



# DESIGN A FLAG FOR EAST LOTHIAN

## Competition Guidelines

### CONTEXT

- 1** Flags are a powerful and evocative symbol of identity, whether national or territorial or corporate. They come in a multitude of colours and designs, often linked to the history of the country or territory, or to ideals and aspirations.
- 2** There has been a growing trend for flags to be designed for civic areas. In the UK, for example, almost 100 counties, cities or towns, now have their own distinctive flag.
- 3** In Scotland, Shetland (1969), Orkney (2007), Caithness (2016) and Kirkcudbrightshire (2016) now have their own distinctive civic flags. Interestingly the design of each of these is based on a cross – the flags of the northern counties incorporate a Nordic or Scandinavian cross, a symbol representing Christianity, while the Kirkcudbrightshire flag features the cross of St Cuthbert.
- 4** Although East Lothian does not currently have a flag of its own, the county is of course associated with the St Andrew's Cross or Saltire, being the birthplace of Scotland's national flag.
- 5** There is felt to be merit in the county having a distinctive civic flag. An East Lothian flag would be a free, public symbol for all to use that would:-
  - raise recognition and awareness of the area nationwide;
  - express pride in our local community; and
  - celebrate the heritage and culture of the county.
- 6** The best way to develop a new civic flag for an area is considered to be through wide public engagement. The Scottish Flag Trust and East Lothian Council have come together to sponsor this flag design competition based on this practice.

### COMPETITION TIMETABLE

- 7 Launch:** It is proposed that the Design a Flag for East Lothian Competition will be launched at the end of November 2017.
- 8 Submissions:** Individuals, schools, and other groups are invited to work up their proposals for a flag in line with the competition terms and conditions and design guidelines set out below. All submissions are to be drawn to the same standard. The deadline for submissions is 28 February 2018.
- 9 Assessment:** An assessment panel will meet in March/April to consider all of the submitted flag designs, with a view to selecting a small number of the best designs which will then be subject to a public vote. The panel will comprise the Lord Lieutenant of East Lothian, and representatives from the Court of the Lord Lyon, the Scottish Flag Trust, East Lothian Council and the East Lothian Courier.
- 10 Public Vote:** The short list of best flag designs will then be subject to voting by the public over a period likely to be in May. This stage of the process will be widely advertised in the press and at public buildings, such as libraries and leisure centres, in all East Lothian communities. The voting paper will be made available at public counters or downloaded from various web sites. Voters will be asked to include their name and address, to avoid multiple voting.
- 11 Flag Registration:** The winning flag design will then be submitted to the Lord Lyon's Office in order that it can be officially registered, a process that can take a few months.
- 12 Launch of New Flag:** It is hoped to unveil the new flag for East Lothian by November 2018 at a public event in Haddington involving the Lord Lyon.

## FLAG DESIGN GUIDELINES

- 13 Keep it Simple:** The flag should be simple enough for a child to be able to draw it from memory; otherwise it will be too hard for people to remember or reproduce. The dimensions of the flag design should be approximately 5:3 (length to height)
- 14 Try to Use 2 or 3 Colours:** Limit the number of colours on the flag to three or less, and use colours which contrast well from the standard colour set: red, orange, yellow, green, light blue, dark blue, purple, black and white. Dark and light colours contrast well against each other. Yellow or white will work well on any of the other colours and vice versa.
- 15 Reflect the County:** Colours might be considered which reflect key aspects of East Lothian, such as the light blue of the Saltire. Blue also reflects the county's sea and coastline, yellow its golden sands, or green its fertile countryside.
- 16 Use Meaningful Symbols:** If a symbol is to be used as part of the flag design, it should be simple, recognisable and relate to East Lothian as a whole. It should not be as intricate as a coat of arms, though a distinctive element taken from civic arms could be used, as the above examples show.
- 17 No Lettering:** Avoid lettering of any kind. Writing is difficult to see at a distance or when the flag is flying in the wind.



The lion rampant, which is prominent in East Lothian Council's coat of arms, also appears on the arms of many of the county's ancient families. Might the design of a new flag incorporate a lion rampant?



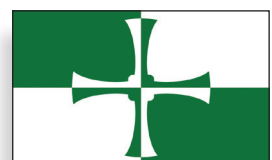
East Lothian is the birthplace of Scotland's flag, and the coat of arms of the Royal Burgh of Haddington & District Community Council reflects this. Might a new flag be based on or incorporate the cross of St Andrew?



The peregrine falcon in flight appears in East Lothian Council's logo, and the image was chosen for its strength, dynamism while at the same time reflecting the county's natural environment. Might a falcon be included in a new flag design?

## RECENT EXAMPLES

- 18 The Flag of Shetland:** This exemplifies the effectiveness of a simple design, with minimal colours. The flag uses the blue and white of the flag of Scotland, but in the form of a Nordic cross in order to symbolise Shetland's historical ties with Scandinavia.
- 19 The Flag of Caithness:** The black recalls the county's geology, while the gold and blue allude to the beaches and sea, all in a Nordic cross design. In addition, the traditional emblem of Caithness, a galley with a raven upon its sail, is placed in the first quarter.
- 20 The Flag of Kircudbrightshire:** Another simple but eye-catching design, the green and white represents the checked cloth used to count taxes by the Stewards of the Lords of Galloway, overlain by the cross of St Cuthbert.



## COMPETITION TERMS & CONDITIONS

### 21 Eligibility: The following apply:-

- This is a community competition, open to individuals and to groups to enter. Entries are not restricted to residents of East Lothian, entries from outwith the county are equally welcomed.
- For entrants under the age of 16, an adult will be required to approve the submission and agree to the terms & conditions. The adult, eg the entrant's parent or teacher, must provide his/her own contact details (not the child's).
- Copies of the competition guidelines and application forms can be downloaded at [www.eastlothian.gov.uk](http://www.eastlothian.gov.uk).
- Any queries regarding the competition terms & conditions should be sent to [info@scottishflagtrust.com](mailto:info@scottishflagtrust.com)

### 22 Design Requirements: The following apply:-

- Entries may be constructed in any medium, including digital images.
- Entries should be submitted in A4 size.
- By entering the competition, the design is released into the public domain in order for it to become a freely useable symbol for all.
- The entrant agrees to allow the design to undergo if necessary professional manipulation to make it suitable for production.
- The competition organisers accept no responsibility if entrants ignore the terms & conditions, and entrants agree to indemnify the organisers from any breach of the terms & conditions.

### 23 Submissions: The following apply:-

- Submissions can either be in hard copy or electronic.
- Electronic entries should be sent to [civic@eastlothian.gov.uk](mailto:civic@eastlothian.gov.uk).
- Hard copy entries should be posted, or hand delivered, to Civic Events, East Lothian Council, John Muir House, Haddington EH41 3HA.
- Entries required to be submitted no later than the competition deadline of 28 February 2018.
- Please package all hard copy entries carefully to avoid damage in the post.
- Please ensure that each submission includes the name and contact telephone number of the entrant, clearly marked.
- It is open to individuals and groups to submit more than one entry. Each entry must be accompanied by a fully completed and signed entry form.
- Entries cannot be returned, and may be archived. Please ensure therefore that you retain a copy of your design.
- Personal data provided will only be used for the administration of the competition, and will be destroyed at its conclusion.
- Unsuccessful entrants will not be contacted in respect of their entry, and feedback on entries will not be provided.
- The decision of the assessment panel and the result of the public vote are final.

### 24 Disclaimer: The organisers reserve the right to disqualify any entry which breaches any of the competition terms and conditions.

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# DESIGN A FLAG FOR EAST LoTHIAN

## ENTRY FORM

**Instructions:** Write your name clearly on the back of your design. Complete this form and post/deliver it to the following address by 28 February 2018:  
Civic Events, East Lothian Council, John Muir House, Haddington EH41 3HA.

Alternatively, email your design together with a completed form by that date to:- [civic@eastlothian.gov.uk](mailto:civic@eastlothian.gov.uk)

PLEASE PRINT IN BLOCK CAPITALS

**Name:**.....

**Organisation** (if applicable):.....

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**Address of Entrant** (or contact details of parent/teacher if under 16):

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**Telephone:** .....

**Email:** .....

**Describe Rationale for Flag Design:** If necessary please continue overleaf

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**Declaration:** I hereby confirm (a) that I have read and agreed to the competition terms & conditions; (b) that I am the originator of the design submitted and that, to my knowledge, I am not infringing any copyright; and (c) that I release the design into the public domain.

**Signature:**.....**Date:**.....