

# 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.



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# FIVE PRINCIPLES OF GOOD FLAG DESIGN

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## **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.

**NEW  
DESIGN**



# EMBRACING SYMBOLS

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

The Flying W is an iconic mark for Wacoans.

The Bosque and Brazos Rivers are simply represented with parallel lines.



Flying W



The rivers



**THANK YOU.**