



## Anaheim's Next Flag

- **What:** program by the city of Anaheim to adopt a new city flag
- **Why:** to have a city flag that rallies the community as a proud symbol of Anaheim
- **Where it flies:** at City Hall, the Anaheim Convention Center, Angel Stadium of Anaheim, Honda Center and other city facilities and private businesses that fly flags
- **Timeline**
  - **March 6, 2018:** City Council flag workshop
  - **March-April 2018:** online, media and community outreach
  - **March 19, 2018-April 20, 2018:** flag design submission period
  - **Aug. 28, 2018:** City Council consideration of three finalists
- **Design guidelines**
  - Simple
  - Meaningful symbolism
  - Basic colors
  - No lettering or seals
  - Distinctive or related to national and state flags
- **Submissions**
  - 113
  - Digital and hand-drawn designs
  - Open to Anaheim residents, those who work in Anaheim or have other connections to the city
- **Flag subcommittee**
  - **Members:** Mayor Tait, Council Members Barnes and Faessel
  - **Meetings:** six with staff in June and July 2018
  - **Scope:** reviewed all submissions without knowing details about who designed them
  - **Focus:** focused on 15 staff-selected submissions of individual designs and groups of designs, for a total of 19
  - **Direction:** subcommittee made suggestions on variations of some flag designs for consideration
  - **Finalists:** subcommittee selected three finalists for full City Council consideration

# Finalists

## Flag 1

- Design and symbolism
  - **Red star:** a nod to the red star in California's flag
  - **White:** clear skies
  - **Orange:** farming heritage
  - **Blue:** Pacific Ocean, Santa Ana River, kindness, light blue in Anaheim's original flag



## Flag 2

- Design and symbolism
  - **Dark blue:** Anaheim's rich history
  - **Bright blue:** Santa Ana River, kindness, original flag blue
  - **White stars:** six City Council districts, homage to the stars of the American flag



## Flag 3

- Design and symbolism
  - **Stars:** six City Council districts
  - **Orange:** citrus history, Anaheim's place as Orange County's first and largest city
  - **Bright blue:** Santa Ana River, bright future, kindness, original flag blue
  - **Dark blue:** rich history, proud heritage



# Anaheim Flag History

- Original flag adoption: 1967
- Purpose: to have a city flag to fly at the Anaheim Convention Center and what was then Anaheim Stadium, now Angel Stadium of Anaheim
- TED Talk: Anaheim's original flag appears in a TED Talk entitled "Why city flags may be the worst-designed thing you've never noticed"
- Views: the TEDTalk, by designer Roman Mars, has been viewed more than 5 million times
- What's wrong with it: Anaheim's original flag deviates from good flag design with use of words and the city seal, neither of which can be made out from distances at which most people view flags

