



## **Official Statement from the Town regarding the Town of Harrisburg Flag**

December 12, 2018

The Town of Harrisburg flag contest was a public initiative, proposed during the public comment section of the March 12, 2018 Town Council meeting. The Town created guidelines and announced the official opening of the contest at the April 9, 2018 Town Council meeting. The Town accepted design entries until June 1, 2018. The 54 entries were narrowed down to the top five by Town Council, Town staff and the high school student who proposed the contest. The top five designs were chosen based on the aesthetic of the designs and each design's description. The Town then opened voting to the public between October 1, 2018 and November 1, 2018, in which the Town received 1,124 votes.

When the winning design was submitted, it was hand drawn. The Town utilized the work of a graphic designer to create a digital version of the drawing, which is what has been shown as the Town of Harrisburg's official flag at the December 10, 2018 Town Council meeting, on social media and on the Town's website. The 'final' version of the flag will be refined by a graphic designer over the coming weeks, so it is likely that the current rendering will not be the final version of the flag, although the characteristics and symbolism recognized in the flag will not deviate significantly from the original design.

"The Right Side of Opportunity" is the Town's tagline used in the logo. This tagline references Harrisburg's proximity to Charlotte and highlights the Town's unique qualities, summarized in the brand message: Harrisburg, North Carolina is a town aspiring to be not just a small town but a home town where you can raise a family, build a business and make a difference in an environment with great schools, affordable taxes, strong faith, commitment to parks and open spaces and a deeply rooted passion for volunteerism. The Harrisburg lifestyle is synonymous with supportive community and vibrant economy with close proximity to Charlotte's cultural resources and amenities.

For more information about the Town's logo and tagline, visit <https://harrisburgnc.org/341/Brand-Management>.

Thank you to everyone who submitted a flag design and to everyone who voted.