

THE FLAG  
of the  
UNITED STATES  
of  
AMERICA

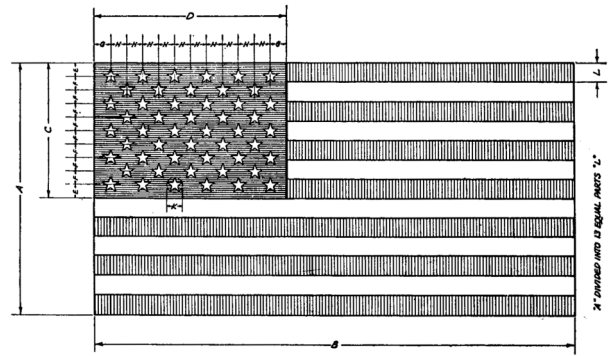
*A Graphic Design Reference*

An Executive Order of President Dwight D. Eisenhower, dated August 21, 1959, provided for the arrangement of 50 stars in nine horizontally staggered rows and eleven vertically staggered rows.

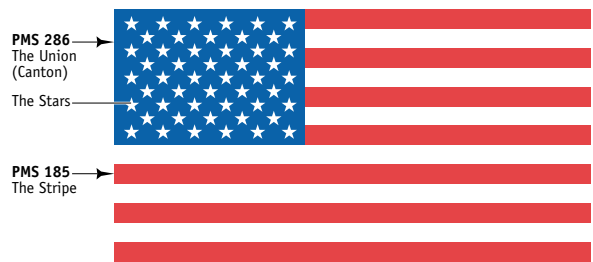
The current layout of the stars was actually designed by Robert G. Heft for a high school project in 1958 in Lancaster, Ohio.

As designers, publishers and corporations begin to express their sense of patriotism and their respect and remembrance of the victims and heroes of September 11, 2001, it is extremely important to adhere to a standard of design, color, proportion, and usage that communicates our messages in one voice when representing the flag.

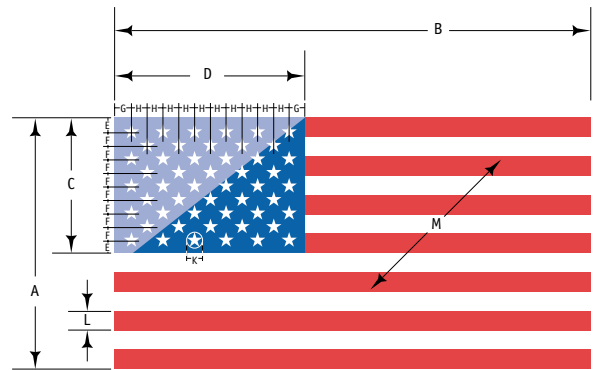
This guide is the result of an attempt at finding a single reference to the correct colors, construction and usage of the flag of the United States of America, and hopefully, a tool that all of us can use to illustrate our feelings as a united nation.



The original U.S. Government drawing for the flag.



The colors of the parts of the flag. (Ink on paper only.)  
Allow CMYK and RGB default conversions of Pantone® 286 and 185. A digital file of this version can be obtained, free of charge, at [www.aiga.org/usflag](http://www.aiga.org/usflag).



The parts and proportions of the flag.

*These proportions are a guide and are not governed by U.S. law. The government and military uses other size ratios as well.*

*This version can be built in Adobe® Illustrator® or similar drawing programs. Objects should be constructed with fills and without lines. (All materials.)*

- Hoist (width) of flag A = 1.0
- Fly (length) of flag B = 1.9
- Hoist (width) of Union (Canton) C = 0.5385 (7/13)
- Fly (length) of Union D = 0.76
- E = 0.054
- F = 0.054
- G = 0.063
- H = 0.063
- Diameter of Star K = 0.0616
- Width of Stripe L = 0.0769 (1/13)
- Field M

# Meaning



The colors of the flag were adapted from the colors devised for the seal of the United States of America in 1776. Since 1777, there have been 27 versions of the flag.

**Red** Hardiness and valor.

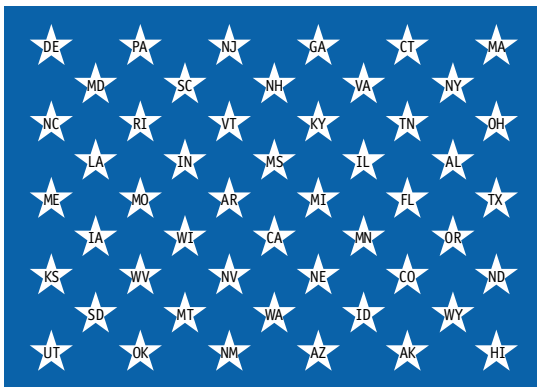
**White** Purity and innocence.

**Blue** Vigilance, perseverance and justice.

**The Star** is a symbol of the heavens and the divine goal to which man has aspired from time immemorial.

**The Stripes** are symbolic of the rays of light emanating from the sun.

**The Union** contains one star for each state. There is no official association of particular states to individual stars. However, if you assign your state's order of ratification of the Constitution, or admission to the Union to a star beginning from the top left, you will find a star that represents your state.



WHOSE BROAD STRIPES

# Usage

There are many specific customs and rules for the display and treatment of the flag.

(United States Code Title 36 Chapter 10, also known as the Flag Code).

For purposes of graphically reproducing the flag, common sense and respect should be our guide. The basic rules are:

When flown from a pole, the fly end should be able to fly freely. Do not secure it to a frame.

Display the flag only in daylight during good weather. Take it down when it gets dark or if it starts to rain or snow. You may display it at night in good weather if it is lighted.

Do not let the flag touch the ground, water, buildings, or merchandise. Do not carry a flag in a parade by the edges (flat) or attached to a pole along the top.

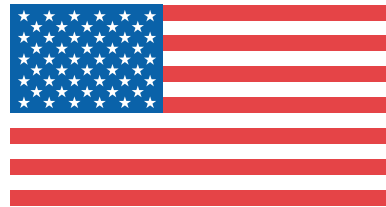
The flag should not be draped on a car or podium. Instead, use red, white, and blue bunting with the blue in the top.

If the flag is used to cover a casket, the canton (Union) should be placed over the left shoulder. Remove the flag before lowering the casket into the grave.

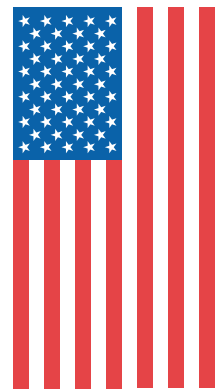
When displayed on a wall, the flag's canton should be on the left as you view it.

Do not use the flag for advertising a product and do not print or embroider the flag on anything designed for temporary use and discard. (Please save or pass this guide on).

When the flag is no longer fit for duty, (threadbare, faded, torn, or dirty) it should be destroyed in a dignified manner (preferably by burning).

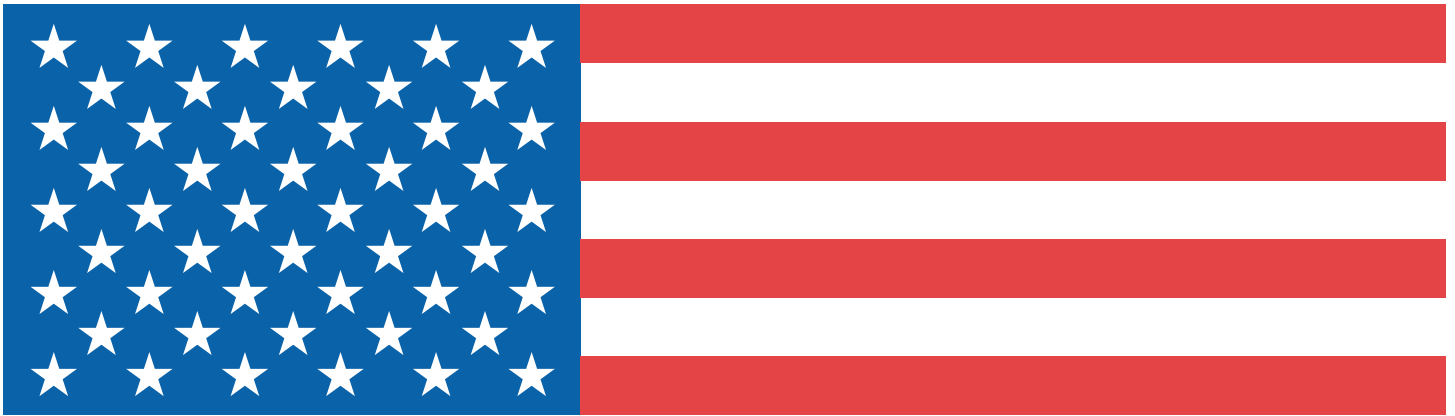


The correct horizontal position of the flag.



The correct vertical position of the flag.

# AND BRIGHT STARS



I PLEDGE ALLEGIANCE  
TO THE FLAG OF THE UNITED STATES OF AMERICA  
AND TO THE REPUBLIC FOR WHICH IT STANDS,  
ONE NATION UNDER GOD,  
INDIVISIBLE,  
WITH LIBERTY AND JUSTICE FOR ALL.

REMEMBER SEPTEMBER 11, 2001

# THE FLAG of the UNITED STATES of AMERICA

*A Graphic Design Reference*

**Acknowledgments and further information:**

[www.usflag.org](http://www.usflag.org)  
[www.sar.org](http://www.sar.org)  
[www.fotw.net](http://www.fotw.net)  
[www.aiga.org](http://www.aiga.org)

**This document is dedicated to the memory of:**

The Crew and Passengers of American Airlines Flight 11.

The Crew and Passengers of United Airlines Flight 175.

The Crew and Passengers of American Airlines Flight 77.

The Crew and Passengers of United Airlines Flight 93.

The occupants and rescue personnel of the  
World Trade Towers and vicinity.

The occupants and rescue personnel of the Pentagon.

The families of the victims and those injured from the events of  
September 11, 2001.



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