Your Flag Idea

Colors

Use no more than 2-3 basic colors. Colors should reflect the region & represent or convey emotion. Colors can mean many different things to different people. Standard flag fabric colors are red, blue, green, black, yellow and white. Other colors that can be used are purple orange and gray but are uncommon and more expensive to produce.

Shapes & Symbols

A flag should be so simple that a child could draw it from memory. Shapes such as stars and stripes are very common in flag design. Symbols can be anything related to a city. Keep it simple and easy to recognize.

Symbols should be reversible or recognizable from both sides. A single primary symbol is usually best. Never use letters, numbers or city seals on a flag.

Legibility

Flags flap and drape and must be seen from a distance and when in motion. Keep it as simple as possible. Your design should be completely recognizable and legible in a 1.5”x1” box as drawn below. To ensure an effective flag, test your design in this box.

Describe Evansville to you in words.