

The City of Waco

Our Flag



FLAG HISTORY

The current Waco flag in front of City Hall was designed by Mr. Gwen Stewart, the original department chair of the TSTI Commercial Art & Advertising program. Mr. Stewart's design of the Suspension Bridge was selected from hundreds of entries for a flag representing the City of Waco in 1985.



FLAG TRENDS

In 2015, a TED talk on the topic of State flag design sparked a widespread movement, inspiring many governments to make a change. Utah and Tulsa as well as over 300 cities, took on redesign projects. In doing so, they adopted the core principles of good flag design.

NEW

Tulsa's new flag



OLD

Utah's new flag



FIVE PRINCIPLES OF GOOD 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 which contrast well and come from the standard color set.

No Lettering or Seals.

Never use writing of any kind or an organization's seal.

Be Distinctive or Be Related.

Avoid duplicating other flags but use similarities to show connections.

GOOD FLAG, BAD FLAG

These examples represent the different scenarios for state flags. Texas is seen as a successful state flag because of its bold simplicity and balance. Illinois, however, challenges many of the principles of good flag design; primarily with a lot of elements and detail for something that is largely seen from a great distance.

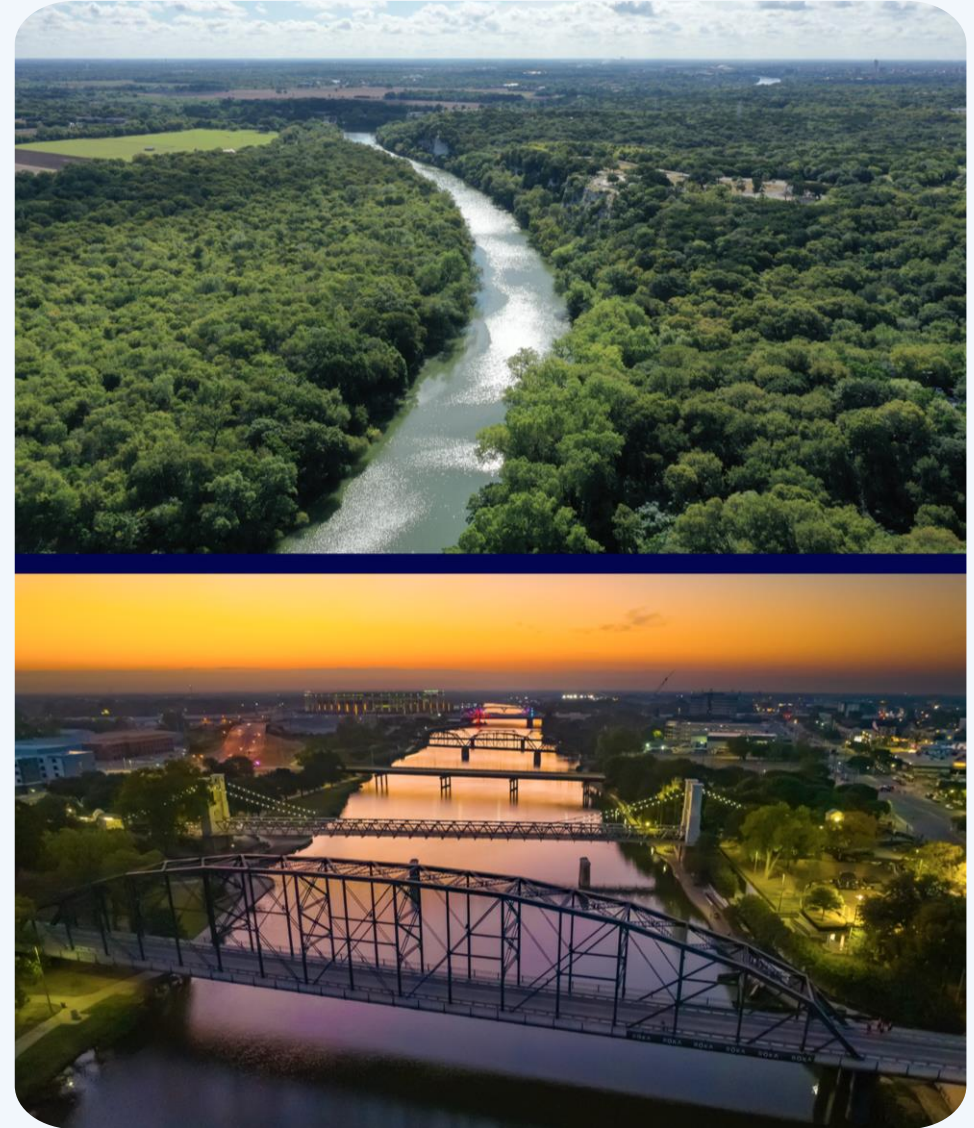


**NEW
DESIGNS**



REPRESENTING WACO

One of Waco's defining characteristics is its natural location - home to the Brazos and the Bosque Rivers. These waterways have impacted Waco's economic growth since its beginnings and continue to provide opportunities into our future.



EMBRACING SYMBOLS

For flags to work well, they need their symbolism to be simple and bold, capable of expression from a distance.

Although it's not recommended to have words on flags, the Flying W doesn't register as a letter as much as an iconic mark for Wacoans. As for our rivers, those can be represented simply.



Flying W



The rivers



THANK YOU.