



## CITY OF JACKSON TN FLAG DESIGN CONTEST RULES

In celebration of Jackson-Madison County Bicentennial, the City of Jackson TN is sponsoring a design contest aimed at creating a fresh and unifying design for the City of Jackson flag. City of Jackson TN residents of all ages and artistic abilities are encouraged to submit a new flag design.

The design selected will reflect the history and progress of the City of Jackson using meaningful symbolism, minimal design, and color.

The design contest will begin February 1, 2022 and online entries are due by midnight, April 30, 2022. Late online entries, mail or hand delivered entries will not be accepted.

The public will be invited to vote for top three designs May 16 through May 31.

The City of Jackson Public Art Commission along with the Jackson City Council will evaluate the public comments and top three designs voted by the public to choose the final design.

The artist selected for the final design will be notified July 1, 2022. The artist will be recognized and the new flag design unveiled to the public during the Jackson-Madison County Bicentennial event August 12, 2022 at the Carl Perkins Civic Center in Jackson, TN.

### CONTEST CRITERIA

- Contest is limited to City of Jackson, TN residents. All ages and artistic abilities are encouraged to submit a new flag design.
- Submitted design must be original and should symbolize the history and progress of the City of Jackson, TN in addition to the geographical region and unity of the city.
- Entry must be designed in a rectangle that can be enlarged to fit a standard 8.5x11 size and in color. Blue and green color is required for the design. Artist may choose a third color. No more than three colors will be accepted.
- Submitted image of design must be high-quality.
- Only one submission per person is allowed
- Flag design must be accompanied by a 500-word or less narrative describing the symbolism and/or explanation of design elements.
- Only designs submitted by **12:00 AM on April 30, 2022**, will be accepted.



## RECOMMENDATIONS

Following the five basic flag design principles, the flag design should be:

- Minimal design, yet identifiable. Appearance when flag is moving or not moving. Think of reversibility. Design should be scalable for other brand promotion such as lapel pens, stickers, etc.
- The flag's images, colors, or patterns should relate easily to what it symbolizes
- Utilize City of Jackson, TN colors of blue and green and one additional color. Design to work in black and white
- Do not use lettering or City of Jackson, TN seal
- Be Distinctive. Design should stand apart from existing flags to avoid confusion.

## HOW TO SUBMIT A DESIGN

- Complete and submit the online Flag Contest Entry Form and Release at <http://jacksontn.gov/residents/flagdesigncontest>.
- The design must be uploaded via the drop box link located on Flag Design Contest page following the submission of your entry form and release (**designs submitted without entry form/release will not qualify**).
- Design file should be saved as entrant's first and last name ("FIRSTNAME\_LASTNAME" eg. John\_Doe.jpg. Design file name must match name submitted on entry form/release)
- File size must not exceed 8MB
- File must be submitted as .jpg, .pdf, or .png
- All submitted entries become the property of the City of Jackson, TN and may be modified, reproduced, and published at the City's discretion.

## IMPORTANT DATES TO REMEMBER

- Design competition starts February 1, 2022 and ends on April 30, 2022
- Top three designs will be announced on May 16, 2022
- Public voting May 16-31, 2022
- Winner will be notified on July 1, 2022
- New flag design unveiled to the public August 12, 2022