

CONSIDERATION OF DESIGNS AND RECOMMENDATION TO CITY COUNCIL TO REDESIGN RIVERSIDE CITY FLAG

Office of the Mayor

Economic Development,
Placemaking, and Branding/
Marketing Committee

September 17, 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.
- [TED Talk](#)



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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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RUSD CONTEST

- RUSD's artistic contest centered around redesigning Riverside's flag and was open to all students in the City of Riverside from TK-12th grade, with 3 categories for submissions: Elementary (TK-6th), Middle (7-8), High (9-12). Each group had 3 winners, except for the High School group which had 4.
- Each submission included a brief explanation of the student's design.



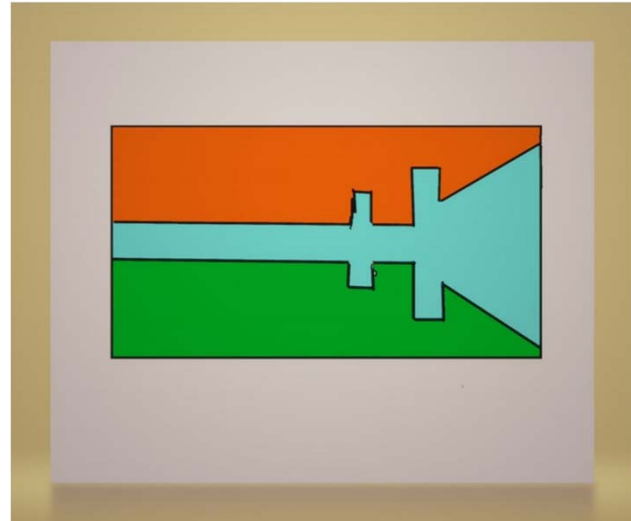
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Dustin Sihotang

•Woodcrest Elementary

“My submission flag for Riverside represents the city well. My flag has 3 colors, Aqua, Orange, and Green. Aqua refers to the Santa Ana River that passes through Riverside. Hence why I colored the Raincross that color (more on the Raincross). The Orange and Green signify our citrusy history. In the middle, I put a horizontal outline of a Raincross, a famous piece of Riverside culture.”



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Elliot Gallagher

•Pachappa Elementary

‘The orange is for the citrus and the blue is for the Santa Ana river. Also- the rain cross bell because it is a big part of Riverside’s history.’



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Javier Ferreira

•Phillip M Stokoe Elementary

“My flag illustrates a naval orange and a white flower blossom. Orange trees grow in Riverside. The blue represents the color of the sky and water. The Santa Ana River runs through Riverside. The green represents all the plants that grow in the city.”



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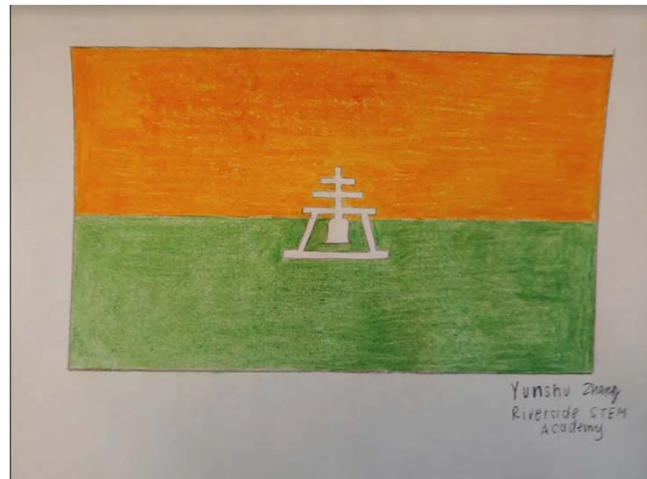


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Yunshu Zhang

•Riverside STEM Academy

“I chose green on the bottom half of the flag to represent the land that Riverside is on. Before the Spanish arrived, the native tribes used the surrounding land to raise livestock and gather the native plants for personal use. Years after the Spanish settlements, the first Navel oranges were brought to Riverside where the climate allowed them to grow more richly. Together the land (green bottom) and the oranges which represent the orange top are the building blocks of the history of Riverside. In the middle I added the rain cross, the iconic symbol of Riverside which completes the look of the flag.”



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Misael Vargas Cabrera

•Riverside Virtual School

“I chose the gold and the blue because those are the colors of the main universities in riverside and the raincross is a symbolic sign of riverside.”



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August Olague

•Amelia Earhart Middle School

“I included the colors yellow and blue to relate it to the original flag. The orange tree is because of Riverside’s rich history in the orange industry. The Raincross is a symbol of Riverside as a city. The roots of the tree represent heritage.”



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Chloe Ivy-Curwen

•Poly High School

“Utilizing the official colors from the Riverside graphics standard manual, I choose the gold, and dark blue, the gold representing the rich history Riverside was built on. Riverside was the wealthiest city per capita by 1895. The gold color hints at the importance of our citrus heritage. The deep blue that surrounds the golden circle symbolizes where we got the name Riverside, which is because of the proximity of the Santa Ana river, and the famous Gage canal that runs through our city. The choice to use the rain cross as the focus was an easy one, the rain cross has always been a symbol that I can recognize and think, “hey that’s Riverside!”, and I think it is both recognizable to everyone who lives in Riverside and beyond, but also symbolizes the deep history of the mission inn. Anyone who has ever been to Riverside knows the mission inn, whether it’s during the holiday season when they decorate the Hotel in lights, or it’s just another day, the mission inn is our crowning jewel. One of the first naval trees was planted there and many presidents have visited. I tried to incorporate our history into these designs, because I find the history of Riverside very interesting. I learn something new almost everyday, and I think everyone should know something about the history of our city.”



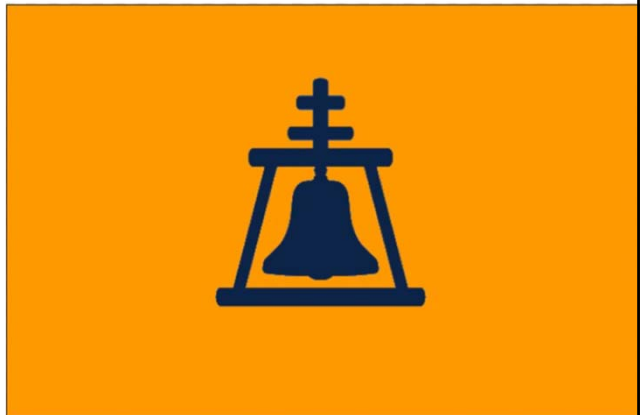
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Ruo Xu

•King High School

“The flag’s background is orange because it interprets the idea of Riverside produce wonderful oranges (which people would think of us) and the symbol of our Riverside’s bell, that identifies Riverside. It’s in a navy color because it represents unity which for residents of Riverside to support each other. It’s a simple design so it’s easy to recognize without getting it confused with the other city flags and simple for little children to learn.”



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Julia Thompson

•Martin Luther King High School

"In the Canton of the flag is the Raincross symbol, an important part of the original flag that represents the Navajo rain prayer, as well as a bell from Father Junipero Serra's California missions. The Raincross is also commonly associated with one of Riverside's famous landmarks, the Mission Inn (founded by Frank Augustus Miller). Stretching diagonally across the Canton is a blue strip, which represents the Santa Ana river, and its general orientation to Riverside itself. The Santa Ana river runs northeast to southwest, and is located northwest of Riverside, so that is where it is located on this flag. The Santa Ana River is important because it is the namesake of this city. The last piece of the Canton is the orange circle which encompasses the Raincross. This represents the navel orange industry which was sparked by Eliza Tibbets, and has brought wealth to Riverside in the early days of its establishment. In the field of the flag lays another diagonal strip of blue, representing the Gage canal, which runs in the same direction as the Santa Ana River. Built by Matthew Gage, this canal was designed to transform the desert area into a fertile place where oranges would be able to grow. To this day, the Gage Canal helps Riverside have water independence of their own which greatly reduces costs for growing and irrigation. To this day, the Gage Canal helps Riverside have water independence of their own which greatly reduces costs for growing and irrigation. The remaining orange color on the bottom right of the flag represents Riverside's beginnings, and how it used to have the most extensive orange groves in the world. Even now, the Citrus Park grows a spectacular amount of fruit that is important to the environment and Riverside's roots. The strip of white in the middle represents the arid desert color that is so commonly found on Mount Rubidoux, a historical landmark in Riverside that has washed out white-toned brick structures, staircases, and even a white cross at the peak. On top of Mount Rubidoux being a popular hiking spot, it has important historical roots that include



the dedication of the Peace Tower to Frank Miller and the fact that it is a Riverside City Landmark."

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James Kim

•King High School

"The element in the middle of the flag, the Raincross Symbol, symbolizes the rich and vibrant history of Riverside, and its place in the center of the flag symbolizes how this emblem has dug its way into the center of Riverside City. The semicircular design that wraps around the Raincross Symbol to the right signifies the inclusive, tight-knit community that Riverside offers, while the golden rays that seem to extend out endlessly show the far-reaching influence Riverside has in the nation. The choice of the colors, Blue and Gold, are the primary colors that decorate much of Riverside's own treasures, including UCR, CBU, and La Sierra University."



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RUSD CONTEST

- The contest yielded many great redesigns for Riverside's flag, but more importantly it offers insight from our students 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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FLAG PROPOSAL



DESIGN 1

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FLAG PROPOSAL



DESIGN 2

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FLAG PROPOSAL



DESIGN 3

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FLAG PROPOSAL



DESIGN 4

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FLAG PROPOSAL



DESIGN 5

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FLAG PROPOSAL

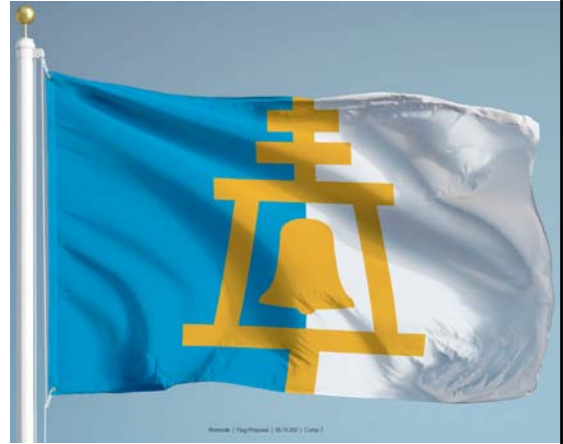
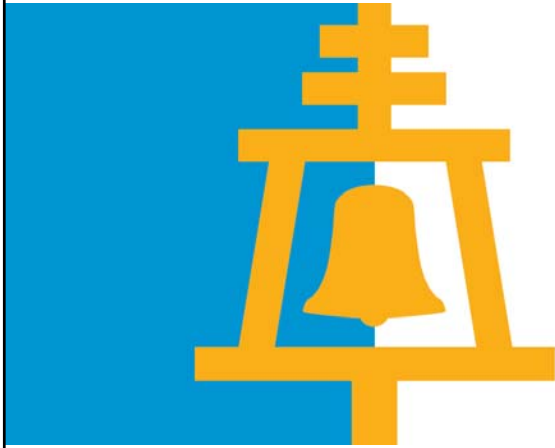


DESIGN 6

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FLAG PROPOSAL



DESIGN 7

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FLAG PROPOSAL



DESIGN 8

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FLAG PROPOSAL



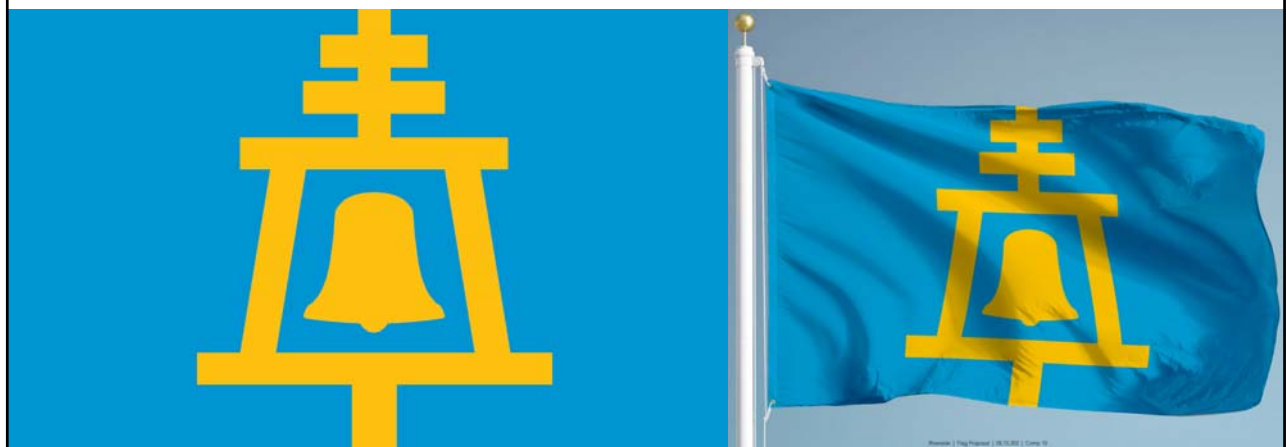
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FLAG PROPOSAL



DESIGN 10

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WHY OUR FLAG IS 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 will reflect our city of arts, innovation, and inclusivity, while serving as a banner for our residents to unite under as we face the challenges ahead.



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RECOMMENDATIONS

- That Economic Development, Placemaking, and Branding/ Marketing Committee;
 1. Receive and consider new flag designs from RUSD students and David Lauruhn, and recommend selected designs for a new Riverside City Flag for City Council to review and adopt, or;
 2. Seek public submissions from artists and vexillologists for a new design and begin the process to adopt a new Riverside flag.



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