



LONGMONT FLAG DESIGN PROPOSAL

This flag design reflects a community-informed design process, grounded in the feedback shared by Longmont residents and the core principles of good flag design: simplicity, meaningful symbolism, limited colors, and clarity at a distance. It has been reviewed by the North American Vexillological Association (NAVA).

My goal in approaching this project was to design a flag that captured the spirit and personality of the people of Longmont through vibrant colors and dynamic forward movement, while preserving the values expressed in community feedback regarding the visual elements they'd like to see represented.

The focal point of the design is a representation of Mt. Meeker and Longs Peak as seen from Longmont. Not only does Longmont share its namesake with Longs Peak, but the view of these two mountains is the most constant and unifying feature of our city. They are a shared and enduring symbol for everyone who calls Longmont home. Above the mountains is a six-pointed star, a reference to the Chicago flag and homage to Longmont's origins as the Chicago-Colorado Colony.

DESIGN SUMMARY

GUIDING CONCEPTS

Enduring
Belonging
Movement
Simplicity
Origins

COLOR SELECTION

Feisty Orange
Vivid Blue
Solid Navy
Snowy White

VISUAL ELEMENTS

Twin Peaks
Six-Pointed Star
Snowy Slope

**FEISTY ORANGE**

Tenacity, Kinship
Pantone 165 | #f96302

VIBRANT BLUE

Resilience, Water
Pantone 3125 | #00b7c6

SOLID NAVY

Strength, Reliability
Pantone 2965 | #00334c

SNOWY WHITE

Renewal, Snowmelt
Pantone N/A | #ffffff

I GUIDING CONCEPTS

ENDURING

The Twin Peaks were the most consistent theme in community input and are one of Longmont's most iconic landmarks. They looked the same to those before us and will look the same for those who come after. They have an strong and enduring presence that will continue to represent our community.

MOVEMENT

While the mountains are steadfast, it was important to me that the design be dynamic to represent the progress of Longmont. Ours is a community that keeps moving forward. The snowy slope of the mountain carries the eye across the flag.

ORIGINS

The six-pointed star is an homage to the Chicago-Colorado Colony, which founded the City of Longmont in 1871 on the land of the Ute, Cheyenne, and Arapaho peoples.

BELONGING

To me, Longmont's personality has always had a sense of what I call fierce hospitality: you belong here, no questions asked. Bright red-orange and vivid blue were chosen to feel warm, energetic, and welcoming, so the flag greets people the way the community does.

SIMPLICITY

Refined with feedback from NAVA provided during the mid-design review, this flag shows a single star above a two-peaked mountain. It is simple enough to recognize from a distance and easy to reproduce at any size.