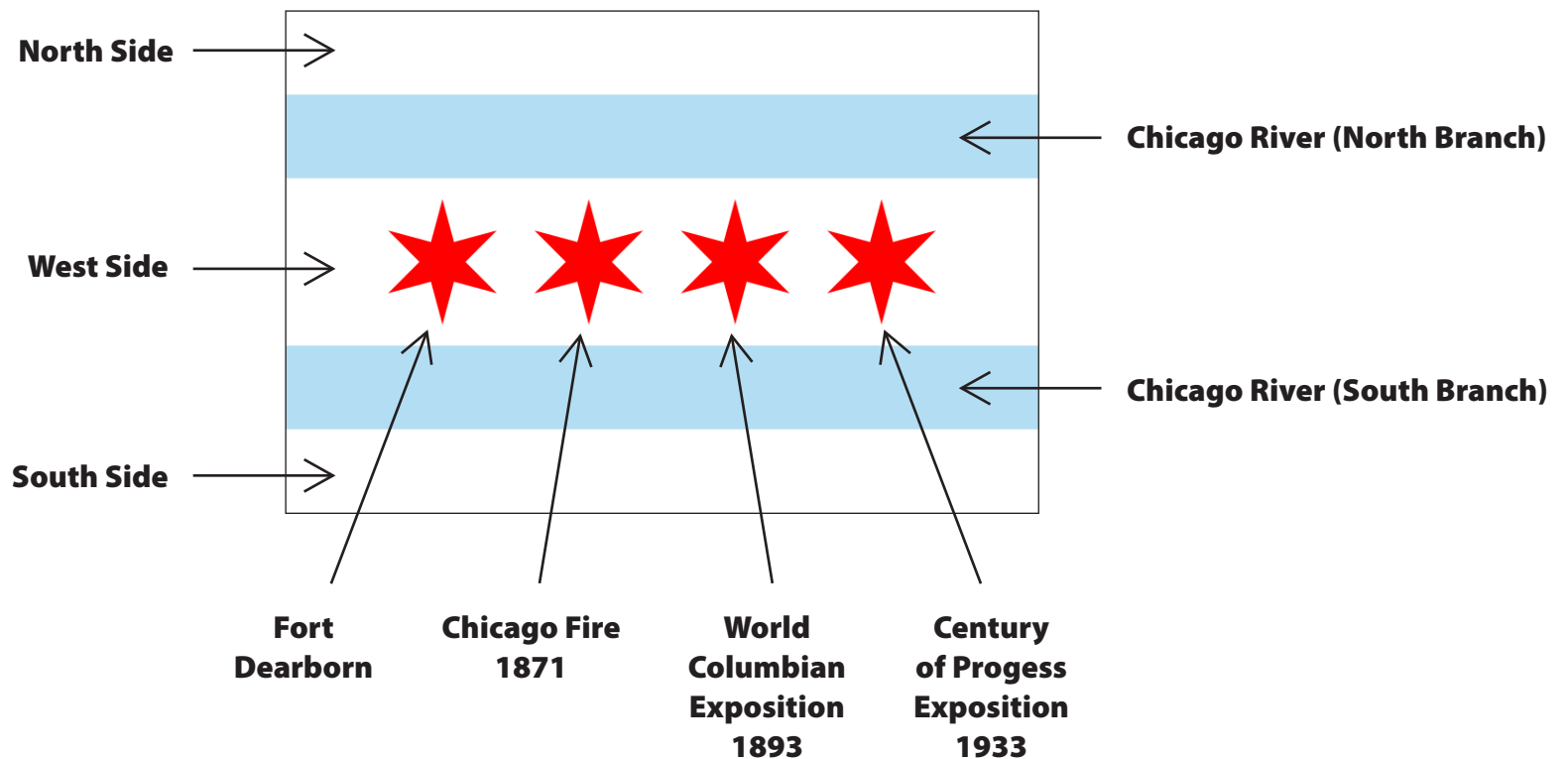
Be Distinctive or be Related. Avoid duplicating other flags but use similarities to show connections.

The City Flag of Chicago



Flag Design - Meaningful Symbolism

The City Flag of Chicago: - The Meaning Behind its Sybolism



Flag Design - Learning

Roman Mars Ted Talk on Flags

<https://www.youtube.com/watch?v=pnv5iKB2hI4>

Good Flag- Bad Flag

North American Vexillological Association

<https://nava.org/good-flag-bad-flag>

2022 New American City Flags Survey

North American Vexillological Association

<https://nava.org/2022-survey>

Top-rated new city flag designs



Lowest-rated new city flag designs

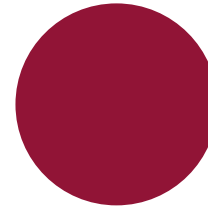


Loveland Civic Color Pallet

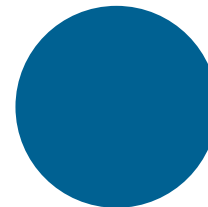
Civic Color Usage

Loveland's civic color pallet has been established to ensure continuity in identity, signage and civic communication applications.

Primary Colors

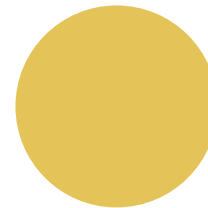


PMS 1955

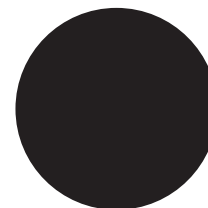


PMS 647

Secondary Colors



PMS 458



PMS Black