



THE PEOPLE'S FLAG  
OF  
LA CROSSE

La Crosse's creative community invites you to build a place that is growing greater together.

The "People's Flag Design Initiative" is a challenge for everyone, from professional to middle school students, to design La Crosse's new flag. This is our chance to make a symbol of togetherness and equality to fly over our city. We do this to create awareness, hope, ideas and actions that promote equality in our city. The resulting flag calls us toward a richer and healthier La Crosse working together at its full potential.



La Crosse is a city rich in history and tradition; a community made up of strong, compassionate people. La Crosse is nestled in "God's Country" surrounded by powerful bluffs, on the banks of graceful rivers. It is a place that people are proud to call home, and it is deserving of a symbol of that pride – a symbol to welcome all, to honor tradition, and to unify and celebrate the diversity of community. Please help us to give our City the symbol that it deserves – The People's Flag of La Crosse!

A flag's purpose is to represent a place, organization, or person, generally on a rectangular piece of fabric.

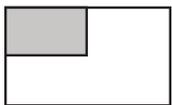
A flag is meant to be seen at a distance, often moving, and reproduced in quantity and in many sizes. Flags rally, mobilize, and represent. A flag should welcome, honor, and unify what or whom it represents.



The current La Crosse City Flag is our city seal on a navy ground. Within the seal is displayed a representation of our bluffs, railway, marsh, river and community. A more modern approach to flag design could result in a flag that inspires and connects to the community. La Crosse has a strong native american background, a rich history and a diverse population, with immigrants from many countries. We are an active port on the Mississippi River, fur, logging, mining, pearls and beer have been some of our many exports. The driftless region with our bluffs, coulees and seven rivers, along with our iconic bridges are just a few symbols of inspiration.

## Anatomy of a flag.

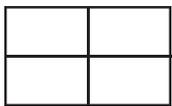
Different flag compositions:



CANTON



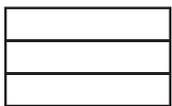
BORDER



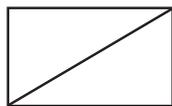
QUARTERLY



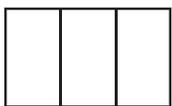
SALTIRE/  
ST. ANDREW'S CROSS



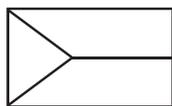
FESSES



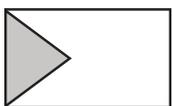
BENDS



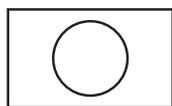
PALES



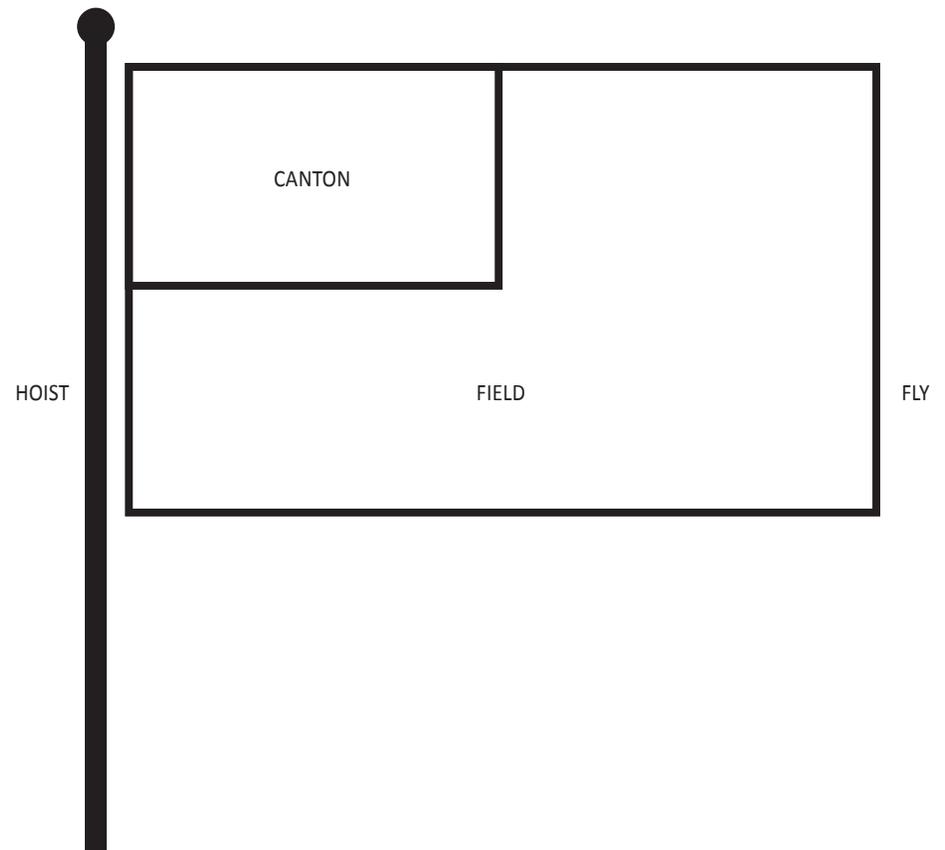
PALL



CHEVRON



CENTER DISPLAY



The five basic principles of flag design will lead to a successful flag.

A flag should be simple, readily made, and capable of being made up in bunting; it should be different from the flag of any other country, place or people; it should be significant; it should be readily distinguishable at a distance; the colors should be well contrasted and durable; and lastly, and not the least important point, it should be effective and handsome.

- National Flag Committee of the Confederate States of America, 1861



### 1 Keep it simple

So simple that a child can redraw it from memory.

### 2 Meaningful symbolism

The shapes, colors, and composition, should symbolize what it represents.

### 3 Use 2 –3 basic colors

From a standard color set to create good contrast and easy production.

### 4 No lettering or seals

Lettering and seals are meant to be seen on a page. Not on a flag.

### 5 Be distinctive

Avoid duplicating other flags as it should be unique to what it represents.

# 1

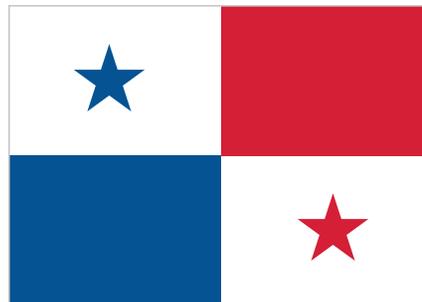
Flags drape, flap, and need to be seen from a distance. Considering this, only simple designs are truly effective.

## Keep it simple

So simple that a child can redraw it from memory.

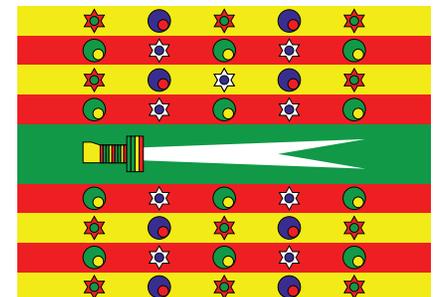


GOOD



Panama

BAD



Bey of Tunis

# 2

Symbolism is what makes flags so powerful. Taking complex ideas and translating them into simple form.

## Meaningful symbolism

The shapes, colors, and composition, should symbolize what it represents.



GOOD



Denver, CO

BAD



Libya

# 3

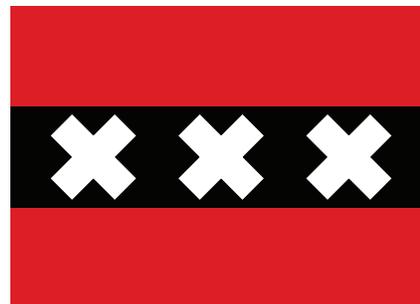
Basic flag colors are red, blue, green, yellow, black, and white. Others can be used but these are readily available.

Use 3 –4 basic colors

From a standard color set to create good contrast and easy production.



GOOD



Amsterdam

BAD



Maryland

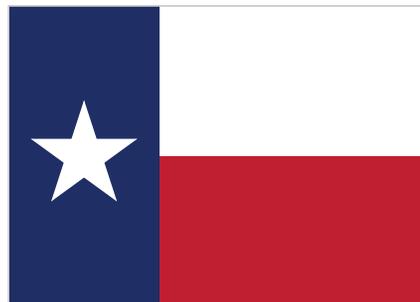
# 4

Words defeat the purpose. A flag is a graphic symbol and lettering is nearly impossible to read from a distance.

## No lettering or seals

Lettering and seals are meant to be seen on a page. Not on a flag.

GOOD



Texas

BAD



Pocatello, ID



# 5

This can be difficult but it is important. Symbols, colors, and shapes, may recall other flags to show connectedness.

## Be distinctive

Avoid duplicating other flags as it should be unique to what it represents.



GOOD



South Carolina

BAD



Indonesia

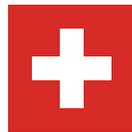
Other great flag examples.



Macedonia



Colombia



Switzerland



South Korea



Gambia



Scotland



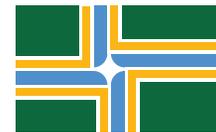
Chicago, IL



Indianapolis, IN



Madison, WI



Portland, OR



Washington, DC

La Crosse's flag breaks all five principles of good flag design.

This explains, in part, why it has not become a strong symbol of pride in our community.

1. Keep it simple
2. Meaningful symbolism
3. Use 2–3 basic colors
4. No lettering or seals
5. Be distinctive



Follow these rules before  
you submit.

**File upload requirements:**

The flag design must be uploaded at 3"x5", in a .PDF format, landscape-orientation, 300 dpi, RGB color mode.

**Please note:**

If your design does not adhere to the five basic principles of flag design, or if files are not saved in proper format, they will not be considered.

**File naming:**

"lastname"\_"firstname"\_"flag"\_.pdf

For example, "Appleseed\_Johnny\_Flag\_1.pdf"

If submitting multiple entries, add a number to indicate subsequent submissions.

For example, "Appleseed\_Johnny\_Flag\_2.pdf"

**Limit 5 submissions per person.**



3:5 RATIO / 300DPI / RGB



## Milwaukee's example of inspiration, community leadership and pride.

Recently the City of Milwaukee, the anchor of the State of Wisconsin, realized that its city flag was in need of a redesign. Community Leaders from Greater Together challenged the community to create a better symbol of the togetherness and equality of their great city. They led a design challenge that has resulted in a striking new flag that citizens are proud to fly – a flag that is becoming a new symbol of hope, pride and aspiration for their community.

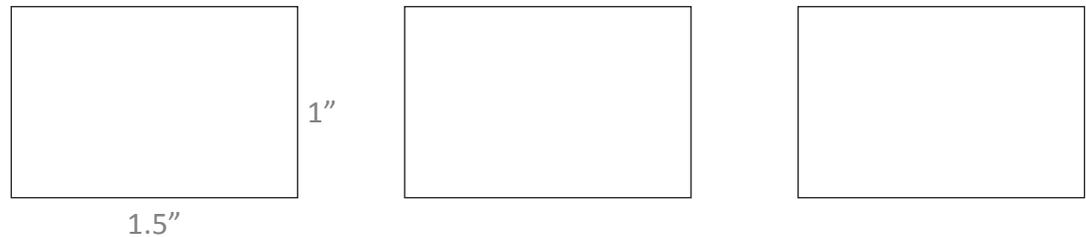
We applaud Greater Together and The People's Flag of Milwaukee for their leadership, and in the most sincere form of complement, we are aiming to duplicate their success in our community. We thank them for sharing their work and inspiring us to move toward a greater symbol of our community. As you embark on this task, please take inspiration from the new People's Flag of Milwaukee.

Notice the flags below as examples. When flags are over designed or non distinctive, the designs fall apart. They are difficult to decipher and have little to no impact from afar.



## One last thing before you start.

A 3ft. x 5ft. flag on a pole 100ft. away looks the same as a 1in. x 1.5 in. rectangle on a piece of paper. Start by designing at this scale. This will make your design more impactful when displayed at a larger scale.



"Simplicity is the ultimate form of sophistication."

- Leonardo da Vinci

# LA CROSSE



THE PEOPLE'S FLAG  
OF  
LA CROSSE

P R O U D L Y S P O N S O R E D B Y :

the  
**FUN  
GROUP**

*La Crosse*  
**ARTSPIRE**  
*Experience Community Through Art*

*Pump House*  
Regional Arts Center

HISTORIC  
**DOWNTOWN  
LACROSSE**  
DOWNTOWN MAINSTREET, INC.

LA CROSSE  
**Tribune**

SCHOOL DISTRICT OF  
**LA CROSSE**  
Dream • Believe • Achieve