

by Louis Loynes, Bureau of Historic Flags

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1. No words or letters-of-alphabet should appear.
2. Arms, supporters, mottoes, laurel-wreaths, seals, badges, flags, small shields, sunrises, mountains, trees, scenery, scattered stars, meaningless ornamentation and filigrees, — all these are deplorable on flags. Detail-ridden flags are an eye-sore.
3. A principal device, when set nearer the staff instead of centrally, and shown LARGE, helps toward the good effect and recognition of the flag, and towards its support by the wind.
4. A device should not be polished and shaded and titivated up to “look real”.
5. Colours should not be outlined in Black. A device can be drawn by the colour of the field (light or dark).
6. No graduations of colour should appear.
7. Colours should be restricted to the limited standard flag colours; otherwise they cannot be included correctly in printed flag sheets.
8. No two near-related colours should be set together / e.g.—Turquoise and Blue /, except in small details.
9. Adjacent colours should be photographically distinguishable in tone.
10. The Heraldic Rule of Tincture (metal against colour), need not be insisted upon, on flags. Fimbriating ruins a flag design
11. Proportions of a flag and its parts should be such as are easy to remember, and should be stated in the blazon.
12. If children can draw the flag correctly on a postcard, so much to its credit.
13. Flags should be easily recognizable at a distance even in black-white photography.
14. Flags very soon perish by weather and should not in design be costly to manufacture.
15. The terms “dexter”, “sinister”, “right”, “left”, are to be avoided; — rather say “staffward and flyward” OR SUCH
16. The Cross is A CHRISTIAN Symbol
17. Printed sheets of Flags should be fielded a very pale buff, to show up the whites. (White is a flag colour.)