



DISTRICT OF HOPE FLAG DESIGN CONTEST

As part of our ongoing rebranding effort, Council has approved a contest seeking to introduce a new flag for the District. The goal is to replace the current flag with a new design which is in keeping with the new brand guidelines and reflects Hope's past, present, and future. Through good and original flag design, the new flag should unify Hope residents while being attractive and memorable to visitors. Council will decide the winner and he/she will receive public recognition at a Council Meeting and win a new fully produced version of the flag and commemorative plaque to keep. Please join the design competition today!

ENTRY RULES





Flags should be designed using the standard flag proportion of 1:1.67 (approximations will be acceptable). Designs will be acceptable in the form of hand drawn designs, or electronically as jpg, gif, png or pdf file formats (max 2MB in size).

Submitted designs are to be accompanied by a fully completed contest entry form (submitted by hand, post, or electronically) to be considered. Each separate design is to be submitted with a separate entry form. Individuals are allowed up to three separate entries. The deadline for submission is August 31, 2017 with the winner announced in October 2017 or earlier.

Contest is open to everyone! Questions? Please contact John Fortoloczky at (604) 869-5671 or cao@hope.ca.

All submitted flag designs should utilize the official brand colours (as seen below, approximations will be accepted) and the official logo.

COLOUR PALETTE

	CMYK RGB RGB HEX Pantone	76, 50, 19, 1 75, 118, 160 #4B76A0 P 108-5		CMYK RGB RGB HEX Pantone	38, 25, 15, 0 160, 174, 192 #A0AEC0 P 108-2
	CMYK RGB RGB HEX Pantone	35, 0, 100, 14 156, 185, 45 #9CB92D P 160-16		CMYK RGB RGB HEX Pantone	66, 59, 58, 41 72, 71, 72 #484748 P 179-13



1. Adhere to the North American Vexillological Association's Five Basic Principles of Flag Design (see below)

a. Keep it simple



Well designed



Poorly designed

b. Use meaningful symbolism



Well designed



Poorly designed

c. Use 2 -3 basic colours



Well designed



Poorly designed

d. No lettering or seals



Well designed



Poorly designed

e. Be distinctive or be related (avoid duplications and show connections)



Well designed



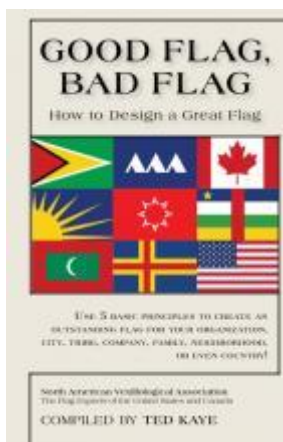
Poorly designed

Please note that Council reserves the right not to choose and winner or opt to adjust design(s) to choose as the winner. Respective entrant(s) will be recognized and rewarded accordingly.

RECOMMENDED RESOURCES



["Why City Flags are the Worst Designed Things You've Never Noticed" –Roman Mars, Ted Talk](#)
An entertaining video about the importance of city flags and the design methodology behind them.



[Good Flag, Bad Flag Booklet](#)
Tons of great information about the 5 principles of flag design...very easy to read, great examples.