



Help Design a Village Flag

The Flag Committee, established by the Village Council last fall, invites all Village residents to submit ideas and/or drawings for the design of an official flag to represent the Village of Friendship Heights.

An exhibit of proposed designs selected by the Committee will be installed in the Village Center for public review and comment. To assure confidentiality and non-preferential treatment of submissions, each entry will be identified only by number. Names of those contributing to the winning design will be announced after the Council has made a final decision.

General Guidelines for Designs

The North American Vexillological Association, an organization specializing in the study of flags, recommends the following principles:

1. Since flags can flap, drape, and may be seen from a distance, clear recognition generally depends on the use of a few colors and symbols, large shapes, and no lettering. A design should be so simple that a child can draw it from memory.
2. Usually images, colors, or patterns should reflect meaningful symbolism. Main graphic elements are preferable to a number of less distinctive symbols. Colors often carry meanings: Red for blood or sacrifice, White for purity, Blue for water or sky.
3. A limit of two to four basic colors is desirable. Additional colors are hard to distinguish and make flags unnecessarily complicated and expensive to fabricate. To create effective contrasts, separate dark colors with a light color, and light colors with a dark color. Such arrangements of colors should reproduce well in "gray-scale" (black & white shades).
4. Flags are *graphic* symbols and should not contain lettering or official seals. Words are hard to sew, difficult to see on tiny lapel pins, and impossible to read from a distance. Most seals were designed to be read at close range and are too detailed to

be effective on flags, though some elements from seals may work.

Flags should not be confused with banners, such as what is carried in front of a marching band in a parade, or hanging on a wall behind a speaker's platform. Such standards, which don't flap and usually can be seen closer-up, may contain lettering and detailed designs.

5. Duplicating other flags should be avoided, though sometimes the use of similar symbols, colors, and shapes are appropriate to show connections. This linkage can be a powerful way to signify heritage or solidarity.

How to Participate

Flag ideas: Suggestions for designs, including explanation of symbolic images and colors, should be mailed, hand delivered to the Village Center or emailed to info@friendshipheightsmd.gov. Please include your name, address and phone number.

Flag drawings can be mailed, hand delivered to the Village Center or emailed to info@friendshipheightsmd.gov. Include explanation of images, whether elements and colors have significant meanings; also, your name, address, and phone number.

Specifications for Art Work: For consistency of displays at the Village Center, color or black-and-white illustrations should be rectangular in shape, measuring approximately 11 inches wide by 8.5 inches tall.

2/25/10