STYLE

Democratic Socialists of America | Style Guide

VERSION 2

GETTING STARTED

Thank you for your interest in being a media designer for the Democratic Socialists of America. Please use these guidelines and <u>links</u> to aid in your creation of DSA related visual materials. The DSA National Design Committee developed this guide to help make designing high quality visual materials easier for DSA members and volunteers at any skill level. The guide makes basic elements like logos, colors, and fonts, freely available and offers easy to follow instructions on how be use them to achieve professional results. Please take full advantage of all the style guide's resourses and support and good luck with building your local DSA chapter!
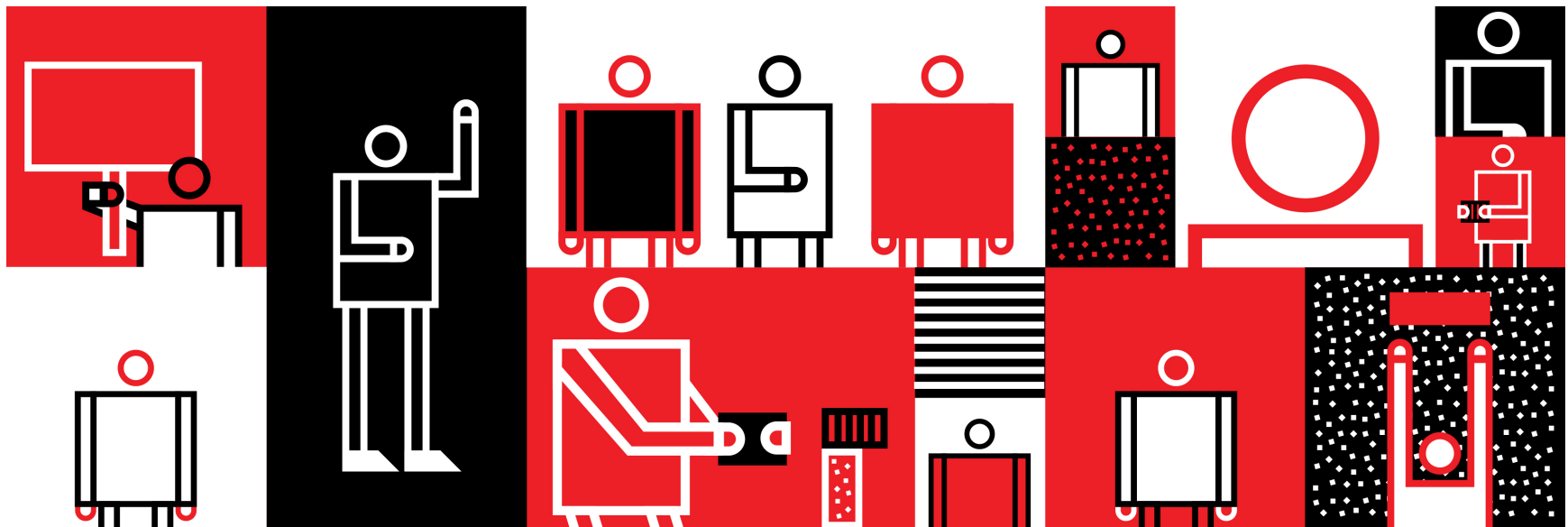

All design elements, as well as <u>inspiration</u>, can be downloaded from the <u>DSA Media</u> folder.

TONE AND MESSAGING

We are trying to attract as many people from all walks of life as we can to the positive possibilities of Democratic Socialism and the DSA.

We want to create an anti-capitalist message that is as inclusive as possible and stands against racism, sexism, xenophobia and all forms of discrimination.

Our message as Democratic Socialists is we believe that both the economy and society should be run democratically to meet human needs, not to make profits for a few.
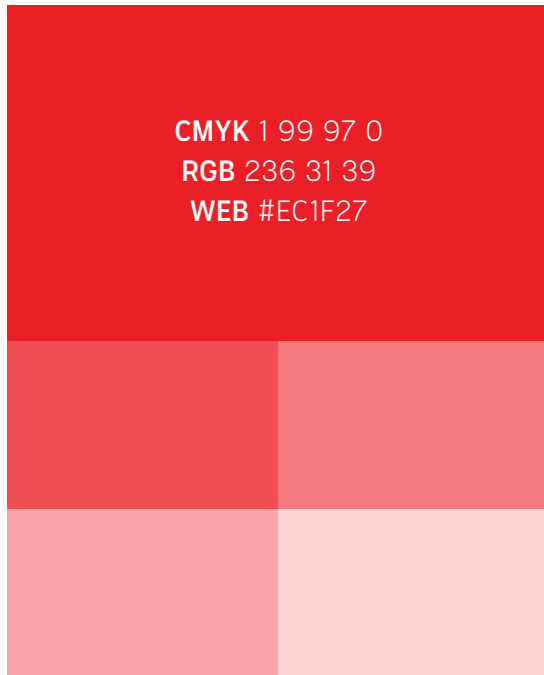

To learn more about DSA, who we are and what we stand for, please visit dsausa.org.
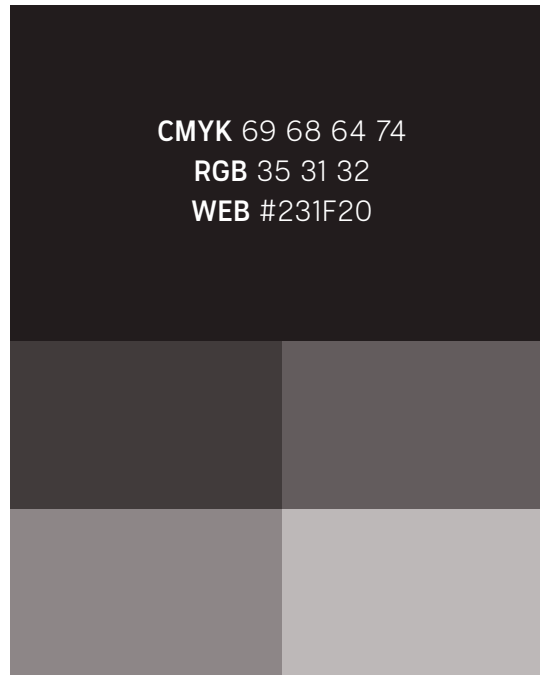
COLOR PALETTE

Our primary color palette is clean and straightforward. These three colors, along with their tints, work consistently well on paper and on screen.
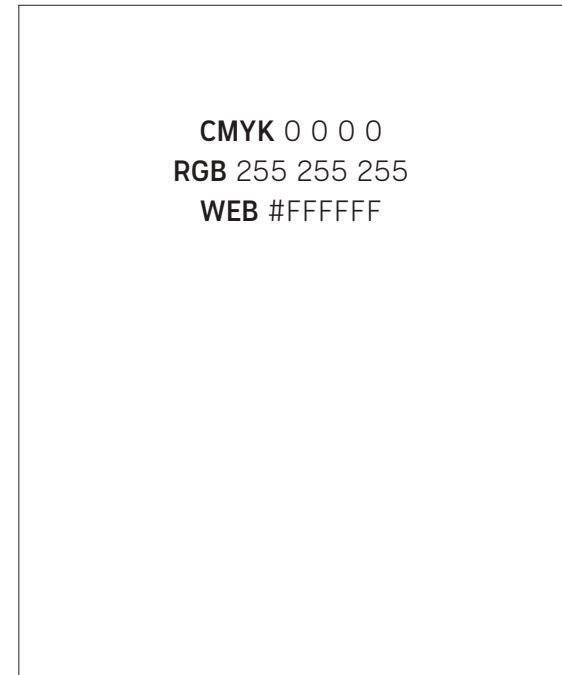
RED

CMYK 1 99 97 0
RGB 236 31 39
WEB #EC1F27

BLACK

CMYK 69 68 64 74
RGB 35 31 32
WEB #231F20

WHITE

CMYK 0 0 0 0
RGB 255 255 255
WEB #FFFFFF

TYPOGRAPHY

Manifold DSA is a custom font designed expressly for use by DSA. It should be used as the main font for all text with the exception of the DSA logo. For the logo text please use the logo lockup if possible (next page). Manifold DSA can be downloaded from the Design Elements folder.

TRACKING

In typography tracking is the amount of space between the letters. The default tracking built into Manifold DSA is designed for legibility at middle or smaller sizes. At large sizes you may want to tighten the tracking a bit (around -20), and at very small sizes, you may want to increase tracking (around 130).

TRACKING

-20

0

130

Headline

Tracking may seem excessively technical. But if used properly it can be a very simple yet powerful tool for creating text and documents that have a sharp, professional appearance. Follow these guidlines with Manifold DSA in your press releases, announcements and handouts.

—MANIFOLD DSA

ALTERNATIVE FONTS

When Manifold DSA cannot be used, Klima is an acceptable alternative, and can be found in the DSA Design Elements folder. Roboto Slab may also be used alone or paired with Helvetica. Generally, please use a modern, sans serif font in keeping with the design examples.

NOTE: PLEASE DO NOT DISTRIBUTE OR USE MANIFOLD DSA ON OUTSIDE PROJECTS.

All fonts can be downloaded from the DSA Design Elements folder.

LOGO

To ensure DSA a consistent visual identity across all platforms please include our logo whenever possible in all the graphics and document you create. Please don't warp, stretch or change the color of the logo.

PRIMARY LOGO

This is our primary logo and should be used first in all of your designs.

LOGO LOCKUP

There are several variations of the logo lockup available in the DSA Design Elements folder. Please use these logo lockup files in your designs whenever possible.

All logos can be downloaded from the logos folder in the DSA Design Elements folder.

SOCIAL MEDIA

Many designs will be shared on social media, specifically via our official Facebook and Twitter accounts.

Please include links to DSA Sites in your work if possible:

WEBSITE
dsausa.org

FACEBOOK
facebook.com/demsocialists

JOIN DSA
dsausa.org/join

TWITTER
twitter.com/DemSocialists

Each platform has it's own specific sizes that can change without warning. Please look here to find the most up-to-date sizes for social media image spaces throughout the web.

SUBMITTING A FILE

Please submit your design to the National Design Committee (NDC) if you require assistance with your design or you would like to submit it for possible national use by DSA. Use the following naming convention to name your file: YourLastname_MediaType_OneorTwoWordDescription

Then save in one of the following formats:

GIF	PNG	AI	TIF	MP4
GIFS	**GRAPHIC**	**ILLUSTRATION**	**PHOTOGRAPHY**	**VIDEO**
	*INCLUDE SPECIFIC MEDIA IN THE DESCRIPTION: SIGNS, WEB MEMES, FB/TW FOR FACEBOOK OR TWITTER			

FILE NAMING EXAMPLES
Doe_Animation_WhySocialismRules.gif
Doe_Video_TrumpStinksTheMovie.mov
Doe_Graphic_StopHate_meme_FB.jpg

FILE SIZE
For first round work, please do not submit any excessively large files (over 500mb). NDC will contact you to request the final file.
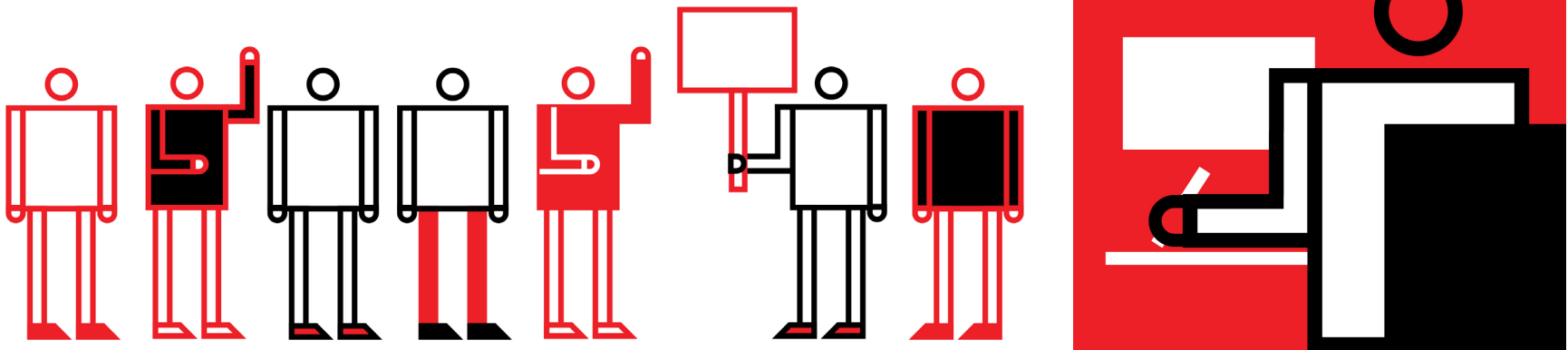
Finally, simply drop your file into the **WORK** folder for NDC review and send us an email with all the details. The committee will contact you about your project asap!

All work can be uploaded to the WORK folder in DSA Media.

SUPPORT

Have questions about something in the Style Guide? Need help with your DSA visual design project or documents? If you are a DSA member and you or your chapter needs visual design support please do not hesitate to contact us. Our team of graphic designers, illustrators, video/filmmakers, animators and photographers can offer support and guidance with most any graphic design or media project.

Contact: dsa.design.committee@gmail.com

Thank you for joining the Democratic Socialists of America!