



THE SYMBOLISM OF UTAH'S NEW FLAG



THE BEEHIVE STATE

A new, bold Beehive design, the primary symbol for "The Beehive State," takes center stage, boldly declaring who Utah is to the world.



CROSSROADS OF THE WEST

Known as "The Crossroads of the West," the new flag symbolizes this moniker, and the history of Promontory Point, with the criss-cross design that intersects in the middle of the flag at the Beehive.



STATEHOOD

Symbolizing Utah's statehood in the United States of America, the red star represents Utah joining the Union in 1896.



PIONEERS

Utah's American history begins when the Mormon Pioneers first settled the Salt Lake Valley in 1847. This year is proudly showcased on the new flag.



UTAH RED

The lower section of the flag, filled in red, represents the world famous red rocks and national parks of Southern Utah.



MOUNTAIN WHITE

White represents the majestic, snow capped Rocky Mountains of Utah. Known for the "Greatest Snow on Earth," the white serves as a reminder to this fact.



LIBERTY BLUE

A carry over from the current flag, the blue of the new flag represents both the tradition of Utah and the Great Salt Lake.



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FOR MORE INFORMATION
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A PROPOSAL FOR
UTAH'S NEW FLAG

OUR PROCESS FOR A STRONG FLAG DESIGN

This flag's design is the result of a process that created over a hundred professionally paid for designs by our organization.

We recognize that there are many potential flag designs and options that are worthy of Utah. However, if a design tries to be all things to all people, attempting to satisfy unrealistic and conflicting visions, the end result inevitably leads to an unremarkable design (i.e. the current flag).

Thus, our organization saw fit to create and oversee a design, paid for with private donations, that would establish a new, beautiful flag that will stand the test of time as one of the premier flags in the United States. Our proposed design is unlike any other state flag in the country, unique in its layout and story. Like the best flags in the country, it is instantly recognizable as Utah's flag.

To see all of the designs that were created and considered by our commission, visit www.newutahflag.org.



NO NEED FOR COSTLY COMMITTEES OR COMMISSIONS

One of the strongest features of the proposed design is that it tells the story of Utah in a beautiful and bold way that honors Utah's history and traditions. Instantly it becomes one of the most recognizable and attractive flags in the country.

Committees have often proven to be more of a detriment than a benefit to flag design. One needs only to look at many of the city flags found throughout the state and country to assess what happens when a flag design is put together by an inexperienced committee instead of professional designers.

After numerous designs from professionals that have already been commissioned by our organization, it has been determined that there is no longer any need to spend more time or money on further design work. The proposed flag satisfies the need to have a bold, beautiful design, a vibrant color scheme, and imagery that honors and respects Utah's unique history.



ARGUMENTS FOR A NEW UTAH FLAG

1

Utahns do not personally identify with the current flag. Proof: The average Utahn cannot identify more than one or two symbols on the current flag.

2

Utahns are not proud of their flag. Proof: They do not fly the flag at their businesses or homes, unlike the people of Texas, California, Colorado, Maryland, etc.

3

Instead of being unique, it is generic, an overly designed relic from a bygone age. Proof: Utah's current flag is nearly indistinguishable from over 20 other state flags. Flag design experts and casual observers alike consistently rank Utah's flag in the bottom half of U.S. state flags.

4

Utah misses out on marketing and monetary opportunities due to its current flag. Proof: Unlike the states of Texas and California, the lack of a desirable flag equates to few flag purchases. This means that Utah gets little promotion outside its borders from having the flag or its symbols on merchandise and clothing. This not only decreases Utah's internal economy, but potential tourism expenditures as well.

5

Our children can't draw the flag, unlike the noteworthy flags of Texas, New Mexico, Arizona, etc. Proof: Ask yourself when was the last time you saw a child draw Utah's flag?

WHY DOES UTAH NEED A NEW FLAG?

When one visits such states as Texas, they are familiar with seeing the instantly recognizable flag of the "Lone Star State." Famous the world over, the flag is flown proudly by its citizens and businesses alike, even outside its borders. The same can be said for the flags of New Mexico, Arizona, Maryland, California, South Carolina and a few others of note.

Then there's Utah's flag. When was the last time you saw the flag being flown by a private business or citizen? Surveys have shown that most students and adults cannot name most the elements on the flag. Are Utahns proud of their flag?

Unfortunately, Utah's flag is not a symbol of state pride, unity, or identity, but rather just another one of the many unremarkable state flags in the Union.

But we can change that. Today.



WE SEEK YOUR SUPPORT

By taking action now, the State Legislature of Utah can pass a bill with this design approved and ready to be voted upon by the people of Utah in an upcoming State Election.

