

# Occupy Wall Street Design Working Group

## Orientation FAQ

# What does the Design Working Group do?

We take design requests from other working groups of Occupy Wall Street  
There are two main types of requests:

## **Rapid Response: Short Term Materials**

Requests that require a fast turnaround such as event flyers

*Usually handled by 1 designer*

## **Long Term Materials**

Projects such as signage or informational flyers which can be used long-term

*Usually handled by 1 or a small group of designers*

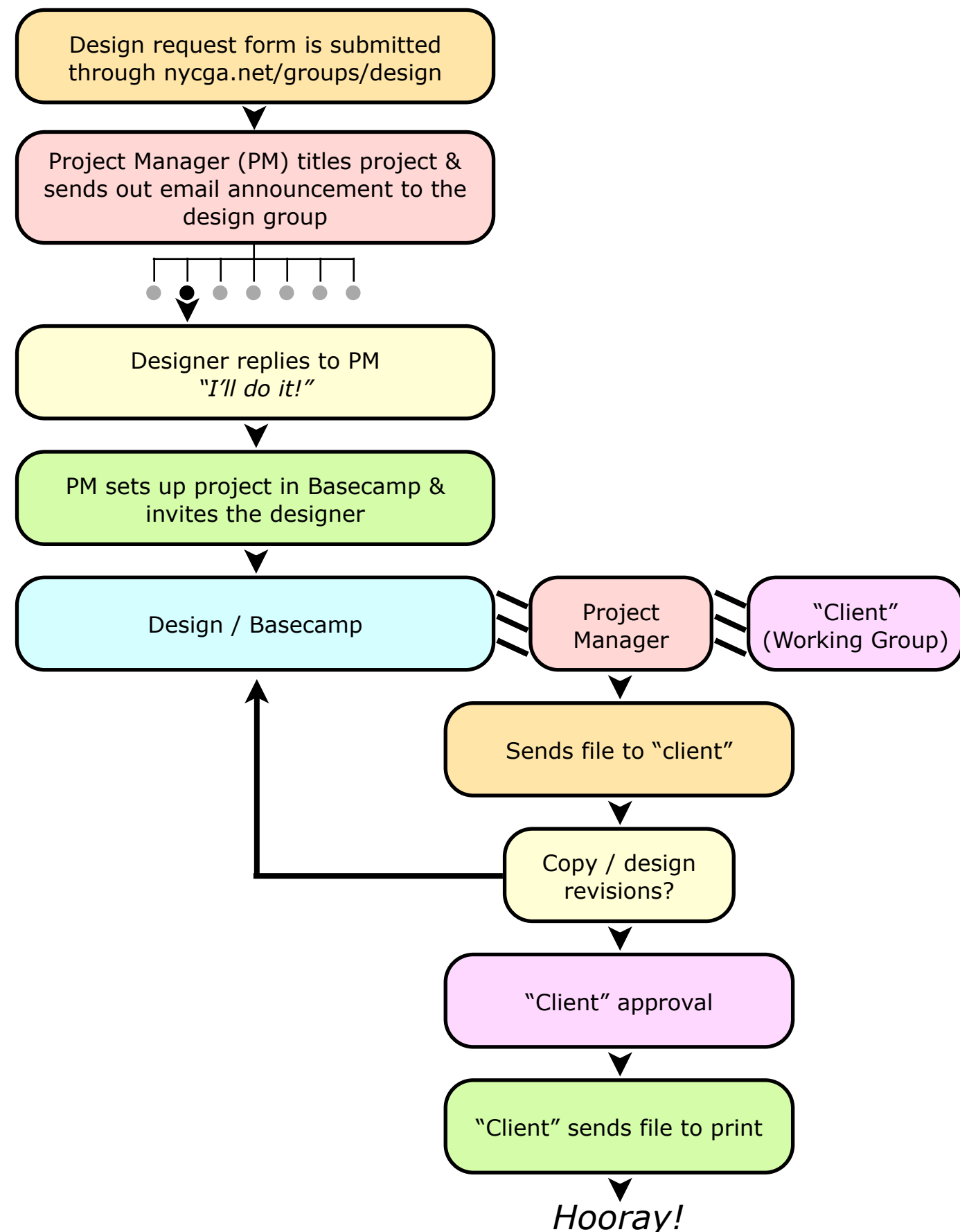
We generate our own design projects based on our interests

This could include posters, symbols, infographics, t-shirts, buttons, blogs, stickers, and more

*Usually crowd-sourced to the whole Design Group and/or wider OWS community*

# How does the Design Working Group handle design requests?

- Most requests come in via a link on our web page at [nycga.net/groups/design](http://nycga.net/groups/design)
- The Design Group has a weekly rotating **Project Manager (PM)** who is responsible for following any jobs which come in that week through to completion
- Requests coming in through our nycga web page automatically go into a spreadsheet. The PM monitors this spreadsheet throughout the week for new projects
- The Design group currently uses **Basecamp**, a web-based project management tool, to help us collaborate and complete projects
- See workflow chart on the right for specifics on how design requests are handled



# Does the Design Working Group have a style guide? Or branding?

## NO

We are having an ongoing conversation regarding branding/style guides/logos. While some in the Design Working Group may find branding useful, OWS as a whole would need to reach consensus regarding visual branding in order for it to be implemented (through the General Assembly and Spokes Council), and consensus has neither been sought nor reached around this issue.

## HOWEVER...

The Design Working Group has identified certain recurring visual themes such as color schemes, font families, etc. in the visuals being produced by various Occupations as well as in Social Movements of the past. Consider these style guidelines, but feel free to use whatever colors, fonts, etc. you choose. *These are not absolutes, only ideas to consider!*

### FONTS

Gothic (sometimes called Grotesque) fonts are sans-serif fonts that are easy to read from a distance and have been used by social protest movements past and present



Some popular examples include: Bell Gothic, Impact, Railroad & Trade Gothic

**I AM THE  
99%  
AND SO ARE YOU!**



### COLOR SCHEMES

These are some color schemes we see in use within the Occupy Movement



Occupy Wall Street NYCGA website



Occupy Together



General use

### SYMBOLS

We are creating and collecting a library of symbols which can be used by the design team. *You are welcome to contribute!*



# How does the Design Working Group communicate?

## Google Group

Day-to-day communications

[http://groups.google.com/group/ows\\_design](http://groups.google.com/group/ows_design)

Please join! If the volume of email on this list is ever too much for you to handle, you can change your subscription to "digest" which generates one email per day, or you can unsubscribe.

Any member of our google group can invite new members. If you know other designers who want to get involved invite them to the group!!

## NYCGA.NET

Communications to the general public and potential volunteers

<http://www.nycga.net/groups/design>

We try to keep this site updated with meeting notes and agendas as well as information about ongoing or crowd-sourced projects

## Facebook

Our Facebook page is **NEW!**

<http://www.facebook.com/OWSdesign>

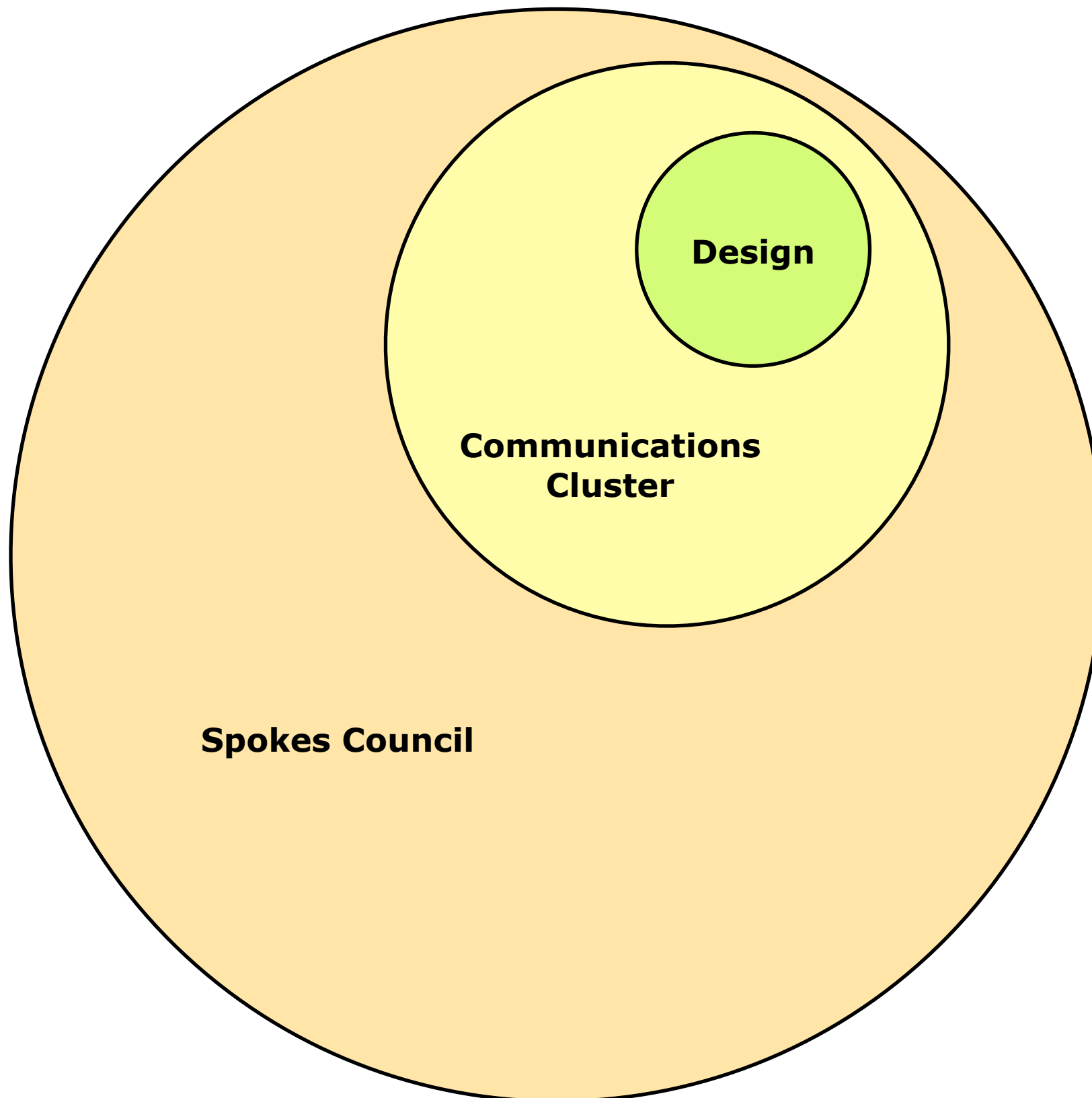
Please like us!

## Weekly Meetings

Sundays, 5pm  
in the Atrium at 60 Wall Street

We try to post our agendas prior to the meeting on our google group and nycga.net page. These meetings are open, please join us!

# How does the Design Working Group organize within OWS?



## **Design Meetings**

Sundays, 5pm

The Atrium at 60 Wall Street

## **Communications Cluster Meetings**

A coordinating meeting consisting of working groups dealing with communication (Info, Tech Ops, Media, PR, Outreach, Design, etc)

Mondays & Thursdays, 2pm

The Atrium at 60 Wall Street

## **Spokes Council Meetings**

A coordinating and decision making body consisting of various working groups and caucuses

Monday/Wednesday/Friday, 7pm

Location Changes

## **General Assembly**

A coordinating and decision making body consisting of autonomous individuals

Tues/Thurs/Sat/Sun, 7pm

Liberty Plaza

We're all here because we want to change the world for the better, right?

Let's not forget that and let's make some great art!!!