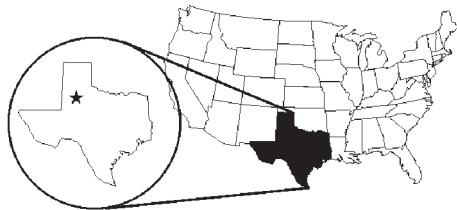


LUBBOCK, TEXAS



Population Rank: U.S. # 89
Texas # 11

Proportions: Not specified;
probably about 2:3



Adopted: 1999 (unofficial)

DESIGN: Lubbock's logo fills most of the white field of the city's flag. The logo is a large semi-circle atop a horizontal base, a thin blue rectangle fimbriated in gold over red that stretches from one edge of the logo to the other. On the rectangle is **Music Crossroads of Texas**, in white. Above this bar are two arches, the inner about two and one-half times the width of the outer, which has a blue area that shimmers from light to dark to nearly purple and back again, from about 10 to 2 o'clock. The remaining space on either side (9 to 10 and 2 to 3 o'clock) is filled with two vertical gold bars, a thin blue line between them, curved to conform to the borders of the arch, which is also fimbriated in gold.

On the blue portion of the area across the top of the arch, in white letters shaded in black and spaced evenly across the field, is **LEGEND-ARY**. A narrow white space, little more than a stripe, separates the top arch from the lower one, which has a narrow white border edged in black on both sides. The area of the arch is shaded a shimmering red, from dark to light to dark again from side to side. A black-edged gold five-pointed star sits on the base of the field on either side of the arch. In between is **LUBBOCK**, in very large white letters edged in dark blue. In the remaining space below this arch is a shimmering gold silhouette map of Texas, bordered in gold, with a white star showing the city's location in the northwest portion of the state. A small part of the top of the map extends onto the arch above it, so that the "BB" in the city's name rests on top of the map. Filling in the area behind the silhouette is a purple area on which a number of thin white rays in the fashion of a sunburst emanate upward to the edge of the arch from the center base point.

SYMBOLISM: The logo is meant to be eye-catching. Whether the symbolism was intended or not, the logo resembles the top of an old-fashioned jukebox, reinforcing the city's claim as the "Music Crossroads of Texas".

HOW SELECTED: The logo was created in 1998 without the motto below it. In 1999, the city council passed legislation creating the motto, and authorized its inclusion below the logo. The flag was developed shortly thereafter, presumably by city hall personnel.

DESIGNER: The logo was created by the Thomas Agency (a design firm).

MORE ABOUT THE FLAG: The flag was first raised 5 April 2000 by the mayor and students participating in Local Government Week in Lubbock County.

FORMER FLAG: The previous flag of Lubbock was officially adopted on 11 February 1971, the result of a contest held in 1970 by the Women's Club of Lubbock. The design submitted by the city planning department



staff was the winning entry from among more than 100 received. The flag has the proportions of 2:3. Its field is the same as the state flag of Texas without the star: a vertical blue stripe at the hoist, one-third of the field's width, and the remainder of the

field divided horizontally white over red. In the center of the field is the city seal, with a diameter of 1.5 units. The seal is encircled by a white band edged in gold on both sides, which in turn are edged in white on the outer and inner edges of the band. Arched over the top half of the seal, from one horizontal midpoint to the other, is **CITY OF LUBBOCK** in red block letters. Centered below, counterclockwise, is **TEXAS** in blue block letters.

On either side of the state's name is a gold five-pointed star. The inner portion of the seal has a blue field with a silhouette of the state of Texas in white that extends beyond the field's edges on all four sides. A small gold five-pointed star marks the location of Lubbock, and a thin blue ray extends from each point outward to the borders of the state. In the horizontal center, in the state's east-central portion on the map, appears **1909** in small black numerals.

Red, white, and blue echo the colors of the national and state flags. The star designating Lubbock, with rays emanating from it, symbolizes the city's nickname, "Hub City" of the south plains. The date, 1909, is the year of the city's incorporation. Since legislation adopting this flag has apparently not been repealed, and the current flag is unofficial, this flag may still be the legal version, although it has long since disappeared from city hall.

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