

Help Lowell Design a Better Flag!

A great city deserves a great flag, and we need your help to do it.

1. Sketch an idea in the space provided. A good flag should be simple and intuitive enough that a child could hand-draw it!
2. Tweet your ideas (including descriptions!) to **@lowellflag** or email them to **lowellflag@gmail.com**
3. Read more or watch for updates at **lowellflag.com**

Current Flag



White field that lacks meaning

Text that is illegible at a distance, & with a number of interpretations

Seal with hard to decipher or dated imagery.

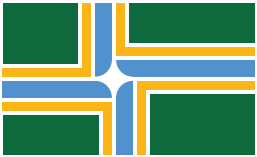
Your Flag Idea



Guidelines

1. **Keep it Simple:** A flag should be so simple that it can be drawn from memory.
2. **Use Meaningful Symbolism:** A flag's images, colors, or patterns should relate to what it symbolizes
3. **Use 2-3 Basic Colors:** Limit the number of colors on the flag to three, which contrast well and come from the standard color set
4. **No Lettering or Seals:** Never use writing of any kind or an organization's seal. These get small, blurry and can't be understood at a distance.
5. **Be Distinctive or Related:** Avoid duplicating other flags, but use similarities to show connections

Colors



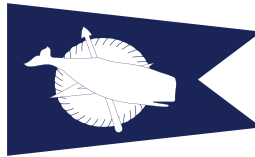
Colors should reflect the region & represent or convey emotion. **Portland, OR's** flag has green for forest, blue for rivers and yellow for wheat.

Shapes



Shapes such as stars and stripes are very common in flag design. **Lawrence, MA's** flag has white stripes to represent the Spicket, Merrimack and Shawsheen Rivers and their respective courses.

Symbols



Symbols can be anything related to a city. Just keep it simple and easy to recognize! **Nantucket, MA's** flag has a whale and harpoon shown prominently to show the town's whaling industry history.

What is Lowell to you?

This city has a rich history as a mill town, and an equally rich culture in the present day with different groups and artisans who call Lowell home. Here are a few example symbols...



Mills



Spindles



Textiles



Canal System



Merrimack River



Cobblestones



Combined Cultures



Micky Ward



Sunscraper



Festivals



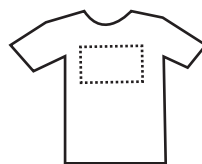
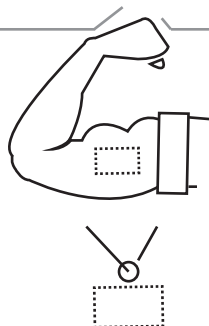
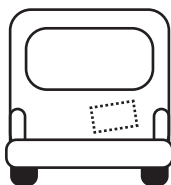
Lowell Goat



Arts & Tech

Beyond the Flagpole

A flag is successful when people want it on things they own...or even themselves!



Twitter & Instagram:
@lowellflag

Facebook:
facebook.com/lowellflag

Email:
lowellflag@gmail.com

By submitting your ideas, you are donating concepts to the Lowell Flag project. No concepts will be copyrighted. Any final design will be open to use for anyone who wants to do so.