



# Flag Design Contest for **Salem, Oregon!** Help Design a new flag for Salem!



Oregon's capitol city is embarking on a project to revise the city flag. Originally created in a contest by local banks to promote tourism, the 1970's design never caught on or was widely known to exist. Besides the unpopularity and obscurity of the flag, the flag is not considered a modern, proper design following the five Principles.

1. Keep It Simple. The flag should be so simple that a child can draw it from memory.
2. Use Meaningful Symbolism. The flag's images, colors, or patterns should relate to what it symbolizes.
3. Use 2 or 3 Basic Colors.
4. No Lettering or Seals.
5. Be Distinctive or Be Related.

The City of Salem's Planning Commission's Flag Revision subcommittee in partnership with the Oregon Legislative Education and Outreach office and Young Leaders Program is sponsoring this project to boost youth civic activity in Salem's youth, build interest in Salem's livability and promote the capitol city of Oregon to the world with a proper, thoughtful and hopefully popular flag design.

## **Participants:**

The Salem Keizer School District  
Salem charter and private schools  
Salem area business and commerce  
Salem area social organizations  
The Citizens of Salem  
National and world wide submissions  
Anyone interested in flags and civics!

## **Timeline:**

October 2020-July 1, 2021, Submission Committee appointed, promotion of project, ongoing collection of submissions. July 1st, meeting of Submission Committee until finalists are chosen.

Late July 2021, Announcement of the finalist at Young Leaders Program.

August 2021, Presentation of finalist to Salem City Council.