



Press Release

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CITY OF CHINO HILLS INVITES RESIDENTS TO PARTICIPATE IN A CITY FLAG DESIGN CONTEST – ENTRIES DUE NOVEMBER 10

Chino Hills, CA – The City of Chino Hills is hosting a City Flag Design Contest for residents to create a new City flag. The contest was initiated by Chino Hills Mayor Brian Johsz and approved by the City Council to engage the community and provide residents an opportunity to inspire a new City flag design to serve as a symbol of civic and community pride. Residents of all ages and artistic abilities are encouraged to submit a design by 5:00 pm on Wednesday, November 10 online at www.chinohills.org/CityFlagContest.

The current official City of Chino Hills flag is a simple white silk flag with the first approved full-color City logo. Indoor ceremonial City flags have the same design but include a gold tassel border along all four edges. The logo depicts key elements that are distinctive to the Chino Hills community including a red-tailed hawk soaring above a signature Chino Hills oak tree and green rolling hills. This contest is solely for the purpose of inspiring a new flag design and will not change any official City of Chino Hills logos.

The design must be accompanied by a corresponding less than 500-word narrative describing the symbolism and design features. All flag design entries should follow the five basic principles of flag design from the North American Vexillological Association (NAVA), an international, non-profit, scholarly organization dedicated to the study of flags. Those design principles are: 1) Keep it simple, 2) Use meaningful symbolism, 3) Use two to three basic colors which contrast well and come from the standard color set, 4) Avoid lettering or seals, and 5) Be distinctive or be related, thus avoid duplicating other flags, but use similarities to show connections.

A City-appointed Flag Design Selection Committee consisting of the Mayor, a Council Member, City Commissioners, a Charts member, and City staff will judge contest entries and award prizes to the top three contest flag designs. Winners will receive a Visa gift card in the amount of \$150 for first place, \$100 for second place, and \$50 for third place. Contest winners will be recognized at a future City Council meeting. The Committee will also

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recommend a variety of flag designs consisting of either a complete contest entry or a flag design inspired by multiple contest entries incorporating different elements from various submissions for consideration by the Chino Hills City Council. All designs submitted, whether selected as a prize winner, will be considered however may or may not be used in the selection of a new City flag. For questions or more information, please visit www.chinohills.org/CityFlagContest or call the City Manager's Office at (909) 364-2610.

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