



City Flag Design Contest

Introduction

Springville Public Art invites community members to submit creative designs for the city's new official flag. This is an exciting opportunity for residents to showcase their creativity and help create a symbol that represents our city's heritage, identity, and future.

A selection panel will review all submissions and select designs from up to 5 finalists. These selected designs will then be refined by a professional designer before being presented to the community for voting. The chosen flag will be unveiled during Art City Days 2025.

Eligibility

This opportunity is open to anyone with a connection to Springville City, regardless of age or artistic experience. Both individuals and groups are welcome to participate.

Design Guidelines

To ensure the flag design is effective and meaningful, please follow these guidelines:

1. **Simplicity:** Design should be simple enough for a child to draw from memory.
2. **Meaningful Symbolism:** Colors, images, and patterns must relate to Springville's history and identity.
3. **2–3 Basic Colors:** Use no more than three contrasting colors from the standard color set.
4. **No Lettering or Seals:** Avoid words or organizational seals for clarity and timelessness.
5. **Distinctiveness:** Ensure the design is unique yet reflects connections to other related flags.
6. **Clarity and Memorability:** The flag should stand out from a distance and be easily recognizable.

*For more clarification on the design guidelines please reference Ted Kaye's, *Good Flag, Bad Flag* resource at: <https://nava.org/good-flag-bad-flag> (Scroll down to the English version under "Language versions available" for more in depth instruction and examples.)

Restrictions:

- Designs must not include words, slogans, or complex images.
 - Avoid imagery that is offensive, divisive, or unsuitable for public display.
 - Each participant or group may submit up to two designs.
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Submission Process

Submissions will be accepted from Dec. 2024 to Feb. 7, 2025 via Submittable.

Required Materials:

1. Design file in PNG, JPEG, or PDF format (preferably high resolution).
 2. A brief description of the design (100-200 words), explaining its symbolism and inspiration.
 3. An answer on how you are connected to Springville, Utah.
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Finalists Selection Process

*Selection Panel:

- Leslie Makai Gleaves–Public Art Coordinator
- Lee Taylor–Springville Historian
- TBD–Indigenous Representative
- Jake Smith–City Council Representative
- Chelsea Rosander–Community Board Representative
- Kelly Jensen–Community Board Representative

*With further review from the Community Board, Mayor, and City Council.

Submissions will be evaluated based on:

- Adherence to design guidelines
- Relevance to the city's identity and values
- Simplicity and scalability

Timeline:

Stage	Date
Submission Deadline	February 7, 2025
Finalists Announced	March 22, 2025
Community Voting on Finalists	March 22 – April 5, 2025

Winning flag announced April 30, 2025

Flag Unveiling Art City Days 2025

- Up to 5 finalists will be selected. Each finalist will receive a prize of \$100.00
 - The finalist whose flag is chosen will receive \$1000.00
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Recognition

Finalists will be acknowledged publicly and may be featured in promotional materials.

Policies

1. The city reserves the right to modify or cancel the contest at any time.
 2. All finalists will be verified as having a connection to Springville.
 3. Upon being selected, Springville City will issue the winning designer a contract outlining the terms of the project—including transfer of ownership and copyright of the design to the city.
 4. The city will retain the right to reproduce the flag design for various purposes.
 5. In the case that a minor (under age 18) is selected as a finalist and/or for the winning design, the minor's legal guardian will sign for them and the check will be issued in the legal guardian's name.
 6. In the case that a group is selected as a finalist or for the winning design, only one check will be issued to the designated group leader. The group leader must be 18 or older.
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Contact

For questions or assistance, contact:

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