

Goal:

**Create civic identity that
is recognizable, simple to
reproduce, and adoptable
at scale.**

OURANCHORAGE.COM

INSPIRING



ARCTIC INNOVATION

CULTURAL TOURISM

IMPROVED GOV EXPERIENCE

Test ours: 5 Principles of Flag Design by North American Vexillological Association



DOES IT INSPIRE?

→
ARCTIC INNOVATION
CULTURAL TOURISM
IMPROVED GOV EXPERIENCE

1:

Keep it simple

THE FLAG SHOULD BE SIMPLE ENOUGH
FOR A CHILD TO DRAW FROM MEMORY



2:

Use meaningful symbolism

USE ELEMENTS, COLORS AND PATTERNS THAT
RELATE TO WHAT THE FLAG SYMBOLIZES



3:

Use no more than two or three basic colors

THE FLAG SHOULD BE SIMPLE ENOUGH
FOR A CHILD TO DRAW FROM MEMORY



4:

Avoid lettering, seals or coats of arms

DO NOT USE ANY ORGANIZATIONAL BADGE,
SEAL OR COAT OF ARMS INSTEAD USE ELEMENT(S)
FROM A RELEVANT COAT OF ARMS AS SYMBOLS
ON THE FLAG. DO NOT USE ANY KIND OF LETTERING



5:

Be distinctive or be related

DO NOT DUPLICATE OTHER FLAGS BUT
DO USE SIMILARITIES TO SHOW CONNECTIONS



6:

Consider effect of height and wind

REMEMBER THE DESIGN MUST REMAIN
VISIBLE WHEN FLYING FROM A HIGH POLE
IN HIGH WINDS, IN NO WIND AND WHEN
RIPPLING IN THE BREEZE





ANCHORAGE

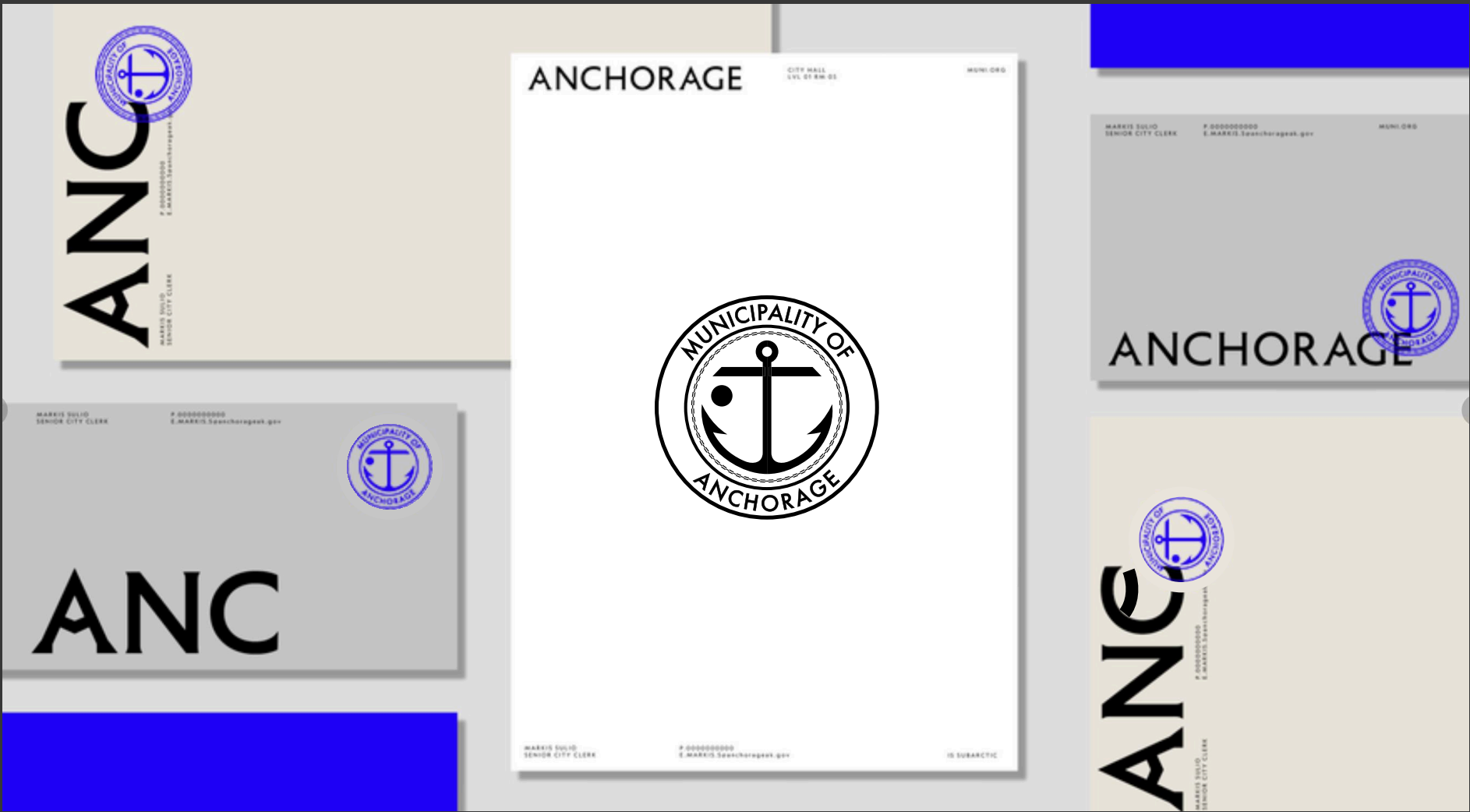
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IS SUBARCTIC.



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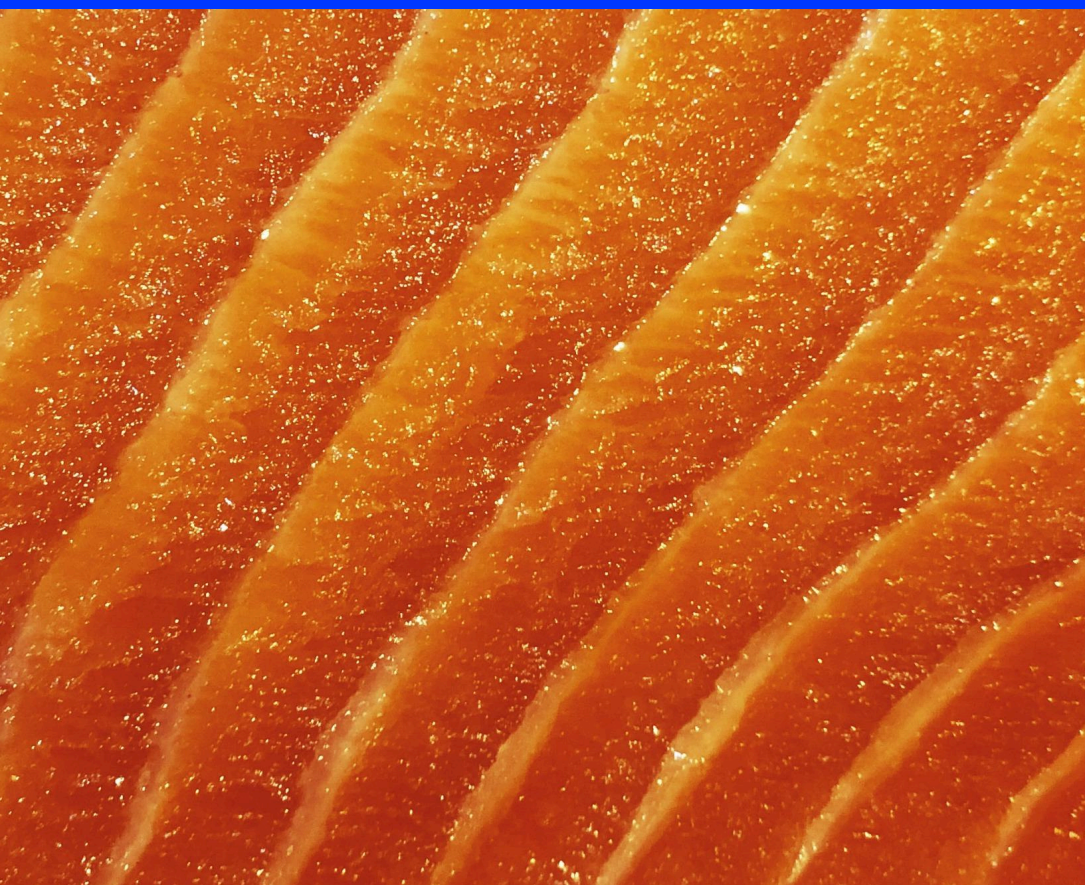




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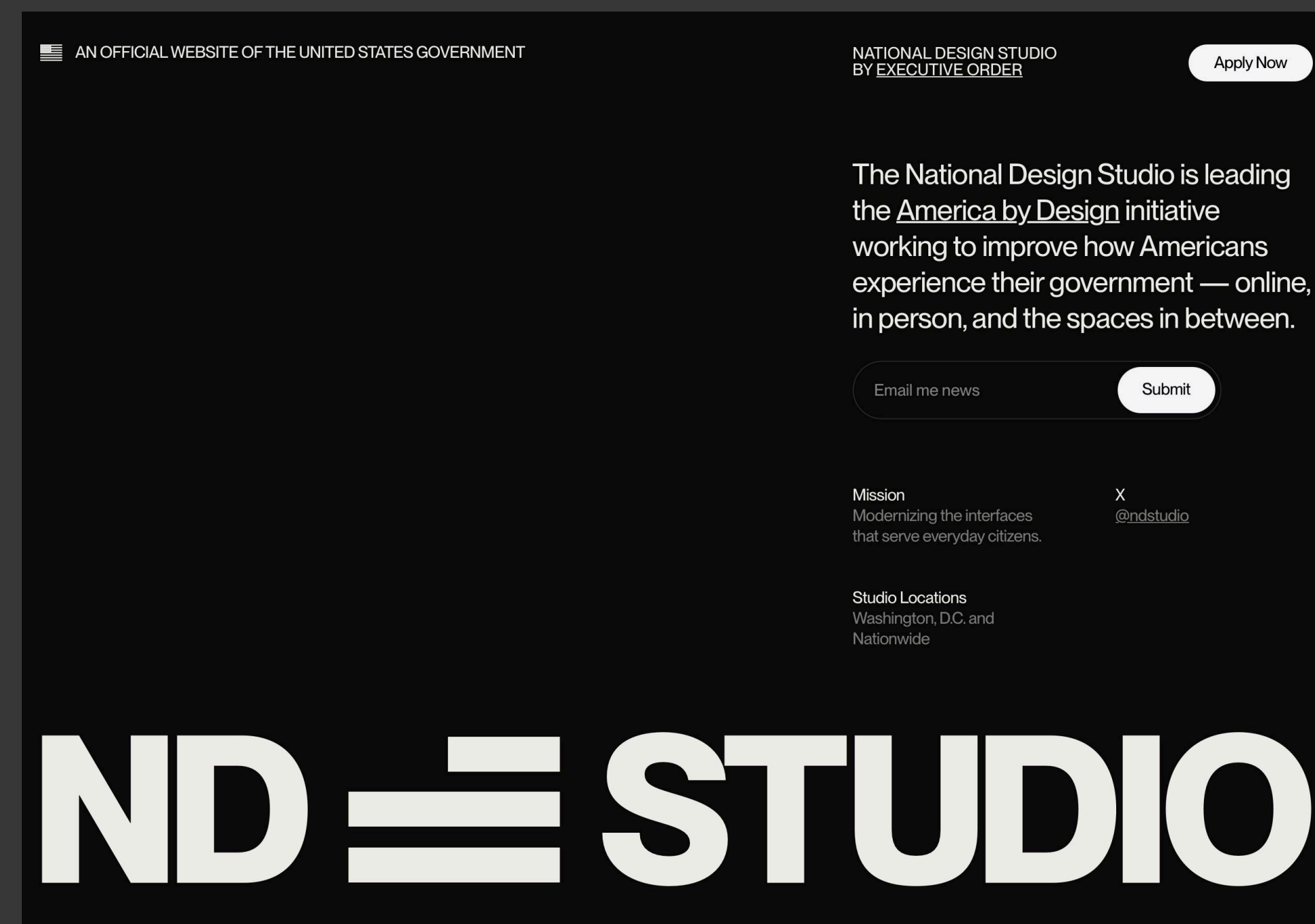
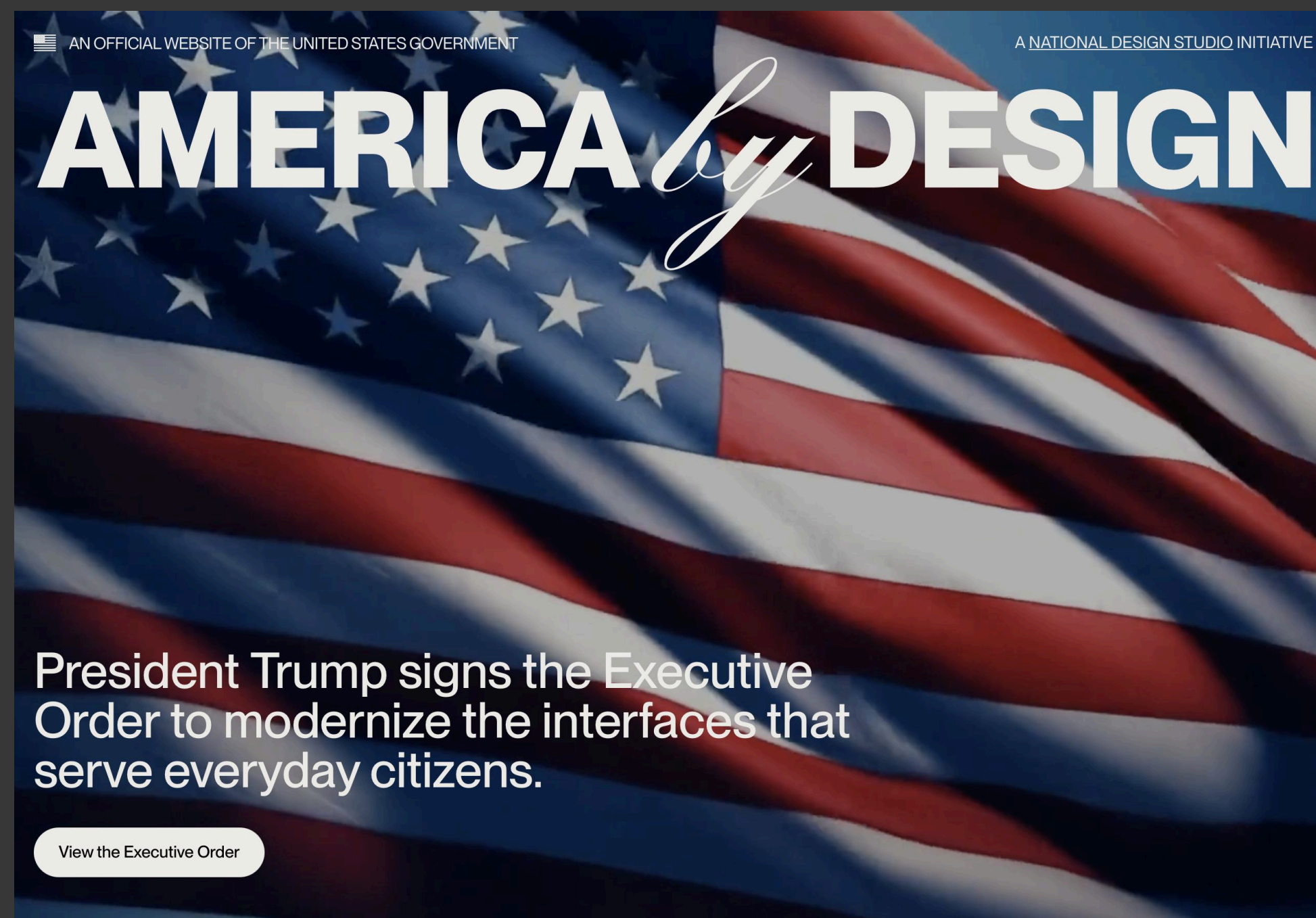
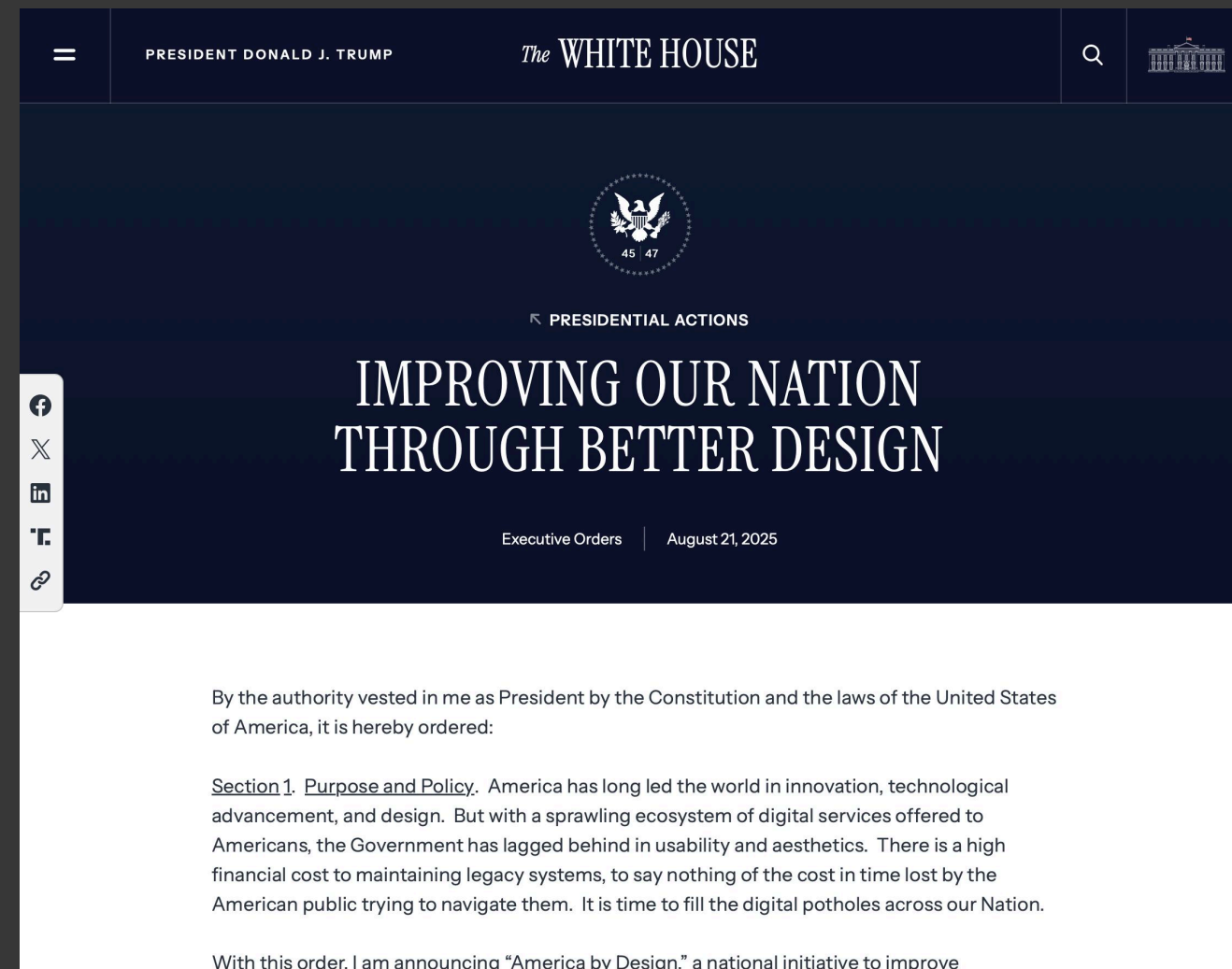




ANCHORAGE IS



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INTERESTED
IN HELPING
THIS BECOME
REALITY?

SEBASTIAN GARBER

9072979731

SEBASTIAN@ALASKA-ALASKA.COM

