
3 Best Practices for a Winning Campaign Logo

SPEAKEASY POLITICAL

Overview

A strong logo and campaign brand is a powerful tool for any political campaign. It can improve a candidate's name recognition and increase name recall, helping a candidate be more memorable both at the ballot-box and throughout the course of a career. When designed and used wisely, logos reinforce your campaign's identity and allow you to stand out from your opponents. To help candidates master the art of branding, we've put together a list of best practices for creating a strategic and effective campaign logo and a visual brand identity.

1. Keep It Simple

Take a moment and think about some of the most successful and recognizable corporate logos. From golden arches to the silhouette of an apple to that satisfying swoosh, many of the most memorable brand identities are actually quite simple. This concept also applies to political campaigns. The best campaign logos don't include an excessive amount of text or colors. Simplicity can do a couple of things: provide a specific visual effect or feeling to the voter – and more practically speaking – improve visual consistency across your campaign.

Ultimately, a campaign wants to show voters who the candidate is and convince the voter to support both the campaign and what the candidate stands for. A logo can be a significant part of this process by conveying the energy or personality of your campaign. Is the logo classic or modern? Does it convey experience, strength, youth, or versatility? Too much text or color will be visually chaotic and challenging for voters to discern. A good candidate will send a clear message and remove anything potentially confusing or distracting.

In addition to setting the tone for your campaign, this logo will be used everywhere – your website, mailers, door hangers, pamphlets, digital ads, social media accounts, TV spots, etc. That's a lot of eyeballs on your name! A heavily-detailed logo might look great on a mailer, but will be harder to read on a TV spot or on a smaller digital ad. When creating your logo, keep in mind that the simpler your logo is, the more versatile – and recognizable – it will be!

2. Choose Colors and Fonts Wisely

Beyond look and feel, it's important to ensure that the colors and fonts in your logo represent who you are and your values. Colors and fonts can carry powerful symbolism and convey emotion. For example, blue often conveys trust, dependability and authority, while green evokes feelings of security and growth. Serif fonts are typically traditional, trustworthy and sophisticated, and script fonts evoke a more casual, relaxed, or modern tone.¹

Several candidates have been unafraid to get bold with their colors. During her run for President, now Vice President Kamala Harris used her logo to pay homage to Shirley Chisholm's 1972 presidential campaign. Chisholm was both the first Black woman to run for president and the first to be elected to the U.S. Congress, Harris used a bold red and yellow color scheme and a dynamic font design that was reminiscent of Chisholm's logo. Beyond a color palette, the spirit of Harris' hat tip to the late Shirley Chisholm is a reminder to all women of color that their political dreams are anything but far-fetched.²

Former President Obama also used a bold design strategy during his run for President in 2008. He opted for a bright, medium blue as opposed to a more traditional navy in his iconic campaign logo.³ This lighter blue set him apart from the pack and allowed his message of "change" to register with voters.



VOTE CHISHOLM 1972
UNBOUGHT AND UNBOSSSED



**KAMALA
HARRIS FOR
THE PEOPLE**

3. Represent Yourself and Your Community

In addition to the issues your campaign is passionate about, voters care about who you are as a candidate – where you came from and what makes you stand out from the crowd. Bringing your background and community into your campaign logo can be a meaningful way to connect with voters and share more about who you are.

There are several modern candidates who have successfully shared their backgrounds with voters through their logos. First, former Secretary of Housing and Urban Development Julian Castro, a Texas native of Mexican descent, made the unique stylistic choice to include the accent in his name as the focal point for his presidential campaign logo.⁴ This choice was a strong nod to his Latino heritage and roots. Because he is from a state with a large Latino population, this logo was a way to share his heritage with voters and connect to them on a personal level.

While running for Congress, Secretary of the Interior Deb Haaland's campaign logo was centered around her New Mexican roots.⁵ The Zia sun behind her name is also found on New Mexico's flag, paying homage to the state she is from and in which she was running.⁶



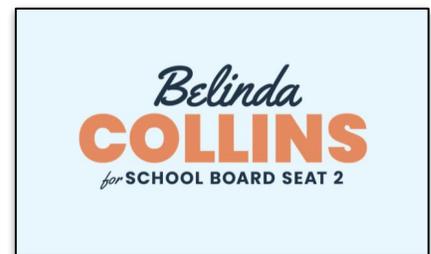
JULIÁN
CASTRO

Ready to Create Your Campaign Logo?

Designing a logo for a campaign is no small feat. The colors, fonts, symbols, designs, focal points and more tell the story of you (or your candidate or cause) and the campaign, and may be maintained over several years and campaign cycles. The logo will be seen everywhere and serves as a connecting thread between the campaign and its supporters.

The necessity for campaigns to build strong campaign logos and brand identities is what led SpeakEasy to develop The Brand Studio – an easy-to-use tool that allows campaigns to select from a variety of professionally designed logos. Each logo comes with a complete campaign brand kit, including a color palette and fonts. We have looks that are bold, calm, energetic, patriotic, strong, collaborative, modern, and everything in between. Once your logo is finalized, you are free to display or print it anywhere you'd like! Our goal with The Brand Studio is to arm campaigns with an aesthetic that communicates their worldview and speaks to their specific voters, and we want your campaign to be next.

Interested? [Click here](#) to get started or reach out to our team at hello@speakeasypolitical.com



about SpeakEasy

We support Democratic campaigns, causes and consultants with leading data, strategic targeting, and comprehensive ad tech to launch digital media and direct mail strategies. Please visit us at speakeasystudios.com to learn more.

1. Michelle Grano, Sprout Social, 2021
2. Caitlin O'Kane, CBS News, 2019
3. Matt S. Smith, Smth House, 2016
4. Martin Schwarz, CNN, 2019
5. Martin Diego Garcia, The Campaign Workshop, 2020
6. Martin Diego Garcia, The Campaign Workshop, 2020