



UTAH STATE FLAG TASK FORCE

JOURNEY TO THE PROPOSED DESIGN

November 16, 2022

WHY REDESIGN THE FLAG?

UTAH'S FIRST FLAG



THE PURPOSE OF A FLAG



THE CAMPAIGN

MORE THAN A FLAG



PROCESS: TIMELINE



PROCESS: THE PUBLIC RESPONSE

3,200+

PUBLIC DESIGN SUBMISSIONS

2,500+

STUDENT DESIGNS

1,800+

VALUE AND IDEA SUBMISSIONS

1,000+

SOCIAL MEDIA POSTS

147,000+

FLAG.UTAH.GOV VISITS

610,734

PEOPLE REACHED THROUGH
SOCIAL MEDIA

PROCESS: PUBLIC ENGAGEMENT



PROCESS: VOLUNTEER TEAM

Department of Cultural & Community Engagement

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Ellen Weist
Sarina Ehrgott
Marjorie Moore
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Sam Walker
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Claudia Loayza

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Lindsey Ferrari
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Ben Barnes
Hales Creative
Jibe Media
RUMOR

Design Review Committee

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Soonju Kwon
Molly Morin
Loggins Merrill
Day Christensen
Jim Glenn
Nancy Rivera
Kassie John
Gareth Fry
Elpitha Tsoutsounakis
Brad Hornfischer
Jeffrey Hanson
Zach Winegar
DeVaughn Simper
Paul Reeve
Jean Irwin
Pete Codella
Gabriella Huggins
Maria Sykes
Dr. Stephen Lee
Claudia Loayza

Education Committee

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Robert Austin
Lisa Cluff
Cathay Jensen
Wendy Rex-Atzet
Elizabeth Heath
Jean Tokuda Irwin
Willy Palomo
Dessie Olsen
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Ted Kaye
John Hartvigsen
Michael deGroot

History Committee

Rep. Robert Spendlove
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Charles Stormant
Farina King
Greg Smoak
Jami Van Huss
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Brad Westwood
Ken Williams
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Ron Fox
Joseph Shelton

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Brandy Grace
Rossina Lake
Edwin Espinel
Jeffrey Van Hulten
Donna Law
Ellen Fagg Weist

Tourism Committee

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Bianca Lyon
Mark White
James Toledo
Julie Hollist Terrell
Sarah Otto
Maria Sykes
Natalie Randall
Nathan Rafferty
Pitt Grewe

Multicultural Committee

Sen. Luz Escamilla
Dr. Jackie Thompson
Michelle Love-Day
Dr. Claustina Reynolds
Gabriella Huggins
Ciriac Alvarez
Fatima Dirie
Ofa Matagi
Dr. Lillian Tsosie-Jensen
Luna Banuri
Aabir Mallik
Satin Tashnizi
Neelam Chand
Emilio Manuel Camu
Tiffany Chan
Johnny Charlie Marshall
Senator Luz Escamilla
Chance Hammock

TOP RANKING DESIGNS

PROCESS: PUBLIC RESPONSE TO NAEI

44,000+

PUBLIC SURVEY RESPONSES

29

COUNTIES

90%

UTAH ZIP CODES

PUBLIC RESPONSE: SUBMISSIONS

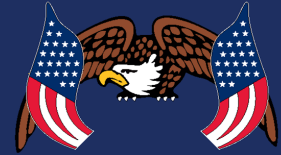


HONORING SYMBOLISM FROM THE STATE SEAL

CURRENT FLAG: SYMBOLISM



USA



Arrows



Bee Hive



COLORS

SYMBOLISM

SYMBOLISM: COLORS

RED

WHITE

BLUE

GOLD

RED ROCKS
NOD TO THE AMERICAN FLAG
PERSEVERANCE
DETERMINATION

PEACE
TRUTH
SNOW
SALT
MOUNTAINS

KNOWLEDGE
FREEDOM
JUSTICE
TRANQUILITY
SKY
LAKES

PROSPERITY
INDUSTRY
HAPPINESS
DESERT

BUILDING THE FLAG: FOUNDATION



Blue is the foundation of the flag as an honor to the current flag, to suggest natural resources such as lakes and sky, and principles such as knowledge, freedom, and optimism.

GOLD BEEHIVE

SYMBOLISM

Progress and hardwork.

EXPLORATION: BEEHIVE STYLE



PREFERRED STYLE



BUILDING THE FLAG: BEEHIVE



The beehive represents community and our state's nickname as the Beehive State, and Industry.

GOLD HEXAGON

SYMBOLISM

Strength and unity.

EXPLORATION: ENCOMPASS THE HIVE



PREFERRED STYLE

BUILDING THE FLAG: HEXAGON



The gold hexagon rim around the beehive stands for strength and cradles the beehive to represent unity.

WHITE MOUNTAIN RANGE

SYMBOLISM

Landscape and peace.

EXPLORATION: MOUNTAINS



PREFERRED STYLE



BUILDING THE FLAG: MOUNTAINS



The rugged white band represents our state's mountain landscapes, as well as peace.

SOUTHERN UTAH

SYMBOLISM

Landscape and perseverance.

SYMBOLISM: COLORS



RED

Nod to the American flag, but warmer in hue to give Utah a unique identity while symbolizing the southern Utah landscape.



ORANGE

While this is the literal color of the landscape to the south, residents preferred red rocks rather than orange rocks.

BUILDING THE FLAG: RED ROCKS



The red evokes the red rocks of southern Utah, while the color also symbolizes perseverance.

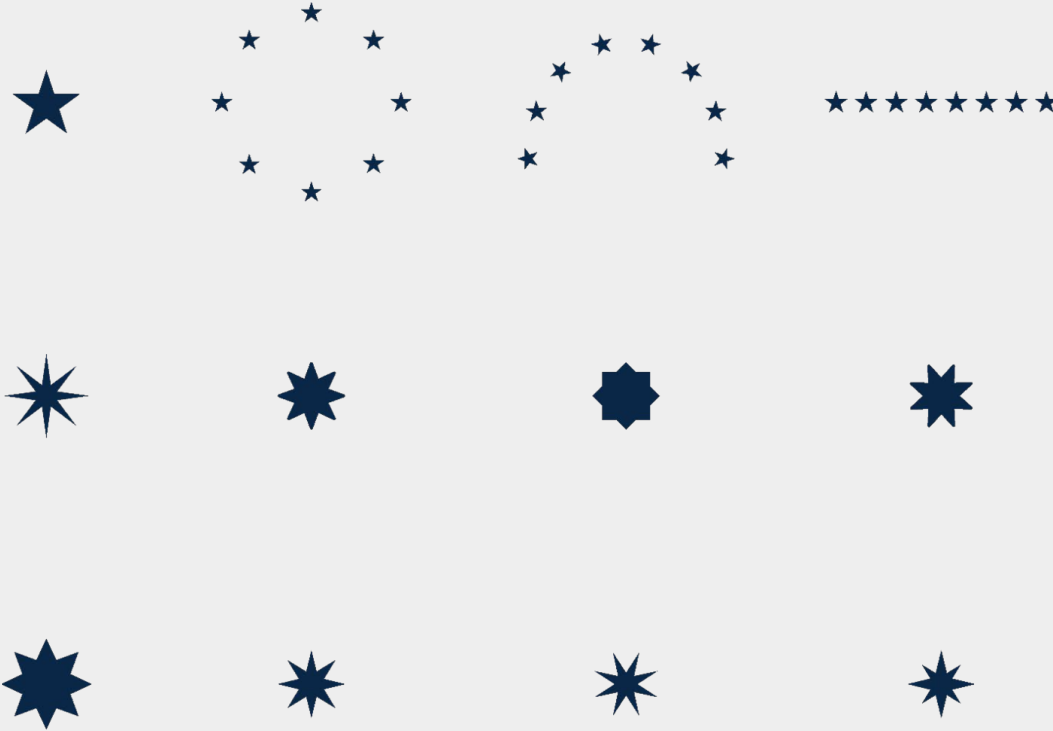
STAR

SYMBOLISM

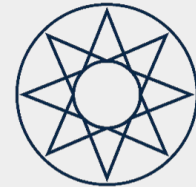
Hope, guidance, and diversity.

Eight-pointed star represents the eight federally-recognized Tribes in Utah.

EXPLORATION: STAR STYLE AND ARRANGEMENT



PREFERRED STYLE



BUILDING THE FLAG: STAR



The eight-pointed star represents hope and the state's eight sovereign Tribal Nations.

