

EXMOOR FLAG COMPETITION

A Flag for EXMOOR Competition & Vote

The United Kingdom recently celebrated both the Queen's Diamond Jubilee and the Olympics, two major flag waving occasions. The Parliamentary Flags & Heraldry Committee is encouraging communities to register flags and continue the festivities.

Flags are an ancient art form that developed especially to clearly display allegiance and identity. They have subsequently become the premier medium for expressing social pride, indeed it is difficult to imagine events as diverse as sports matches, military parades or musical festivals without a wide range of flags being flown.

A flag for EXMOOR will be a free, public symbol for all to use that will:

- Raise recognition and awareness of the area nationwide
- Express the pride in our local community
- Celebrate the heritage and culture of our corner of the country

The Competition

Individuals, schools and other groups are invited to create a design in line with the competition terms and conditions (below) and bearing in mind the Flag Institute design guidelines. The deadline for submissions is 21st July 2014.

An assessment panel, including representatives from Exmoor National Park, the Flag Institute, the Exmoor Flag Project Team and Exmoor personalities, will then choose the final set of four designs. These final designs will then be drawn to the same standard for the public vote.

The vote will be held online - <http://exmoorflag.co.uk> beginning on Monday 18th August and will finish on Monday 8th September. The result will be announced on Wednesday 29th October 2014.

The winning design will be registered in the Flag Institute's UK Flag Registry and will then be available for all to use.

Useful Links

In addition to the information provided in this pack these links will be helpful:

The Exmoor Flag Project: <http://exmoorflag.co.uk>

The Flag Institute: <http://www.flaginstitute.org>

The UK Flag Registry: <http://www.flaginstitute.org/wp/flag-registry/>

"Flying Flags in the United Kingdom": <http://www.flaginstitute.org/wp/british-flags/flying-flags-in-the-united-kingdom/british-flag-protocol/>

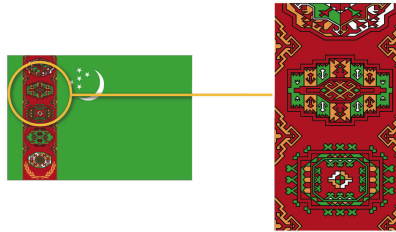
"Good Flag, Bad Flag": http://www.nava.org/sites/default/files/documents/flag-design/GFBF_Final_Web.pdf

Flag Design Guidelines

The Flag Institute has a series of civic flag design criteria:

Keep it Simple

The flag should be simple enough that a child can draw it from memory; else it will be too hard for people remember and reproduce.



Use Meaningful Symbolism

The flag's elements, colours, or patterns should relate to what it will represent. The flag should symbolise the area as a whole rather than any other entities which are better served by having their own flags (i.e. try not to symbolise specific towns or the country)

Try to Use Two to Three Basic Colours

Limit the number of colours on the flag to three, which contrast well and come from the standard colour set: red, orange, yellow, green, light blue, dark blue, purple, black and white. Dark and light colours will contrast well against each other, in particular yellow or white will work well on any of the other colours and vice versa.

No Lettering or Seals

Avoid the use of writing of any kind or an organisation's badge, seal or coat of arms. Writing and other intricate detail is difficult to see at a distance and will likely be unrecognisable when the flag is flying in the wind. It is better to use elements from an appropriate coat of arms as symbols on the flag.



Be Distinctive

Avoid duplicating other flags, if designs look too similar then the flags could be mis-identified.

How Will it Fly in the Wind?

Remember, the design must be distinctive when flying on a high pole in a strong wind, and when hanging in windless conditions too. Also remember that it will almost always have ripples caused by the wind.

Helpful Tips for Flag Design

Flag design expert, Philip Tibbetts, has much experience and working with local schools and communities. Here are his tips to help inspire budding designers.

Getting Started

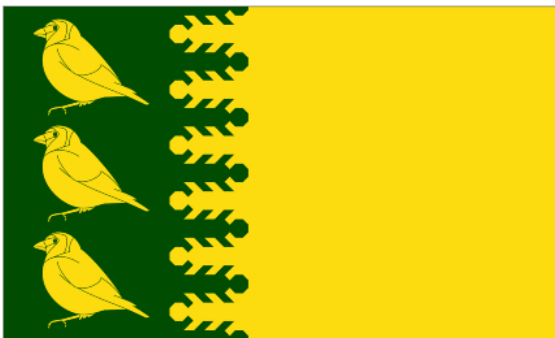
When looking to design a flag for a town or area begin by looking at a number of sources for inspiration to find something that is important and unique. Such elements include:

- Meaning of the areas name
- Legends and folklore
- Traditional emblems and colours
- Local people, achievements and industries

There are many traditional flag symbols that could be adapted to represent aspects of Exmoor. For example: Exmoor ponies, red deer, the Exmoor beast, moorland, gorse and heather.

Examples of Best Practice

New symbols or adaptations of old symbols can be very powerful. For example:



Finchfield

The goldfinches represent the birds that help give the town its name. The colour yellow represents the traditional farmers' fields of old, and the green represents the modern parks and environment centre, as well as the colours of the local schools. The patterned line represents the agriculture that has always been important and how the past and present connect together.

Kingswinford

The boar recalls those used by local civic heraldry and sports teams. The Saxon crown symbolises the fact that the King once owned the land and the age of the town. The blue background represents water and as such the crowned boar walking across it alludes to the name Kingswinford.



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Area for your initial sketches and ideas

