

#ReflagLNK

Lincoln Flag Redesign Official Rules

The American Marketing Association-Lincoln and Lincoln Young Professionals Group are facilitating a contest to select a new flag for the City of Lincoln (the “City Flag Design Contest”). Anyone with ties to the City of Lincoln may submit a design. These Lincoln Flag Redesign Rules (“Rules”) are binding on anyone who submits a design entry (the “Artist”) and failure to comply with these Rules may result in automatic rejection of an entry.

1. 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 3 examples of how the design could be applied to promotional materials (e.g., a t-shirt, water bottle, or key chain).
2. Designs must be an original work of the Artist and cannot plagiarize or otherwise not be an original work of the Artist. Any designs suspected of plagiarism will be rejected.
3. Designs must adhere to the North American Vexillological Association’s Five Basic Principles of Flag Design:
 1. Keep it simple
 2. Use meaningful symbols
 3. Use 2 to 3 basic colors (no gradients)
 4. No lettering or seals
 5. Be distinctive
4. Entries are limited to one per person. Entries must include contact information for the Artist including: Name, Address, Phone Number, E-mail Address, and Age for all Artists under the age of 18. If an Artist is under the age of 18, the Artist’s parent or guardian shall submit the entry on the Artist’s behalf and the contract information shall be the parent or guardian’s contact information. If an Artist is under the age of 18, we will assume that such entry has been submitted by such Artist’s parent or guardian in compliance with this Section 4 and will be considered to be evidence of such Artist’s parent’s or guardian’s consent to participate in the City Flag Redesign Contest. If we learn that an entry has not been properly submitted by an Artist under the age of 18 we will promptly delete the entry and all related contact information.



Note: do not include your name or identifying information on the image itself. Judging will be anonymous and a number will be assigned to your entry prior to judging.

5. Each design entry submitted should be accompanied by an official application (or [web form](#)) including a written description of the meaning and/or symbolism contained in the design.
6. Designs can be submitted in one of three ways:
 1. By mail: send the signed application with design in digital format on a disk or flash drive accompanied by an 8.5x11-inch color printed version paper copy to: Lincoln Flag Redesign Contest, Attn: Lincoln Flag Committee, P.O. Box 82873, Lincoln, NE 68501; or
 2. By E-mail: send the signed application in Microsoft Word or PDF with design in digital format (pdf, png, gpg) no larger than 8MB to leadership@amalinoln.org with subject line "Lincoln Flag Contest: [APPLICANT NAME]"; or
 3. By [website](#): Upload the signed application in Microsoft Word or PDF with design in digital format (pdf, png, gpg) no larger than 8MB to AMALincoln.org/ReFlagLNK.
7. All entries for the City Flag Design Contest must be received by August 1, 2021, 5:00 p.m. CST. **All deadlines are subject to change at the discretion of the Lincoln Flag committee.**
8. All submitted entries shall become the property of the City of Lincoln, and may be modified, reproduced, and published at the City of Lincoln's sole discretion. By submitting an entry to the City Flag Design Contest you are granting the City of Lincoln an exclusive, perpetual, sublicensable, assignable, royalty-free license to reproduce the content contained in the entry.
9. A selection committee will review all entries and choose a final design for presentation to the Lincoln City Council. The winning designs will be selected and announced on or by September 27, 2021. The winners will be recognized with a Certificate of Recognition and a personal flag with the winning design. A cash prize of \$1,000 will be awarded to the three finalist designs.
10. Contest Timeline (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.

11. Important notes:

All entries become property of the Lincoln Flag Project Committee, will be considered public domain, and will be transferred to the City of Lincoln at the completion of the contest. The author/creator relinquishes all rights to the design. The Artists also certify that they are the original creators of the artwork and it is not copyrighted or trademarked. Submissions by members conducting judging will not be considered.

The Committee reserves the right to use entries for promotional purposes during the course of the contest, for example on social media for contest updates. The Committee and Judges reserve the right to alter, modify, or combine designs.

The Committee's goal is a free and fair contest, subject to reasonable changes throughout its course. Contest rules are subject to change.

12. Hints/Advice:

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."