

Hackney Black History Flag Competition

Aims

- Express our local pride and the distinctive character of Hackney's African and Caribbean communities
- Celebrate the heritage and local history of African and Caribbean people in Hackney and across the globe
- Honour the past and acknowledge the present and future

School children in Hackney are being encouraged to send in their designs for a Hackney Black history flag as part of the Council's celebrations for Black History Season 2017.

The winning design will be picked by a panel of judges and will be made into a real flag with the help of a local artist. The flag will then flown on top of Hackney town Hall in time for Black History season in October 2018.

Design Brief

Hackney Council invites school children across the borough to create and submit a design for a Black History Month flag. The flag will be a recognisable symbol of the contributions that African and Caribbean communities in Hackney and across the globe.

The flag must:

- Honour the past and celebrate the present and the future
- Be exciting and colourful
- Have a simple design
- Use two or three basic colours clearly
- Be easily recognisable and distinctive
- Be designed to be flown so it can be seen when moving in the wind

Competition Timeline

- Closing date for entries: Thursday 21 December 2017
- Final design winner announced early 2018
- Flag to be flown on top of Hackney Town Hall Monday 1 October 2018

Flag Design Guidelines

The flag institute has a series of civic design criteria:

- **Keep it simple:** the flag should be simple enough to enable a child to draw it from memory. If not, it will be too hard for people to remember it and reproduce it.
- **Use meaningful symbolism:** the different elements, colours or patterns on the flag should clearly relate to what it will represent. The flag should symbolise Black History.
- **Try to use two or three basic colours:** limit the number of colours on the flag to three which contrast well. They should come from the standard colour set: red, orange, yellow, green, blue, purple, black and white. Dark and light

colours will contrast well against each other. In particular, yellow or white will work well on any of the other colours and vice versa.

- **No Lettering or seals:** avoid the use of writing of any kind or an organisation's badge, seal or coat of arms. Writing and other intricate detail is difficult to see at a distance and will likely be unrecognisable when the flag is flying in the wind.
- **Be Distinctive:** avoid duplicating other flags. If designs look too similar, then the flags could be misidentified.
- **How will it fly in the wind:** remember, the design must be distinctive when flying on a high pole in a strong wind, and when hanging in windless conditions too. Also, remember that it will almost always have ripples caused by the wind.

Competition Terms and Conditions

Eligibility:

- The competition is open to all school children in Hackney
- Entries must be clearly marked with name of person entering or name of school group entering, the school's name and the contact details for the school.

How to Enter:

All entries (including digital versions) to be sent to the following address:

Tara Hudson
Communications, Culture and Engagement
Room 50
Hackney Town Hall
Mare Street
E8 1EA
Or via email: tara.hudson@hackney.gov.uk

The standard ratio for a flag is 3:5. Entries must be submitted on paper or card at a minimum size of A4 (297x210mm) and a maximum size of A2 (594x420mm). Digitally produced artwork is also acceptable. Images must be submitted in JPG or PNG format and must be no greater than 2MB. Please retain your original artwork files as they will be required in the event of your entry winning.

All entries must be the original work of the entrant(s) and must not infringe the rights of any other party.

Entries cannot be returned and may be archived at the discretion of Hackney Council. Please remember to retain a copy of your designs. The winning and short-listed entries will be published on the Hackney Council website.

By entering the competition, you release your design into the public domain in order for it to become a freely useable symbol for all.

You agree to allow your design to undergo professional manipulation to make it suitable for production.



In all submitted designs, intellectual property rights will be vested in Hackney Council.