



CONCEPT DESCRIPTION

This design attempts to emphasize the most defining attributes of Longmont: our location at the base of the Front Range mountains, waterways that have contributed to the region's financial success for 150 years, founding history as the Chicago-Colorado Colony, abundant sunshine and clear skies, and our culture of openness and inclusivity. Three of the colors (white, yellow, dark blue) are related colors to the state flag, while the addition of sky blue creates a unique visual identity for Longmont.

ELEMENT REPRESENTATION

-  Twin snow-capped peaks representing the iconic view of Mount Meeker (left) and Longs Peak (right) visible from nearly all corners of the city. Long's Peak is stylized taller to signify its status as a "Fourteener" and to differentiate from the Denver flag.
-  6-point sun alludes to the Chicago flag to honor Longmont history as the Chicago-Colorado Colony. Yellow is for 300+ days of sunshine. (Note: same shade as the circle sun element on the Colorado state flag).
-  Location at the confluence of waterways for St. Vrain Creek, Left Hand Creek, and Boulder Creek. Stylistically stacked on top of the mountains to represent snowmelt being our primary source of drinking water. (Note: same shade as the blue on the Colorado state flag).
-  Represents both an unclouded mid-day sky and Longmont's culture of openness and inclusivity.

VISUAL INSPIRATION

Iconic mountains



Confluence of waterways



State flag



Chicago star



DESIGN APPROACH

1. Rooted in research.

Inspiration for potential symbolism was drawn from *Longmont: The First 150 Years* by Erik Mason, *Chief Left Hand* by Margaret Coel, and educational exhibits at the Longmont Museum. Additional research was conducted on NAVA principles and the 3 major prior year NAVA surveys.

2. Community informed.

Initial design themes were compared against the synthesized community feedback shared by Longmont's AIPP program for what Longmont's flag should carry into the next 50 years.

Additionally, the designer solicited supplementary community input through two surveys conducted over a two-week period (N = 110 respondents, with 60+ free form comments received) distributed through personal networks to friends, neighbors, colleagues, church community members, etc. Respondents weighed in on design elements, colors, and 12 different visual options. A few key themes emerged:

- Mountains are an anchor, with twin peaks preferred over a single mountain
- 6-point sun is generally viewed favorably when the symbolism is explained
- Preference for colors that echo the Colorado state flag, though yellow and red evoke conflicting feedback
- Desire to represent a softer cultural element of Longmont being a welcoming, inclusive community

This design concept is an attempt to incorporate the rich community feedback received, with refinements made based on feedback from NAVA.

ABOUT ME

My name is [REDACTED], and I'm not a professional designer. Instead, I'm a local resident who feels like Longmont is the best definition of home I've ever known. I proudly live in this community and can think of no better way to be part of its future than helping design a flag that carries its story forward.