



## CONSIDERATION OF DESIGNS AND RECOMMENDATION TO CITY COUNCIL TO ADOPT NEW RIVERSIDE CITY FLAG

Office of the Mayor

City Council  
December 8, 2020

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## BACKGROUND

- Our current Riverside flag was designed by Charles L. Bridges, Chairman of the Mayor's Conference on Civic Beauty.
- It was adopted by City Council on January 17, 1967 by recommendation from the Riverside Chamber of Commerce.



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## BACKGROUND

- Riverside's flag is divided horizontally, gold over blue, with the center containing the City's logo, a bell and rain cross.



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## "WHY CITY FLAGS MAY BE THE WORST DESIGNED THING YOU'VE NEVER NOTICED"

- In a TED Talk, Roman Mars speaks about these symbols of civic pride that are often terribly designed, and reveals the 5 basic principles of flag design for cities
- Mars asserts that if a city flag is not designed well according to these principles, it must be changed for the betterment of the community.



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## FLAG DESIGN PRINCIPLES

1. Keep it Simple
2. Use meaningful Symbolism
3. Use 2-3 Basic Colors
4. No Lettering or Seals
5. Be Distinctive (or be Related)



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## WHY IS A FLAG IMPORTANT

- A flag is a unifying symbol which instills pride into its residents while representing a city's past, present, and future.
- Our flag should signify the growth, values, and changes in Riverside throughout the years.
- A redesigned flag should reflect our city of arts, innovation, and inclusivity, and serve as a banner for our residents to unite under as we face the challenges ahead.



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## RUSD CONTEST

- RUSD's artistic contest centered around redesigning Riverside's flag and was open to all students in the City of Riverside, including Alvord Unified School District, from TK-12<sup>th</sup> grade.
- The contest yielded many great redesigns for Riverside's flag, but more importantly it offered insight into the elements our city flag should incorporate as a representation of Riverside.



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## DESIGN PROPOSAL

- David Lauruhn a senior graphic designer at ESRI, submitted a proposal to redesign Riverside's flag to the Office of the Mayor.
- The designs included from the proposal are all modern examples of what a Riverside flag could look like.



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## RECOMMENDATION

- That the City Council receive flag designs from the Economic Development, Placemaking, and Branding/Marketing Committee, and choose one design to adopt as the new Riverside City Flag.



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## FLAG PROPOSAL



### DESIGN 1



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# FLAG PROPOSAL



## DESIGN 2

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# FLAG PROPOSAL



## DESIGN 3

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