



CITY OF SOUTH BEND

PETE BUTTIGIEG, MAYOR

Office of the Mayor

CONTACT:

Kara Kelly, (574) 235-5853
kkelly@southbendin.gov

FOR RELEASE: Monday, October 19, 2015

SB150 ANNOUNCES CITY FLAG DESIGN COMPETITION

In honor of South Bend's 150th anniversary, the SB150 committee announces a competition for a new flag design for the City of South Bend. The deadline to submit conceptual designs is Monday, November 15.

Submissions can be emailed to flag@sb150.com or delivered in person or by mail to Downtown South Bend, Inc., 217 S. Michigan Street.

The goal is to develop a symbol that captures the spirit of South Bend's past, present and future, and serves as an emblem that uniquely identifies the city.

Entry Rules

- 1) Flags should be designed in the standard US Flag 1:1.67 proportion. Submitted designs should be 1.5" x 2.5" in size. Acceptable file formats for image uploads are jpg, gif, png or pdf, 2MB max.
- 2) Application form with name, contact information, and rationale for design must be included.
- 3) Each entry may only contain one design. Residents may submit up to three separate entries.
- 4) Designs need to include representation of the four city-wide themes identified by the SB150 Committee: The River, Connectivity, Diversity, and Innovation. Representation may be highly abstract or symbolic.
- 5) Use three colors at most.
- 6) Adhere to the North American Vexillological Association's "Five Basic Principles of Flag Design."

Submissions that stray from the Entry Rules will be considered only if they include sufficient justification. SB150 committee members will select the design finalists. Residents will be able to weigh in on designs on display at the former College Football Hall of Fame as part of First Friday events on December 4.

Design competition FAQs and tips for success can also be found at sb150.com/flag.