

# **Branding Bread and Roses**

A Proposal

# 1. Context

## Other Caucuses



Socialist Majority and Collective Power Network clearly have the best and most consistent style. Build has an aesthetic of its own, but it is inconsistently and amateurishly executed. Most of the other DSA tendencies seem to give little thought to their visual style at all. There is a lot of space here for us to stand out with a confident and consistent design.



## 2. Influences

### 2.1 A Note on Jacobin



Jacobin's exceptional style is clearly the high watermark of modern socialist design and its influence will be evident in much of what follows, especially in terms of its use of color. However, we will need to consciously develop an aesthetic that differentiates itself from Jacobin: firstly, because many in DSA think of us as the "Jacobin caucus" already, and secondly because the "high design" and geometric, monoweight illustration style can give a somewhat austere impression that we should try to mitigate.

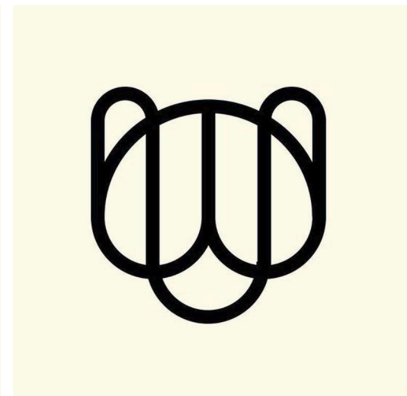
## 2.2 Color



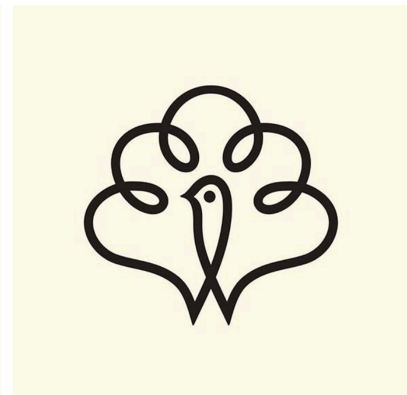
With the word “Roses” in our name, I don’t think it will be possible to avoid using the color red. However, there remains a vast palette at our disposal which, as we have seen above, competing tendencies seem to be uninterested in using. A bright and broad color palette will not only stand out, but will help to counteract our image as over-serious academic theorists.



## 2.3 Iconic Shapes



A logo for our caucus should be a bold and simple form that's easy to recognize, remember, and draw.



## 2.4 Loose Lines and Lettering



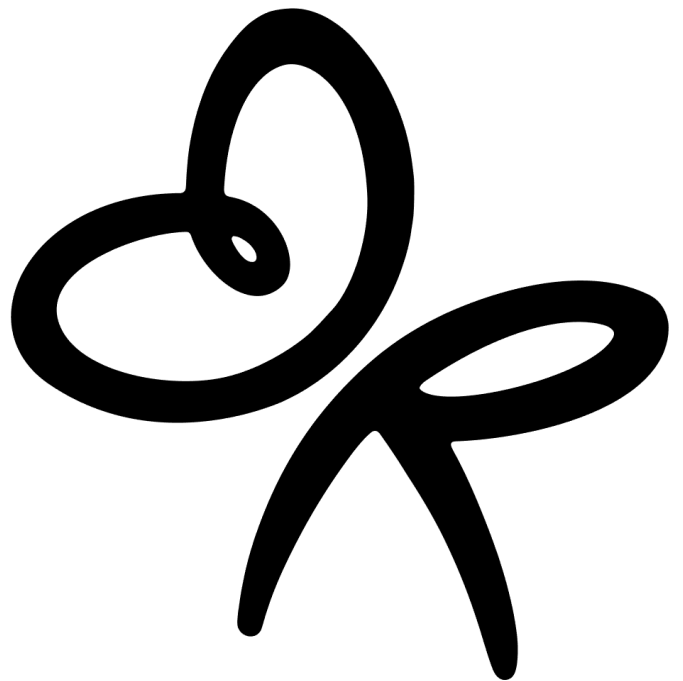
The use of hand-drawn elements and recognizable traditional media are a great way to add humanity and energy to a design.

PSOL's logo is an especially instructive example for us. The execution of the logo is clearly very amateurish in a number of ways. But on the other hand, it has a genuine and surprising appeal that is very much out of character with the image of a serious theory-heavy political group. The smiling sun, the loose doodle-like lines and the hand lettering radiate positivity, dynamism and popular activism.

## 3. The Proposal

### 3.1 The B&R Rose

The rose design incorporates the “BR” letterforms as well as the subtle suggestion of a heart. At once iconic and disarmingly friendly, it’s simple enough to be drawn by hand, while its thick, slightly varying lines skirt the line between classic monoweight logos and a looser, more modern execution.



### 3.2 Wordmark



**Bread  
& Roses**

**Class So**

**THE CALL**

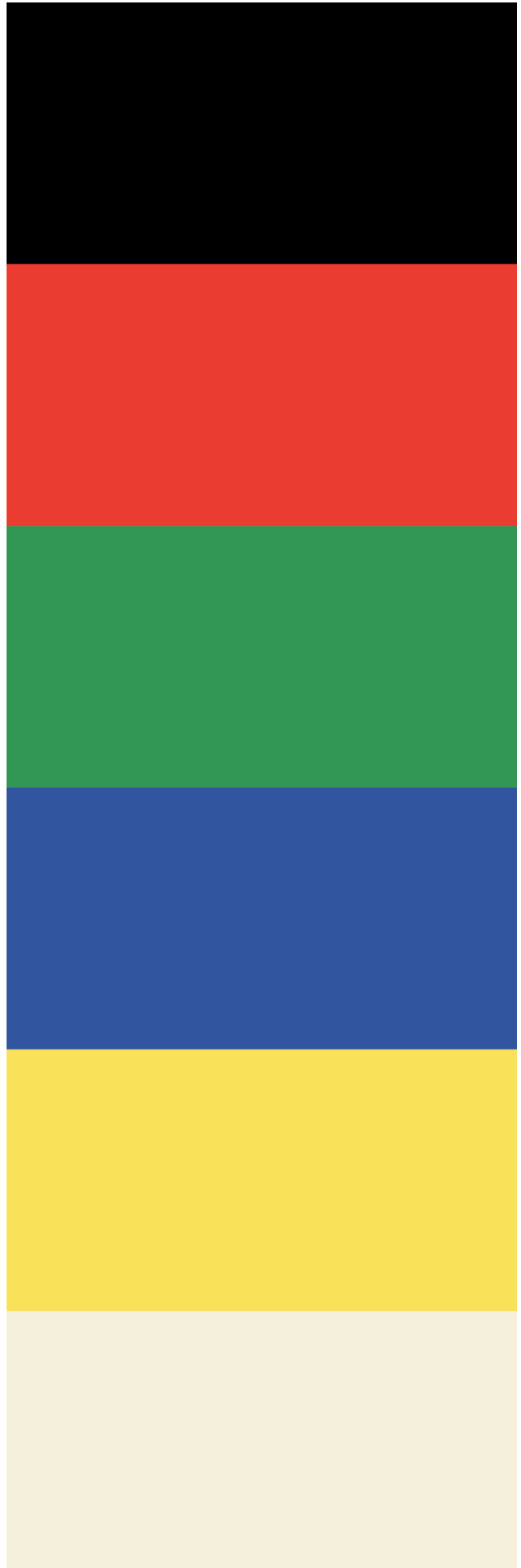
In choosing a typeface to propose that we use for our caucus' wordmark, I have worked on the assumption that we will want to use the same font family for the caucus wordmark, *The Call's* wordmark, for display purposes, and for *The Call's* headlines. With that in mind, I suggest Kelpt AI Bold. It's a classic sans headline font, but with just enough character to be distinctive without looking like a novelty font. The slight roundness to the corners gives it a friendly quality to match the logo, while also calling to mind classic printing on paper.

With a family of 54 variations, we'll have leeway to choose similar but not identical typefaces for other purposes to create consistent graphics that don't dilute the memorability of the wordmark.

<https://www.myfonts.com/fonts/typesketchbook/kelpt>

### 3.3 Color

A combination of black and white with a set of muted primary colors will provide a rich palette for various print and web applications while maintaining a suitable balance of vibrancy and seriousness.





### 3.4 Applications

