

# Recent Work

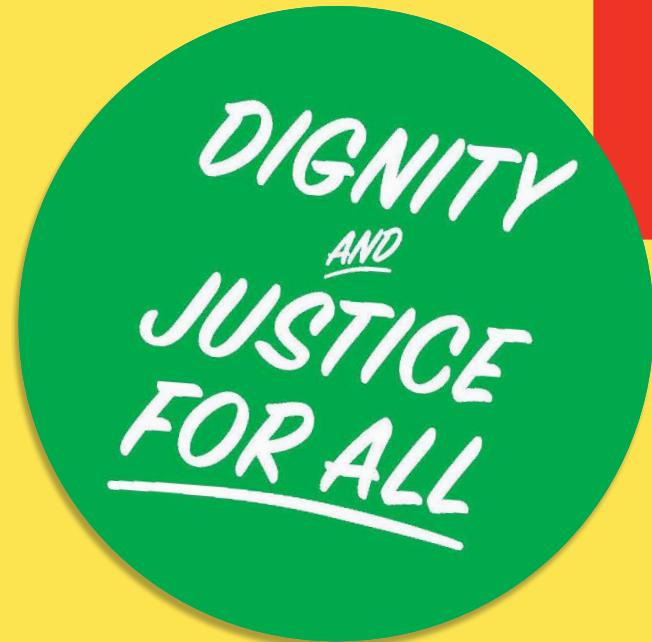
## Jacqueline Johnsson

# Angela Fernández

## Brand Identity

Campaign visual identity for Angela Fernández  
for NY-10 City Council, as Tandem NYC.

# FERNÁNDEZ



# Angela FERNÁNDEZ







# Maya Wiley

## Campaign Refresh

Campaign visual identity refresh for Maya Wiley  
for NYC Mayor, as Tandem.



# THE COURAGE TO BUILD A BETTER NYC

**MAYA**

FOR  
NYC **MAYOR**

THE COURAGE TO BUILD A BETTER NYC

EARLY VOTING: JUNE 12-20 ELECTION DAY: JUNE 22

Paid for by Maya for Mayor, Inc.

[MayaWileyForMayor.com](http://MayaWileyForMayor.com)

FIND US ON:

Jacqueline Johnsson

**POR  
NYC ALCALDES**

ELECTION PROTECTION HOTLINE  
866-OUR-VOTE

Find your early vote or poll site:

**RANK MAYA #1**

You can vote for up to five candidates

Featured Endorsers:

Elizabeth Warren U.S. Senator MA	Alexandria Ocasio-Cortez Congresswoman NY-14	Nydia Velazquez Congresswoman NY-07	Hakeem Jeffries Congressman NY-08	Jumaane Williams Public Advocate

Mark Green Former Public Advocate	Deborah J. Glick Assemblymember District 66	Helen Rosenthal Councilmember District 6	Ranked by Adriano Espaillat Congressman NY-13	Gloria Steinem	Cecile Richards

**1199SEIU**  
United Healthcare Workers East

**WORKING FAMILIES PARTY**

**NURSES ASSOCIATION**

**Maya D. Wiley**

Candidate F

Candidate G

Candidate H

Candidate I

Candidate J

504 Democratic Club

COMMUNITY VOICES HEARD POWER!

EMILY'S LIST

RELIGIANS UNION

HIGHER HEIGHTS FOR AMERICA PAC

MAKE THE ROAD ACTION

NIRH Native & Rural for Reproductive Health

NWSA NEW YORK VIOLENCE AGAINST WOMEN ALLIANCE

NYC PROGRESSIVE ACTION NETWORK

NYC KIDS PAC

REVOLUTION

RESILIENCE

THE JEWISH VOTE

TENANTS PAC

UNION OF JEWISH WOMEN

CODA GOALS FOR INDIVISIBLE

INDIVISIBLE HARLEM

MOVE ON INDIVISIBLE UPPER WEST SIDE

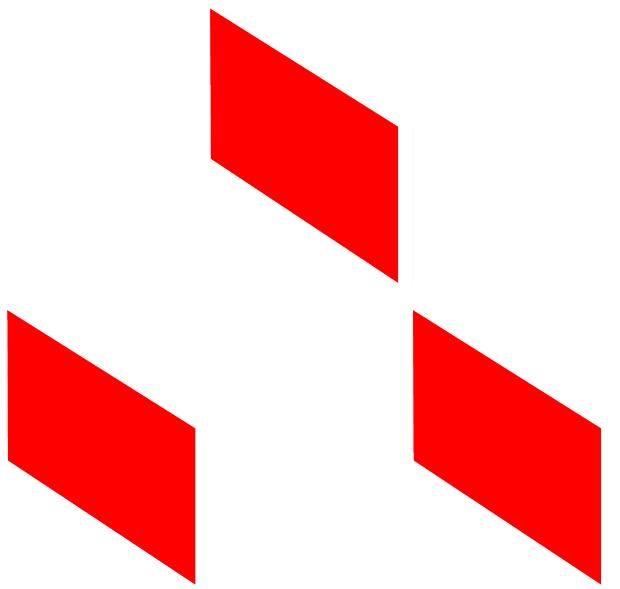
Jamaal Bowman, Congressman NY-16; Yvette Clarke, Congresswoman NY-09; Rev. Dr. Eboni Marshall Turman; Rev. Dr. LaKeesha Walron;

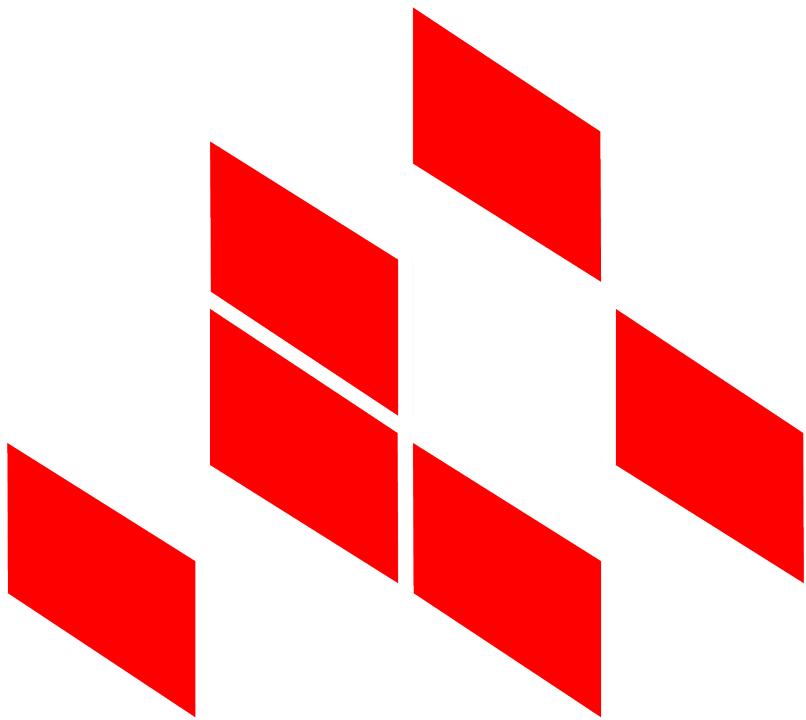


# Assemble

## Brand Identity

Brand identity and communication strategy  
for Assemble, a new software for leftist political  
organizing, as Tandem.









# Assemble



# Assemble

# Organizing Software for the Left.

## Changing the Organizing Tech Landscape

Assemble is a new tool that has the potential to fundamentally change the landscape of organizing technology, laying the foundation for the Left to have its own powerful and independent digital infrastructure. Assemble is a collaborative database that uses spreadsheets and other easy-to-use views to manage projects and organize workflows. Combining the power of a modern database with the simplicity of online collaborative spreadsheets means that Assemble can be used for just about any organizing project. It doesn't matter if you're organizing voters, volunteers, workers, or tenants – the flexible design of the platform will enable you to organize your contacts in a way that works best for you and your team.

[LEARN MORE ABOUT ASSEMBLE FEATURES ↗](#)

HEADING  
SF MONO BOLD  
KARLA EXTRA BOLD

BODY TITLE  
KARLA EXTRA BOLD

BODY  
KARLA BOLD

CAPTIONS/LINKS  
SF MONO BOLD, ALL CAPS  
UNDERLINE WHEN HOVER



The screenshot shows a web browser window with the title bar "Assemble" and the URL "assemble.com". The page has a red header bar with the text "ASSEMBLE IS MADE BY LEFTIST ORGANIZERS, FOR LEFTIST ORGANIZING. [GET ENDORSED BY THE LEFT TO MAKE YOUR MOVEMENT WITH ASSEMBLE.](#)". Below the header is a navigation bar with links for "Product", "Extensions", "Endorsements", "About", "Support", and "Sign In". The main visual is a large blue photograph of a woman speaking into a microphone, pointing her right index finger upwards. To the right of the blue section is a smaller image of a red flag with a white rose emblem. A white callout box in the bottom right corner contains the text "Ready to get started? We're ready when you are." and the Assemble logo icon.

Organizing tech  
for your campaign

Ready to get started?  
We're ready when you are.

The screenshot shows a web browser window for the Assemble website at assemble.com. The header includes the Assemble logo, a navigation bar with links for Product, Extensions, Endorsements, About, Support, and Sign In, and a red banner with the text "ASSEMBLE IS MADE BY LEFTIST ORGANIZERS, FOR LEFTIST ORGANIZING. GET ENDORSED BY THE LEFT TO MAKE YOUR MOVEMENT WITH ASSEMBLE.". The main content features a large image of a protest. On the left, a Black Lives Matter protester speaks into a microphone. In the center, a large statue of Martin Luther King Jr. is visible. To the right, a man in a suit and mask holds a sign that reads "STOP LYING", "Fire BAD Policemen", "Jonathan's Life Matters", and "11-2-17". The background shows a modern building and other protesters. A blue sidebar on the right contains a profile picture and the text "Ready to get started? We're ready when you are." with the Assemble logo.

# Progressive Turnout Project

## Brand Identity

Brand identity and communications strategy for Progressive Turnout Project, a PAC funding field programs to rally democrats to vote, as Tandem.





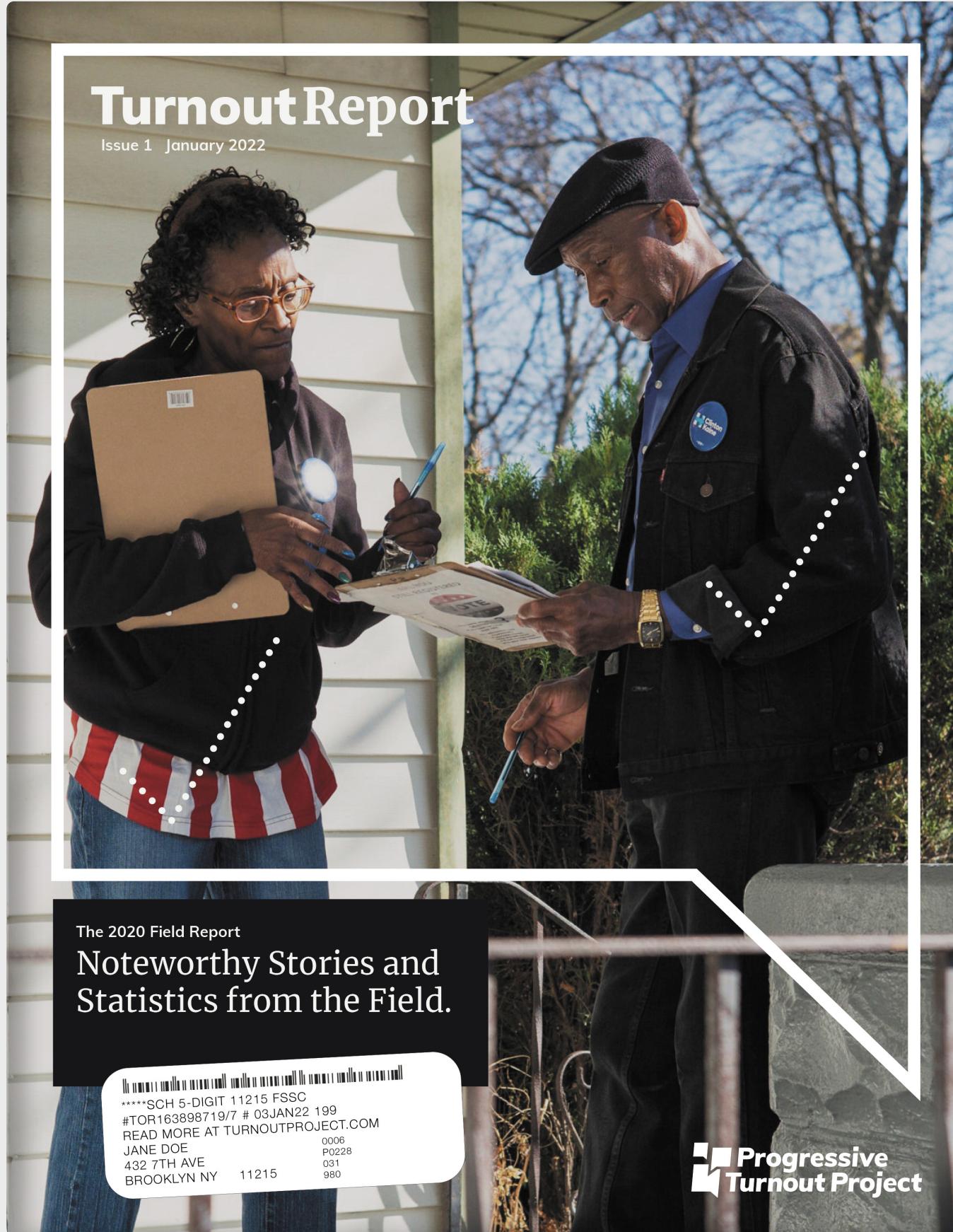
**Progressive Turnout Field  
Progressive Turnout Labs  
Progressive Turnout Action**

# TurnoutTV TurnoutTalk



**PTP Team  
PTP Base  
PTP Community  
PTP Candidates**





# Turnout Report

Issue 1 January 2022



**Turnout Field Program Highlights**

## Field for the 2020 Win

- Our Turnout Base staff helped flip five states for Joe Biden.
- 46.5 Million Voter-Contact Attempts, 4.3 Billion Digital Ad Impressions, and 16.5M Handwritten Postcards

**Turnout Base in Arizona, Georgia, and Michigan**

Arizona was on our watchlist for two big reasons: a vulnerable incumbent Republican, Martha McSally, and a growing Democratic electorate thanks for years of work by local groups. Our Phoenix and Tuscon teams (plus volunteers) made more than 4.2 million voter-contact attempts to flip Arizona for Mark Kelly and Joe Biden.

In Georgia, more than 4 million voter-contact attempts helped turnout the voters Democrats needed to win not only these 16 electoral votes, but also to send Rev. Raphael Warnock and Jon Ossoff to the Senate runoff elections.

Michigan was Hillary Clinton's narrowst loss in 2016: just 10,704 votes. We vowed that Democrats would win big here in 2020, and — thanks in part to our team' and volunteers' 5.5 million voter-contact attempts and 30,000 commitments to vote — we delivered.

**The 2020 Field Report**  
Noteworthy Stories and Statistics from the Field.

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READ MORE AT TURNOUTPROJECT.COM  
JANE DOE 00106  
432 7TH AVE 00228  
BROOKLYN NY 11215 031  
980

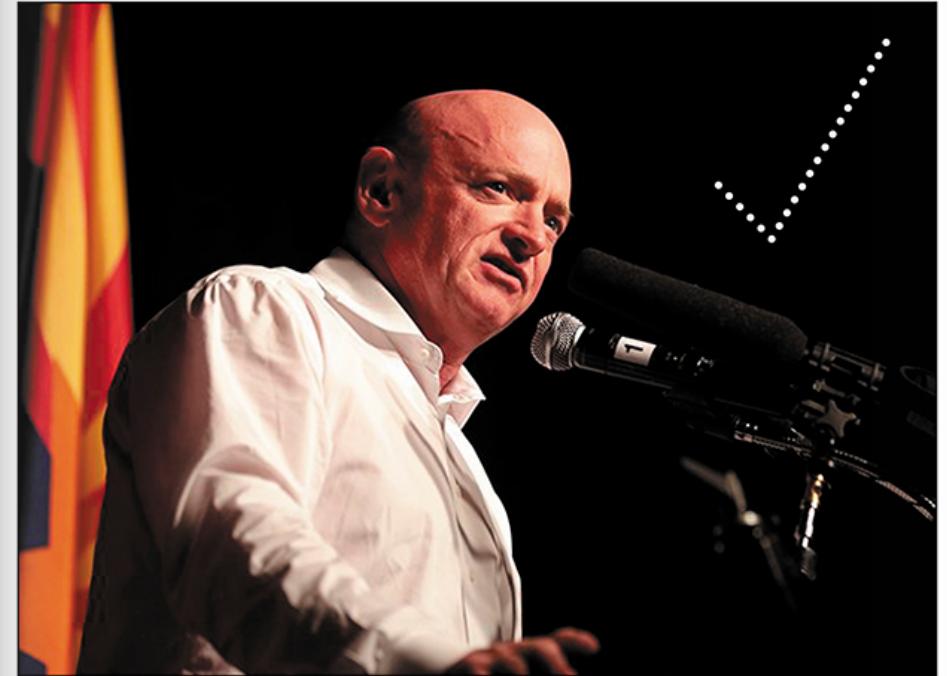
<b>89</b>	Turnout Base Staff deployed in Arizona
<b>132</b>	Turnout Base Staff deployed in Georgia
<b>157</b>	Turnout Base Staff deployed in Michigan

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Progressive Turnout Project

## Turnout Field Program Plans

## Our Plans for 2022



**\$4,500,000**  
On Average Invested into each Field Program

**\$52,500,000**  
Total Invested into all Field Programs

**2,100,000**  
Contributors of the Turnout Community

**10.4%**  
Increase in voter turnout by our Field Programs

**Funding Across the Nation**  
Grassroots donors who responded to the states of this election — and recognized the importance of one-on-one voter contact — with a historic number of small dollars donations.

We're supported by 2.1 million small-dollar donors and we're not dependent on large donations. These investments allow us to hire field staff early. That early start allows for multiple conversations with voters, and it's key to our field programs' effectiveness. We know from our own testing that our program can increase turnout by 10.4%.

Written by Alex Morgan and Anastasia Scourtes

**Midterm Elections**  
Midterms are historically difficult for the incumbent President's party. We can't risk Democrats staying home in 2022 after everything we were able to accomplish in 2020. That's why we're keeping a close eye on key Senate races that will give Democrats our best chance at passing progressive policies in the second half of Joe Biden's term. Our Senate pick-up opportunities include Republicans Richard Burr of North Carolina, Pat Toomey of Pennsylvania, and Ron Johnson of Wisconsin. Our frontline Democrats to defend are Mark Kelly of Arizona, Maggie Hassan of New Hampshire, and Catherine Cortez-Masto of Nevada. Our plans have already started. First, we →

✓ We're preparing to defend Democrats Mark Kelly, Maggie Hassan, and Catherine Cortez-Masto.



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Progressive Turnout Project

# Leetes Island Woodworks

## Brand Identity Proposal

Brand identity proposal for Leetes Island Woodworks, a woodshop based in Connecticut that designs and sells sawhorse tables online.

LEETES ISLAND WOODWORKS, LLC

LANDWOODWORKS

The screenshot shows a website for Leetes Island Woodworks. At the top, there's a navigation bar with icons for window control, a title 'Leetes Island Woodworks', and a search bar containing the URL 'leetesislandwoodworks.com'. Below the header, the main title 'LEETES ISLAND WOODWORKS, LLC' is displayed in large, bold, black capital letters. To the right of the title is a green 'SHOP' button. The central part of the page features a large image of a wooden sawhorse. To the right of the sawhorse is an aerial photograph of a workshop building surrounded by trees and a parking lot. Below these images, there's a paragraph of text about the company's history and a call to action to view their products and manuals. At the bottom of the page, there are several smaller thumbnail images of different products.

Leetes Island Woodworks, LLC  
Louis Mackall & Ken Fields

Visit Us  
135 Leetes Island Rd,  
Guilford, CT 06437

Contact Us  
[hello@liwoodworks.com](mailto:hello@liwoodworks.com)

Follow Us  
Our Newsletter  
[@liwoodworks](#)

Louis Mackall and Ken Fields formed Leetes Island Woodworks to design and manufacture their own furniture and fixtures. For forty years they have been refining their own version of a sawhorse in their workshop based in Guilford, CT.

This sawhorse and its permutations are just the beginning. View their products [here](#) and product manuals [here](#).

The screenshot shows a website for Leetes Island Woodworks. At the top, there's a navigation bar with icons for window control, a title "Leetes Island Woodworks", and a search bar with the URL "leetesislandwoodworks.com". Below the header, the main content area features a large image of a wooden sawhorse on the left. To the right of the image is a dark brown sidebar containing the company name "LEETES ISLAND WOODWORKS, LLC" in white, a green "SHOP" button, and two dark hexagonal icons. Further down, there's an aerial photograph of a workshop building surrounded by trees and a road. To the right of the photo is a section with the company name, addresses for visit and contact, and links for newsletter and social media. At the bottom, there are small thumbnail images of other products.

LEETES ISLAND WOODWORKS, LLC

SHOP

Leetes Island Woodworks, LLC  
Louis Mackall & Ken Fields

Visit Us  
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Guilford, CT 06437

Contact Us  
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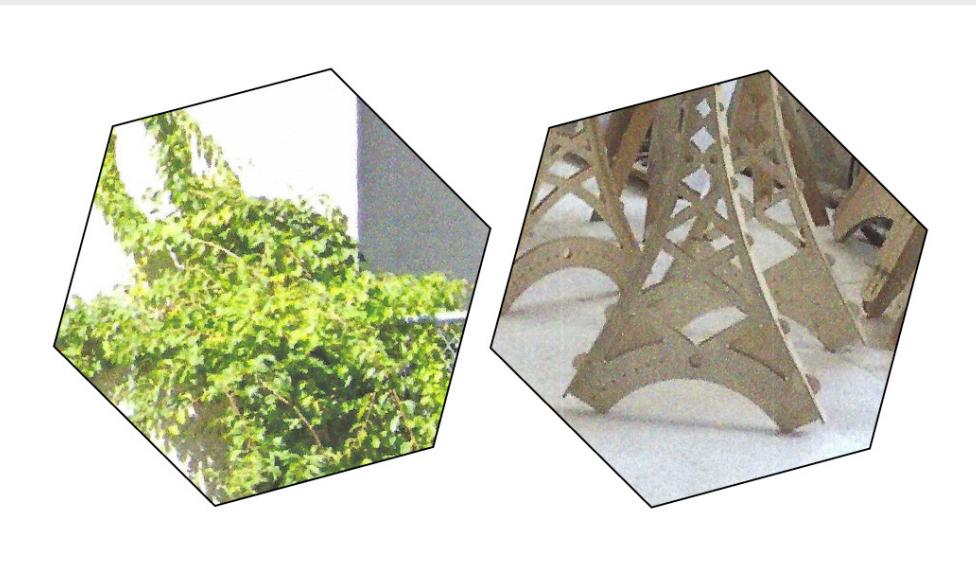
The screenshot shows a website for Leetes Island Woodworks. At the top, there's a navigation bar with icons for back, forward, refresh, and home, along with a lock icon and the URL "leetesislandwoodworks.com". The main header features the company name "LEETES ISLAND WOODWORKS, LLC" in a large, dark font. To the right, there's a green "SHOP" button. Below the header, there are several images: a close-up of a wooden surface, a large white cylindrical object, a close-up of a textured rock face, and a scene of a workshop with wooden furniture pieces. On the right side, there's contact information: "Leetes Island Woodworks, LLC" and "Louis Mackall & Ken Fields", followed by "Visit Us" with the address "135 Leetes Island Rd, Guilford, CT 06437", "Contact Us" with the email "hello@liwoodworks.com", and "Follow Us" with social media handles "Our Newsletter" and "@liwoodworks". A small inset image shows two dark hexagonal shapes.

The screenshot shows a website for Leetes Island Woodworks, LLC. The header features a dark banner with the company name in white. Below the banner, there are several images: a close-up of a wooden railing, a rocky landscape, a person working at a workbench, an aerial view of a workshop area, and a large decorative graphic of a snowflake made of small circles. The website also includes a navigation bar with links like Home, About, Services, Portfolio, Contact, and a Shop link.

LEETES ISLAND WOODWORKS, LLC

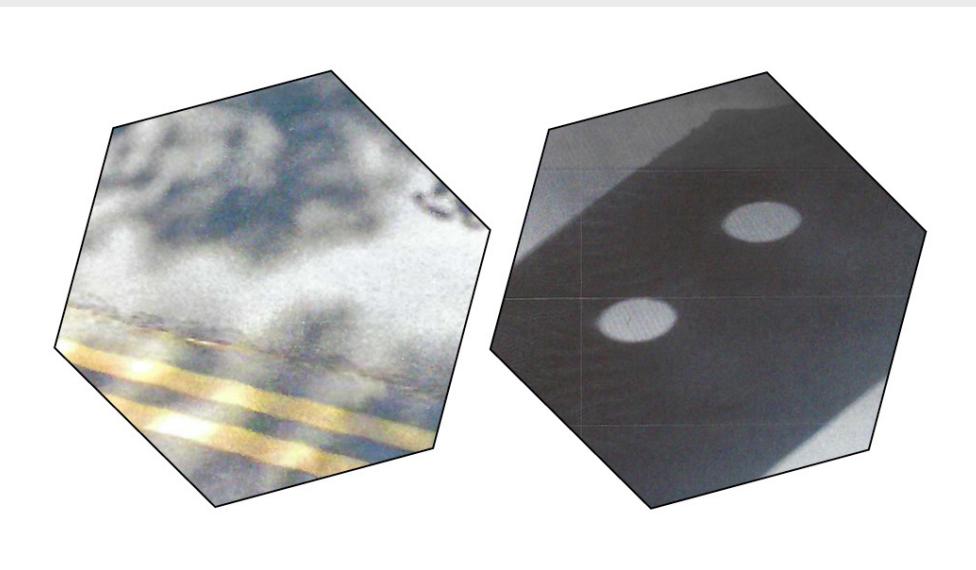
SHOP

Leetes Island Woodworks, LLC  
Louis Mackall & Ken Fields



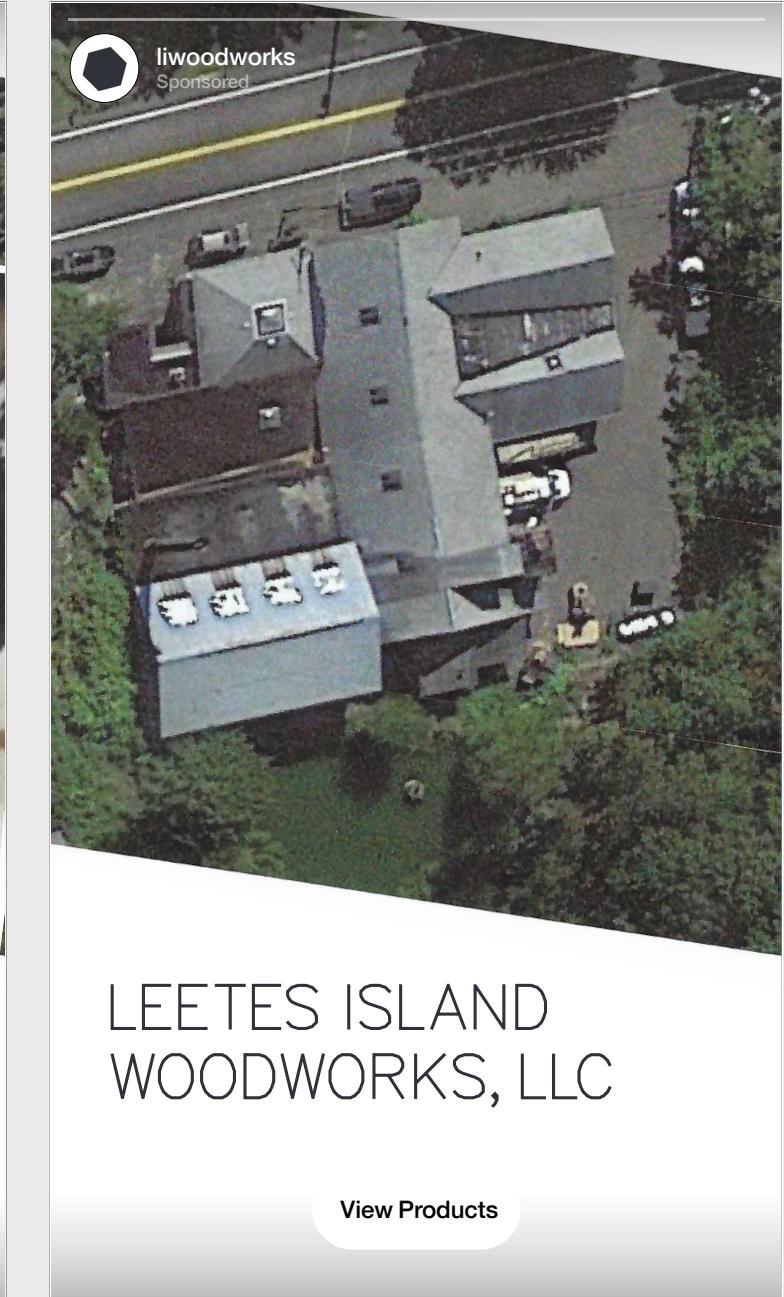
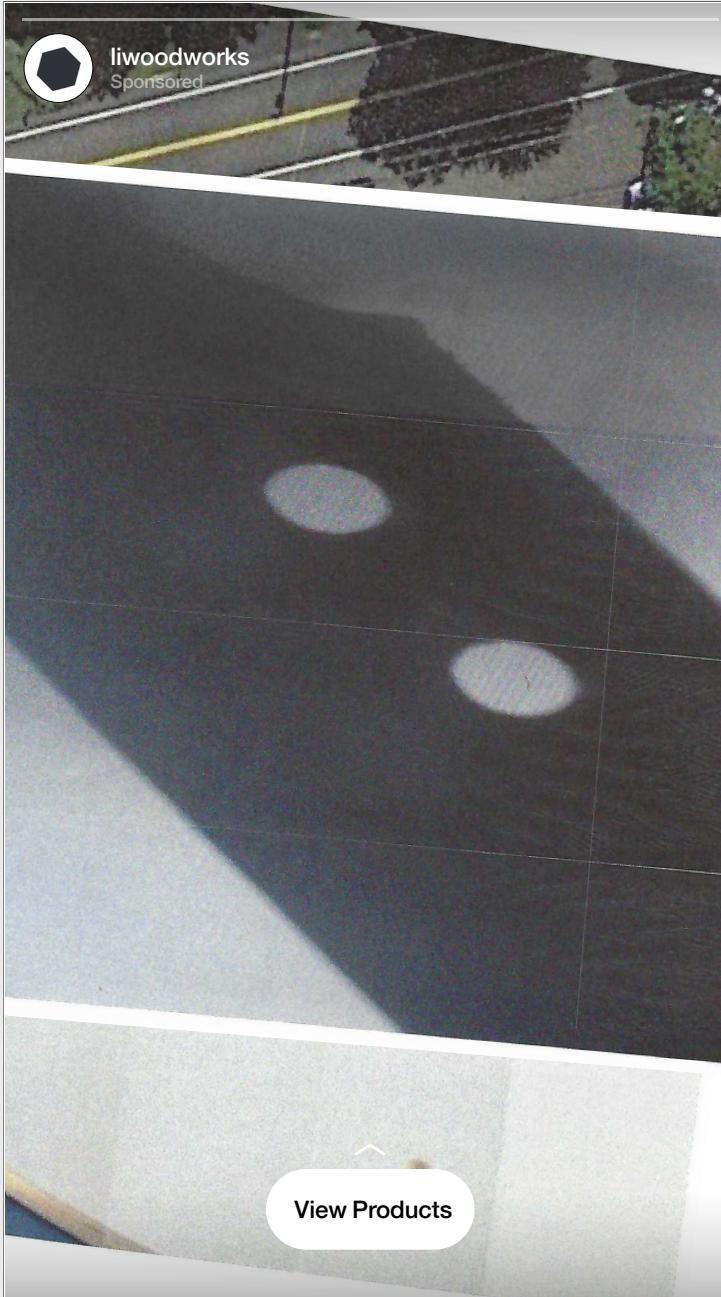
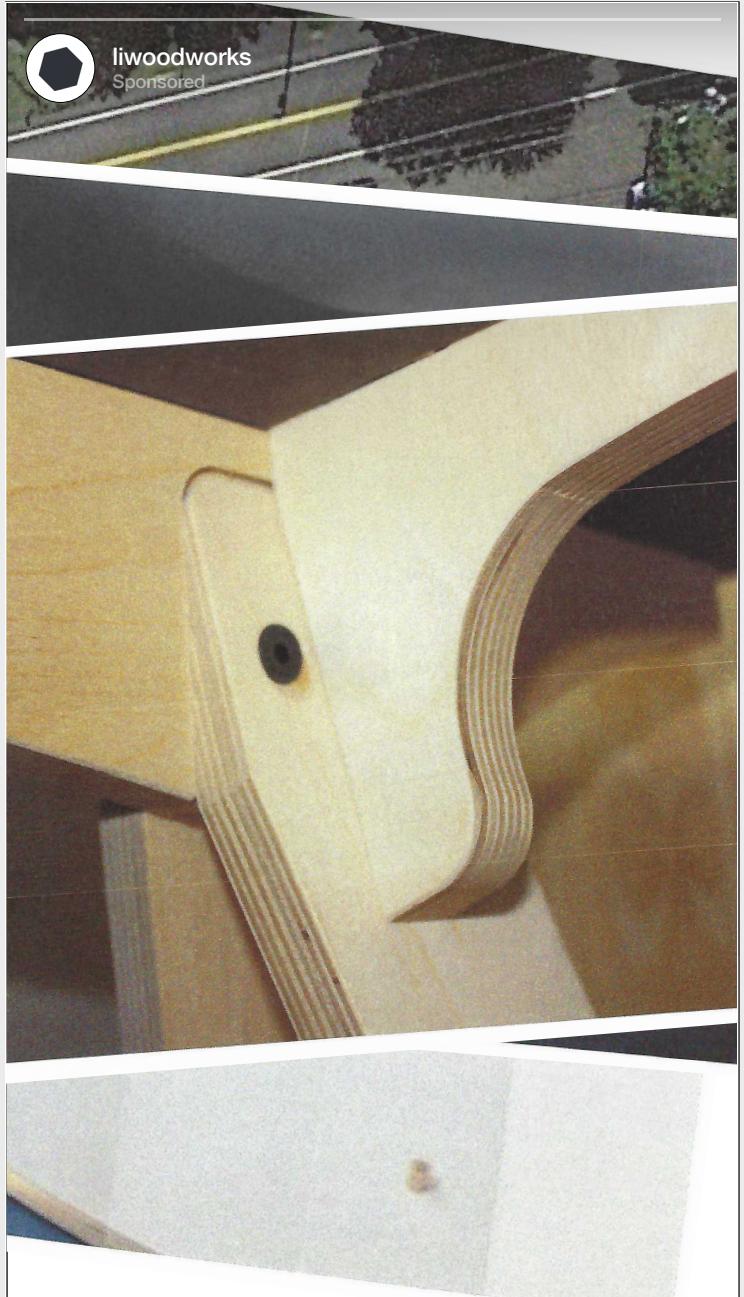
Leetes Island Woodworks, LLC  
Louis Mackall & Ken Fields

[hello@liwoodworks.com](mailto:hello@liwoodworks.com)  
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LEETES ISLAND  
WOODWORKS, LLC

[View Products](#)

# Thank you