

Neighborhood Flag Project - Proposed Structure - August 2026

Overall

Each NC handles their outreach and selection process for designs.

The MVCC's is just one example.

We will ask for help from DCA, Mayor Bass's office (special events/legacy) and each district's Council member.

Timeline (rough)

Olympics begin July 14 2028

Merchandise available July 1 2028 (?)

Final art delivered to merch manufacturers June 1 2028 (?)

Allows for 2026-27 and 2027-28 school years

Mar Vista should test this in the 2026-27 school year, starting in September (RFP), meaning we have to have final ideas for July/August MVCC board meetings.

Suggest: one month to get submissions and one month of judging.

Eligibility

All students in any grade in any public, charter, or private school in the neighborhood are eligible to submit a flag design.

If a school is in two NC districts (e.g., Venice HS & Mark Twain), students can submit for **both** MVCC and Venice NC, but the design has to be different for each neighborhood.

The neighborhood council map determines the boundaries of each neighborhood and schools eligible.

If no schools are in a neighborhood council area: talk to us and the NC.

DESIGN GUIDELINES

Each school in the neighborhood shall determine how to generate student designs. **One point contact person from each school shall submit the designs. The point contact person is the only person who knows the name of the artist of the design.** Only one submission per student or student group (e.g., an art class).

Submission requirements (anonymized by the school's point contact person):

1. The image itself
2. Title
3. Short explanation of the design plus define the meaning, inspiration, or process.
4. The design must be original (no generative AI use), it must represent the neighborhood.
5. Strong suggestion and preference: suitable for reproduction of merchandise and easy to recognize from a distance.
6. **The design must be the final version—no drafts will be considered, no alterations allowed.**

A pro artist or manufacturer may be needed to adjust colors in order to preserve suitability for printing.

Restricted Content

No words

Exception: The name of the neighborhood can be included if using public domain fonts or hand-drawn.

No people depicted (animals or original cartoon figures ok)

No offensive logos, signs, symbols

No copyrighted material

No advertising

No political material

No social media links

No QR codes

No use of generative AI in final design!

Criteria

Resolution (depends on what it will be printed on, but in general):

At actual printed size

300 dpi, CMYK

Between two and five colors

No gradients of colors

If hand drawn, use bold, clear lines and colors and scan at highest resolution (school may need someone there to touch up)

File type (usually best):

Vector (best for logos/text): PDF, AI, EPS, SVG (with fonts outlined/converted)

Raster (OK for photos/gradients): PNG (sharp edges), or TIFF if the printer prefers it.

Bleed area (0.3")

Inspiration

Look at colors of Los Angeles City flag, or [Cincinnati Flags](#), or other SoCal flags.

Judges

A collection of judges will select the final design. Each judge can be an individual or a collection of individuals, e.g., the corresponding NC board. All votes use a "ranked choice" system of the top three. In the event that no design is suitable, NCs can extend the deadline to submit.

- Relevant NC board = one vote (determined by the entire board)
- Leonardo Longo = one vote
- Pro artist panel = one vote (can be artists local to the neighborhood or panel of artists all over the city). The relevant NC recruits artist judges and determines any criteria they like, e.g., stakeholder in the area, or has done work in the neighborhood, or both. How many artists on this panel are flexible and TBD by relevant NC.

- Public = one vote (determined by an online poll set up and managed by the relevant NC)
- Someone from the city district = one vote (city districts will likely vote on multiple designs in their district since they have multiple NCs included. The Councilmember determines how to vote on the designs, e.g., all staff, councilmember only, etc.)

Total = five ranked choice votes

Judging process

All entries will be anonymous: no names, no school, no grade level—this is to protect minors as well as use blind judging on the quality of entry, not the entrant.

People can “leak” which ones they did, which is expected.

Final selection announcement will be announced by the relevant NC and other outlets.

Rights for Artwork

All final designs will exist in the public domain in perpetuity.

Profit (from merch)

There is a possibility that the flag design of each neighborhood may make its way onto merchandise; specifically collectible pins for the Olympics in 2028.

In such a case, the city of Los Angeles might offer to pay for the manufacture of the merchandise and handle sales (or pay to manufacture but the schools or booster clubs sell?).

In such an instance, we recommend that any profits from the sales of neighborhood flag-branded merchandise go back to the schools in that neighborhood, with the lion's share (exact % TBD, but should be the same across all winning entries, a la 50% and the remaining 50% divided between participating schools) to the winning school. This ensures that all schools receive a portion of the funds even if their design was not selected.

Profits cannot go to the neighborhood council nor the city of Los Angeles.

We hope the city will use local merchants for the production of any flag-branded merchandise.