

## Flag Design Marking Criteria

When marking each flag, please use the marking criteria outlined below. Please choose your favourite five designs, and clearly rank them in order of your most to least favourite. I will then score them accordingly and the 5 designs scoring the highest combined overall score will be presented at the Annual Meeting on Tuesday 9 May when the final design will be chosen.

### **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.

### **INCORPORATE TOWN LOGO / CREST**

The flag's elements, colours, or patterns should *incorporate* the town logo / crest, as specified in the competition's terms and conditions.

### **USE THE TOWN COUNCIL COLOURS**

Limit the number of colours on the flag to three, which contrast well and come from the Town Council colour palette. Dark and light colours will contrast well against each other. If a pre-dominantly white flag is chosen, it is likely that some changes will need to be made as white flags become dirty very quickly!

### **AVOID LETTERING OR SEALS**

The Flag Institute recommend that no lettering or intricate detail is used on the flag as it is difficult to see at a distance when the flag is flying.

### **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.