



Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee, seventy years on the throne in 2022. To celebrate this historic occasion, the States of Guernsey are launching a competition for islanders to design a unique Guernsey Platinum Jubilee flag.

THE BRIEF

Flags are a powerful and evocative symbol of identity, whether national or territorial or corporate. They come in a multitude of colours and designs, often linked to the history of the country or territory, or to ideals and aspirations.

A distinctive Guernsey Platinum Jubilee flag would express pride in our local community; celebrate

the 70 years of service of Her Majesty The Queen and signals the Bailiwick's status as one of the crown's oldest possessions.

The Committee for Education, Sport & Culture agreed the best way to develop a new Platinum Jubilee flag for Guernsey was through the community with the opportunity open to anyone who wishes to submit a design.

THE COMPETITION DATES

Submissions

Individuals, schools, and community groups are invited to work up their proposals for a flag in line with the competition terms & conditions and design guidelines set out below. The deadline for submissions is **11th March 2022**.

Assessment

An assessment panel will meet to consider all the submitted entries with a view to selecting the winning flag design. The panel will comprise of Deputy Bob Murray, Vice-President, of the Committee for Education Sport & Culture, Jonathan Snow, Programme Leader - Art & Design and Performing Arts, Guernsey College of Further Education, Trevor Wakefield, Director, Guernsey Arts Commission.

The Winner will be notified on **14th March** and announced to the public via media release and social media on **16th March**.

Launch of the New Flag

The flag will be flown on the mast at the Weighbridge roundabout in St Peter Port, and Castle Cornet from **May 27th 2022**.

The winning flag will be sent to Her Majesty The Queen, together with an official celebratory Platinum Jubilee message from Guernsey.

The winner will receive a replica of their flag, a Platinum Jubilee souvenir and a year long Culture & Heritage Discovery pass.

DESIGN GUIDELINES

Keep it Simple

The flag should be an original design, not in use anywhere else. Keep it simple and easy to identify as a Guernsey Jubilee flag. The dimensions of the flag design should be approximately 5:3 (length to height).

Try to Use 2 or 3 Colours

Limit the number of colours on the flag to three or less, and use colours which contrast well from the

standard colour set: red, orange, yellow, green, light blue, dark blue, purple, black and white. Dark and light colours contrast well against each other. Yellow or white will work well on any of the other colours and vice-versa.

Reflect the spirit of the Jubilee and Guernsey

Colours might be considered which reflect key aspects of Guernsey or its flag, such as red, green or blue of the sea or yellow for the golden sands. The official Platinum Jubilee emblem uses purple and white but there is no requirement to use this emblem within your design.

Use Meaningful Symbols

If a symbol is to be used as part of the flag design, it should be simple, recognisable and relate to Guernsey and the Platinum Jubilee as a whole.

The official Platinum Jubilee emblem was chosen as the winning design because the judges commented that:

“This clean graphic design takes us on a simple line journey to create the crown and the number 70, beautifully capturing the continuous thread of Her Majesty The Queen’s 70 year reign, works across all scales and the flow of the line gives us a sense of a human touch behind the digital design process.”



The flag of Guernsey was adopted in 1985 and consists of the red Saint George’s Cross with an additional gold Norman cross within it. You may choose to reflect these colours within your design?

COMPETITION TERMS & CONDITIONS

Eligibility: The following apply

- This is a community competition, open to individuals and to groups to enter. Entries are restricted to residents of the Bailiwick of Guernsey.
- For entrants under the age of 16, an adult will be required to approve the submission and agree to the terms & conditions. The adult, e.g. the entrant's parent or teacher, must provide his/her own contact details (not the child's).
- Copies of the competition guidelines and application forms can be downloaded at www.platinumjubilee.gg
- Any queries regarding the competition terms & conditions should be sent to flag@platinumjubilee.gg

Design Requirements: The following apply

- All designs must be original and not in use anywhere else.
- Entries may be constructed in any medium, suitable for scanning, including digital images.
- Entries should be submitted in A4 size.
- By entering the competition permission is given for the design to be used on Jubilee merchandise and promotions at the discretion of the organisers.
- The entrant agrees to allow the design to undergo if necessary professional manipulation to make it suitable for production.
- The competition organisers accept no responsibility if entrants ignore the terms & conditions, and entrants agree to indemnify the organisers from any breach of the terms & conditions.

Submissions: The following apply

- Submissions can either be in hard copy or electronic. Electronic entries no more than 4mb should be sent by email to fag@platinumjubilee.gg
- Larger file sizes can be delivered by hand or posted on a USB stick as well as hard copy entries to:

Head of Marketing & Events

Design a Flag Competition

Beau Sejour, Amherst,

St Peter Port. GY1 2DL

- Entries required to be submitted no later than the competition deadline of **11th March 2022**.
- Please package all hard copy entries carefully to avoid damage in the post or when delivered by-hand.
- Please ensure that each submission includes the name and contact telephone number of the entrant, clearly marked on the back of the design.
- It is open to individuals and groups to submit more than one entry. Each entry must be accompanied by a fully completed and signed entry form.
- Entries cannot be returned and may be archived. Please ensure therefore that you retain a copy of your design.
- Personal data provided will only be used for the administration of the competition and will be destroyed at its conclusion.
- Unsuccessful entrants will not be contacted in respect of their entry, and feedback on entries will not be provided.
- The decision of the assessment panel is final.
- The entrant will be asked to be photographed with their winning flag design, the photo, name and design will feature in the media and on States of Guernsey social media and website channels.

Disclaimer

The organisers reserve the right to disqualify any entry which breaches any of the competition terms and conditions.

YOUR FLAG TEMPLATE

This is at a scale ratio of 5:3 as shown



3

5



PLATINUM JUBILEE
FLAG FOR GUERNSEY
DESIGN COMPETITION

COMPETITION ENTRY FORM

Instructions

Write your name and phone number clearly on the back of your design. Complete this form and post/deliver to the following address by 11th March 2022 to:

Head of Marketing & Events
Design a Flag Competition
Beau Sejour, Amherst
St Peter Port. GY1 2DL

Or email your design with the completed form by that date to: flag@platinumjubilee.gg
If emailing file sizes should be no bigger than 4mb.

PLEASE PRINT IN BLOCK CAPITALS

Name	Age (if under 16)
Address of Entrant (and/or contact details of parent/teacher if under 16)	
Telephone	Email
Describe Rationale for Flag Design	

Declaration

I hereby confirm (a) that I have read and agreed to the competition terms & conditions; (b) that I am the originator of the design submitted and that, to my knowledge, I am not infringing any copyright; and (c) that I release the design into the public domain.

Signature	Date
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