

#ReflagLNK

Creative Brief

Background

In 1932, the city of Lincoln introduced its first-ever city flag. Ask yourself: Do you know what that flag looks like? Did you even know we had one? Nearly a century has passed since the debut of Lincoln's banner -- and few people know it exists. And for those who *do* know about the flag, opinions about its current design range from indifference to distaste.

Our city flag should be something our communities can rally behind. Something residents can take pride in. Something that truly represents what it means to come from Lincoln.

We need your help to reimagine our city's story, reinforce our identity, and #ReflagLNK with a brand-new banner.

In partnership with Lincoln Young Professionals Group (YPG) and other key community leaders, AMA Lincoln is sponsoring and coordinating Reflag LNK, a flag redesign contest that will be held in 2021. You in? Good. Let's iron out the details.

Check out [Keil Wilson's presentation at Ignite Lincoln 2019](#) for a great synopsis on the "why" behind it all.

Objective

It's deceptively simple: We need to design an awesome flag concept that all citizens of Lincoln can be proud of. It should be just as relevant today as it will be decades from now.

Audience

Primary

The people of Lincoln. Lincoln residents deserve a symbol that represents our community as a whole. One that distinguishes our community from its institutions and focuses on its people. This audience needs a flag to be proud of.

Secondary

Everybody else. More specifically, the people wondering what it's like to live in Lincoln. It's a cool place to live. Let's put our best foot forward.



Design Specifics

All designs must adhere to the [North American Vexillological Association's \(NAVA\)](#) five basic principles of flag design:

- **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 2 or 3 Basic Colors.** Limit the number of colors on the flag to three. These colors should contrast well and come from the [standard color set](#) used by nearly all flags adhering to these principles.
- **No Lettering or Seals.** Never use writing of any kind or an organization's seal.
- **Be Distinctive or Be Related.** Avoid duplicating other flags. If you do use elements similar to another flag, make sure there's a reason for it.

The flag design entry must be submitted either as a 3 x 5 inch drawing or a JPG/PDF/Vector image that can be enlarged to fit a standard 3 x 5 inch ratio. In addition to a flag design, artists are encouraged to include examples of how the design could be applied to promotional materials (e.g., a t-shirt, water bottle, or key chain). But you don't have to stop there. Show us your flag design on the side of a building, tattoo'd on somebody's ankle, or even plastered on the roof of PBA. Too much? Nah.

We respect the elements of the old flag but none of those elements should be repeated. The flag must have a powerful, inclusive design that attracts immediate interest and excitement. The citizens of Lincoln must be connected to their flag and want to see it used because they like it, rather than as a duty. It must speak to the character of the citizens in a way they can identify with and say "Yes, that's us."

The judging committee identified the following themes that they hope to see represented in submitted flag designs:

- Themes that reflect Lincoln as a welcoming city, home to many refugees and immigrants
- Themes that reflect the high quality of life enjoyed by Lincoln residents, particularly the balance between work and life, the feeling of being a big city and a small town, and our desire for responsible, sustainable growth that won't compromise our character and identity.
- Themes that celebrate Lincoln's exceptional public parks and trails system
- Themes that reflect Lincoln's identity as a hub of innovation and technology - Silicon Prairie
- Themes that reflect Lincoln's educational values, public school district, and higher education institutions

Credit: North American Vexillological Association

Contest Overview

Anyone can submit a design, as long as they have ties to the City of Lincoln. All flag designs can be submitted at amalincoln.org/reflag-lnk and will be due by August 1st, 2021. Once the flag designs have been received, a diverse committee of representatives from across the community will select three designs to be shared publicly. First round winners will be announced mid-August, and will be contacted prior to the announcement. The committee will reconvene to evaluate the final three flag submissions and their adherence to the design brief. A winning design will be selected, but will be subject to alteration. The finalists will receive a cash prize and the final design will be submitted to the City of Lincoln for possible adoption.



Key Dates / Timing (Subject to Change)

- June 14: Contest announced to public via press release and social media
- July 1: Contest opens.
- August 1: Deadline to submit entries no later than 5 p.m. CST.
- August 2-20: Committee reviews all flags that meet the established criteria and selects three finalists.
- August 21-September 3: Designs released for public comment.
- September 5-12: Committee reconvenes to review feedback and select a final design.
- September 27: Winning design announced.
- October 4: Resolution to adopt new flag introduced to Lincoln City Council.