

# A Pre-Utopian Pride Flag Code

## MENTIONS OF ANTI-2SLGBTQIAP+ VIOLENCE AND HATE SPEECH



A proposal by **Will Montgomery** - *On appropriate and respectful conduct in regards to the contemporary display, representation, and care of Queer pride flags.*

The following codification exists to propose a standard of care for Queer pride flags. The mass commodification of pride<sup>2</sup> has made establishing community-wide agreement over our shared symbols necessary. The existence of government-mandated national flag codes, which determine conduct of national flags flying alongside pride flags, necessitates a separate code for the latter. This new code should respond to the unique qualities of pride flags and the varying contexts in which they may be flown.

This code exists as an appropriation of the United States Flag Code, and as such it is most applicable to the United States.<sup>3</sup> Queer people worldwide celebrate pride through a wide range of traditions. This code is designed to harmonize these practices around generally agreed upon standards of care. One singular code cannot represent the entire global 2SLGBTQIAP+ community's view of how we should handle our flags. **Pride flags are uniquely situated in comparison to national flags. They represent a people with no borders, no government, no military, and no one language.** They represent love, re-invention, and acceptance. Though, the way pride flags are often treated isn't in this spirit— they're treated as an afterthought. This code functions as a suggestion to cis-hetero allies to treat our flags with the care they represent.

This code is divided into four categories, each with a unique standard of care: **Personal, Individual, Private, and Public.** Each classification accounts for the different circumstances in which the flag may be flown. Their distinctions are laid out in the table below, along with their Guidance Adherence Yield scores. Referred to hereafter as GAY, each **GAY score** indicates the degree to which a given section must be adhered to. Each section will begin with a brief explanation as to why each classification is subject to their respective standards and GAY score.

## *Pre-Utopian Pride Flag Use Classifications*

Hereinafter, "Use" refers to flying, hanging, wearing, festooning, or otherwise displaying any 2SLGBTQIAP+ pride flag, in physical form or photo depictions of real flags.<sup>4</sup>

	<i>Class of Use</i>	<i>Applicability</i>	<i>GAY Score</i>
Queer	§i. Personal	- All Queer people in <i>any</i> context	000.00% GAY

<sup>1</sup> This is a **Trigger Warning indicator** of my own design. It will be used before any section which contains sensitive content, along with a general content descriptor.

<sup>2</sup> A six-stripe pride flag is available on fast fashion retailer Shein for \$2.90. For a lesbian pride flag, though, you'll have to shell out a whole \$3.30. Pink tax strikes again... Pride flags should be affordable, but prices this low encourage the disposability of pride flags, and can't be ethical or sustainable to make. Their undeniable mass market availability and appeal drives this practice.

<sup>3</sup> As an American, who has only ever lived in the United States, this flag code has that limitation and perspective.

<sup>4</sup> Digital representations (photographic or otherwise, including AI generated materials) are not subject to this code. These formats do not involve care of physical objects, and the management of such care often falls outside the photographer's purview. Therefore, they require separate considerations than what is to follow, which has been tailored around the idea of care of physical objects.

## Pre-Utopian Pride Flag Use Classifications (Cont.)

	Class of Use	Applicability	GAY Score				
Non-Queer	§ii. Individual	<ul style="list-style-type: none"> <li>- Individual non-Queer people with ulterior incentives (i.e. monetary/political gain)</li> <li>- Not-for-profit non-Queer led community/cultural groups</li> </ul>	015.32% GAY				
	§iii. Private Commercial/Institutional	<ul style="list-style-type: none"> <li>- Ulteriorly incentivized non-Queer people (i.e. monetary/political gain)</li> </ul> <table border="1" data-bbox="512 534 1206 986"> <thead> <tr> <th data-bbox="512 534 855 596">Individual non-Queer people</th> <th data-bbox="860 534 1206 596">Non-Queer led organizations</th> </tr> </thead> <tbody> <tr> <td data-bbox="512 602 855 986"> <ul style="list-style-type: none"> <li>- Non-Queer owners and employees of commercial establishments                             <ul style="list-style-type: none"> <li>- In advertisements for/on company property of said establishments</li> </ul> </li> <li>- Individual non-Queer politicians, including:                             <ul style="list-style-type: none"> <li>- Campaign materials, rallies, headquarters, and chambers</li> </ul> </li> </ul> </td> <td data-bbox="860 602 1206 986"> <ul style="list-style-type: none"> <li>- Non-Queer owned/operated private businesses /institutions, such as:                             <ul style="list-style-type: none"> <li>- Private schools</li> <li>- Privately owned museums</li> <li>- Religious organizations</li> <li>- Private healthcare facilities</li> <li>- For-profit community/cultural groups</li> <li>- Charities and foundations</li> </ul> </li> </ul> </td> </tr> </tbody> </table>	Individual non-Queer people	Non-Queer led organizations	<ul style="list-style-type: none"> <li>- Non-Queer owners and employees of commercial establishments                             <ul style="list-style-type: none"> <li>- In advertisements for/on company property of said establishments</li> </ul> </li> <li>- Individual non-Queer politicians, including:                             <ul style="list-style-type: none"> <li>- Campaign materials, rallies, headquarters, and chambers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Non-Queer owned/operated private businesses /institutions, such as:                             <ul style="list-style-type: none"> <li>- Private schools</li> <li>- Privately owned museums</li> <li>- Religious organizations</li> <li>- Private healthcare facilities</li> <li>- For-profit community/cultural groups</li> <li>- Charities and foundations</li> </ul> </li> </ul>	Commercial: 032.22% GAY  Institutional: 053.34% GAY  Political: 071.01% GAY
	Individual non-Queer people	Non-Queer led organizations					
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§iv. Public Government Sanctioned/Funded/Run	<ul style="list-style-type: none"> <li>- Non-Queer led state/federal governing bodies and non-Queer led government run/funded/sanctioned institutions, including:             <ul style="list-style-type: none"> <li>- State and federal legislative, judiciary, and executive bodies and agencies</li> <li>- Public schools</li> <li>- Public museums</li> <li>- Public healthcare facilities</li> <li>- Military bases</li> <li>- Public facilities, such as libraries and post offices</li> <li>- Publicly owned land, such as parks, forests, squares, and beaches</li> </ul> </li> </ul>	100.00% GAY					

What follows is a glossary of terms, with definitions which reflect my current understanding and use of words at the time of writing this. While acknowledging that language and identity are ever-evolving, these terms represent the framework this code will employ.

### GLOSSARY OF TERMS

**Queer;** that which deviates from the norm. This code will use the word to refer to anyone who resists the present-day binaries of gender and sexuality. It erases identity-based distinctions and highlights collective experiences of nonconformity. José Esteban Muñoz writes in *Cruising Utopia*, “the here and now is simply not enough. Queerness should and could be about a desire for another way of being in both the world and time, a desire that resists mandates to accept that which is not enough” (96). As both reality and language evolve, so too will Queerness to explore

all that which is not reality. It will be capitalized to distinguish it from queer as an adjective, as Queer is a unique identity.

**Non-Queer** refers to people whose gender and/or sexuality do not diverge from norms. To loosely apply Muñoz's definition of "straight time," those whose presumed/assigned identities are cohesive with the binaries of here and now.

**2SLGBTQIAP+** stands for Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual, and Pansexual, with the + to represent any other Queer identities and intersections of the aforementioned. It will be used in this code to name with as much specificity as possible the identities which make up the community as we understand it today.

**Cis-hetero** refers to individuals whose gender identity matches the sex they were assigned at birth (cisgender) and also are attracted exclusively to people of the opposite gender (heterosexual). Cis-hetero will be used in this code to refer to non-Queer people, when not in immediate rhetorical contrast to Queer people.

**Utopia** can be understood in this code as that somewhere and somethen else which may never be reached, as Muñoz says, *in a perpetual insistence on the potential for another<sup>5</sup> world (1). As our present reality changes, so should our desires for our futures.* Utopia will be honored with capitalization in this code in recognition of its precise realness and certain potential existence as the infinite inverse of what presently is.

**Pre-Utopia** can be understood in this code as the present. Whenever you are reading this. If our desires for Utopia are always expanding, we effectively live in a perpetual pre-Utopian world. This flag code applies only to this period.

### *Glossary over:*

Visibility is the most crucial consideration in a pre-Utopian world. Care for pieces of fabric is a small issue when weighed against everything else Queer people face. But amidst that danger, our symbols of pride have become desirable to those who seek to profit off of us. I would favor eschewing a formal pride flag code altogether if it weren't for institutions who signal acceptance in bad faith without actually helping to build a world (or even a space) that is safe and affirming for Queer people to exist in. In these situations, a few standards of care are appropriate.

This document would not and could not overwrite the autonomy of Queer people to do whatever they want with their flags, and *I welcome Queer folks differing takes on this subject.* Powerful emblems of love, peace, and liberation shouldn't be governed by any one stack of papers. This is part of a conversation about solidarity with Queer people, and if listening is too much to ask from allies, there are far bigger priorities than how you fly our flags. However, much of what is described in the following pages is derived from standards of respect we, both as a society and country, already grant other flags, without having to ask. Allies should consider why it is so much harder to meet these low standards when the flag in question represents love, peace, and acceptance, rather than one of imperialism.

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<sup>5</sup> Italics are my own addition.

## §i. Personal Use - All Queer People in Any Context

### **TWI** BRIEF MENTION OF ANTI-2SLGBTQIAP+ VIOLENCE AND HATE SPEECH

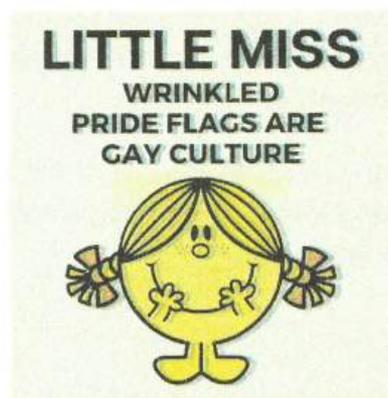
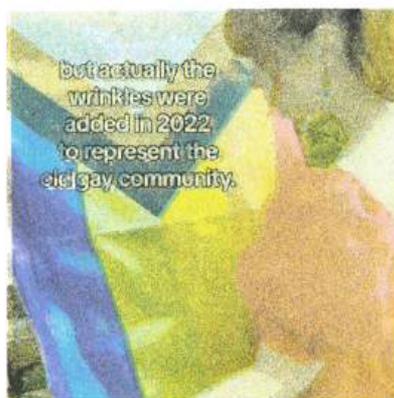
#### Pride is always personal, pride is always political



*All use by all Queer people, without exception, falls under the category of personal.*

Queer expressions of pride are deeply personal to the individual. As such, the **GAY** score for Queer personal use is 000.00%. Even requiring adherence to a nonexistent set of standards implies that someone other than a Queer individual themselves could dictate their relationship to pride.

Even in the most progressive societies in the pre-Utopian world, the danger of presenting as visibly Queer is omnipresent. Just displaying symbols of pride can lead to horrible violence. The daily reality of bigotry is too familiar, not only in lived experience but reflected in an outsized majority of representation of Queer stories. This code will refrain from discussing Queer suffering, acknowledging its existence only when necessary, as grounds for embracing all forms of pride that Queer folks feel compelled to express. But as this document outlines a code of conduct for flying pride flags in other contexts, I want to take a minute to explain why such standards are unnecessary and obstructive for Queer folks.



*Above, social media posts by Queer creators with a variety of opinions on wrinkles in pride flags. Wrinkled flags are so common in the LBGITQ - community that there are innumerable narratives surrounding their origin and function. In order from left to right: @alyssavvy on TikTok, (2023), @prideflagsd on Instagram, (2022), and u/Example-exe on Reddit, (2021).*

First re-imagined as a Queer pride flag by Gilbert Baker in 1978, during his life Baker stated that there is no wrong way for a gay person to fly the rainbow flag. “Making ourselves visible as a community is our greatest strength” (Baker, 1999). How and why people choose to become more visible as Queer should never be subject to scrutiny. Visible support of Queerness is vital not just to other Queer people looking for safe spaces, but to demonstrate to cis-hetero people the sheer size and strength of the community, and how integral Queer people are to every society in the world. Baker said in a 1994 interview, “Gay liberation is a visibility thing. That is our whole struggle. Just to exist... Power is when we say, ‘I’m gay.’”

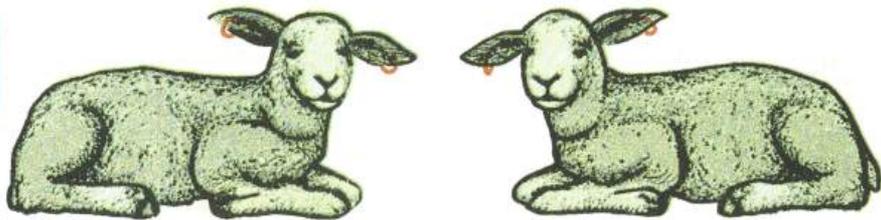
What we know of Queerness is constantly expanding and evolving. Queer people continuously reinvent and experiment with everything including our symbols, adapting them to the ever-changing community. I encourage Queer people who read this to adopt the practices that resonate with them and

suit their relationship to pride, and discard those that don't fit. There is so much no one person can know about joy, pride, love, euphoria... So just do what feels good, what feels right, what you are called to,



WHATEVER

YOU



WANT

you don't need a code to tell you. But you know that.

Personal safety and comfort are always the most important considerations to make as a Queer person. In a time when so many still have to remain closeted for their safety, a crease can be the difference between life and death. If there is one day a year that a pride flag can be unfolded and flown, we should celebrate that they are being opened at all.

If you are Queer this applies to you, and you can stop reading now if you want.

## §ii. Individual Use - Non-Queer Allies

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### Visibility matters above all else



*Individual use is different from personal. It pertains specifically to use which is not personal in nature (by non-Queer people), but by an individual acting solely on their own will.*

Allies should be emboldened to fly pride flags in solidarity in any conditions and not be worried about presentation, unless it pleases them to do so. As it is still so dangerous for so many Queer people to come out, visible support is so necessary, and while there's no denying non-Queer folks are less at risk for blowback, they aren't safe from harm either. Cis-hetero people are often targeted for their support of the Queer community, and safety and comfort should be seriously considered when it comes to flying pride flags. With this in mind the GAY score for Individual use is 015.32%, a light suggestion that norms be followed out of respect when possible. Conduct can essentially be governed by the same standards as personal use, as the possibility for cynical intentions are low compared to the benefit of visible allied support. "Non-Queer individual use" is only separated out from "Queer personal use" because it lacks the dimension of personal expression that informs the use in contexts which could otherwise involve compromising profit incentive, such as commercial and political.

Generally, any expression of pride as an unaffiliated individual is uplifting if it is in good faith.

## §iii. Private Sector Use - Commercial and Institutional

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### MENTIONS OF ANTI-2SLGBTQIAP+ VIOLENCE AND HATE SPEECH, MENTIONS OF TRANSPHOBIA Solidarity, Incentive, and Risk



*Private use denotes the private sector;<sup>6</sup> non-Queer owned/operated commercial ventures, including use by all owners and employees of commercial establishments; Use by non-Queer led community, cultural, educational, and religious institutions which are privately owned, including in advertisements and on company property; Use by individual non-Queer politicians, including in campaign materials and at rallies, headquarters, and chambers.*

These contexts are subject to the same standards because both involve signaling allyship to the 2SLGBTQIAP+ community in ways which potentially derive their purpose from profit incentive and/or personal gains. When the proprietor of said organization is not themselves Queer, it becomes impossible to parse where allyship ends and personal gain begins. This incentive-driven relationship is highly conditional and prospective, but it has to be mentioned.

Private use of pride flags has reached a unique juncture; whereupon;<sup>6</sup> Queerness has never been

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<sup>6</sup> The seemingly unusual semicolon in this sentence is a demicolon. While a semicolon can only connect two related yet independent clauses, a demicolon can "connect an independent clause to another independent clause, a dependent clause, an adverb, a picture of a bear, the planet Neptune, some buttons, your mother, etc." (College Humor via Leslie Lang, 2010). Though its origins are in meme culture (and lost to the 2020 shutdown of CollegeHumor's website), in this codification the demicolon will be used practically to connect several clauses onto the same sentence. Each additional clause following a demicolon will be joined in a chain by additional semicolons.

more socially accepted by the mainstream; the flag still very much functions as a signal of safety for Queer people in an unsafe world; its use among cis-hetero business owners cannot be parsed from the profit incentive intrinsic to performative allyship; its existence still attracts targeted harassment and violence. **Flying a pride flag indicates to Queer people that the space they are in is presumably safe for them, a consideration often not made before hanging one.** Perceived solidarity alone can still be empowering, and cis-hetero businesses and privately owned institutions should fly pride flags in any way which is feasible for them. However, it is critical to consider what is being taken on, because flying the pride flag can still be dangerous for cis-hetero people.

In 2023, a 66-year-old woman named Laura Ann Carleton was shot and killed for displaying pride flags in and outside her southern California clothing store, Mag.Pi. Vandals had been stealing her flags for months, so she began continuously replacing them with larger flags. The perpetrator tore the flag down and shouted homophobic slurs at her (Franklin, 2023). She was a mother of nine, a fierce ally to the



*Lauri (she preferred Lauri) Ann Carleton's clothing store, Mag.Pi, in Cedar Glen, California, via CBS. Lauri flew her pride flags year round, and understood her privilege, as well as the risk inherent to showing her solidarity, according to Queer friends and loved ones (Lawton, 2023).*

Queer community, and a deeply involved organizer beloved by her community. She was a founding member of the Mountain Provisions Cooperative, which provides access to affordable, healthy food. After a blizzard in February 2023, she helped organize a free store which provided food and supplies for four months to those in need in her community. She was described as an “immovable force in her values for equality, love, and justice” by friends at the Cooperative (@mountainprovisionscooperative on Instagram).

This devastating tragedy is mentioned to underscore the reality of the hatred which can be directed towards symbols of Queerness. This reality is known well by the community; perhaps not as well by non-Queer folks flying the flag, whether it be in true solidarity or cynically. Lauri knew, and even said to a friend “I’m scared that I’m going to get into an altercation some day...” (Carleton via Melissa Lawton, 2023). Lauri still chose to **fly the flag proudly, knowing it was needed in her community.**

A flag is not going to halt bigotry in its tracks, but its presence signals that the space itself is Queer to some degree, or at least Queer-friendly. The absence of a pride flag in an establishment does not equate to an absence of Queer people, though. It just signals that the space is not explicitly Queer-friendly. Standing in solidarity comes with risk, but allies must take it on willingly and knowingly, to whatever degree possible. The more powerful and visible an enterprise is the more they should be willing to do in showing respect and solidarity. Shows of support which evaporate under the slightest blowback are not acceptable, because there will be blowback. The Queer community needs stable, unwavering support from allies, so **don’t waste time and endanger people if the support is conditional in any way, especially if that conditionality is predicated on being deemed “uncontroversial” by cis-hetero standards.**<sup>7</sup>

On April 1, Dylan Mulvaney, a social media star who is transgender, uploaded a sponsored post to Instagram for Bud Light. In the post, Mulvaney is seen dressed as Audrey Hepburn, promoting a contest to carry the most beers in one trip. The post was unassuming, but triggered an outsized transphobic blowback. Extremist bigots spread violent and disgusting lies which endangered Mulvaney’s personal safety and defamed the trans community at large. According to Anheuser-Busch, the brewing company which owns Bud Light, they sponsored Mulvaney in order to “... authentically connect with audiences across various demographics and passion points” (Anheuser-Busch via FOX news, 2023), though the corporation never reached out to Mulvaney or publicly defended their decision to work with her outright. “... **[F]or a company to hire a trans person and then not publicly stand by them is worse in my opinion than not hiring a trans person at all**” (Mulvaney via Instagram, 2023). Ultimately, Anheuser-Busch put Mulvaney in harm’s way, and Bud Light was better off doing nothing rather than bothering with this sort of conditional “allyship.”

The purpose of this section is twofold: to remind allies of the very real responsibility they take on when they show solidarity, and to call on those with the most power, influence, and protection from harm to be loud and unwavering in their support. **Cis-hetero business owners need to do their own risk analysis** in terms of their vulnerability, power, privilege, influence, stability, safety, and comfort level. Visible allyship is vital, but should be shown with intention, *especially* because it can attract vitriol. **The GAY score for commercial ventures is 032.22%**. However, larger and more powerful corporations and entities should be looked to first in terms of adherence and respect for the flag.

Private institutions also have a higher responsibility (**and GAY score: 053.34%**) due to the fact that: “these institutions are typically better funded by private *and* public endowments; they carry authority and sway over public opinion; leaders have the resources to protect themselves and their staff from violence; it’s crucial not to degrade the flag of the people you want to support; a safe space cannot totally

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<sup>7</sup> I wanted to mention here the December 2023 statements by Pope Francis regarding blessings for same-sex unions. First, the Pope not just outright condemning “homosexual relationships” is certainly a step above basically every Pope in world history, and could have global benefits. However, this blessing the Pope has granted is highly conditional. It can only be given on a case by case basis if the blessing wouldn’t cause “controversy”, which is an incredibly subjective qualification. He was clear to say this blessing is not a “real marriage” (Factora for Them, 2023). I’d like to be careful about being too appreciative of a cult leader whose organization has inflicted enormous harm onto Queer people throughout all of world history, for almost (but not quite) doing the bare minimum after a decade of the lowest church attendance rates of all time (Gallup, 2023).

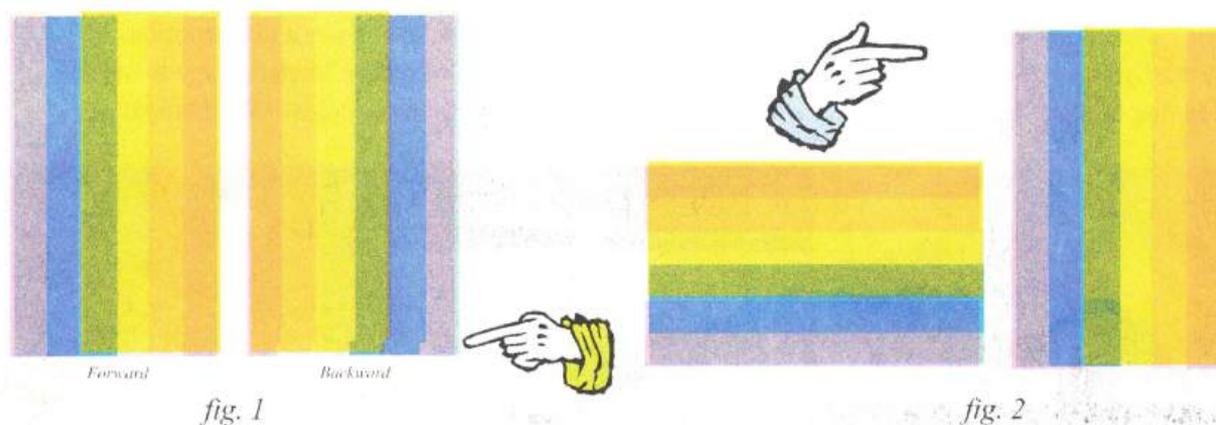
be assured with no Queer people in positions of power.<sup>8</sup> Non-Queer politicians and government officials are included in this section. Their use is similarly motivated by self-interest in regards to their personal brand. They are **GAY scored at 071.01%**, as they're more insulated from violent reactions than most allies, and have a greater responsibility to demonstrate the respect the community deserves to cis-hetero constituents and colleagues, as well as the world. Use by governing bodies as a whole is covered by **§iv. Public Sector**, as its representative on a mass scale.

This goes beyond how people treat the flag. It's about reshaping what allies understand the meaning of flying it to be in the first place. The key is intentionality when deciding how to fly flags of pride. This guide exists as a reference for non-Queer owned businesses to refer to in order to avoid making personal statements.

### §3.1 Orientation

The original designer of the rainbow flag, Gilbert Baker, said in his life that there is no right way up or down to fly the flag. His philosophy was that the endless circle of the rainbow represented the endless spectrum of Queer identity, and therefore it could fly with either purple or red on top. "... [E]ach gay<sup>9</sup> person is free to be 'oriented' in any direction" (Baker, 1999). Queer people should and will always have the liberty to re-invent our pride flags, as they must be **as flexible and ever changing as the community and pride itself**.

Allies need not worry about re-inventing anything. In terms of use in commercial settings and privately owned institutions, the reality of modern flags is that they are cheaply made from nylon with **visible seams that line up on one side, and don't on the other** (*fig. 1*). In these contexts the flag should fly with red at the top and purple at the bottom, because the construction of modern pride flags designates that as the face. When hung vertically, the red stripe should be to the viewer's right. All seams that aren't meant to be seen are on the back when hung this way.<sup>10</sup> *Fig. 2* below illustrates this.



This rotational logic differs from that of the U.S. national flag, which actually inverts when it rotates to hang vertically. This is done to keep the starry blue field on the top left corner. In defiance of

<sup>8</sup> If you want to show that your space is safe for Queer people, but don't have Queer people in decision making roles, reflect on the actual safety of your space.

<sup>9</sup> Obviously language has changed, but we know the rainbow flag represents all 2SLGBTQIAP+ people.

<sup>10</sup> In eastern European countries such as Romania, Bulgaria and Moldova, it is more common for the purple stripe to fly at the top, but in these places pride flags are manufactured with this in mind, and the seam will face the opposite side of the flag to accommodate (van Ooijen, 2005).

this logic, this code suggests the flag be rotated without inverting, to be ordered from purple on the left to red on the right. This is keeping with flag construction, which again would reveal the seams if rotated like the national flag.

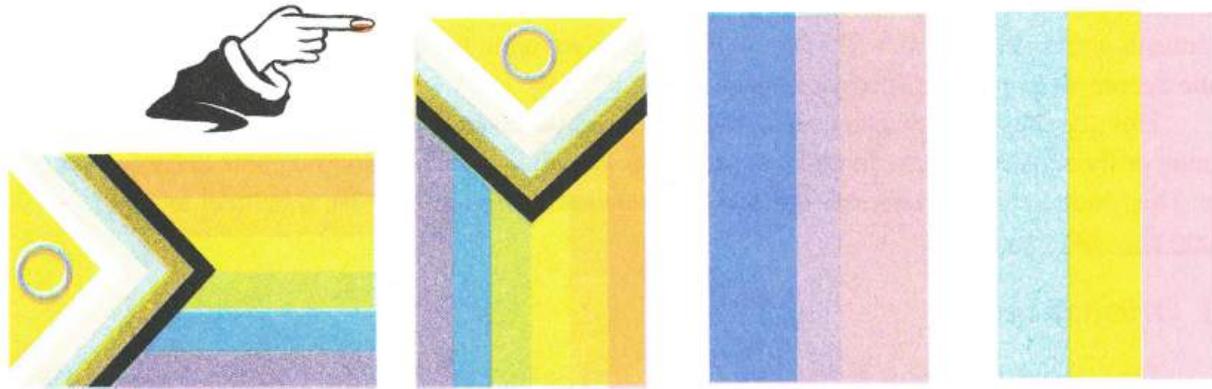


fig. 3

fig. 4

On flags which have a side-specific field, such as the Intersex Inclusive Progress Pride flag above (fig. 3), that field is flown on the left hand side when viewed from the front. When rotated to hang or fly vertically, they should be hung with the red stripe on the right, and with the triangular field at the top. On identity specific pride flags, whichever stripe is on the bottom when flying horizontally lands on the left, just like the rotation for the rainbow flag. The precedent diagram (fig. 4) depicts code-adherent rotations of the Bisexual flag and Pansexual flag. The key is intentionality (in how you fly any flag), so to make it easy, use this standard rotation logic.

### §3.2 Wrinkles and Creases

Wrinkled and creased pride flags are flown so commonly by **businesses and institutions** that it has essentially become the norm. In cis-hetero owned establishments it would be inappropriate to use the pride flag to make personal gestures, so **wrinkles and creases just denote laziness**. Minimum wage



Pride flags are flown wrinkled and creased so frequently that this is even how they appear in stock photos (Them, 2023).



The trans pride flag at Senator Bernie Sander's office, by the looks of it the cheap kind. Why isn't his American flag from Amazon too if his budget is so tight? (@ampol\_moment on X).



Look who likes wrinkled pride flags (Somodevilla, 2019).

employees, who are often responsible for putting up flags, shouldn't be expected to perform beyond their basic duties, and aren't the ones deciding whether or not to hang a pride flag to begin with. When pride flags are flown cynically, there is no incentive on the private owner's part to enact any gesture of care upon them, such as ironing them, as there is no added benefit. Existing just as they come is enough to meet their intended purpose of virtue signaling. This issue could be largely avoided if the flags weren't hung so seasonally in commercial spaces, which will be covered in **§3.3 Supposed Seasonality**.

One infamous example of a failure of such consideration is the wrinkled trans pride flag hung outside Senator Bernie Sanders' office in 2019. This gesture was certainly a powerful show of solidarity which a few creases could never undermine. Though ironing it first definitely would have granted it the respect which the national flag hanging next to it was obviously granted. While there are no public resources listing the inventory of elected officials' offices, it's plausible that given the need for senators and their staff to maintain a well-kept appearance, an iron and ironing board might be available in the building. Perhaps the Senator could hang the flag in the sauna of his North Hero lake house<sup>11</sup> the next time he goes for a steam.

Bernie is being singled out for this example (despite his excellent voting record on Queer civil rights issues<sup>12</sup>) because we always need to hold our allies in government to a higher standard. It doesn't matter how progressive a cis-hetero politician may claim to be. If they have the power and protection that comes with being a high level government official, commitment to the dignity and rights of Queer people should emanate from every decision they make. Solidarity is not an accessory and that can never be forgotten.

The quality of the pride flags flown even by our allies, regardless of their condition, is far poorer than that of the national flag. Pride flags are most often made of printed plastic nylon, which holds creases easily. They certainly make heartier, sewn fabric pride flags, but they are much less common than sewn national flags, and we seldom see flags of this variety flown by public figures and entities. These printed flags are cheaper than sewn cotton flags, and so by nature they're more disposable. This encourages the seasonal and careless treatment of flags, and exploits pride for a yearly profit. **Pride flags are not single use.**

Let's do an experiment. Open Amazon, right now, and search for a "full size rainbow pride flag." At the time of writing this (February 4th, 2024), only six out of the 48 results (12.5%) on the first page were decent quality with sewn plastic stripes over printed stripes. None were fabric. Searching for "full size american flag" on the same day, 40 out of 48 results (83.3%) on page one were sewn *and* embroidered cotton (Amazon.com, 2024). The market for pride flags is designed to render them disposable—and "well-intentioned" allies perpetuate it with their inconsistent solidarity.

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<sup>11</sup> While Bernie Sanders' addresses (he owns three homes: in Burlington, VT, North Hero, VT, and Washington, DC) aren't online for security reasons, it's publicly known that he purchased his North Hero lakefront home in 2020 for \$575,000. The house is a four bed three bath log cabin style, on 1.1 acres and with about 500 feet of lakefront (People.com, 2020). Based on this information, I found four unique listings on zillow matching this description exactly, as well as three unique listings through local Coldwell Banker Islands Realty, and of these seven total results, four have saunas (Zillow.com, 2023) (lakechamplainrealestate.com, 2023). If Senator Sanders himself isn't one of the lucky four, maybe he can take the flag to a friend's place.

<sup>12</sup> Bernie Sanders has been a consistent supporter of Queer rights throughout his career. In 1983, he approved the first "Gay Rights Day" in Burlington, Vermont, as mayor. He endorsed same-sex marriage early on, opposed the Defense of Marriage Act, and consistently voted against legislation that discriminated against the community. Sanders supported the Violence Against Women Act, which included provisions for 2SLGBTQIAP+ individuals, and endorsed the Student Non-Discrimination Act to protect 2SLGBTQIAP+ students from discrimination in schools. He has always been a very vocal ally. (OnTheIssues.org, 2023)

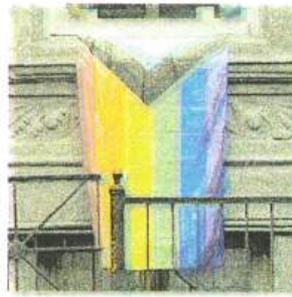
*Wrinkled and Creased Commercialized Flags on Pride weekend*  
**MANHATTAN, NY, 12:00 PM - 6:00 PM, 6/24/23. Photos courtesy of the author.**



249 Eighth Ave, 12:00 PM, 6/24/23



241 Eighth Ave, 12:02 PM, 6/24/23



20 West 12th St, 12:07 PM, 6/24/23



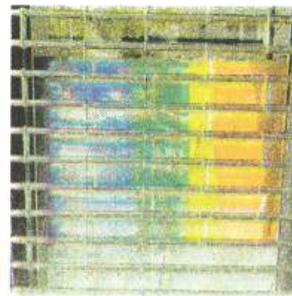
371 West Fourth St, 12:10 PM, 6/24/23



12 Washington Square North, 12:38 PM, 6/24/23



100 Fifth Ave, 12:40 PM, 6/24/23



299 University Place, 12:44 PM, 6/24/23



34 West 12th St, 12:57 PM, 6/24/23



165 Fifth Ave, 1:22 PM, 6/24/23



22 West 25th St, 1:40 PM, 6/24/23



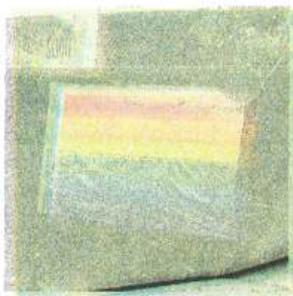
Bryant Park, 2:14 PM, 6/24/23



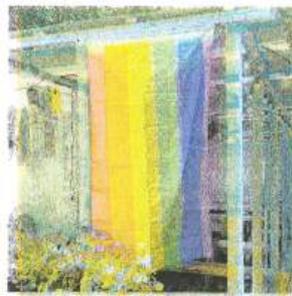
Union Square, 3:30 PM, 6/24/23



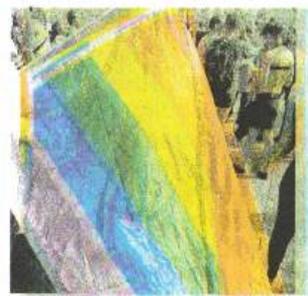
828 East 12th St, 4:00 PM, 6/24/23



112 East 11th St, 4:10 PM, 6/24/23



44 Cooper Square, 5:00 PM, 6/24/23



Foley Square, 5:34 PM, 6/24/23

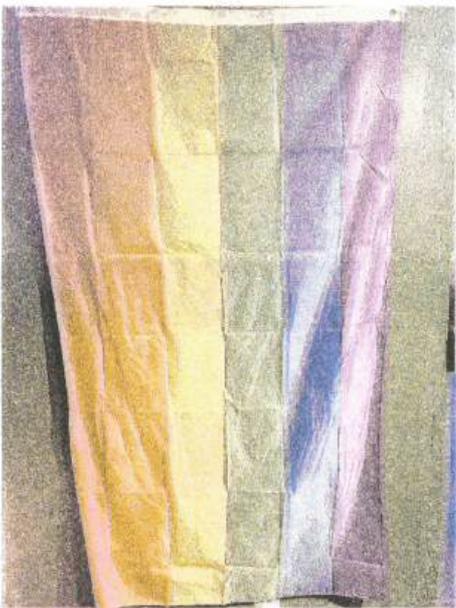
The array of wrinkled flags on the previous page were all photographed at privately owned institutions (such as private schools, privately owned museums, religious organizations, private healthcare facilities, for-profit community/cultural groups, charities, and foundations) on Pride weekend 2023. Not only do the creases tinge the flag with carelessness, but they also betray that a flag was just taken out of storage (or worse, fresh out of the plastic packaging) for the weekend. **They just look sad.**

### §3.2.1 METHODS OF RELEASING WRINKLES

*For those who need it, because clearly many do:*

(a) **Ironing** is the quickest and most effective way to remove wrinkles from fabric. Aides at state capitals around the country— look no further than the humble iron.

*If ironing is too time consuming, those in the tri-state area feel free to contact me personally for my complimentary full service flag care operation at [willmontgomery@gmail.com](mailto:willmontgomery@gmail.com).*



*The rainbow flag at the Duplex NYC, before my ironing services were rendered. November 5th, 2023. Photo courtesy of the author.*



*The rainbow flag at the Duplex NYC, after my ironing services were rendered. November 6th, 2023. Photo courtesy of the author.*

(b) **Steaming** is slower and less suited for removing deep creases, especially in synthetic fabrics like nylon, which most pride flags are made of. In lieu of a physical steamer, hang your flag in the bathroom (or sauna) and get it nice and steamy!

(c) **Pressing** your flag under something heavy will remove all creases without a doubt, though it is much more time consuming and requires access to a large, heavy object.

(d) **Weather and time** is the simplest of all; flying the flag every single day. Time, rain, wind, and weight will open creases every time, no matter how long it takes, and a flag never folded can never crease. Fly the pride flag every day, all day, in any weather conditions, and the creases will take care of themselves. This technique will be discussed in greater detail in §3.3 **Supposed Seasonality**.

### §3.3 Supposed Seasonality

Pride flags are not seasonal “decorations.” Their year-round display is essential particularly outside of Pride month. More pride flags are flown on Pride weekend than any other day of the year, and after June, visibility drastically decreases. Are these spaces signaling they are only safe for Queer people one month a year? Or even just one weekend? This sort of attitude may derive from the perspective that pride is a commercial season to decorate for, like Halloween or Christmas. This view of Pride overlooks its profound significance: it does not emerge from a need to simply celebrate being gay, but to do so publicly and without fear or persecution. Pride is a demonstration of collective power. Of course it’s appropriate to fly the pride flag in solidarity during this time, but **why then should it be confined to a month?** For many Queer individuals, that month is their sole chance. Allies with the ability to maintain support throughout the year have an obligation to do so for those who cannot.

Standing in solidarity is certainly easier when many are standing together, and the ever-growing show of visibility in many American cities and towns in June is a vital testament to our power, size, and strength as a community, as well as the sheer number of our allies. This level of visibility wouldn’t be possible without people flying the flag seasonally. The increased assurance of the safety in numbers for more vulnerable allies is not to be overlooked, this just stands to say that you actually don’t have to take them down after Pride.<sup>13</sup> In a pre-Utopian world, we should strive for a time when the amount of establishments visibly welcoming 2SLGBTQIAP+ is always as high as on June 28th.



*Pride flag flown 365 days a year at the corner of Flushing and Wilson, Brooklyn, NY. September 20th, 2022. Photo courtesy of the author.*



*Pride banners being torn down on July 2nd, Chicago, IL. July 3rd, 2023. @missprincealbert on Instagram.*



*Pride flag obviously fresh out of the plastic wrapper and stuck backwards to a politician’s door. May 23rd, 2019. @RepSwalwell on X.*

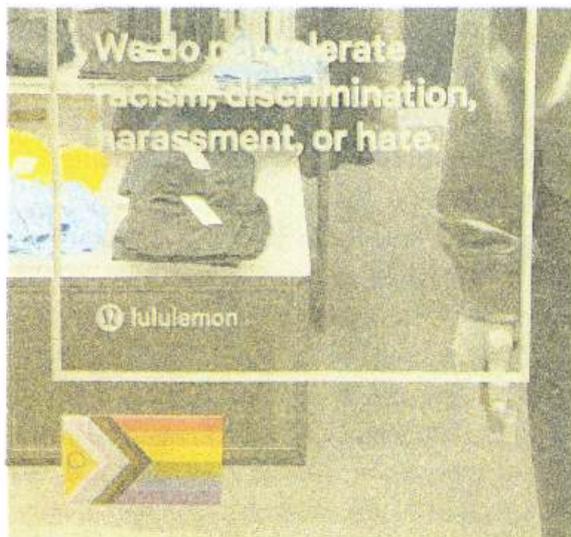
Elected officials who claim to advocate for Queer and trans rights should be doing so every single day, not just when it’s convenient. As mentioned before, questions of personal safety are less pertinent when it comes to government officials, especially higher ranking ones, due to the fact that they consent to becoming hyper visible when they run for office. Representative Eric Swalwell (cis-hetero), whose creased pride flag can be seen above, claimed to fly the rainbow flag 365 days a year. Swalwell has a

<sup>13</sup> These are sarcascties, also resurrected from the now deleted CollegeHumor article. They are serving their intended purpose here and indicating sarcasm in any statement they enclose. Any statement not so enclosed may not clearly be determined to be sarcastic (the YUNiversity on Tumblr, 2015).

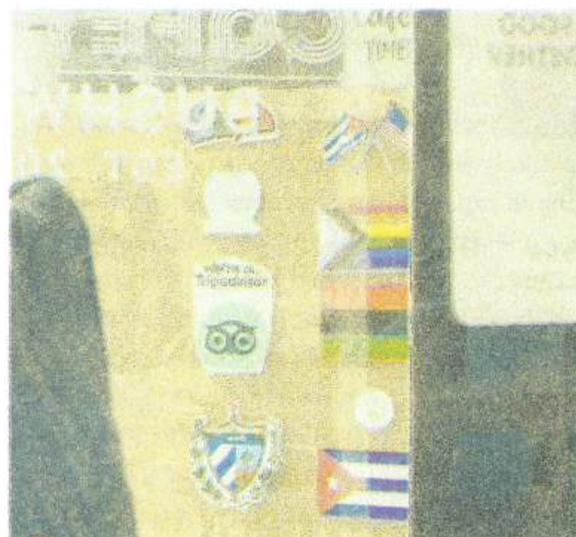
good voting record in regards to 2SLGBTQIAP+ interests,<sup>14</sup> and the gesture of hanging the flag as well as posting it online are valuable as acts of solidarity. This image became a joke because of the creases in the flag which obviously indicate the flag being hung recently, just before the start of Pride month, and not flown all year round. A look at the seam along the bottom of his flag will also reveal that he's hung it backwards. None of these faults undermine the work Swalwell has done for 2SLGBTQIAP+ rights. However, it is clear that Swalwell knows how to hang the national flag with dignity. Allies need to undergo a change of mindset when it comes to showing solidarity, and treat our symbols as they already treat their own. There's an easy way to get people to notice that you fly the pride flag all year round: *Actually fly the flag every day of the year.*

It's easier to just keep it up because if the flag was being flown on a daily basis, wrinkles would quickly become a non-issue. In instances of commercial or institutional use, there's nothing wrong with letting the flag fly day in and out, rain or shine.<sup>15</sup> In fact, pride flags are most beautiful when flown 365 days a year, rain, snow, or shine, because **pride is an every day experience**. A weathered, wind-beaten flag is far preferable to a wrinkled seasonal flag, but of course, both are preferable to flying none at all. Daily, year round use essentially always results in an unwrinkled flag, but it also makes it easier for others to show solidarity every single day.

### §3.4 General Ease



*A Progress Flag decal at lululemon on Broadway, New Haven, CT. January 2024. Photo courtesy of the author.*



*A Progress Flag printed out and laminated at Tico's Cuban-American Cafeteria on Wilson, Brooklyn, NY. February 2024. Photo courtesy of the author.*

<sup>14</sup> Representative Eric Swalwell publicly supported the right to marry and openly serve in the military. He advocated for repealing California's Proposition 8 and the federal Defense of Marriage Act. Swalwell voted in favor of reauthorizing the Violence Against Women Act, which expanded protections to underserved populations, including those discriminated against based on sexual orientation or gender identity. He co-sponsored the Student Non-Discrimination Act to prevent discrimination in public schools based on sexual orientation or gender identity. He co-sponsored the Paycheck Fairness Act to address wage discrimination based on gender, and supported the Congressional Gold Medal for the Freedom Riders, recognizing their fight against racial segregation. He also voted for the Maloney Amendment to H.R. 5055, supporting non-discrimination in employment, and signed the Respect for Marriage Act, which aimed to allow states to recognize same-sex marriage (OnTheIssues.org, 2023).

<sup>15</sup> Such pride flags are so often made of synthetic materials like nylon (as established anecdotally in the previous section, far more often than national flags), so they will be perfectly fine getting wet outside. This is not the case for governmental use, covered in §iv Public Sector Use.

If all of the following are too much to assume within any circumstances of private use, consider the **humble window decal**. It's low cost, requires no maintenance, easy to keep up year round, discreet but still supportive. A sticker is obviously not as beautiful and proud as a waving flag, but ease is crucial. Consistent solidarity takes priority over beauty. Throughout all the stated considerations, it is key that displays of pride are sustainable above all else because sustained support is what most contributes to a sense of belonging and safety in one's community.

Though these are not technically physical flags, they are effigies of the flag which serve the same purpose in establishments, as well as being indicative of care and safety. This differentiates them from other graphic representations of pride flags. As such, they fall under the jurisdiction of this code, and are adherent to its tenets.

## *§iv. Public Sector Use - Government Sanctioned*

### **Holding governing bodies to their own standards**



*Public use denotes the public sector -- all government owned/sanctioned facilities. This includes state and federal legislative, judiciary, and executive agencies and bodies, public schools, public museums, public healthcare facilities, military bases, public facilities such as libraries and post offices, and on publicly owned land, such as parks, forests, squares, and beaches.*

trictest standards of care are reserved for public sector use of the pride flag. The cis-hetero led, publicly funded institutions which govern our lives<sup>16</sup> fly our flags in feigned support, while doing nothing to expand Queer freedom and ensure Queer safety in this country.

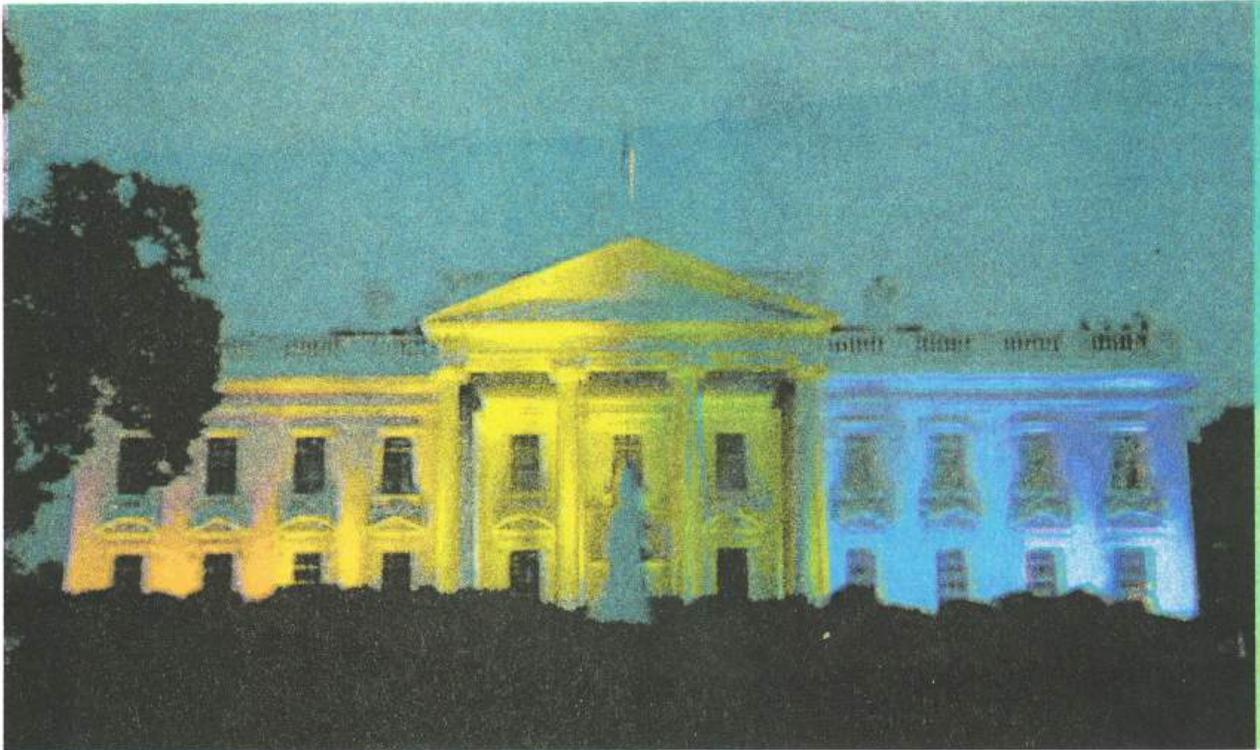
Governmental use of any pride flag should follow all protocol outlined in **§iii Private Sector Use**. However, in the United States and many other countries, **a national flag code already exists**. Countries which have formal flag codes in 2024 include Argentina, Australia, Brazil, Canada, Chile, France, Germany, India, Japan, South Korea, the United Kingdom, and the United States.<sup>17</sup> So long as cis-hetero governing bodies and elected officials fly pride flags in a pre-Utopian world alongside the national flag, flags of pride should be treated with equally rigid and arbitrary standards of respect. These bodies have protection from retaliation and are most insulated by their power from consequences that may arise from publicly supporting the 2SLGBTQIAP+ community, and as such have the greatest opportunity to show solidarity, especially if there are no Queer people in charge. As we have yet to have an openly Queer led United States government, the **GAY score for this classification is 100.00%**. Total adherence required.

The following is a selection of rules and regulations from the United States flag code, with changes to account for the inherent differences between flags of pride and the United States national flag. Flags of pride represent no one country, no military. They represent love. As such, some subsections of the U.S. flag code would do more harm than good if enforced in relation to these flags. Deleted regulations includẽ; where the flag cannot be reproduced, such as on napkins and plates, clothing, and

<sup>16</sup> In the pre-Utopian year of 2024.

<sup>17</sup> I'm drawing from the national flag code I'm most familiar with. I encourage Queer people, particularly politicians, artists, activists, and those with power, to review their national flag codes and decide which stipulations are relevant for pride flags in their respective countries. There are many diverse traditions around pride, what's suitable here might not be applicable elsewhere.

other functional ware; how the flag may be shown in a parade or procession; requirements that the flag be saluted, (as it is not a militaristic object); the president's ability to alter the flag code, (something which should be decided not just by this document or any one document, but by Queer community consensus). The other major difference between the U.S. flag code and this version is that this code only applies to use by the government, whereas the U.S. code is primarily intended to police civilian flag use.



Above, Obama's White House lit up to celebrate Pride and the legalization of gay marriage in 2015. Turning a building which is the emblem of our democracy and infamously white into the rainbow colors of the Queer community acknowledges that as the White House is the people's house, we are the people too. It signifies that which has never been recognized on such a large scale before – 2SLGBTQIA+ folks are an integral part of the country. This demonstration was backed up by a consistent track record of expanding Queer rights (The White House, 2015).<sup>18</sup> However, the Obama administration also faltered when it came to sustaining this level of visibility. It was a “bold” exception, but honoring the rainbow should be the norm.

I have removed a few colonialist and religious holidays from the list of days on which the flag must be flown, such as Easter Sunday, Thanksgiving, and Constitution Day. I've added a slew of Queer national holidays that should be observed by flying the flag, such as Pride weekend, International Day of Trans Visibility, National Coming Out Day, and more. I have also included days of Queer remembrance and mourning on which the pride flag should be flown at half mast, such as the anniversary of the Pulse nightclub shooting and Harvey Milk day, among others. Other miscellaneous adjustments and additions have been made to accommodate the one of a kind spirit of Queer pride.

Following is a codification of pride flag conduct in the public sector.

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<sup>18</sup> The Obama Administration repealed “Don’t Ask, Don’t Tell,” passed executive orders prohibiting discrimination on the basis of sexual orientation and gender identity, expanded workplace protections for Queer people, updated accommodations for transgender public school students, advocated globally for Queer rights, and supported the movement for marriage equality leading up to its legalization by the Supreme Court. (OnTheIssues.org, 2023).

# *Bastardized United States Flag Code*

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*For use in instances in which flags of pride are flown alongside the national flag, the former should be held to this codification as rigorously as the latter is to its respective code.*

## **§4.1 Display and Use of Pride Flags by the Government of the United States; Codification of Rules and Customs; Definition**

The following codification of existing rules and customs pertaining to the display and use of Queer pride flags of any variety in the United States of America is established for the use of the Government of the United States.

## **§4.2 Time and Occasions for Display**

An important contingent to this flag code is that the pride flag is flown on public ground to begin with. Any governing body interested in honoring the civil rights of Queer people will recognize the humanist nature of pride before any political agenda, and fly the pride flag in any context the national or state flag is flown in, with the stipulations outlined in this section. This is not a given in the pre-Utopian United States. In January of 2024 the Town Council of Enfield, Connecticut approved a policy which forbids any flag from flying on town property other than the national, state, or POW/MIA flag. This effectively bans flying the pride flag, a practice which only began in Enfield in 2022. Of the 11 members of the Enfield town council, a majority of six voted to ban the pride flag. Their names are **Ken Nelson: (860) 214-7826, Marie Pyznar: (860) 741-3432, Jim Nasuta: (860) 818-5976, Michael Ludwick: (860) 869-5933, Lori Unghire: (860) 763-2942, Bob Hendrickson: (860) 372-6018** (Enfield-ct.gov, 2024) (CTInsider.com, 2024).<sup>19</sup> Their reasoning stated that if they continued to fly other flags such as the pride flag, "ISIS could come in and want to display one, the IRA... basically anybody. You'd have to be content neutral and let everybody" (Tyler via advocate.com, 2024). This disgusting line of reasoning insinuates that Queerness is a choice and aligns it with terrorist organizations, but in Enfield it is sufficient as a justification to stifle freedom of speech and expression. Such rhetoric spreads if it is not challenged, and Queer people deserve to feel represented and seen by their town's government.

(a) It is a universal custom to display the flag only from sunrise to sunset on buildings and on stationary flag staffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness.

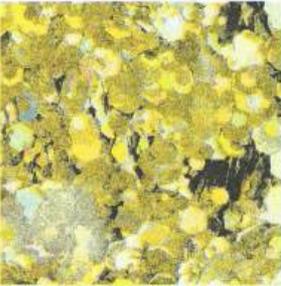
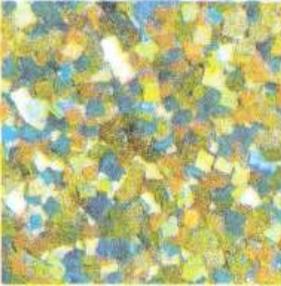
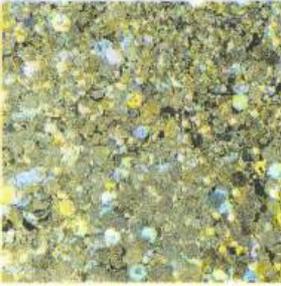
(b) The flag should be hoisted briskly and lowered ceremoniously.

- Upon raising of the flag each day, a handful (2 tablespoons) of glitter may be tossed into the air to give a joyous, extra proudfest effect. It is recommended to use a shade of glitter from the following approved shades, but it isn't necessary;

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<sup>19</sup> I encourage Queer residents of Connecticut to call these officials and voice their discontent with this decision; policy like this is in direct violation of this code, and the ramifications are wide reaching. Public school teachers may be forced to remove pride flags and safe space stickers from classrooms, denying Queer Enfield youth the acceptance they may not receive anywhere else. Policy like this works to dissolve our networks of support slowly, to make us feel isolated and forget our collective power. It pervades every city in every state in the country, and we need to call it out every time we see it and demand better. Perhaps if the public outcry grew loud enough, Enfield could be compelled to reverse their decision and set the tone for other towns looking to censor public speech.

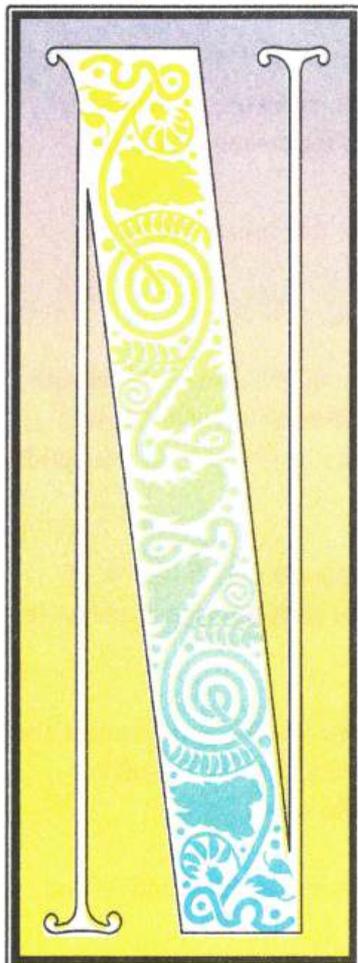
(i) *Approved Hoisting Glitters*

Recollections Rainbow Tinsel #: 10695509	Recollections Holo Gold #: MP624289	Guerra Crazy Grey .025 #: GLCGYLB4	Recollections Glitzy Mix Onyx #: MP624287
			

URLs to purchase these shades of glitter are available in the Works Cited. Closest matches are acceptable. Mixing is encouraged for a given intentional purpose.

(c) The flag should not be displayed on days when the weather is inclement, except when an all weather flag is displayed.

(d) The flag should be displayed on all days, especially on:



- New Year's Day, January 1
- Inauguration Day, January 20
- Martin Luther King, Jr.'s birthday, the third Monday in January
- International Holocaust Remembrance Day, January 27
- National Black HIV/AIDS Awareness Day, February 7
- National Vietnam War Veterans Day, March 29
- International Transgender Day of Visibility, March 31
- Day of Silence, April 17
- Lesbian Visibility Day, April 26
- Mother's Day, second Sunday in May
- International Day Against Homophobia and Transphobia, May 17
- Memorial Day (half-staff until noon), the last Monday in May
- Flag Day, June 14
- Juneteenth, June 19
- Father's Day, third Sunday in June
- Pride Weekend, fourth weekend in June
  - Especially the anniversary of the Stonewall Riots, June 28
- Independence Day, July 4
- Non-Binary Awareness Week, July 11-July 17
- International Drag Day, July 16
- National Korean War Veterans Armistice Day, July 27
- Labor Day, first Monday in September
- Celebrate Bisexuality Day, September 23
- National Coming Out Day, October 11
- Indigenous People's Day, second Monday in October



Intersex Awareness Day, October 26

- Navy Day, October 27
- Asexuality Awareness Week, October-November, dates vary
- Trans Awareness Month, November 1-November 30
- Transgender Parent Day, November 6
- Veterans Day, November 11
- International Day of Solidarity with the Palestinian People, November 29
- Pansexual Pride Day, December 8
- Christmas Day, December 25

The precedent dates were selected from the GLAAD calendar, but days of celebration should not be limited to this list. Any such other days may be proclaimed by a Queer President of the United States, or determined by recognized customs or practices which are approved by Queer consensus.

(e) The flag should be displayed daily on or near the main administration building of every public institution.

(f) The flag should be displayed during school days in or near every school

(g) The flag should be displayed in or near every polling place on election days.

### §4.3 Position and Manner of Display

(a) The flag, when carried in a procession with another flag or flags, should be either on the marching right; that is, the flag's own right, or, if there is a line of other flags, in front of the center of that line.

(b) Pride flags must be placed on the same level or above any state or national flag it is flown beside.

(c) When flags of States, cities, or localities, or pennants of societies are flown on the same halyard with pride flags, the latter should always be at the peak. When the flags are flown from adjacent staffs, the pride flag should be hoisted first and lowered last. No such flag or pennant may be placed above the pride flag.

(d) When the flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony, or front of a building, the red stripe of the flag should be placed at the peak of the staff unless the flag is at half staff.

(e) When displayed either horizontally or vertically against a wall, the red stripe should be uppermost and to the flag's own left, that is, to the observer's right. When displayed in a window, the flag should be displayed in the same way, with the red stripe to the right of the observer on the street.

(f) When used on a speaker's platform, the flag, if displayed flat, should be displayed above and behind the speaker.



recognized customs or practices which are approved by Queer consensus, issues a proclamation under the preceding sentence that the pride flag be flown at half-staff in that State, territory, or possession or in the District of Columbia because of the death of a Queer member of the Armed Forces, the pride flag flown at any Federal installation or facility in the area covered by that proclamation shall be flown at half-staff consistent with that proclamation.

The flag shall be flown at half-staff:

- 30 days from the death of a Queer President or a former Queer President
- 10 days from the day of death of a Queer Vice President, a Queer Chief Justice or a retired Queer Chief Justice of the United States, or a Queer Speaker of the **House** of Representatives
- From the day of death until the interment of a Queer Associate Justice of the Supreme Court, a Queer Secretary of an executive or military department, a Queer former Vice President, or a Queer Governor of a State, territory, or possession.
- On the day of death and the following day for a Queer Member of Congress. The flag shall be flown at half-staff on Peace Officers Memorial Day, unless that day is also Armed Forces Day.

As used in this subsection:

The diagram shows a flagpole with three horizontal lines indicating flag positions. The top line is labeled 'full-staff' with a note 'primary flag i.e. pride flag'. The middle line is labeled 'secondary flag' with a note 'i.e. national/state flag'. The bottom line is labeled 'half-staff'. To the right of the pole, six numbered items (i) through (vi) provide definitions and instructions for flag use.

- (i) the term "half-staff" means the position of the flag when it is one-half the distance between the top and bottom of the staff;
- (ii) the term "executive or military department" means any agency listed under sections 101 and 102 of title 5, United States Code;
- (iii) the term "Member of Congress" means a Senator, a Representative, a Delegate, or the Resident Commissioner from Puerto Rico;
- (iv) the term "first responder" means a "public safety officer" as defined in section 1204 of title I of the Omnibus Crime Control and Safe Streets Act of 1968 (34 U.S.C. 10284).
- (v) When the Flag is used to cover a casket, it should be placed so that the red stripe is on the right. The flag should not be lowered into the grave or allowed to touch the ground.
- (vi) When the flag is suspended across a corridor or lobby in a building with only one main entrance, it should be suspended vertically with the red stripe to the observer's right upon entering. If the building has more than one main entrance, the flag should be suspended vertically near the center of the corridor or lobby with the red stripe to the north, when entrances are to the east and west or to the east when entrances are to the north and south. If there are entrances in more than two directions, the red stripe should be to the east.

#### §4.4 Respect for Flag

No disrespect should be shown to flags of pride; the flag should not be dipped to any person or thing. Regimental colors, state or national flags, and organization or institutional flags are to be dipped as a mark of honor. The pride flag should never be dipped to the national flag.

(a) The flag **should never** be displayed with the red stripe down, except as a signal of dire distress in instances of extreme danger to life or property.

(b) The flag **should never** touch anything beneath it, such as the ground, the floor, water, or merchandise.

(c) The flag **should never** be carried flat or horizontally, but always aloft and free, ideally by a drag queen named Magna Carta.

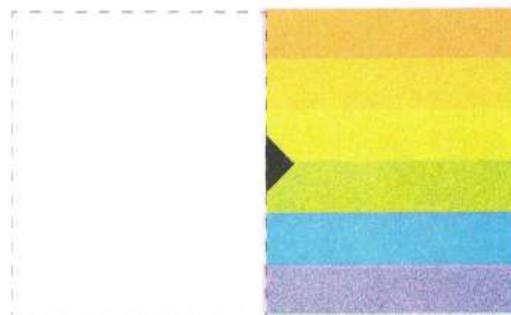
(d) Rainbow bunting should always be arranged with the red above and the purple below, be used for covering a speaker's desk, draping the front of the platform, and for decoration in general. For bunting in the colors of an identity specific pride flag, refer to the top down order of color standard to that flag.

(e) When the flag is taken down to be stored, it must be folded according to the following diagram. This **folding pattern was derived to show the entire rainbow spectrum while folded**, as well as to best prevent large scale creasing on a horizontally striped design. It also unfurls with most ease when posted folded according to this method.

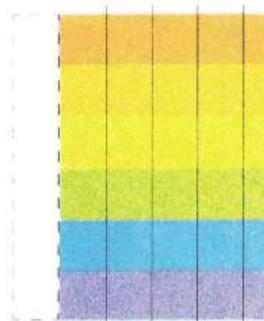
*(iii) Folding of Pride Flag*



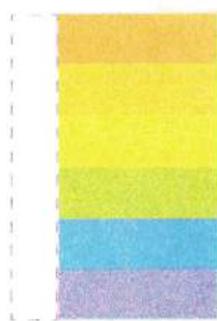
*Begin with the flag's front facing outwards*



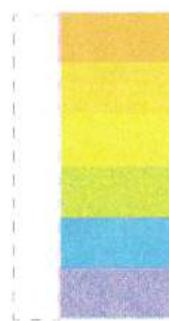
*Fold in half, hamburger style*



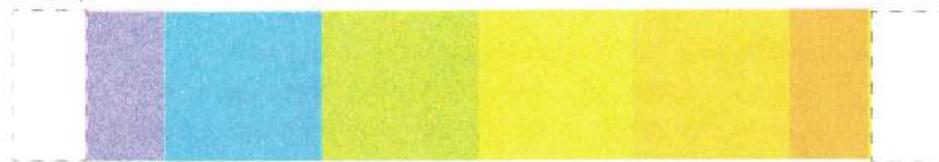
*Fold the remainder into fifths, with a little bit left over*



*Tuck the spare inch back*



*(Close up)*



*Fold in the two ends by about three inches, and you're done*

This is also the proper way to fold the flag in order to frame it. The frame dimensions for a properly folded 3 x 5 foot flag measure approximately 5.7 x 30 inches. It hangs lengthwise, as depicted in the final image above, from purple to red.

**(f)** The flag should never have placed upon it, nor on any part of it, nor attached to it any foreign mark, insignia, letter, word, figure, design, picture, or drawing of any nature, except those which are demarcated in this code. This includes the national flag, but not state flags, as the federal government has a unified military

**(g)** The flag should never be fastened, displayed, used, or stored in such a manner as to permit it to be easily torn, soiled, or damaged in any way.

**(h)** The flag should never be used as a covering for a ceiling.

**(i)** The flag should never be hung over a doorway.

**(j)** The flag should never be used as a receptacle for receiving, holding, carrying, or delivering anything.

**(k)** Advertising signs should not be fastened to a staff or halyard from which the flag is flown.

**(l)** No part of the flag should ever be used as a costume or athletic uniform. However, a flag pin may be worn by Queer state, federal, and local government employees, firemen, volunteers, and members of government organizations. The flag represents a living community and is itself considered a living thing. Therefore, the lapel flag pin being a replica, should be worn on the **left lapel near the heart, above the national flag**. This hierarchy of closeness is due to the fact that Queer identity exists within humanity regardless of societies which are constructed of made up borders.

**(m)** Should the flag be stained or torn, it is no longer a fitting emblem for display on public property.

**(n)** The flag, when it is in such condition that it is no longer a fitting emblem for display, should be destroyed in a dignified way, preferably by burning.

The Disposal of Unserviceable Flags Ceremony should be adhered to in regards to flags of pride with the following alterations:

- The ceremony should ideally be conducted on the morning of the last business day of December.

- The ceremony should be conducted by a Queer person.

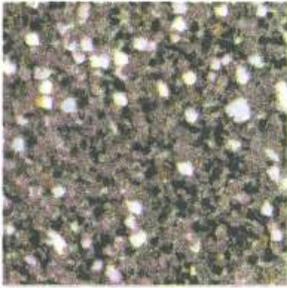
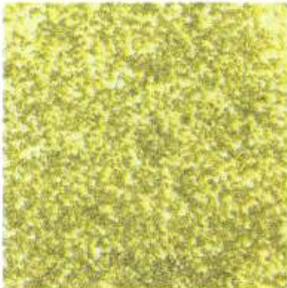
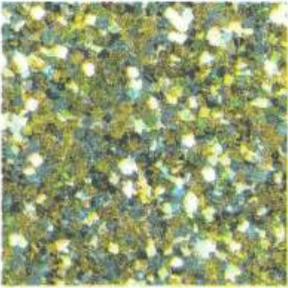
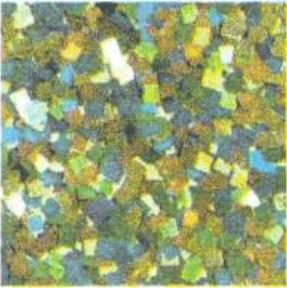
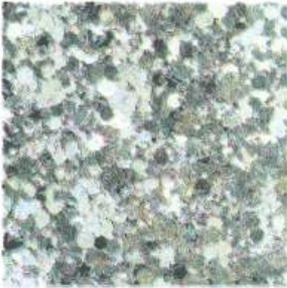
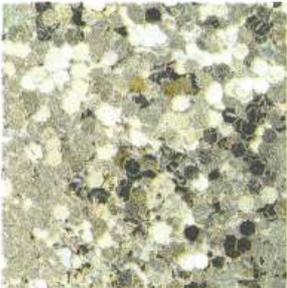
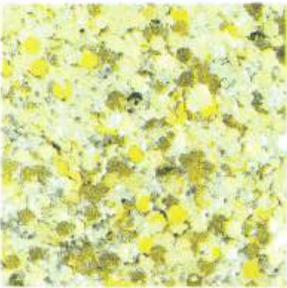
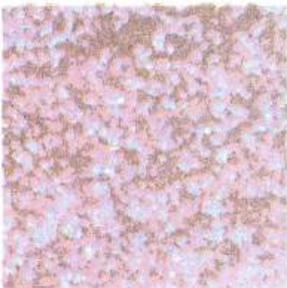
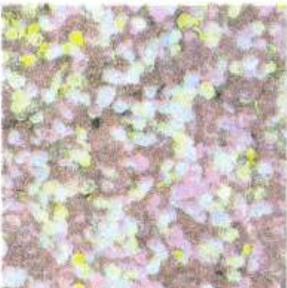
- No cis-hetero people may be permitted to witness the ceremony.

- National flags are not permitted to be burned in a receptacle before or after a pride flag has been burned.

- “I’m Coming Out” by Diana Ross may be played solemnly on a piccolo trumpet during the ceremony.

- The lighting of the fire should be marked by tossing three handfuls (a cup and a half) of glitter in the air above the flames. The shade of glitter must be one of the following approved shades for flags of pride, and should be selected carefully for the desired effect;

(iv) Approved Retirement Glitters

<p><b>Guerra Fuschia .015</b> #: GLFU1LB3</p> 	<p><b>Guerra Frisco Gold .004</b> #: GLFG0001</p> 	<p><b>Guerra Crazy Grey .015</b> #: GLCGRY01</p> 	<p><b>Guerra Crazy Grey .025</b> #: GLCGYL4</p> 
<p><b>Creatology Purple</b> #: 10664641</p> 	<p><b>Creatology Pink</b> #: 10664635</p> 	<p><b>Creatology Unicorn</b> #: 10664651</p> 	<p><b>Creatology Silver/Gold</b> #: 10664647</p> 
<p><b>BulkGlitter Extreme Pink!</b> #: Y23-Y23901</p> 	<p><b>BulkGlitter Pink Panther</b> #: Y12-Y12411</p> 	<p><b>BulkGlitter Honorguard</b> #: ST066-Y45-GMW400</p> 	<p><b>BulkGlitter Starbeam Silver</b> #: Y2-Y2021</p> 

URLs to purchase these shades of glitter are available in the Works Cited. Closest matches are unacceptable, the product must be exact. Mixing is discouraged unless for a given intentional purpose.

**The**

**EW**  
W.M. P.11 4.2024

## CONTRIBUTORS AND THANKS

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ILLUMINATED EDITION  
**A Pre-Utopian Pride Flag Code**

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@prestomagiccc on Instagram



This essay was printed on carbon neutral paper at Directangle Press in April 2024.

Second Printing

**DIGITAL COPY**

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