

APPENDIX A

NAVA criterion	Oakland County current flag
Keep It Simple – A flag should be so simple that a child can draw it from memory. Overly complex designs with intricate details, multiple colors, or small elements become difficult to recognize from a distance or when the flag is waving. Simplicity allows for easy reproduction and makes the flag more memorable.	<i>Achieved</i>
Use Meaningful Symbolism – Every element of a flag should have a purpose. Symbols, colors, and shapes should represent something important about the place, its history, culture, or values. The best flags tell a story through their design, using imagery that resonates with the community.	<i>Marginal. Could be sharper.</i>
Use Two or Three Basic Colors – A strong flag design typically sticks to a limited color palette, ideally two or three contrasting colors from the standard flag color set (red, blue, green, black, yellow, and white). These colors should be bold and visually distinct to ensure good visibility from a distance. Avoiding gradients, shading, or too many colors helps maintain clarity.	<i>Achieved</i>
No Lettering or Seals – A flag should rely on symbols rather than words or complex imagery like city or county seals. Text is difficult to read at a distance, and official seals are often too detailed for a flag. A great flag should be instantly recognizable without needing to be "read."	<i>Failed</i>
Be Distinctive or Related – While a flag should be unique and stand out from others, it can still draw inspiration from related flags. This helps create a sense of continuity or regional identity. However, it should not be a direct copy or too similar to another flag, ensuring that it remains an original and recognizable symbol of its community.	<i>Achieved</i>