Flag Design Proposal

Submitted September 2016
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SOUTH JORDAN
UTAH

OBJECTIVE

Establish a new South Jordan flag that represents the history of the city, while reflecting modern brand guidelines and standards. Further, the new flag should represent modern design sensibilities while maintaining a timeless feeling and falling within recommended guidelines by international flag organizations.

COLOR USAGE

As part of these designs, a simple color palette was used to create unity across South Jordan branded items. Possible accent colors were also introduced as a visual enhancement tool.

ROYAL BLUE   **COPPER**   **JORDAN GREEN**   **JORDAN DARK GREEN**   **RIVER BLUE**

DESIGN LANGUAGE

To establish a design language for the new South Jordan flag, local iconography was utilized to create a common design motif. Some symbols taken into account for this include the following:

• South Jordan's registered trademark tree
• The Jordan River and the Five Canals
• Mining/farming implements

• The leaf
• The six pointed star

SJ TREE

The tree is an accepted symbol of South Jordan, representing the city's agricultural past, the growth that nature and trees represent, and the city's commitment to green spaces.

THE RIVER AND CANALS

The Jordan River and the Five Canals represent a connection to the city's past while paying homage to the many ways water surrounds and interacts with South Jordan citizens.

MINING/FARMING

These implements are reflective of South Jordan's past as an agricultural and mining area, as well as symbolizing the city's commitment to persistence and hard work.

THE LEAF

The leaf is an extension of the tree symbol; representing new growth, nature, and natural living, the leaf symbol could be considered a corollary to the South Jordan tree.
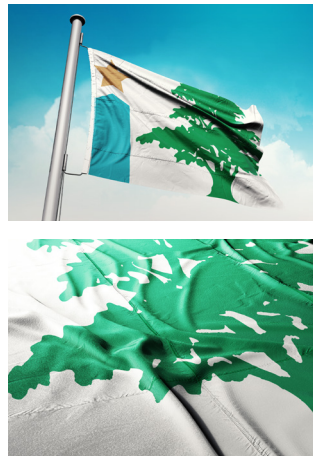
THE SIX POINT STAR

The six point star is a powerful symbol, with each point representing water in the city (the Jordan River and the canals). A star also represents South Jordan as a beacon and shining example to other cities.
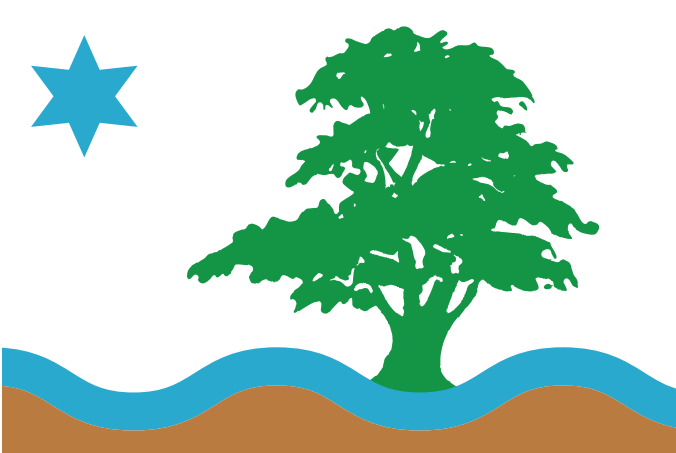
PROPOSAL 'A'

PROPOSAL 'B'

PROPOSAL 'C'

PROPOSAL 'D'

PROPOSAL 'E'

PROPOSAL 'F'

PROPOSAL 'G'

PROPOSAL 'H'

PROPOSAL 'I'

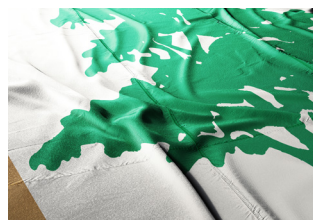## PROPOSAL 'J'

PROPOSAL 'K'

PROPOSAL 'L'

PROPOSAL 'M'

PROPOSAL 'N'