

70kft[®]

WNYC + Studio 360 // A Symbol for the Modern South

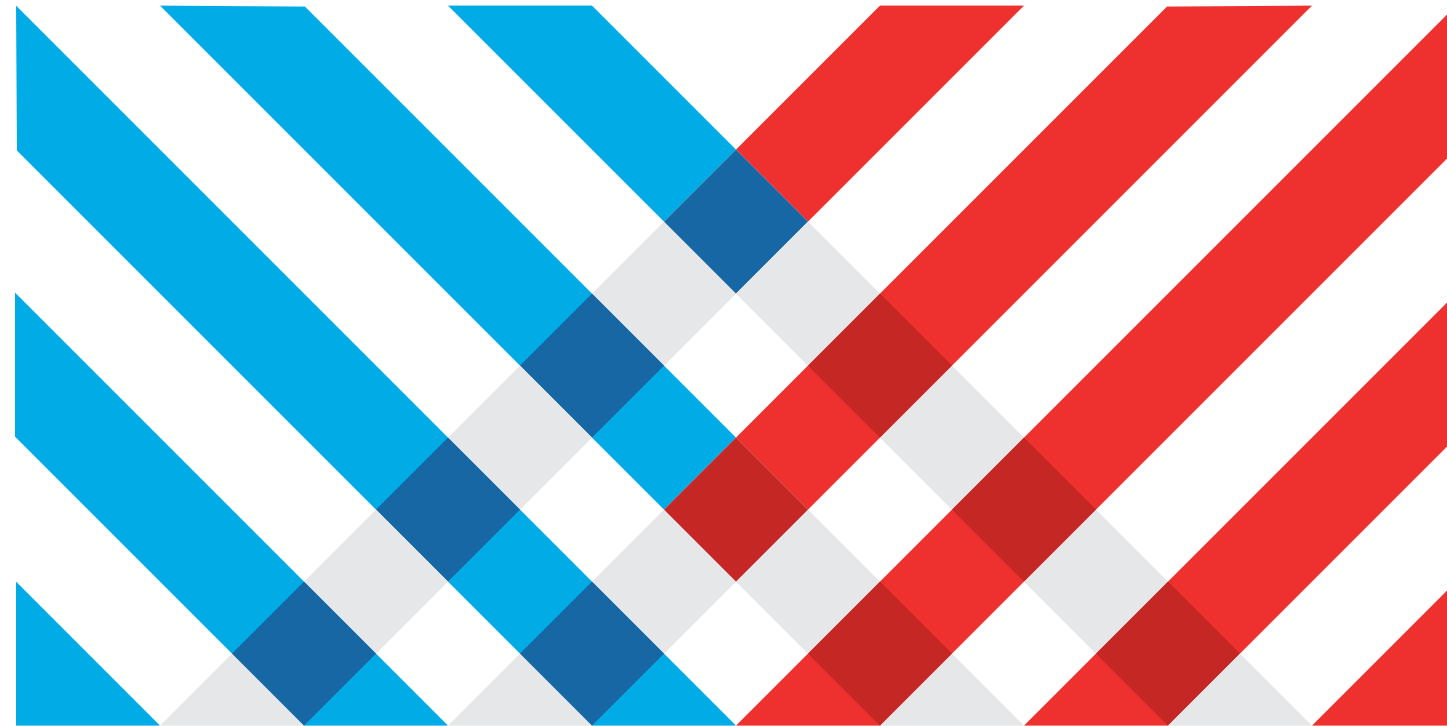
The Confederate battle flag is a divisive symbol. Some see family and honor. Some see bigotry and hatred. If we can't agree on the meaning, we can never be unified by it.

The last 150 years have forged a new, diverse, distinct and vibrant South. **A modern South.**

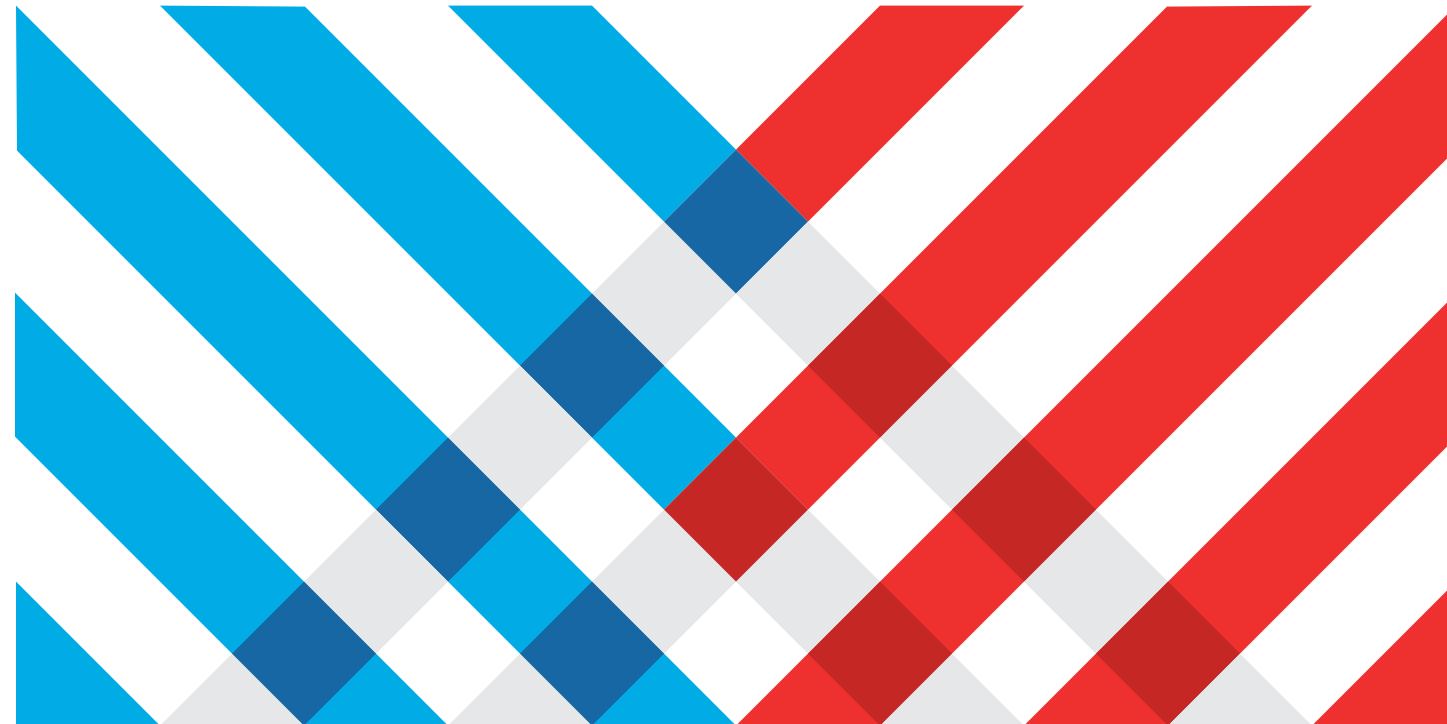
The diverse array of backgrounds, opinions, values and perspectives now found throughout the region create the very fabric of the modern South.

A symbol for the modern South must reflect the unity of these differences, not division.

The symbol



**At our best, we are Americans, living in the South,
diverse, and in harmony.**



We are Americans

The symbol is anchored in fresh presentation of key elements of the United States flag. The reds and blues are more vibrant than how they are traditionally used, to reflect a younger, energetic and modern personality.



Living in the South

The stripes come together as chevrons pointing South, while creating a symmetrical, visually engaging pattern.



Diverse

The blue and red stripes themselves represent different people, with unique backgrounds, experiences and values. They are equal to each other, but different in color.

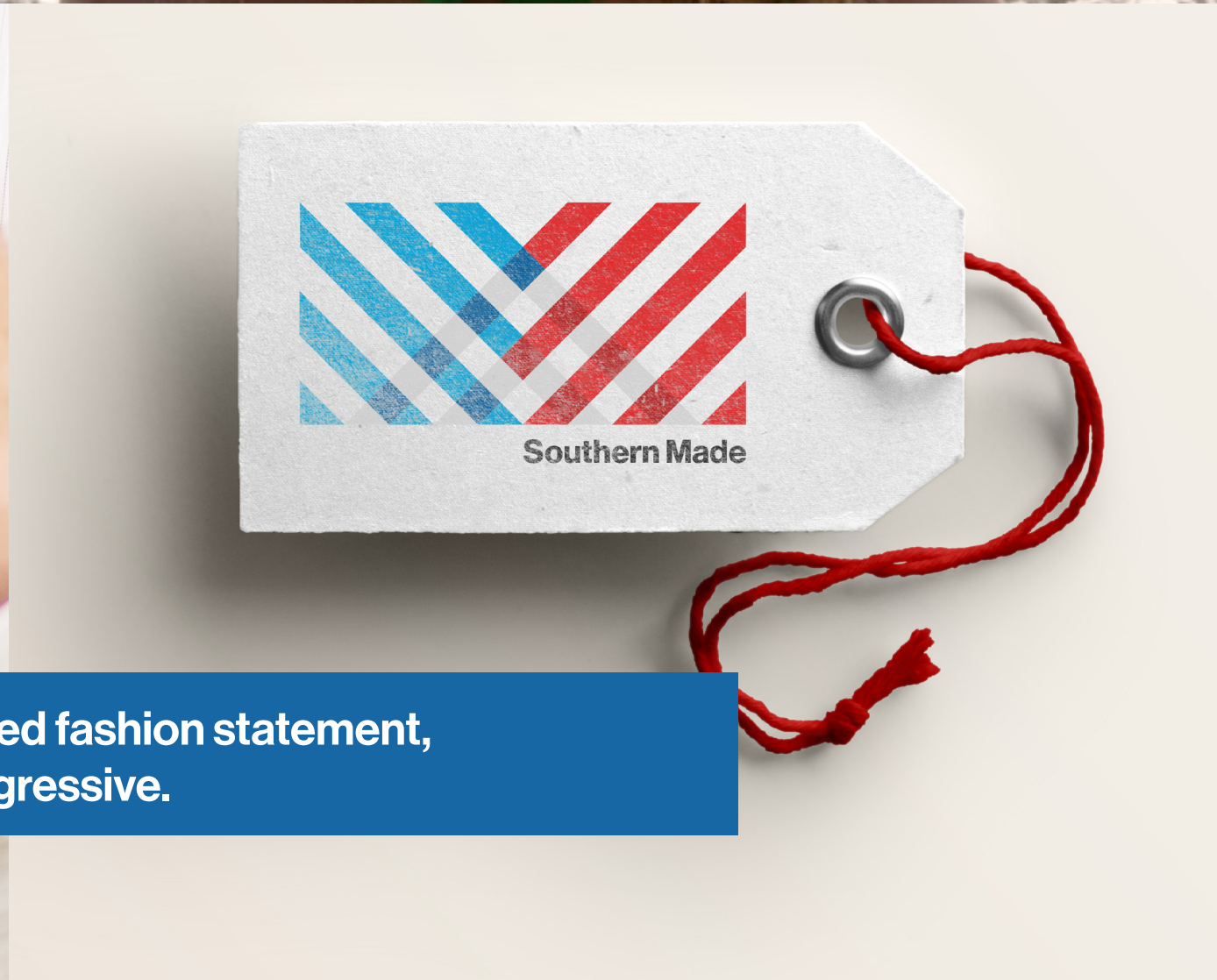


Harmony

The stripes, representing unique individuals, are woven together, creating a new, beautiful fabric. This fusion depicts different cultures and perspectives.



The result is a symbol that is patriotic, energetic, modern and tells a positive and relevant visual story about the South.



It's versatile enough to work as an understated fashion statement, or one that is more bold and aggressive.



The Modern Rebel

The word “rebel” reflects a spirit that continues to challenge convention.



Combined with the symbol, the word disputes the stereotype of a Southern rebel, highlighting the achievements of individual innovators.



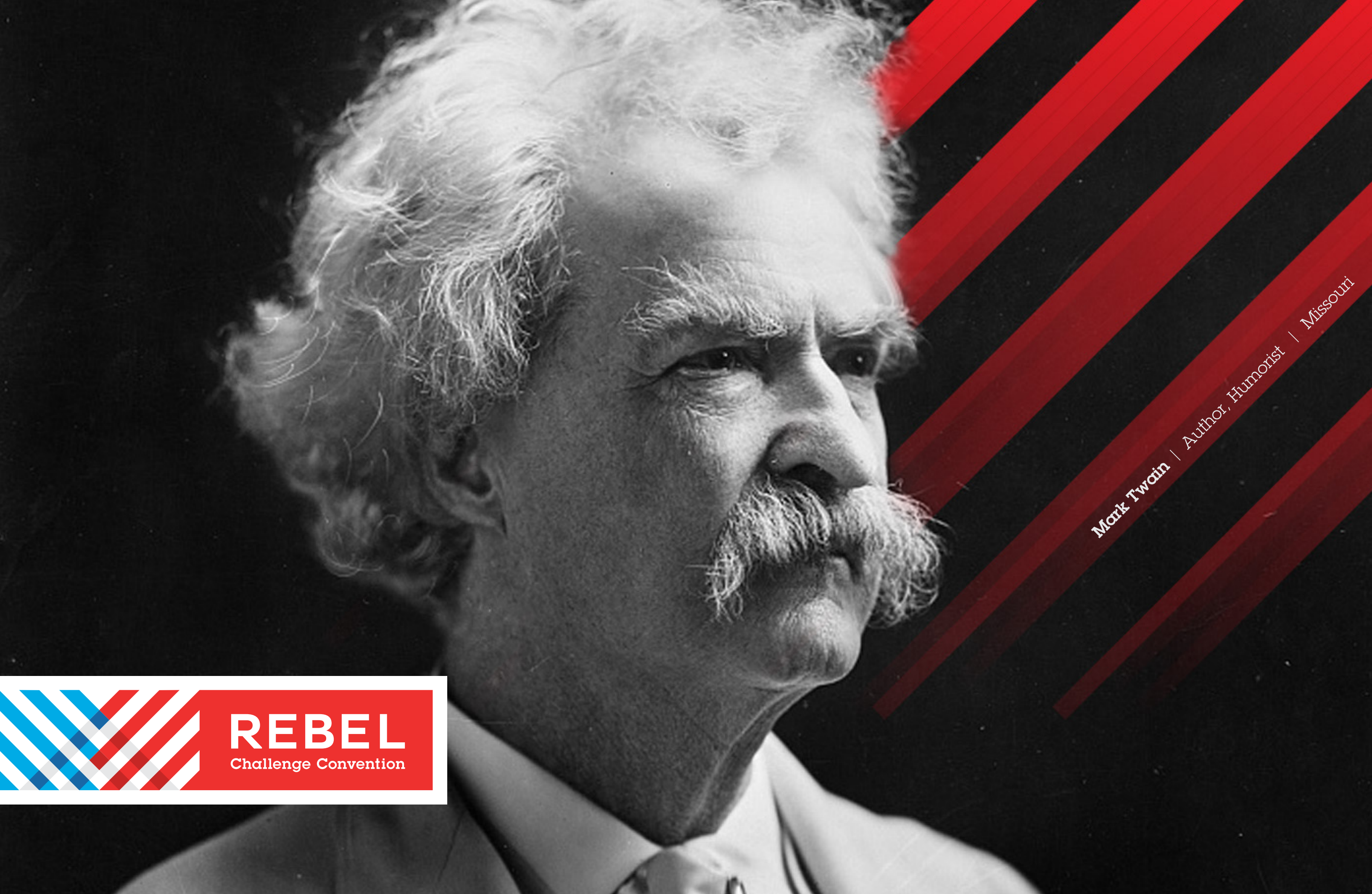
Jesse Owens | Four-time Olympic Gold Medalist | Alabama



Elvis Presley | Musical Innovator | Mississippi



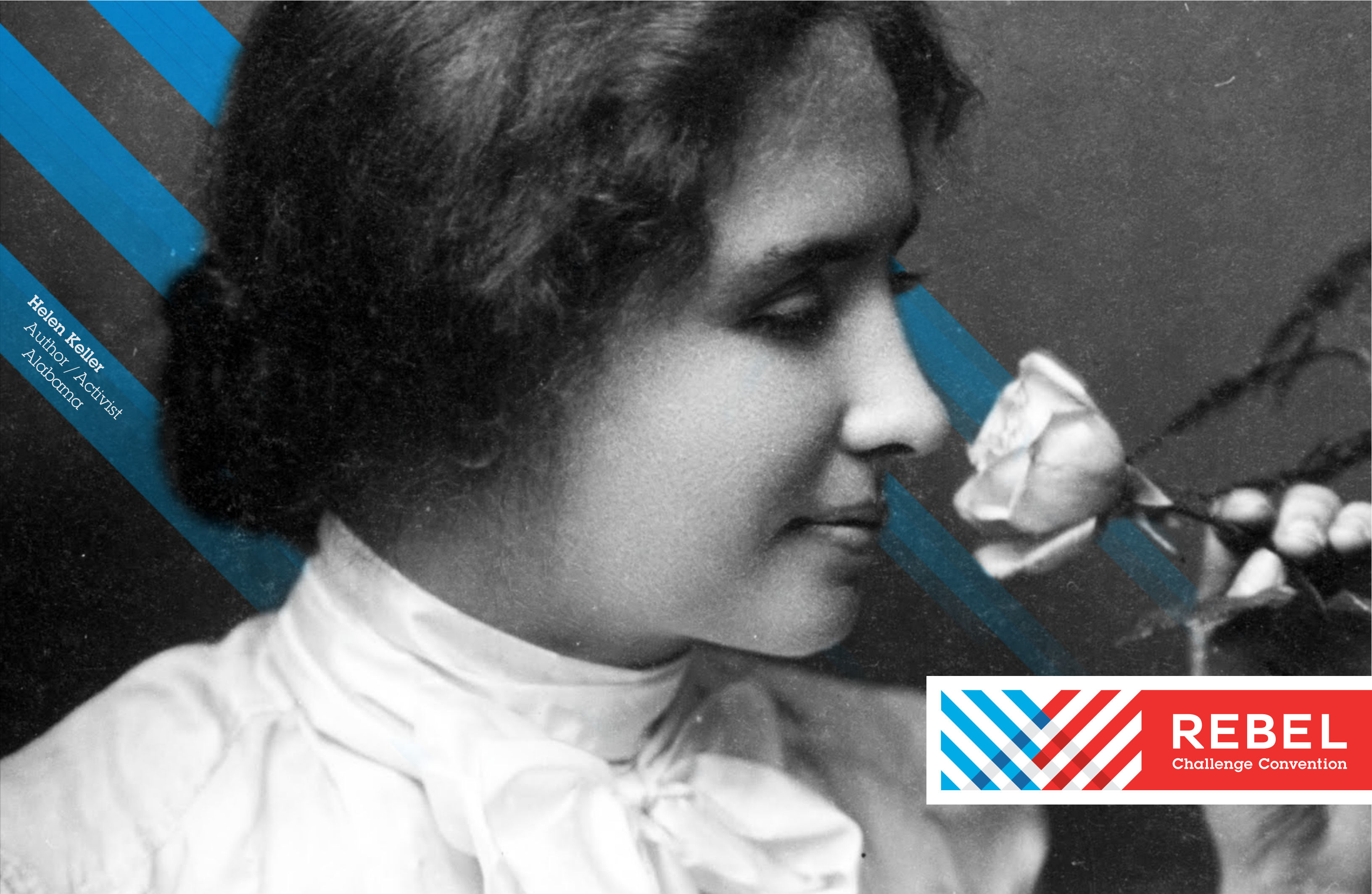
REBEL
Challenge Convention



Mark Twain | Author, Humorist | Missouri



REBEL
Challenge Convention



Helen Keller
Author / Activist
Alcoboma



REBEL
Challenge Convention



Dr. Martin Luther King, Jr.
Minister, Civil Rights Leader | Georgia



REBEL
Challenge Convention

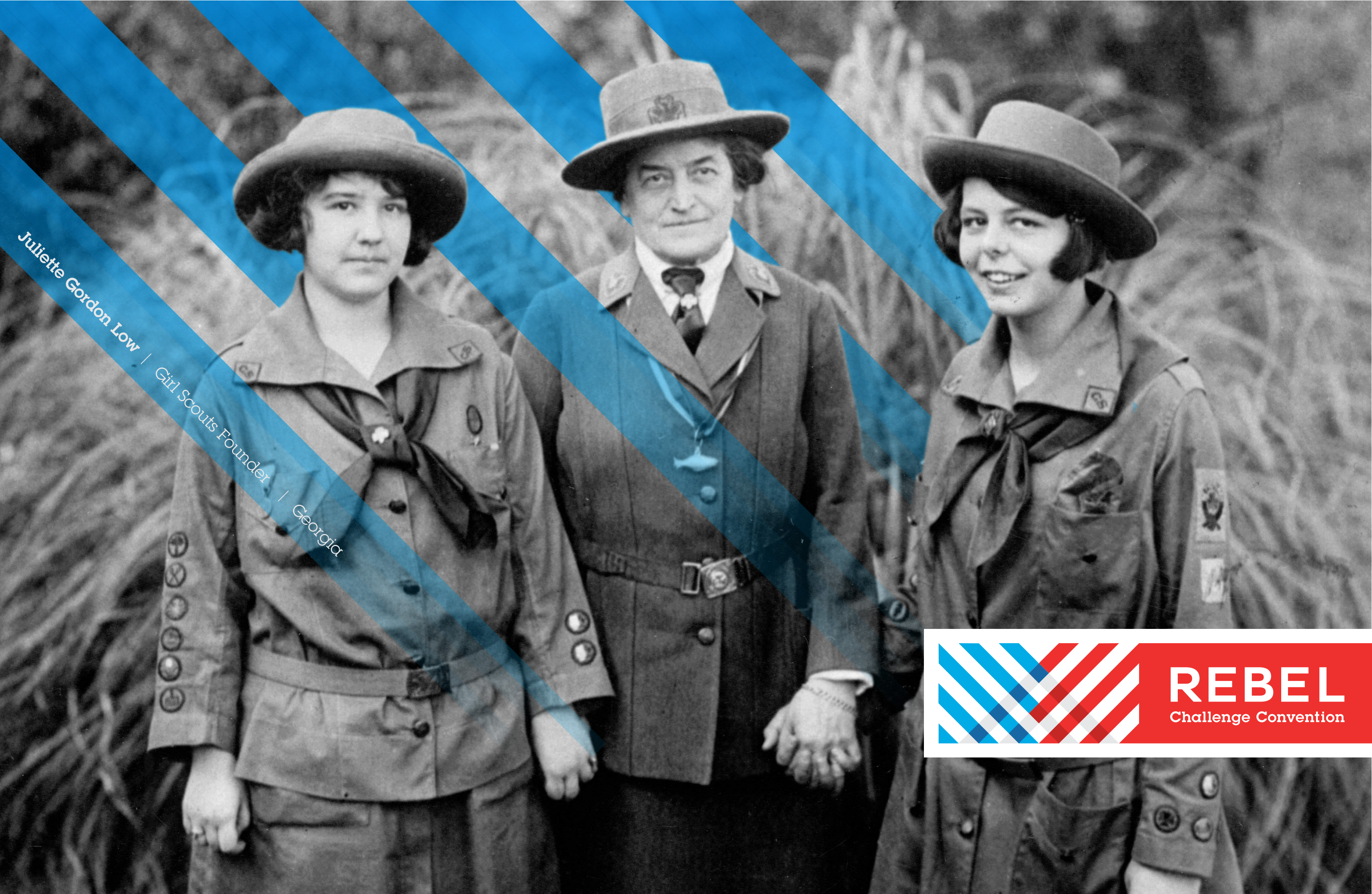


Janis Joplin | Musical Trailblazer | Texas



REBEL
Challenge Convention

Juliette Gordon Low | Girl Scouts Founder | Georgia



REBEL
Challenge Convention



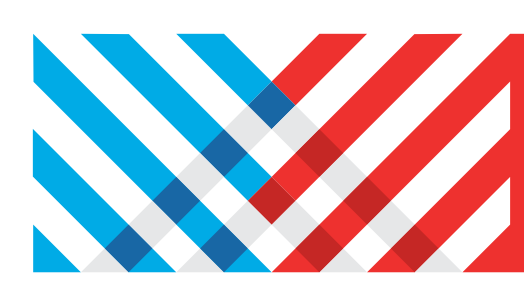
Ed White
Astronaut, "Spacewalk" pioneer | Texas



REBEL
Challenge Convention



Harper Lee | Author, *To Kill or Mockingbird* | Alabama



REBEL
Challenge Convention



Rosa Parks
Leading Civil Rights Activist
Alabama



REBEL
Challenge Convention



Visit thesouth.us for more information.

We admire the Rebels depicted, and we don't want to use their images for profit.

Likewise, none of the Rebels shown endorse this logo. Rather, we hope these images will remind you of their rebellious spirit and inspire you to join their ranks.