



News Release

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FOR RELEASE:

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City seeking ideas for possible new logo and flag

(ALTUS, OKLAHOMA): The City of Altus is looking to residents for designs for possible new city logo and flag. The City of Altus will be taking logo and flag design submissions until December 31, 2016.

Keep in mind these suggestions for logo design:

1. Should be visually distinct and easily recognizable identity
2. Officially represent Altus and serve as marketing identifier
3. Stand out from other logos as unique
4. Be easily reproduced for use on signage, wearables, vehicle graphics, and other printed materials.
5. Be simple, memorable, and timeless

Five criteria for good flag design: (from the North American Vexillological Association)

1. **Keep It Simple** - The flag should be so simple that a child can draw it from memory.
2. **Use Meaningful Symbolism** - The flag's images, colors, or patterns should relate to what it symbolizes
3. **Use 2 to 3 Basic Colors** - Limit the number of colors on the flag to three, which contrast well and come from the standard color set
4. **No Lettering or Seals** - Never use writing of any kind or an organization's seal
5. **Be Distinctive or Be Related** - Avoid duplicating other flags, but use similarities to show connections

Up to 3 logo designs and 2 flag designs may be submitted per person. Please submit your logo and flag designs in person or by mail at 509 S. Main Street, Altus, OK 73521 or via email at logoflag@altusok.gov. Designs sent via email should be in .jpg format and 10mb or less in file size. With your submitted logo and flag designs, please include your contact information and entry date. Design submissions will be reviewed by Altus City Council and city staff in early 2017. For questions or more information, send an email to logoflag@altusok.gov.

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