

Date

Dear \_\_\_\_\_

Davis is a great city. It needs a great flag.

A flag is a visual identity. It should be a powerful way for the City of Davis to represent itself. It should be a visual reminder of what the City stands for and of its purpose.

A great flag is based on a story: a story that provides meaning. The power of a flag is that it provides instant recognition. It is a visual symbol, recognizable from a distance. A powerful flag can share a complex message, quickly and simply. The City of Davis needs such a flag.

For the past three years, thousands of people from Davis have thrown their support behind the design of a new Davis flag. Central to the identity of the City is a bicycle. The flag displays a spoked wheel in the shape of the letter "D" for Davis. Stripes on the flag represent the bike lanes and paths all around the city. Gold represents the City's official flower, the Golden Lupine, rays of sunshine, and one half of the UC Davis color scheme. White is for the diversity of ideas and people in our great community; white is the combination of all colors in the visual spectrum.

The new flag for Davis will be a visual reminder of friends and of family, of the great place that we live, and of the wonderful things that are experienced here. It will both celebrate the past and also serve as a representation of Davis' bright future. I'm asking that you support this project and to confirm this thoughtful and striking design as the new, official city flag of Davis.

Signed,

## Davis City Council Members

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To send a message to all Davis City Council Members - [citycouncilmembers@cityofdavis.org](mailto:citycouncilmembers@cityofdavis.org)

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