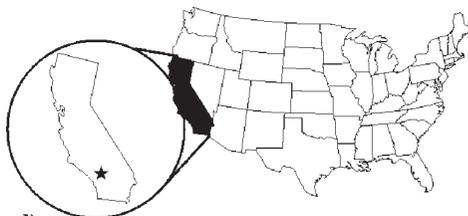


RIVERSIDE, CALIFORNIA



Population Rank: U.S. # 67
California # 10

Proportions: 5:8 (usage)



Adopted: 17 January 1967 (official)

DESIGN: The field of Riverside's flag is divided horizontally, gold over blue. In the center of the flag is the city's logo, 7.5 units in diameter on a field of 10 by 16 units. The outer ring of the logo is edged in blue. The field within the ring is white and has a width of one unit. Curved clockwise above is **RIVERSIDE**, below, counterclockwise, is **CALIFORNIA**, all in blue. In the logo's center, blue on a white field, is a symbol described as a Native American "rain cross", a trapezoidal figure surmounted by a double cross. The sides of the rain cross, which cross each other at their junctions, are 3 units, as is the top; the bottom side is 4 units. Within the rain cross is a bell, 1.5 units from its top to the bottom of the clapper, suspended from the top side.

SYMBOLISM: The bell and rain cross are taken from “the world-famous collection of the Mission Inn”, according to the city’s publications. The bell recalls the many missions of the Spanish missionaries along *El Camino Real* in early California; the rain cross recalls the Native Americans who were the first to live in what is today Riverside.

HOW SELECTED: By recommendation of the chamber of commerce.

DESIGNER: Charles L. Bridges, Chairman of the Mayor’s Conference on Civic Beauty.

MORE ABOUT THE FLAG: After the flag’s design was adopted, the city ordered 16 flags to fly at various sites around the city, and two flags of rayon taffeta with a white fringe for indoor use.



FORMER FLAG: On 22 November 1966, barely two months before adopting the current city flag, the city council had approved a similar flag in the same colors with a modified version of the city seal, but apparently it was never used. The city

seal is shaped somewhat like a shield, so that, ironically, the logo looks more like the traditional seal than the seal itself. The top of the seal curves upward. Following the same curve, immediately below it is **INCORPORATED 1883** in blue on white. Below that legend, and forming the top of an “inner shield”, is what appears to be the Native Americans rain bird, in gold. On a blue field below the rain bird are three figures: On the hoist side is a branch of three oranges; in the center, what appears to be a bundle of rods (the Roman *fasces*, or symbol of authority); and on the fly side a cornucopia curved over two small figures, all in gold. At the bottom of the “outer” shield is **CITY OF**, in blue on white. Across the lower stripe is **RIVERSIDE, CALIFORNIA**, in gold on blue. (Seal colors reconstructed.)

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