

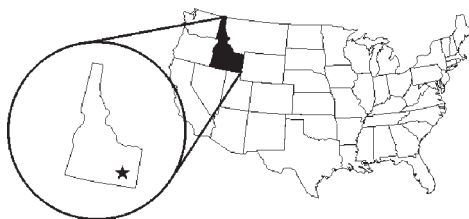
POCATELLO, IDAHO



Population Rank: U.S. ... # 586
Idaho # 2

Proportions: 2:3 (usage)

Adopted: 5 May 2001 (official)



DESIGN: Pocatello's flag is unusual both in design and colors. The field of the flag is white. Running boldly across the field, and occupying most of the lower half, is the motto **Proud to Be Pocatello**. "Pocatello" is in black-shadowed orange letters about twice as big as the rest of the motto in a font suggesting Academy Engraved. It takes up about two-thirds of the lower half of the field, and is in a different font from the other words. "Proud to Be" is written in black-shadowed yellow letters in a Placard-Condensed-type font that rest directly on top of the city's name. "Proud" is over the "oca" of "Pocatello", "to" rests on the "t," and "Be" is between the "t" and the first "l". Above the "P" of "Pocatello", and over the "llo", are five narrow horizontal orange lines

aligned with the top of the “P” and “B”. Directly above this entire element, separated only by a narrow white space, is a purple figure that occupies the upper half of the field. This figure is composed of two overlapping triangles. The larger triangle is roughly 1.5 units at its base. The smaller is roughly 1 unit at its base; its lower left point aligns with the vertical center of the larger, 0.125 units above its baseline. Extending into each triangle are four pointed cuts, sloping downward and to the left from the upper right edge, each one-third of the length of the side of the larger triangle.

A copyright notice and a trademark symbol appear on the flag.

SYMBOLISM: The purple triangles suggest the rugged mountains of the Idaho terrain, especially the Sawtooth Mountains, 190 miles northwest of Pocatello. The other colors reflect those favored in the art of Native Americans of the region.

HOW SELECTED: The city of Pocatello adopted the chamber of commerce’s logo and motto for the flag.

DESIGNER: The design was created by the chamber of commerce, which has acquired a trademark and copyright for it.

MORE ABOUT THE FLAG: The city requested, and received, permission from the chamber of commerce to use the logo. The flag is now widely flown about the city.

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