

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



WILEY

EARLY VOTING
JUNE 12–20
ELECTION DAY
JUNE 22

Polls are open from
6am–9pm on election day

FOR NYC MAYOR

Find your
early vote
or poll site:



RANK MAYA #1

You can vote for up to five candidates

ELECTION PROTECTION HOTLINE
866-OUR-VOTE

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**



504
Democratic Club



COMMUNITY
VOICES
HEARD POWER!



EMILY'S
LIST



FREELANCERS UNION
1995



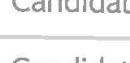
HIGHER
HEIGHTS
for AMERICA PAC



MAKE THE ROAD
ACTION



NIRH
National Indigenous Reproductive
Health Alliance



NVSAA
NEW YORK
PROGRESSIVE
ACTION NETWORK



NEW YORK CITY
TEACHERS' FEDERATION



NYC
KIDS' PAC



REVOLUTION



RESILIENCE
FOR ALL



THE
JEWISH
VOTE



TENANTS
PAC



INDIVISIBLE
HARLEM



CODA
COALITION
FOR EQUITABLE
REDISTRICTING



MOVE ON/
INDIVISIBLE
UPPER WEST SIDE

Mayor

Rank up to 5 choices
Mark no more than 1 oval in each column

Candidate A	Candidate B	Candidate C	Candidate D
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Maya D. Wiley

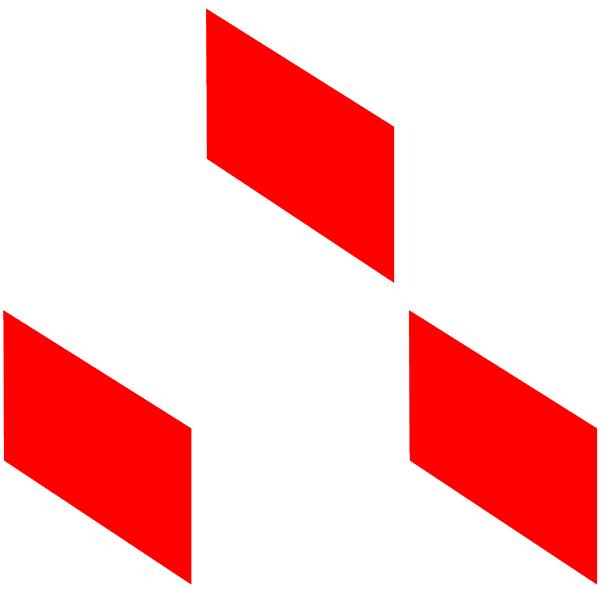
Candidate F	Candidate G	Candidate H	Candidate I	Candidate J
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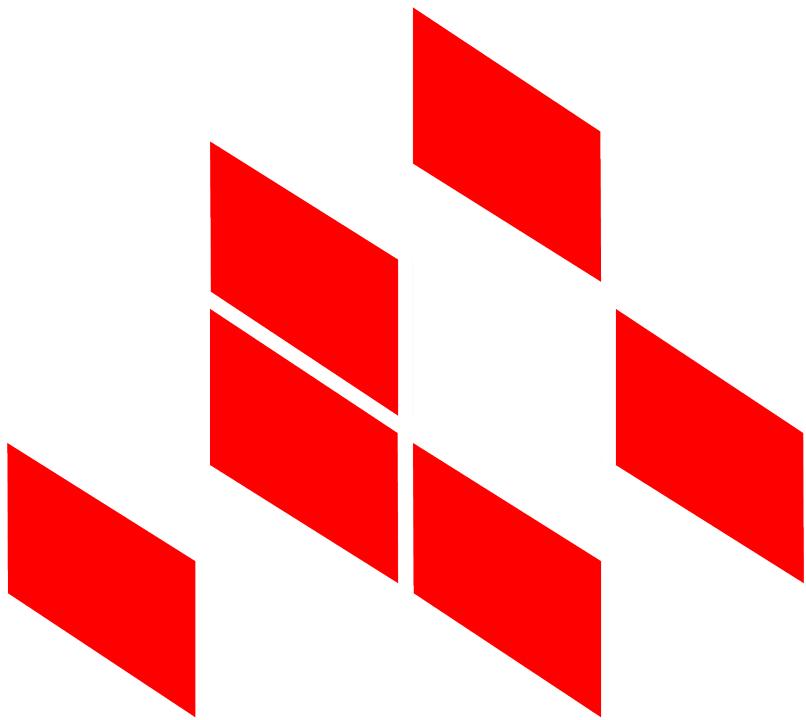
Maya Wiley (June 2021)



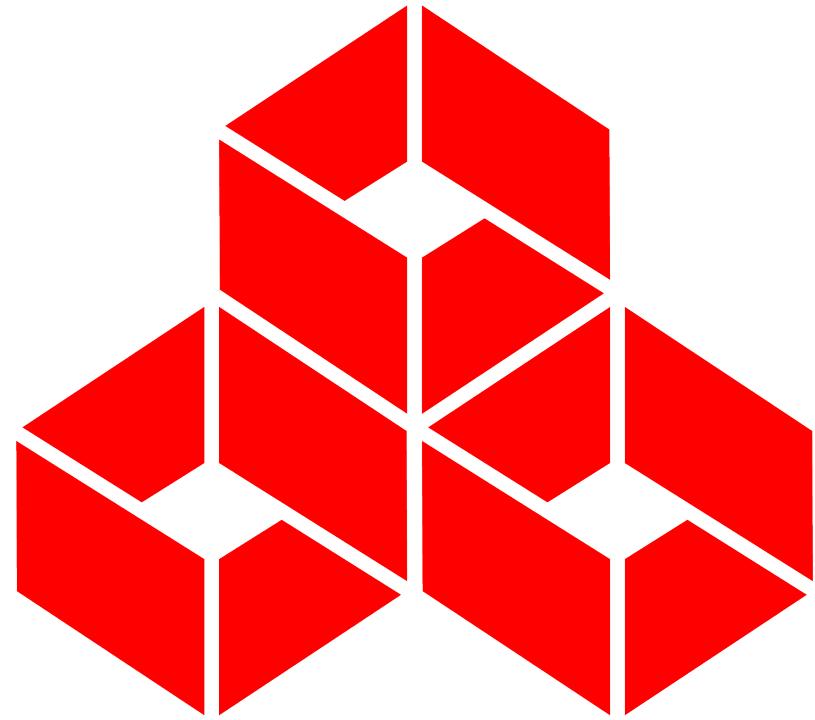
Assemble Brand Identity

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









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

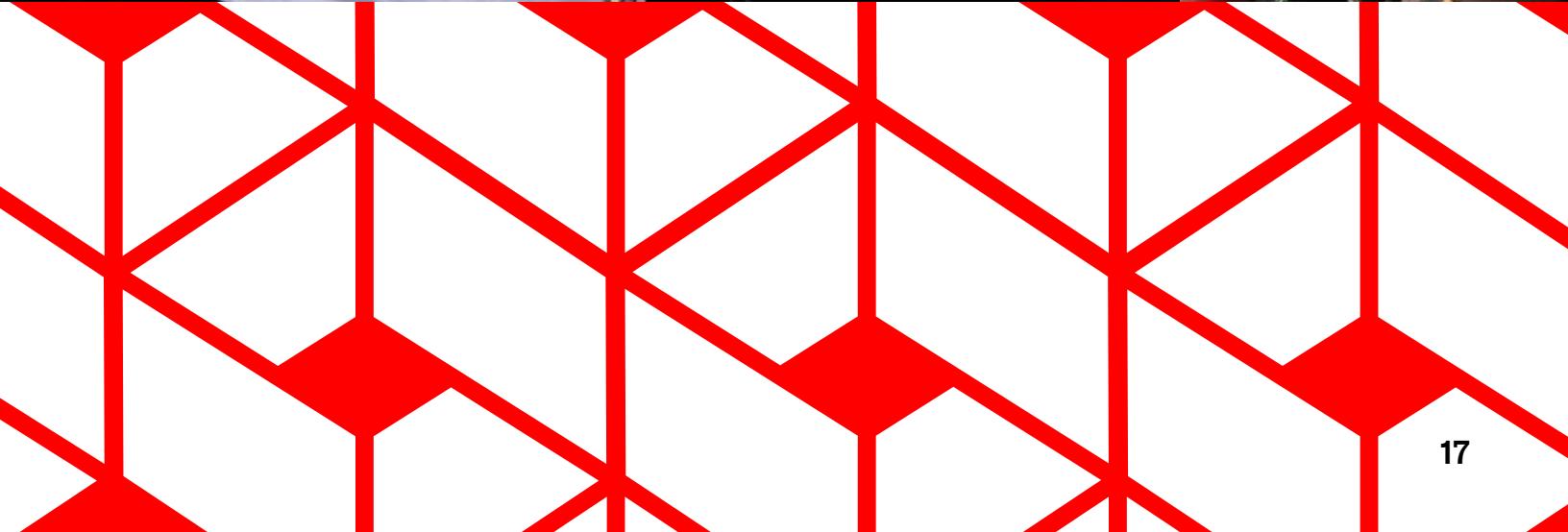
BODY TITLE
KARLA EXTRA BOLD

BODY
KARLA BOLD

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



Jacqueline Johnsson



ASSEMBLE IS MADE BY LEFTIST ORGANIZERS, FOR LEFTIST ORGANIZING. [GET ENDORSED BY THE LEFT TO MAKE YOUR MOVEMENT WITH ASSEMBLE.](#)

Assemble

Product Extensions Endorsements

About Support [Sign In](#)

Organizing tech for your campaign

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

ASSEMBLE IS MADE BY LEFTIST ORGANIZERS, FOR LEFTIST ORGANIZING. [GET ENDORSED BY THE LEFT TO MAKE YOUR MOVEMENT WITH ASSEMBLE.](#)

 Assemble

Product Extensions Endorsements About Support [Sign In](#)

Spreadsheets for your movement



A collage of images depicting various protest and organizing scenes. On the left, a man in a black t-shirt with 'BLACK LIVES MATTER' speaks into a microphone. In the center, a large bronze statue of Martin Luther King Jr. stands behind a podium where a man in a suit and mask is speaking. A protestor holds a sign that reads 'STOP LYING', 'Fire BAD Policemen', 'Jonathan's Life Matters', and '11-2 6-17'. On the right, a woman with red lipstick speaks into a microphone. The background features a blue sky and a building.

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



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.



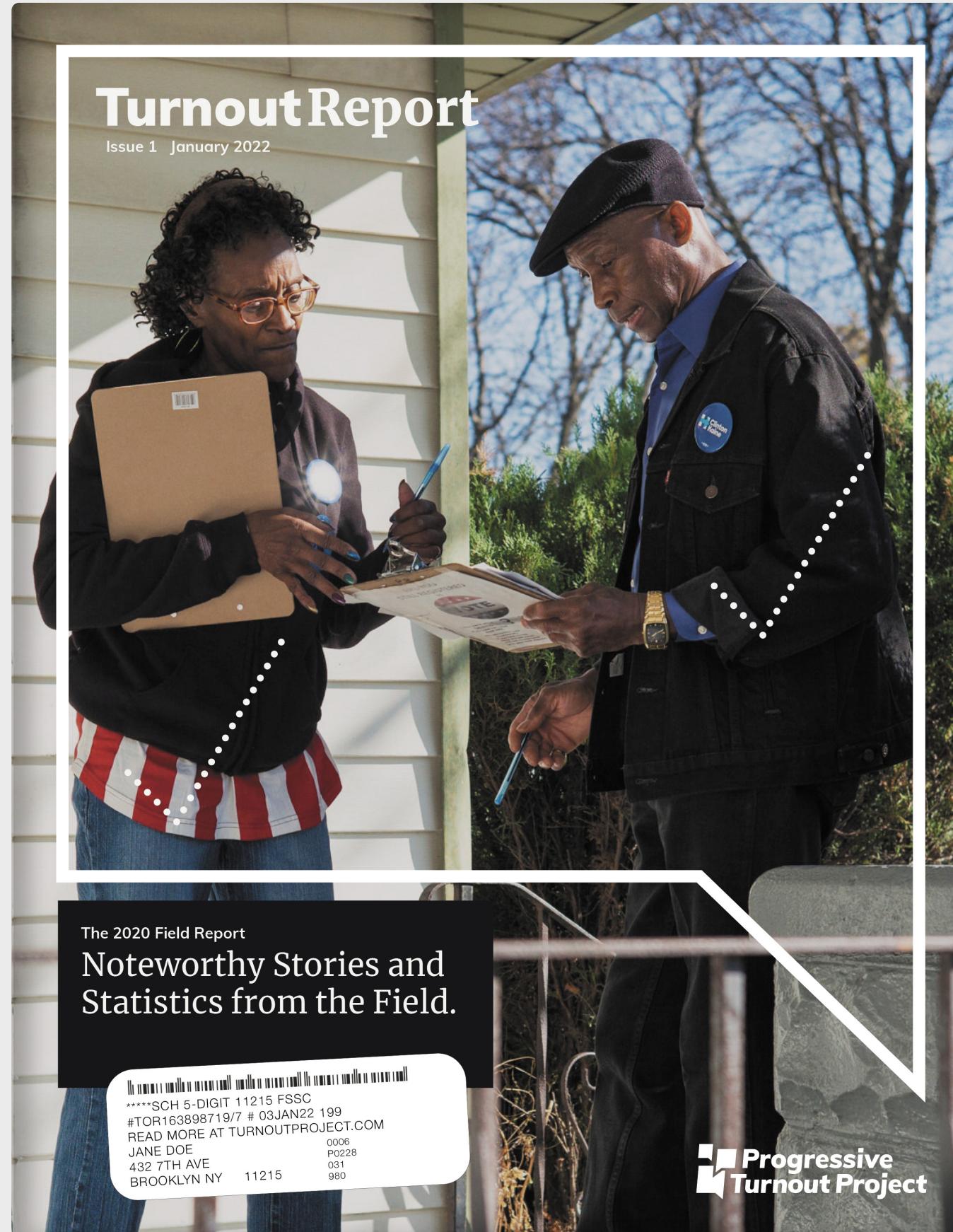
**Progressive Turnout Field
Progressive Turnout Labs
Progressive Turnout Action**

**TurnoutTV
TurnoutTalk
TurnoutReport**



**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 Tucson 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.

*****SCH 5-DIGIT 11215 FSSC
#TOR163898719/7 # 03JAN22 199
READ MORE AT TURNOUTPROJECT.COM
JANE DOE 00106
432 7TH AVE 00228
BROOKLYN NY 11215 031
980

89 Turnout Base Staff deployed in Arizona	132 Turnout Base Staff deployed in Georgia	157 Turnout Base Staff deployed in Michigan
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\$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

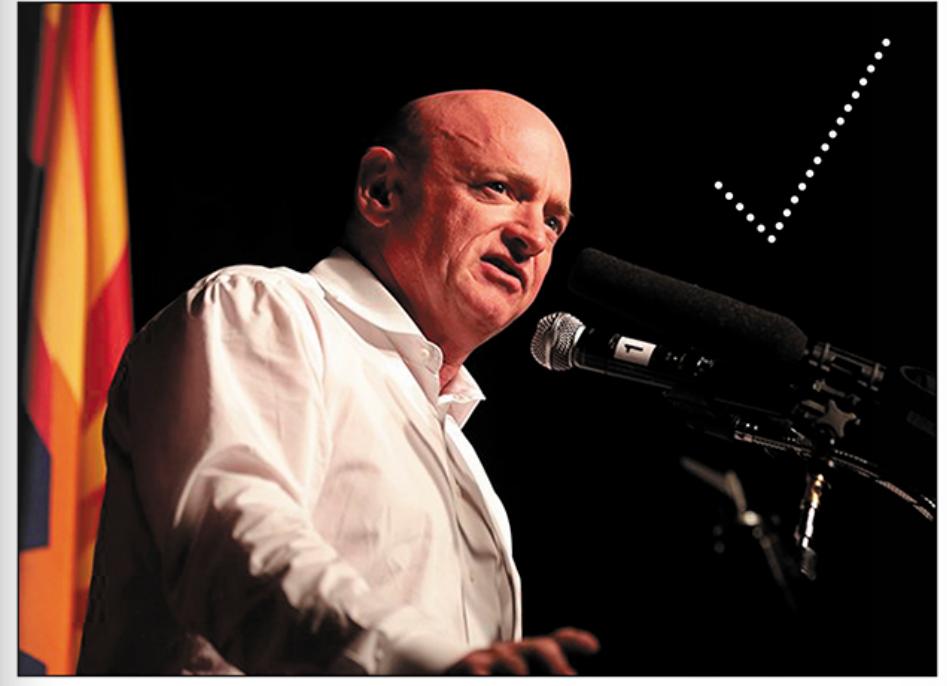
Written by Alex Morgan and Anastasia Scourtes

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Progressive Turnout Project

Turnout Field Program Plans

Our Plans for 2022



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

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 →




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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 LLC. At the top, there's a navigation bar with icons for window control, a logo, and the text "Leetes Island Woodworks". Below it is a browser-style header with back, forward, refresh, and home buttons, and the URL "leetesislandwoodworks.com". The main title "LEETES ISLAND WOODWORKS, LLC" is in large, bold, black capital letters. To its right is a green "SHOP" button. The left side of the page features a large, close-up image of a wooden sawhorse. On the right, there's an aerial photograph of a workshop building surrounded by trees and a road. Below these images, there's a block of text about the company's history and a call to action to view products and manuals. At the bottom, there are several smaller thumbnail images of different products.

Leetes Island Woodworks LLC

SHOP

Leetes Island Woodworks, LLC
Louis Mackall & Ken Fields

Visit Us
135 Leetes Island Rd,
Guilford, CT 06437

Contact Us
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 LLC. 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 content area features a large image of a wooden sawhorse on the left. To the right of the sawhorse is a smaller image of a workshop building from an aerial perspective. Further right is a sidebar with contact information, including a logo of two interlocking hexagons.

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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Our Newsletter
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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 LLC. The header includes a logo, the company name, and a navigation bar with links like Home, About, Services, Portfolio, Contact, and a shopping cart icon. Below the header are several large images of wooden furniture pieces. To the right, there's a sidebar with contact information and social media links.

LEETES ISLAND WOODWORKS, LLC

SHOP

Leetes Island Woodworks, LLC
Louis Mackall & Ken Fields

Visit Us
135 Leetes Island Rd,
Guilford, CT 06437

Contact Us
hello@liwoodworks.com

Follow Us
Our Newsletter
[@liwoodworks](#)

Ken Fields formed Leetes Island Woodworks to manufacture their own furniture and fixtures. They have been refining their own version of a workshop based in Guilford, CT. Their permutations are just the beginning. [View our catalog here](#) and product manuals [here](#).

The screenshot shows the homepage of the Leetes Island Woodworks LLC website. The header features a dark brown background with a large, semi-transparent white rectangular overlay containing the company name "LEETES ISLAND WOODWORKS, LLC". Above this, the browser title bar displays "Leetes Island Woodworks" and the URL "leetesislandwoodworks.com". To the right of the main image, the word "SHOP" is visible in green capital letters. Below the main image, there are several smaller images: a person working at a workbench, an aerial view of a workshop or yard area, two black hexagonal icons, and a QR code. The bottom left section contains a large dark gray image of a wooden board and a small inset image of a building with ivy. The bottom right section contains a large dark gray image with a grid pattern and some text.

Leetes Island Woodworks, LLC

SHOP

Leetes Island Woodworks, LLC
Louis Mackall & Ken Fields

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Leetes Island Woodworks LLC (2021)



cking no. is: [1ZE5F2260314427778](#)

know if there is any damage in shipping. We are refining our packaging these days and need feedback.

Two parts. Yours *may* be a bit different, but the principles are the same. You can find it here:

Jacqui,

Thank you very much for your order. Your UPS Tracking no. is: [1ZE5F2260314427778](#)

We hope you like the desk - we love it. Please let us know if there is any damage in shipping. We are refining our packaging these days and need feedback.

We made a video on how to assemble the desk, in two parts. Yours *may* be a bit different, but the principles are the same. You can find it here:

1. Sawhorse part:
https://youtu.be/Mya-mgIP_g0
2. Desk part
<https://youtu.be/Ck2F xv0pOAw>

or you can refer to the [PDF Manual](#), attached below. You will need a hammer, we supply the rest.

After you've put the desk together, and seen what we do, [let us know if you have other suggestions](#) as to what we might make.

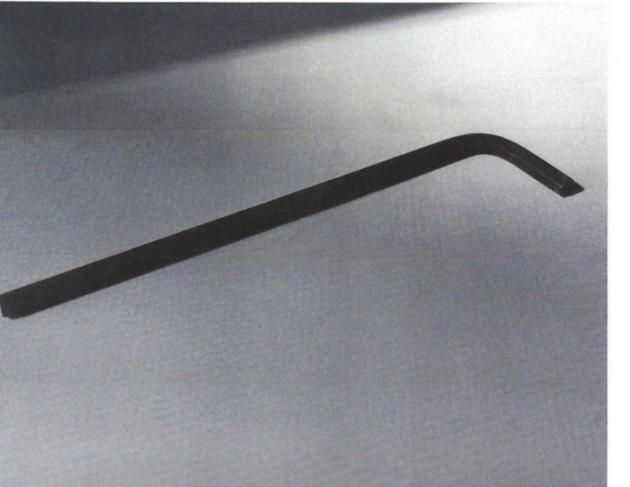
Best,
Louis

Leetes Island Woodworks
Louis Mackall & Ken Fields

[135 Leetes Island Rd](#)
hello@liwoodworks.com
[liwoodworks.com](#)
[@liwoodworks](#)

To:

Subject: Thank you for your order.



Jacqui,

Thank you very much for your order. Your UPS Tracking no. is: [1ZE5F2260314427778](#)

We hope you like the desk - we love it. Please let us know if there is any damage in shipping. We are refinishing.

We made a video on how to assemble the desk, in two parts. Yours *may* be a bit different, but the principles are the same.

1. Sawhorse part:
https://youtu.be/Mya-mgIP_g0
2. Desk part
<https://youtu.be/Ck2F xv0pOAw>

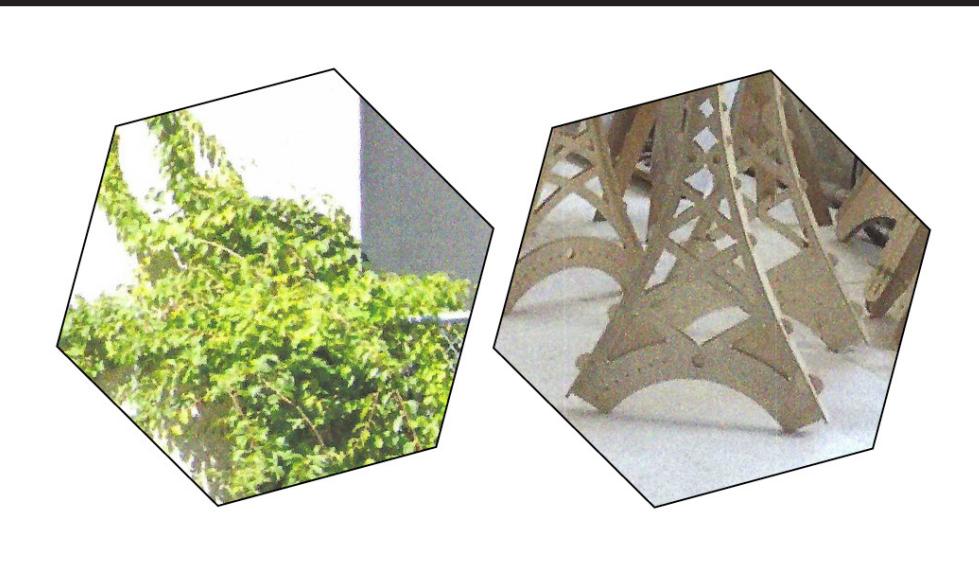
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Best,
Louis

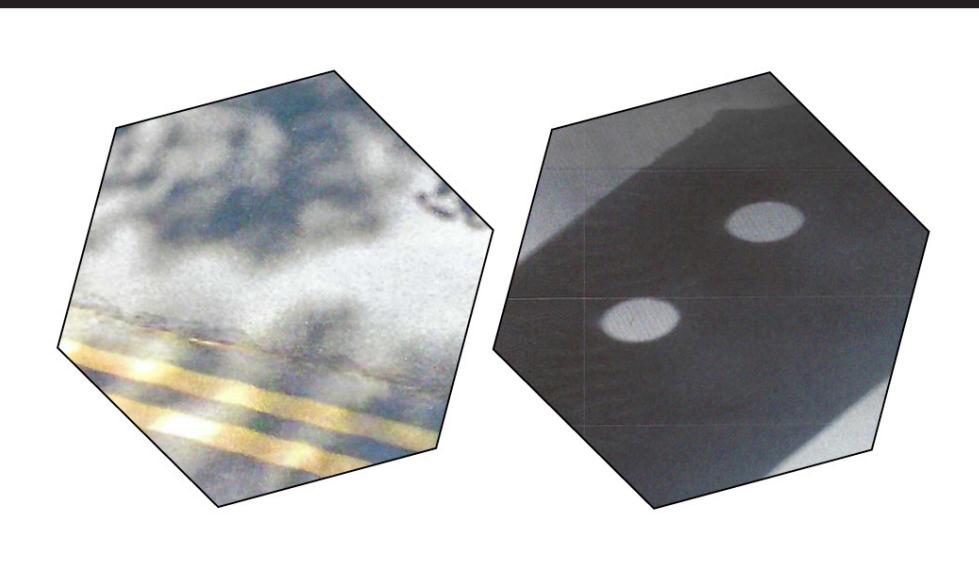
Leetes Island Woodworks
Louis Mackall & Ken Fields

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[liwoodworks.com](#)
[@liwoodworks](#)



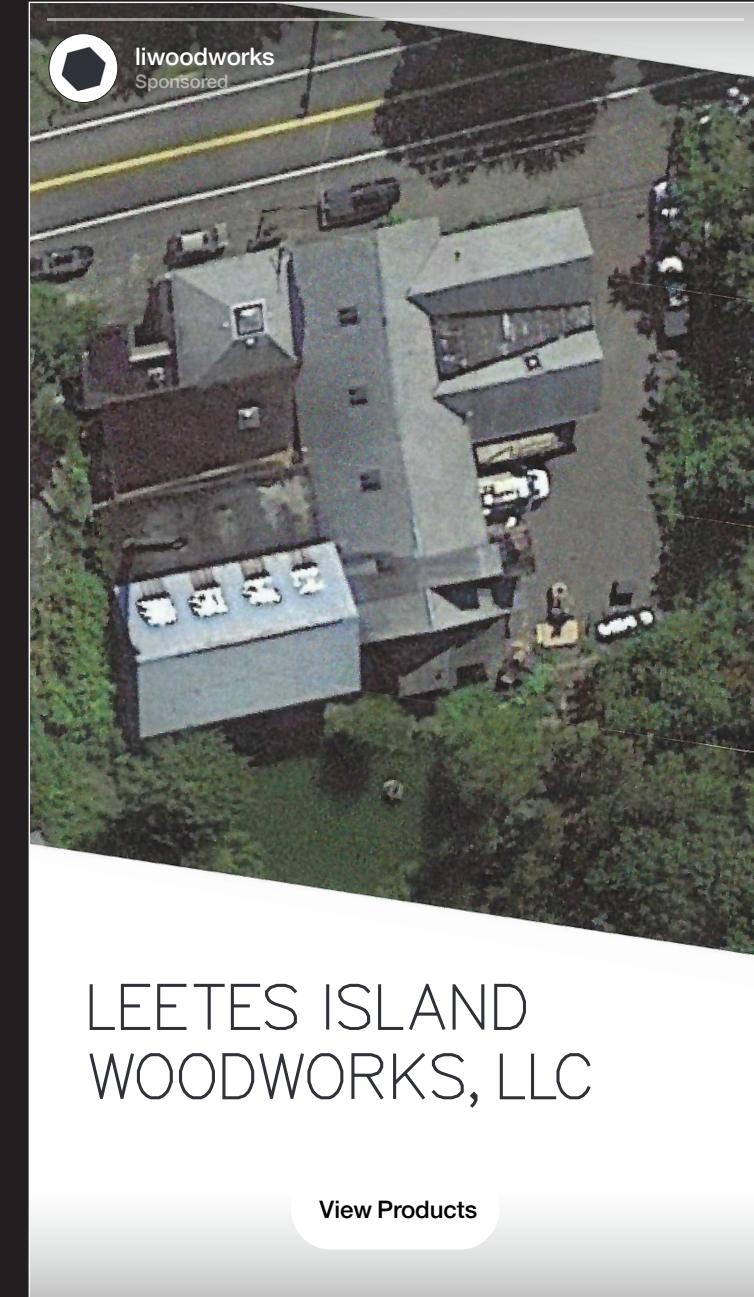
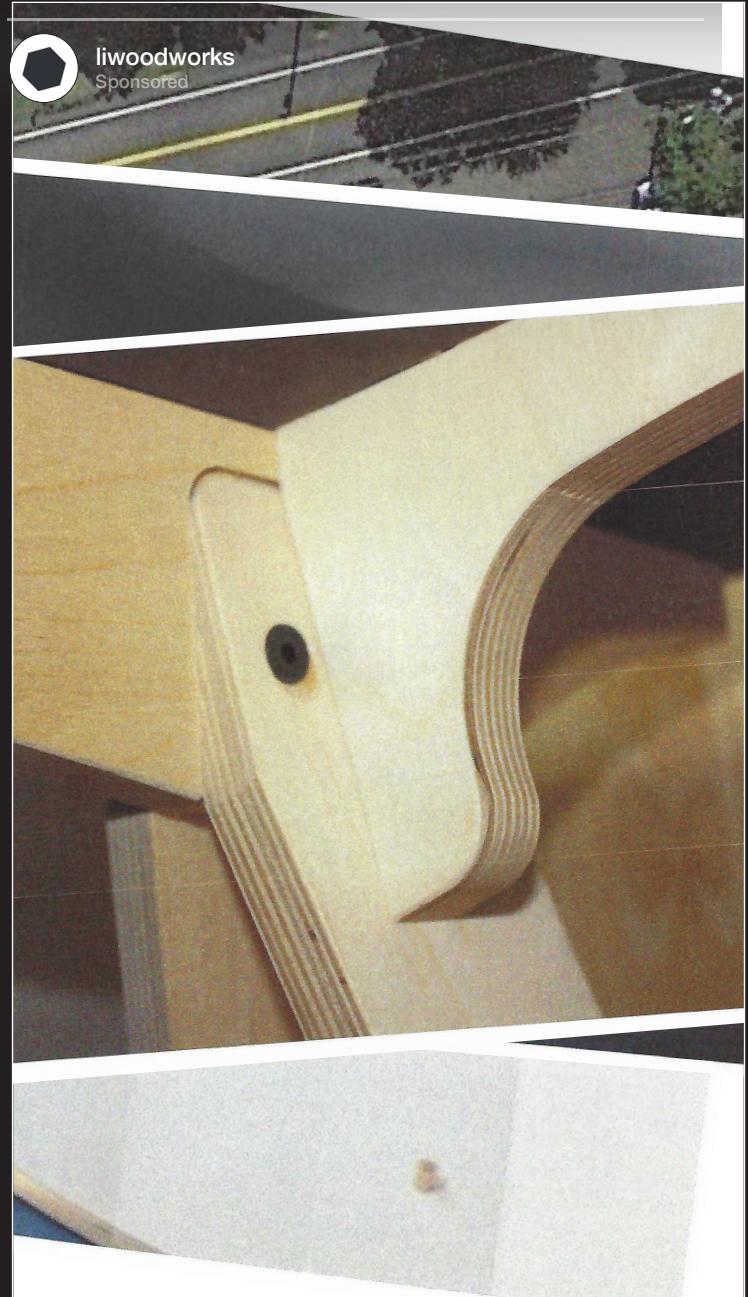
Leetes Island Woodworks, LLC
Louis Mackall & Ken Fields

hello@liwoodworks.com
liwoodworks.com
@liwoodworks



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@liwoodworks



LEETES ISLAND
WOODWORKS, LLC

[View Products](#)

Recent Work

Jacqueline Johnsson